

ON POINT

READING AND CRITICAL THINKING SKILLS

3

ANSWER KEY

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UNIT 1

Early Adopters: Leaders or Fools?

Technology

The pros and cons of embracing brand-new technology

Before You Read

- ① *Answers will vary.*
- ② *Sample answer.* I'd most likely try a new social networking site. It's the easiest of the three to learn how to use and probably wouldn't cost anything. I'd be least likely to buy a new tablet because they're expensive. I'd rather wait and see if others think it's worth the money first.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. b | 4. b |
| 5. a | 6. c | 7. b | 8. a |

READING PREVIEW

Sample answer. I guess it's a bad idea because technology changes so quickly that it's really hard to keep up. If you buy something that is new, it can be obsolete very quickly because there will be a newer, better model on the market soon. You might feel like you should have waited. And of course, it can be very expensive because things are always overpriced when they first come out.

Marginal Questions

- C1:** What is the author's main purpose?
a. To inform
b. To persuade
c. To entertain
→ b. To persuade
- Q1:** Underline four numbers in this paragraph. What does each number refer to?
→ US\$200 – the amount that the price of the original iPhone dropped by; eight months – the length of time after the iPhone was released that the price dropped; ten days – the length of time after hitting the market that many TV prices start to drop; fifty percent – the amount that the resale value of a phone or laptop can drop by after a few months
- Q2:** Why might someone regret purchasing an HD DVD player?
→ They might regret their purchase because this video disc format lost out to its rival, Blu-ray discs, and was discontinued only about two years after its release.

Q3: Why does the author discuss the Xbox One?

→ It is given as an example of a product that had a lot of problems when it was first released.

Q4: Why should people thank early adopters, according to the reading?

→ Early adopters take risks in buying new products and help to work out the problems while the products are still too expensive for most consumers.

MAPPING IDEAS

1. expensive
2. Drop
3. HD DVDs
4. defects/problems
5. beta testers and troubleshooters

FOCUS ON CONTENT

①

1. not in passage
2. main idea
3. too general
4. too specific

② *Sample answers:*

1. recover their production costs quickly
2. go down over time
3. they become obsolete fast
4. looked for and shared solutions

③

1. d
2. a

THINK AND DISCUSS

① *Sample answers:*

• A new smartphone model came out last year that a lot of people have had problems with, including me. It gets too hot, and its battery dies too fast. This happens because the phone is so powerful and can run functions that consume a lot of energy. According to other users, the only solution is not to use those functions!

• I'm not that good with technology, so I often get frustrated. I find online help forums very useful. The other day, I had trouble getting an Internet connection on my new laptop. After doing a search on my phone, I found a solution that another user had posted.

② *Sample answer:* I'd probably advise my friend to buy the used laptop. Since it's for schoolwork, most extra features probably aren't necessary. It will also be much cheaper: less than half the price of a new one.

VOCABULARY REVIEW

- | | | | |
|-------------|-------------------|-------------|--------------|
| 1. device | 2. underestimated | 3. neutral | 4. revenues |
| 5. shifting | 6. Presumably | 7. consumer | 8. arbitrary |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. g | 2. h | 3. f | 4. d |
| 5. e | 6. b | 7. c | 8. a |

READING PREVIEW

Sample answer. I'm usually among the early majority. I like technology and love to try new things, but I prefer to wait and see what the problems are first. I also like to wait until the price goes down a little. I think people like being early adopters because they take pride in being the first to have something new. It shows that they're knowledgeable and that they can afford it.

Marginal Questions

- Q1:** Underline the main idea of this passage.
→ While the majority sits back and waits for an innovation to prove itself, the early adopters jump right in. In doing so, they get the pleasure of conquering a new frontier, enhanced prestige, and even power within the tech industry.
- Q2:** What is one way in which early adopters are different from other people? Underline the information.
→ For many people, trying to figure out a new and unfamiliar piece of technology is a slightly scary undertaking. For early adopters, . . . [t]hey get a deep sense of satisfaction from learning and playing with new technology.
- Q3:** Underline two benefits of early adoption mentioned in this paragraph.
→ When it comes to having the newest electronic device, surely a superficial concern with economic status is a motive for many early adopters—after all, most first-generation devices are expensive. But a desire for status as a tech whiz is more defensible and useful.
- Q4:** Circle four ways in which companies reward early adopters.
→ As a result, the first purchasers of a product are often rewarded with discounts, free lifetime service, or other incentives for good reviews. They also sometimes have a say in up-and-coming products.
- C2:** Is the author's point of view on early adopters positive, negative, or neutral?
→ The author's point of view on early adopters is clearly positive.

