Listening Task: Fill in the Missing Words

Topic: Behavioural Science

Level: B1

Instructions: Listen to the recording and fill in the missing words.

How Behavioural Science Influences Our Decisions

Every day, people make hundreds of _____ (1), from choosing what to buy to deciding what to eat. According to behavioural science, these decisions are often influenced by factors that we do not notice.

One important idea is the use of **mental** _____ **(2)**. When people are unsure what to do, they often follow the advice of people they trust, such as experts, teachers, athletes, or celebrities. This explains why **celebrity** _____ **(3)** are so common in advertising. If a famous athlete promotes a sportswear brand, many consumers may believe that the product is reliable and worth buying.

Behavioural science can also explain why many fast-food restaurants now use **touchscreen** _____ **(4)**. Studies have shown that customers often spend more money when ordering from a machine rather than from a person. One reason is that they do not feel _____ **(5)**. The machines can also suggest extra items, such as larger drinks or extra fries. This practice, known as _____ **(6)**, encourages customers to spend more.

Another important concept is **nudge** _____ **(7)**. A _____ **(8)** is a small suggestion that influences people's behaviour without forcing them to do anything. For example, when a touchscreen machine asks customers whether they would like extra fries, it is giving them a nudge.

Behavioural science is not only used by businesses. In Tunisia, the United Nations World Food Programme created a TV _____ (9) to encourage people to eat together more often. The programme showed families and friends sharing meals, hoping that viewers would copy this behaviour. This idea is based on the fact that people often learn by watching and _____ (10) others.

Overall, behavioural science helps explain how people make decisions and how small influences can affect their behaviour in everyday life.

LIVEWORKSHEETS