

### Why we love Black Friday



Listen to this video about this shopping event. Choose the best alternative to complete the statements

- During Black Friday, a huge mass of ..... flood malls and shops.  
a) actual retailers                      b) potential buyers
- Collective buying frenzy is triggered by the media and.....  
a) savvy marketers                      b) potential buyers
- According to the lecturer, people look like.....  
a) a weird buying zombie army                      b) hunter-gatherer ancestors
- Our brain operates as if we were living 200.000 years ago because.....  
a) our needs didn't evolve that much                      b) nothing in the world changed
- He compares..... to our ancestors' custom of hunting and gathering.  
a) evolution                      b) buying
- The process we go through in Black Friday generates.....  
a) anxiety                      b) dopamine
- Dopamine is directly related to .....  
a) addictions                      b) power
- The speaker compares "looking for the best deal" to.....  
a) living in caves                      b) hunting mammoths