FOCUS ON CONTENT

①

1. a 2. b 3. d 4. b, c 5. b

②

1. ✓
2. don't respond → fix them quickly
3. ✓
4. at random → according to their influence

IDEAS IN ACTION

1. *Sample answer:* I think early adopters tend to be wealthier, better-educated, and more creative than average. They're also probably mostly young, since younger people are more comfortable with new things.
2. *Sample answer:* Yes, I would, as long as I really like the product. I wouldn't be willing to lie. I also think that when people get rewards for good reviews, they should be honest about that.

CRITICAL THINKING

- | | | |
|----------|-------|-------|
| 1. (1) P | (2) P | (3) C |
| 2. (1) C | (2) P | (3) P |

VOCABULARY REVIEW

- | | | | |
|---------------|----------------|--------------|---------------|
| 1. implicitly | 2. undertaking | 3. passively | 4. occupation |
| 5. consult | 6. voluntary | 7. motive | 8. expertise |

Reading Skills Worksheet

① *Sample answers:*

1. negative
2. why early adopters are actually buying expensive new devices
3. The author might talk about some examples of new products that people complained about, like the iPhone 4S.

② *Sample answer:* how being the first to buy new electronics is risky and explain why

③ *Answers will vary.*

Writing Worksheet

Opinion 1 Yes, I think it is a good idea to be an early adopter of technology.

Reason 1 Your career benefits when you stay up-to-date with the latest technological devices and trends.

Explanation/Example Your co-workers and boss will notice your expertise, and that could lead to promotions.

Reason 2 It's fun to experiment with new technology.

Explanation/Example Being one of the first users of new technology means that you can invent your own uses for it.

Reason 3 Tech companies offer rewards for early adopters.

Explanation/Example Because they want early adopters to say good things about their products, companies offer them discounts, free maintenance, and other incentives.

Counter-argument It is true that buying devices when they first come out means that you pay more for them.

Refutation If you can afford it, the many benefits are worth paying a little extra money for.

Conclusion Overall, the gains from being an early adopter far outweigh the costs.

Opinion 2 No, I do not think it is a good idea to be an early adopter of technology.

Reason 1 Brand-new technology hasn't been thoroughly tested and often has problems.

Explanation/Example When I bought a new type of cell phone, I regretted it because its battery was terrible.

Reason 2 Early adopters pay high prices for the new products.

Explanation/Example The cost of electronics falls over time; thus, it makes sense to wait.

Reason 3 Early adopters might waste money on products that soon become obsolete.

Explanation/Example For example, people who bought the expensive HD DVD player when it first came out soon found it worthless when the disc for it was discontinued.

Counter-argument The discounts and other rewards offered by tech companies to early adopters are certainly attractive.

Refutation However, these are offered mainly to high-profile users with a lot of influence on social media, not to the average person.

Conclusion As such, consumers can save time and money by waiting until the new technology is fully proven and its price drops.

UNIT 2

Focus on Learning

Education

Different kinds of education systems from around the world

Before You Read

- ① *Answers will vary.*
- ②
1. *Answers will vary.*
 2. *Sample answer.* Yes, I would change the amount of tests that we have to take. In most of my classes, we have quizzes every week, a midterm test, and a final test. But I would like to do more group projects and creative assignments instead of having to spend most of my time studying to get good scores on exams.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. c | 2. b | 3. a | 4. a |
| 5. b | 6. c | 7. c | 8. b |

READING PREVIEW

Sample answer. There are a number of ways that schools are judged. Probably the quality that is monitored the most is how well students do on tests. Students' test scores from different schools are compared to see which school is doing better. Another measurement is student satisfaction—in other words, how happy students are at a particular school.

