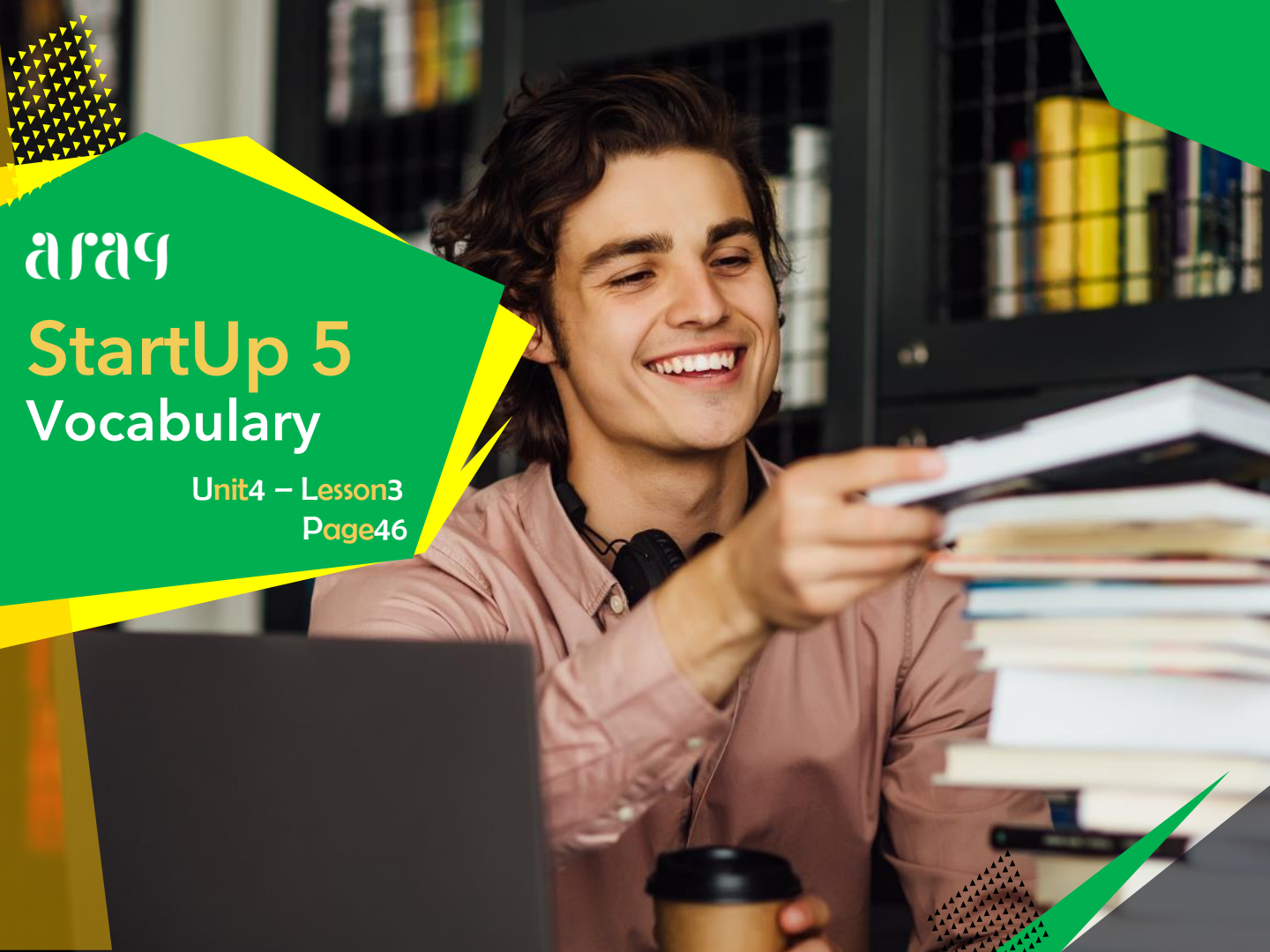


StartUp 5

Vocabulary

Unit4 – Lesson3

Page46

Have the Ss read the chart and answer the question in class.



