

The Q Classroom

Activity A, p. 2

1. Answers will vary.
2. Answers will vary. Possible answer:
These people are an indoor ski area.
Year-round snow on their ski slopes
makes these parks popular.

Activity B, p. 3

1. Answers will vary. Possible answers:
Yes, I think that is true. / No, I do not
think that is true.
2. Answers will vary. Possible answer:
Some things become popular
because they are new and different.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary. Possible answers:

Ad on TV:

Advantages: Advertisers can
target their ads to people who
watch certain types of shows. Use
video.

Disadvantages: Many people are
watching TV shows over the
Internet. People mute the TV when
ads come on.

Word of mouth:

Advantages: People
listen to their friends. People are
likely to buy products that others
are talking about.

Disadvantages: Advertisers cannot
control this. Advertisers can't be
sure the talk is positive.

Magazine ads:

Advantages: can use colorful photos.
Can use celebrities.

Disadvantages: People might not
read it. Many people are not reading
magazines anymore.

Activity B, iQ Online Resource

Answers will vary.

READING 1

PREVIEW THE READING

Activity A, p. 4

1. find out
2. trend
3. spread
4. contribute
5. connect
6. express
7. clear

Activity C, p. 5

Answers may vary.

The article will talk about unusual
things that advertisers do to
promote products.

Activity D, p. 5

Answers will vary.

WORK WITH THE READING

Activity B, p. 6

1. c
2. d
3. a
4. b

Activity C, p. 6

- a. 4 This created buzz because people like to participate and express their own opinions.
- b. 3 Some other companies choose to do something surprising so that people will remember their product and spread their idea.
- c. 1 Every year companies spend millions of dollars on advertising to create buzz about their products—in other words, to get people talking about them.
- d. 6 There are many ways that advertisers hope to make their

products popular: doing something surprising or exciting, asking customers to get involved, or connecting the product with something that people see regularly.

- e. 2 This is part of a new trend in advertising in which companies pay for unusual events, hoping that customers will talk more about their products.
- f. 3 People were surprised to see a blender cut a smartphone into small pieces. Everyone talked about the videos and wanted to find out more about the blenders.

Activity D, p. 7

1. Buzz means “people talk a lot about something because it is popular.”
2. 39 kilometers
3. more than 1,300 kilometers per hour
4. smartphones, rakes, sports equipment
5. They connected Kit Kat bars with coffee.
6. Sales improved by more than 50 percent.
7. Because more people will buy products that people are talking about.

Activity E, p. 7

1. Felix Baumgartner performed a stunt while wearing a space suit with Red Bull’s name on it.
2. Tom Dickson made videos showing blenders mixing up unusual things.
3. Doritos asked their customers to make their own TV ads.
4. they drink coffee often, and the ads connected Kit Kats with coffee.

WRITE WHAT YOU THINK

Activity A, B, pp. 7–8

1. Answers will vary. Possible answer: I think Kit Kat had the most successful advertising method. They improved sales by more than 50 percent because they used ads that connected Kit Kat bars with coffee.
2. Answers will vary.

READING SKILL

Activity A, p. 8

1. Experts often influence our actions and purchases. For example, a doctor on a TV health show may recommend a medication. Because the doctor is an expert in healthcare, we expect her to be very knowledgeable about what medicines are best. We are more likely to follow her advice.
2. Other consumers also influence our purchases. When a consumer uses a product, we listen to his or her opinion. On the Internet, consumers can write their opinions about products. For example, on some travel websites, people write reviews of hotels and restaurants. Online bookstores share reviews from ordinary people. These websites are very popular because they show that people are interested in consumers’ opinions.

Activity B, pp. 8–9

1. c

Key sentence: *One idea that can contribute to popularity is to do something very unusual.*

2. a

Key sentence: *Some other companies choose to do something surprising so that*

people will remember their product and spread their idea.

3. c

Key Sentence: *This created buzz because people like to participate and express their own opinions.*

4. b

Key Sentence: *Another way to make a product popular is to connect it in people's minds with something that they see often.*

READING 2

PREVIEW THE READING

Activity A, pp. 9–10

1. a
2. b
3. b
4. a
5. a
6. a
7. b
8. b

Activity C, p. 10

- People make their shopping choices because of what other people buy.

Activity D, p. 10

Answers will vary. Possible answer:
I bought a pair of expensive sneakers because all my friends had the same pair. I liked the way the sneakers looked, but they were expensive. I wish I had saved my money instead.

WORK WITH THE READING

Activity B, p. 12

1. a
2. b

Activity C, pp. 12–13

1. Social proof is how other people's actions influence us.
2. They want to influence us to buy their products.

3. because experts are knowledgeable

4. People are interested in consumers' opinions.

5. a friend's recommendations

Activity D, p. 13

- a. 4
- b. 5
- c. 1
- d. 3
- e. 2

Activity E, p. 13

1. influence
2. behavior
3. Experts
4. consumers
5. friends
6. recommendations
7. advertising

Activity F, p. 13

- 1
- 3
- 4
- 6

WRITE WHAT YOU THINK

Activity A, p. 14

Answers will vary.

Activity B, p. 14

Answers will vary.

VOCABULARY SKILL

Activity A, p. 14

Nouns: choice, connection, contribution, discussion, enjoyment, gift, information, thought

Verbs: choose, connect, contribute, discuss, enjoy, give, inform, think

Activity B, p. 15

1. V
2. N
3. V
4. N

5. N
6. V
7. N
8. V
9. V
10. N

Activity C, p. 15

1. studies
2. reviews
3. influence
4. comments
5. researches
6. study
7. comments
8. influence

WRITING SKILL

Activity A, p. 17

- TS Psychologists say that “social proof” influences us.
- SS One example of this is a sidewalk experiment.
- SS When a group of four people looked up at the sky on a busy sidewalk, 80 percent of the passersby looked up at the sky.
- CS A group of people influences the behavior of others.

Activity B, p. 17

1. b
2. c
3. a

Activity C, p. 17

Topic sentence: *Friends influence us the most—more than experts, crowds, or other consumers.*

Activity D, p. 17–18

1. b topic: the most popular clothing
controlling idea: is not always popular the next year

2. c topic: classroom computers
controlling idea: are very helpful for students
3. a topic: many older adults
controlling idea: need a lesson on how to use a smartphone
4. a topic: many new trends
controlling idea: are actually old trends

Activity E, p. 18

1. b
2. b

Activity F, p. 18

Answers will vary. Possible answer:

I have good reasons for not buying the latest fashions.

Activity G, p. 19

Answers will vary.

Activity H, p. 19

Answers will vary.

GRAMMAR

Activity A, p. 21

1. Nowadays more and more companies are making advertisements that involve their customers. These companies are using many creative ways to help products become more popular. Researchers believe social proof is the idea behind this trend. This is because when we are not sure what to do, we look at what others are doing. More and more people are using smartphones and social media to share news about their purchases with their friends.

2. a
3. c

Activity B, pp. 21–22

1. are using
2. are following

Reading and Writing 2
Unit 1 Student Book Answer Key

Q: Skills for Success
Second Edition

3. are copying
4. are buying
5. are complaining
6. is spreading
7. is improving
8. are losing
9. is, trying
10. are being

UNIT ASSIGNMENT

PLAN AND WRITE

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.