Marginal Questions

- Q1:** What is the main idea of the article? Underline it.
→ The Finnish education system contrasts sharply with that in England.
- Q2:** What is Rami Salminen's opinion of his students' parents?
→ He thinks that many of them are not very good at being parents.
- Q3:** How is Finnish upper school both flexible and rigid? Underline the information.
→ While students can decide when they will learn and teachers are free to interpret the subject as they see fit, the school has a long list of compulsory subjects, and the government prescribes exactly what children ought to know in each field.

Q4: What does the author say is the biggest contrast between Finnish and British education systems?
→ There are no private schools that charge fees in Finland, whereas there are in the UK.

MAPPING IDEAS

- | | |
|--|-------------------------------------|
| 1. Tests / Exams / Assessment | 2. education / meals |
| 3. education / meals | 4. small |
| 5. national exam / set of national exams | 6. 18 years old / leaving school |
| 7. fifth or sixth form | 8. their own classes |
| 9. government | 10. how they teach (their subjects) |

FOCUS ON CONTENT

- ①
- | | | | |
|-----------------|--------------|----------------|---------------|
| 1. too specific | 2. main idea | 3. too general | 4. inaccurate |
|-----------------|--------------|----------------|---------------|
- ②
- | | | | |
|------|------|------|------|
| 1. F | 2. I | 3. T | 4. T |
|------|------|------|------|
- ③
- | | |
|------|------|
| 1. c | 2. b |
|------|------|

THINK AND DISCUSS

① *Sample answer:* The Finnish education system and that in my country, the US, share the similarity that teachers have the freedom to decide how they want to teach their subjects. One difference is that in Finland education is overseen by the national government, while in the US it is mostly directed by the state governments.

② *Sample answer:* I think that the flexibility in the Finnish education system is a good idea because it gives teachers the creativity to develop their own teaching methods and students the freedom to choose their own classes. Both these conditions help make classes more interesting so that teachers and students will engage more deeply in the learning process. On the other hand, an education system cannot be too flexible because there are certain knowledge and skills that all students must learn so that they are prepared for their futures. Therefore, it is important to have a balance between flexibility and standardization.

VOCABULARY REVIEW

- | | | | |
|---------------|-----------------|------------------|-----------------|
| 1. immigrants | 2. attributable | 3. comprehensive | 4. interpret |
| 5. subsidize | 6. assemble | 7. commence | 8. contemporary |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. d | 2. c | 3. f | 4. b |
| 5. g | 6. a | 7. h | 8. e |

READING PREVIEW

Sample answer. Well, I don't know a lot about the education system in Singapore specifically. But I do know a few general characteristics of education in Asia that the author might discuss. One is the focus on tests in most Asian countries. Students in school must take many exams each year. Discipline is another. Many schools set rules for even things like the length of boys' hair and of girls' skirts. Also, many governments are placing increasing importance on learning English in school.

Marginal Questions

- Q1:** What is the main point of the passage?
→ Singapore's economic success is partly due to the government's education reforms.
- Q2:** Singapore's education system has received a number of high rankings. How many rankings did the author mention? List them.
→ The author mentioned two rankings: Pearson's 2014 survey and Boston College's 2011 Trends in International Mathematics and Science Study (TIMSS).
- Q3:** What is the attitude of some Singaporean students and parents toward the education system in their country?
→ Some students and parents are critical of the education system. They say it's very demanding and focuses too much on standardized tests. Also, they say it does not help students develop important skills such as public speaking and creative thinking.
- Q4:** The author mentions three reasons for the success of Singapore's education system. Underline them.
→ Singapore's growth can be largely credited to the many policy reforms concentrated on equipping students with the skills they need to succeed in today's job markets. To achieve this end, schools are required to employ qualified teachers. Furthermore, the MoE holds schools accountable through regular performance reviews.

FOCUS ON CONTENT

①

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

②

1. Asian Tiger
2. science
3. South Korea and Japan
4. \$250 million

IDEAS IN ACTION

1. *Sample answer:* I tend to agree more with the Ministry of Education officials. They are education experts, and the evidence showing how the education system has helped the economy is persuasive. Also, they defend the education system well by showing how it is flexible with schools for arts and sports as well as other non-academic skills that schools teach.
2. *Sample answer:* Of the various aspects of an education system, I think that teacher quality is most important. Teachers must be knowledgeable about the subjects they teach. They should also be up-to-date with the best teaching methods for engaging students and getting them to participate. Without such teachers, students will have a hard time doing well in their studies.