LAN PHAM

@LanP

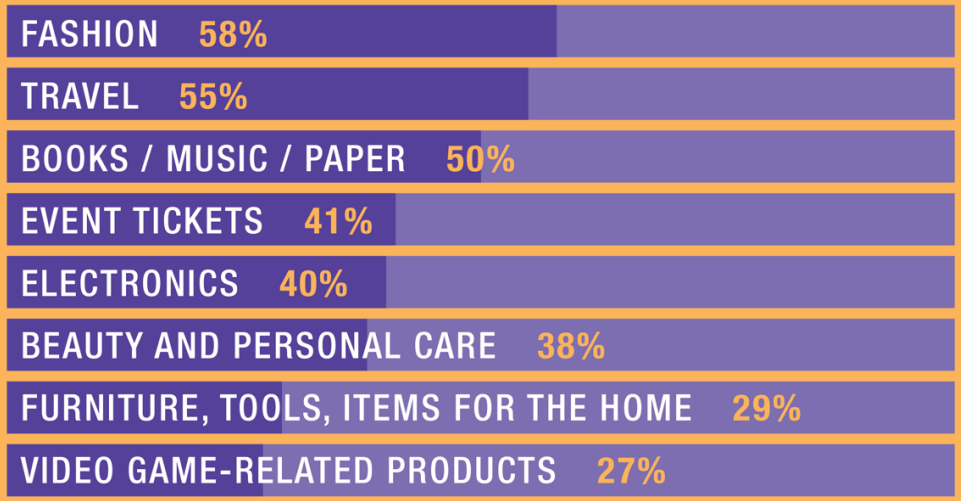
I just saw a talk about differences in how men and women shop. I think I shop more like a man!

A Read the information in the chart. Do you enjoy shopping for these things? Have you ever bought any of them online?

Popular Online Shopping Categories

Percentage of internet users who have bought:





Have your Ss do the task for a couple of minutes. Then check the answers in class.

Fill in the blanks.

market research	easier	a survey	a scan	confirm	particular

1. *During the health check-up, the doctor recommended a thorough _____ to get detailed pictures of the patient's body.*
2. *The school decided to conduct _____ to ask students about their favorite subjects and activities.*
3. *Sarah wanted to _____ if her friends were coming to the party, so she called each one to ask.*
4. *The teacher gave _____ instructions for the science experiment, making it easy for everyone to follow.*
5. *The chef had a _____ recipe for chocolate chip cookies that everyone loved.*
6. *Before buying a new toy, Jenny did some _____ to find out what other kids liked the most.*



LAN PHAM

@LanP

I just saw a talk about differences in how men and women shop. I think I shop more like a man!

04-14 VOCABULARY Listen. Then listen and repeat.

market research: the act of collecting information about what people like or need

specific: exact

particular: choosing what you like very carefully

a survey: a set of questions you ask a large number of people in order to find out about their opinions or behavior

confirm: to say or show that something is definitely true

a scan: a medical test in which a machine produces a picture of something inside your body

Have the Ss do the task in a couple of minutes. Then check the answers in class.

C Complete the sentences with words from 1B.

1. Companies do _____ to find out if their products will be popular.
2. I do online research about products to _____ what companies say in ads.
3. My sister is very _____ about her clothing. She'll only wear certain styles.
4. A scientist can use a brain _____ to help learn how a person's mind works.
5. The researchers asked shoppers to fill out a _____ with ten questions.
6. I only shop for _____ items. I know exactly what I want.

market research: the act of collecting information about what people like or need

specific: exact

particular: choosing what you like very carefully

a survey: a set of questions you ask a large number of people in order to find out about their opinions or behavior

