Listening Ex. > Nudges: The Secrets of Persuasion



mp3 file

A. Listen to a 6-minute podcast about a strategy to coax people to do something. Complete the sentences below using NO MORE THAN TWO (2) WORDS on each line. (10 points, 2 each)

1. A *nudge* is a powerful way to modify _____.

2. Governments may use *nudging* to persuade people to _____ that benefit themselves or society.

3. Shoppers can be nudged to eat healthier if supermarkets place healthy products in _____.

4. However, nudging seems to be more beneficial to _____ than to the society more often.

5. In 2011 nudging served as a good thing to solve an antisocial situation related to the destruction of _____.

B. Continue listening. Decide if the following statements are true (T), false (F), or not given (NG). (12 points, 2 each)

	T	F	NG
1. Richard Taylor won the Nobel Prize for his book about nudging in 2008.			
2. *The Nudge Theory* aims to persuade people strongly to make good decisions.			
3. Nudging is not used in the best interest of the consumer for advertisers.			
4. The use of bright or mangy colors in advertising may lead to less profits.			
5. The use of *sludge* rise questions about the morality of nudging in business.			
6. Neil Levy disagrees with the use of nudging to target young people.			

C. Listen to the last part of the podcast. Choose the correct answer (a-d) for each statement. (4 points, 1 each)

1. Nudging is criticized for being paternalistic since it limits people's ____.

a. conduct **b.** decisions **c.** interests **d.** responsibilities

2. Nudging may also infantilize people and as a result they stop having ____.

a. attention **b.** determination **c.** interest **d.** freedom

3. According to one of the hosts, nudging seems to be ____ depending on its use.

a. challenging **b.** unclear **c.** beneficial **d.** acceptable

4. The use of ____ helped to discourage antisocial window breakers.

a. graffiti artists **b.** local children **c.** infants' faces **d.** teens' faces

Level B2

Audio taken from Beth and Nail (Hosts). (2024, Apr. 11) *Nudges: The secrets of Persuasion* [Audio Podcast Episode]. https://open.spotify.com/episode/4jRlpYyP99viK54qGtYPV2?si=z8dO4o1OQ1213WTs1jPoJw

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