CRITICAL THINKING

①

1. b. Because the CEO of a multinational company deals with business in different countries every day, he or she should be knowledgeable about the subject.
2. c. Even though the medical doctor is famous, he or she might not be an expert in real estate or buying homes.

② . . . the media company Pearson . . . Boston College's . . . Michael Gove, the UK education minister . . .

Sample answer: All three are credible sources because they are experts in the field of education. Pearson is a well-known textbook publisher with a large research team. Boston College is one of the best private colleges in the US. As the education minister, Michael Gove has extensive knowledge about education. In sum, Pearson, Boston College, and Michael Gove can all be trusted because of their experience in the education industry.

VOCABULARY REVIEW

- | | | | |
|-------------|---------------|------------------|-----------------|
| 1. credited | 2. evaluation | 3. administrator | 4. commitment |
| 5. ongoing | 6. mechanism | 7. civil | 8. professional |

Reading Skills Worksheet

① *Sample answers:*

1. c. The advantage of small class sizes is supported by a quote from a teacher. While this is somewhat persuasive, I do not think it is sufficient support. I would like to have seen some statistics showing how students perform better in smaller classes and/or the opinion from more than one educator.
2. b. The author makes a few points that suggest he does not believe that most Finnish teachers need further training. First, he quotes a principal who claims that “we have good teachers.” Second, he notes that the government allows teachers to decide for themselves how to teach the material. This suggests the teachers are skilled enough to be given such freedom. Third, the author mentions that all teachers in Finland must have master’s degrees, which suggests they do already have a high level of training. Finally, the main point of the passage is that Finnish schools are successful. Even the title says that they “flourish.” This success indicates that the teachers are quite skilled already.

② *Sample answer:* The Finnish education system has an advantage over the British system because of the Finnish government’s policy of equal education access for all.

Writing Worksheet

Opinion 1 I believe that Singapore’s approach provides ideal conditions for student learning. The main elements of this approach include teaching by qualified instructors, preparing students with relevant job skills, and setting high standards for schools.

Main idea 1 Qualified teachers are essential to any productive classroom.

Explanation/Example Recognizing this from the very beginning, the Singapore government takes an active role in attracting and keeping top teachers with good benefits and opportunities for upgrading their skills.

Main idea 2 Students must be prepared for working in modern industries.

Explanation/Example By linking education outcomes to the nation’s business and industrial needs, the government ensures that there is a consistent supply of skilled workers to meet the country’s needs.

Main idea 3 The element that ties everything together is quality assurance.

Explanation/Example Singapore has rigorous benchmarks for academic achievement that challenge schools to be the best.

Counter-argument argument: Despite its success, Singapore’s education system has been criticized for being too strict and too hard on students.

Refutation My opinion is that these aspects can actually be benefits. Educational institutions and students both need strong leadership that pushes them to succeed through hard work.

Conclusion For these reasons, I believe that Singapore’s education system stands as a model for other countries to follow.

Opinion 2 Finland has an impressive education system that produces some of the best students in the world. It creates ideal conditions for learning through substantial government funding, flexibility of instruction, and promotion of independent learning.

Main idea 1 No student is left behind in Finland because the government makes education and meals free for students from kindergarten through university.

Explanation/ Example With the basic essentials provided for them so they can focus on their studies, it means that all students have an equal opportunity to succeed.

Main idea 2 Teachers have the freedom to design their own lessons and class structures.

Explanation/ Example This allows teachers to be creative with how they instruct and also to focus on each student's learning needs.

Main idea 3 The learning environment gives students a sense of ownership of their studies.

Explanation/ Example Students choose their own classes and make their own timetables, which teaches them responsibility and self-reliance.

Counter-argument Some critics argue that this approach is too loose because students and schools need structure to guide them properly.

Refutation However, Finland's impressive international rankings prove that its "loose" system that nurtures students' creativity and independence can be effective in producing lifelong learners capable of self-study.

Conclusion Finland's rise to the top of the education ladder shows that its education model of full government support coupled with teaching and learning flexibility works extremely well.