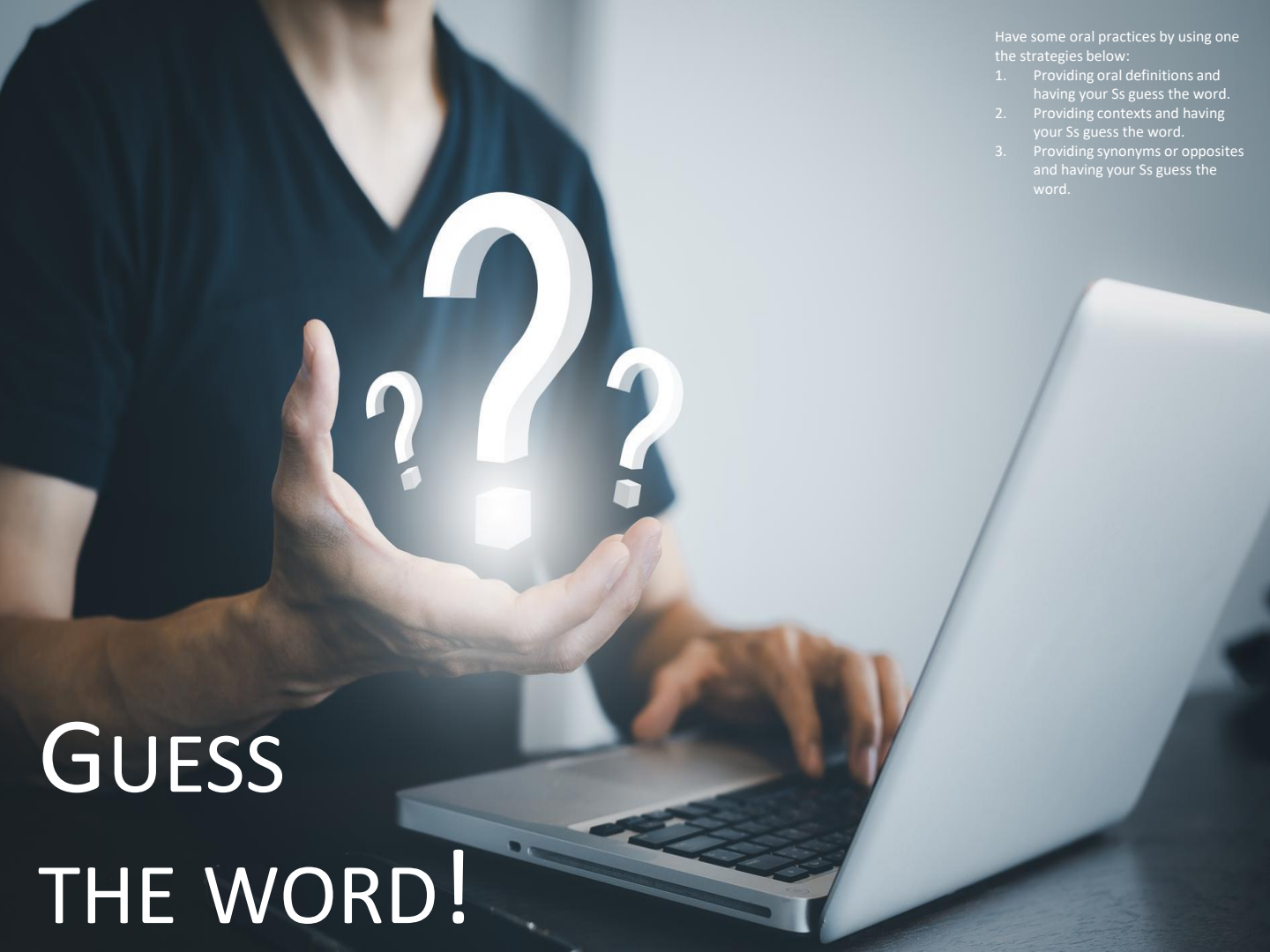
confirm: to say or show that something is definitely true

a scan: a medical test in which a machine produces a picture of something inside your body

Complete the sentences. Underline the correct answers.

1. The information in the report will **confirm / scan / survey** what we already know is true.
2. My roommate has trouble finding clothes she likes because she's really **specific / particular / a psychologist**.
3. The bone **scan / survey / confirmation** showed that the treatment at the hospital had worked.
4. After I bought my car, the salesperson asked me to answer a **scan / confirmation / survey** about my shopping experience.
5. I'm not sure I understand what kind of gift you're looking for. Could you be a little more **particular / psychologist / specific**?
6. Our **scan / market research / confirmation** found that people trust their friends' opinions more than online reviews.

Activity



Have some oral practices by using one the strategies below:

1. Providing oral definitions and having your Ss guess the word.
2. Providing contexts and having your Ss guess the word.
3. Providing synonyms or opposites and having your Ss guess the word.

GUESS THE WORD!

Have the Ss do the task in their breakout rooms.



1. What is market research, and why do companies use it?
2. Can you give an example of a survey and how it helps businesses?
3. How does a scan of the market help companies find out what people like?
4. Why is it important for companies to check and confirm their ideas with market research?