UNIT 3

The Evolving Workplace

Careers

Rethinking what makes employees happy and successful

Before You Read

① *Answers will vary.*

② *Sample answer:* I would choose plenty of time off. While I would like more money, of course, I think having time off is better because it allows me to relax and get my mind off work. This makes me healthier in general and more focused and productive at work when I go back.

Reading 1

VOCABULARY PREVIEW

1. b

2. b

3. b

4. a

5. a

6. c

7. b

8. c

READING PREVIEW

Sample answer: One advantage of having all employees work the same hours is easier communication. If everyone is in the office at the same time, they can easily meet to discuss business matters and share ideas. One disadvantage is that it causes traffic congestion, so workers spend more time traveling to and from work.

Marginal Questions

Q1: How is the author different from his co-founders?

→ The author likes to work late at night, but his co-founders are very energetic in the morning.

Q2: What change did Henry Ford make? Why did he make it?

→ Ford started a five-day, forty-hour workweek in his factories to give his workers more time for shopping so that they would buy more of his cars.

C1: Circle the term that is defined in this paragraph. Underline the definition.

→ . . . circadian cycle, the series of biochemical signals that influence the body's rise and fall in energy levels and trigger drowsiness, wakefulness, hunger, etc.

C2: Summarize the argument in this paragraph.

→ The 9-to-5 day does not suit night owls, as they are most productive working late in the day.

Q3: Why did the company eventually abandon flextime? Underline the information.
→ The quantitative measure of how many hours someone had worked just wasn't as important to us as the qualitative aspect. We wanted beautiful, creative products and brilliant solutions to problems, and we found we got more of those out of our team when we let them set their own schedules.

MAPPING IDEAS

1. ten- to sixteen-hour shifts
2. convention (and law)
3. Night owls
4. Difficult
5. work, health, and quality of life

FOCUS ON CONTENT

- ①
1. too specific
 2. inaccurate
 3. not in passage
 4. main idea

- ②
1. only he → everyone
 2. be more productive → have more time to shop
 3. very small → pretty big / sizable
 4. ✓

- ③
1. b
 2. d

THINK AND DISCUSS

① *Sample answer:*

• This system could make it harder for managers to supervise employees and for employees to get help or advice from managers. Also, some people work better on fixed schedules; without one, they might become lazy or unmotivated and fail to get important tasks done on time.

• I plan to become a doctor, so a customized schedule won't really be possible for me. Doctors have to work long hours and be ready to help their patients at any time of the day or night. This system probably works best for people in certain creative fields.

② *Sample answer:* The people who like quiet might be more productive if they're allowed to work in private offices or at home. For people who like social interaction and physical activity, open-plan offices are better. Employers could also provide recreation in the office (e.g., table tennis)—or, better yet, a company gym—and allow people to take breaks whenever they need to.

VOCABULARY REVIEW

- | | | | |
|----------------|---------------|----------------|-------------|
| 1. unmotivated | 2. energetic | 3. Legislating | 4. justify |
| 5. instituting | 6. convention | 7. incapable | 8. eventual |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. f | 2. g | 3. d | 4. a |
| 5. h | 6. c | 7. b | 8. e |

READING PREVIEW

Sample answer. I think many people are unsatisfied with their jobs because of their pay and employers' unrealistic expectations. It is natural for people to envy others who earn more money, so they usually desire higher pay. Also, many companies set unrealistic targets for employees to meet. This makes people work longer hours and creates a lot of stress for them.

Marginal Questions

- C1:** What does the author compare employee happiness to?
→ The author compares employee happiness to the foundation of a house.
- Q1:** According to the passage, how does a high turnover rate affect a company?
→ A company has to spend a lot of money to replace each worker, so a high turnover rate would mean high costs to the company.
- Q2:** Underline the benefits that Google employees receive.
→ The benefits of employment with Google include free food and clothing, on-site health care, laundry services, a gymnasium, and free haircuts, among other things. Also, in the unfortunate event of an employee dying, his or her legal partner is entitled to fifty percent of the worker's income for one decade.
- Q3:** Underline the quote in this paragraph. How does that person feel?
→ An anonymous former employee describes "spending the majority of your life eating Google food, with Google co-workers . . . you eventually lose sight of what it's like to be independent of the big G." / The person feels like it's hard to have a life outside of work as a Google employee.
- C2:** What is the author's opinion about Google in this paragraph?
(1) It should encourage its employees to start their own companies.
(2) It should share its profit with its employees.
→ (2) It should share its profit with its employees.

FOCUS ON CONTENT

①

1. c 2. c, d 3. d 4. a 5. b

② *Sample answers:*

1. best employees
2. half of his or her salary for ten years
3. well-educated and talented
4. five months

IDEAS IN ACTION

1. *Sample answer:* I think I'd love working there. I'd be surrounded by smart and talented people, which would motivate me to excel. And I would really enjoy the perks, especially the free food and the gym.
2. *Sample answer:* One important benefit that isn't mentioned is child care. If a company offers free child care, women might be less likely to quit when they have children, or may even take shorter maternity leave.

CRITICAL THINKING

1. Deductive 2. Inductive 3. Inductive

VOCABULARY REVIEW

1. adapt 2. corporation 3. insightful 4. implications
5. potentially 6. domain 7. precedence 8. phenomenal

Reading Skills Worksheet

① *Sample answers:*

- (1) The author supports this point with an explanation of the circadian cycle and how it affects people differently. An authority on the subject is also cited.
- (2) I thought it meant "physical." But according to the dictionary, it means "relating to the changes that occur over a 24-hour period."
- (3) I think so. Brown University is very prestigious; and since the authority heads the sleep laboratory, she must be an expert on the subject.

② *Sample answer:*

Q: How might being a night owl affect someone's career?

A: Since night owls are forced to work when they're tired, they're at a big disadvantage. They might accomplish less and therefore be less likely to advance in their careers.

Writing Worksheet

Opinion 1 To make employees happy and productive, I think employers should allow flexible schedules, provide the opportunity to telecommute, and offer plenty of benefits.

Main idea 1 Employers should allow flexible schedules.

*Explanation/
Example* Different people are productive at different times of day. Unlike early birds, night owls work best late in the day, so they will accomplish more if allowed a different work schedule.

Main idea 2 Employers should offer the chance to telecommute.

*Explanation/
Example* Working from home saves time and money on commuting. It also benefits people who work best when they're alone, without noise and interruptions.

Main idea 3 Companies should provide plenty of benefits.

*Explanation/
Example* Google, for example, offers health care on site, a gym, and even free haircuts. These things provide employees convenience and make them feel valued, thereby raising productivity and loyalty.

Counter-argument You might think that money is the most important thing a company can offer.

Refutation However, having more money does not always result in a better quality of life, which should be the ultimate goal of making money.

Conclusion Following the above recommendations will help companies promote productivity and loyalty among employees.

UNIT 4 The Future Is Now

Engineering

How new technology could improve the quality of life

Before You Read

① *Sample answer.* Each of these areas has changed a lot over the past twenty-five years, but I think that communications has changed the most. Today's smart phones are truly amazing. Not only can we call people, but we can do schoolwork, listen to music, and even do our banking with them. But twenty-five years ago, few people even had a cell phone.

② *Sample answer.* Without a doubt, I think that our country's research money should be spent on medical studies. Improved medicines and medical equipment can help everyone. That's not to say that improved transportation is not beneficial. But medical breakthroughs have saved, and will continue to save, countless lives each year.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. c | 2. b | 3. a | 4. b |
| 5. a | 6. b | 7. c | 8. c |

READING PREVIEW

Sample answer. I think technological devices that are tiny could be used inside our bodies to treat diseases without needing operations. Maybe we could simply swallow a very small robot that allows doctors to fix problems within our body.

Marginal Questions

- Q1:** What is one goal of nanoscience? Underline it.
→ Interpreting, copying, and controlling biology in a bid to make lives healthier and happier . . .
- Q2:** Conventional chemotherapy has a number of negative side effects. Circle them.
→ . . . hair loss, nausea, or problems with bone marrow.
- Q3:** How do treatment by chemotherapy and by nanomedicine differ? Name two ways.
→ Treatments using nanotechnology can target specific areas in the body with greater accuracy and would have fewer side effects than chemotherapy.
- C1:** What can be inferred from this paragraph?
(1) Some doctors are unethical.
(2) Tests can give false positive results.
→ (2) Tests can give false positive results.

MAPPING IDEAS

- | | |
|--------------------|--------------------|
| 1. diseases | 2. cancer |
| 3. nanotubes | 4. nerve fibers |
| 5. pharmaceuticals | 6. Over-regulation |

FOCUS ON CONTENT

- ①
- | | | | |
|-----------------|-------------------|---------------|--------------|
| 1. too specific | 2. not in passage | 3. inaccurate | 4. main idea |
|-----------------|-------------------|---------------|--------------|

- ②
- | | |
|------|------|
| 1. d | 2. c |
|------|------|

- ③
- | | | | | |
|------|------|------|------|------|
| 1. T | 2. F | 3. T | 4. F | 5. T |
|------|------|------|------|------|

THINK AND DISCUSS

① *Sample answer:* According to the reading, nanotechnology could be used to treat a major disease like cancer. I guess that it could be used to treat minor ailments like the common cold, too. Nanotubes filled with a drug could seek out the cold viruses in the body and then release the drug to destroy them.

② *Sample answer:* Without a doubt, I would use my research facility's funds to find a cure for cancer. Although it must be terrible to live with a physical disability, and relatively minor illnesses like the flu can sometimes cause death, cancer is a major killer and causes terrible suffering. For that reason, I would use the funds on cancer research.

VOCABULARY REVIEW

- | | | | |
|------|------|------|------|
| 1. a | 2. b | 3. b | 4. c |
| 5. c | 6. a | 7. b | 8. c |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. f | 2. e | 3. h | 4. c |
| 5. d | 6. b | 7. a | 8. g |

READING PREVIEW

Sample answer. I think that self-driving cars will have many advantages over regular cars. For one thing, everyone in the car will be free to do whatever they want while the car drives itself. They can read, eat, chat—you name it. Also, I think that people won't be so stressed out while commuting to work in such a car.

Marginal Questions

- C1:** Why does the author quote Donald Blaise?
→ The author is writing in response to an earlier article by Donald Blaise, and he quotes Blaise to let people know the latter's opinion, which he disagrees with.
- C2:** Besides statistics, what does the author use to support his opinion about self-driving cars?
(1) Personal experience
(2) Research findings
(3) Expert opinion
→ (1) Personal experience
- Q1:** Why does the author think that computers make better drivers than humans do? Underline at least three things.
→ Computers . . . can perform several tasks concurrently. . . . They can't be distracted by birds, billboards, or loud motorcycles. They also can't drink, take drugs, or get tired.
- Q2:** What might happen if one out of ten cars on the road were self-driving? Underline the information.
→ . . . 1,100 lives could be saved a year in the US alone.
- C3:** What analogy does the author use to support his prediction that self-driving cars will eventually become affordable?
→ The author uses the personal home computer as an example, which initially cost tens of thousands of dollars but are now only a few hundred dollars.
- Q3:** What sensing technologies does Google's driverless car use?
→ It uses radar together with sonar.

FOCUS ON CONTENT

- | | | | | |
|------|------|------------|------|------|
| 1. c | 2. a | 3. a, d, e | 4. a | 5. d |
|------|------|------------|------|------|

IDEAS IN ACTION

1. *Sample answer:* I think that people in my country would like self-driving cars. During rush hour, traffic is absolutely terrible here, and such cars could really help in this aspect. In addition, thousands of people are killed in automobile crashes every year. Since self-driving cars are apparently very safe, I think most people would welcome this exciting new technology.
2. *Sample answer:* I can think of a couple of drawbacks to self-driving cars. For one thing, people would lose their driving skills. What if the car's computer malfunctions and none of the passengers know how to control it? In addition, I think that the technology will encourage people to use their cars more often. But what we really need is improved public transportation for the sake of the environment—not more cars!

CRITICAL THINKING

- ①
1. "Self-driving cars are a terrible idea because a human being has no control over the vehicle!"
 2. "Self-driving cars are a terrible idea because a human being has no control over the vehicle!"
 3. restates

- ②
- Argument A
1. She must be telling the truth because she is definitely not lying.
 2. restates

- Argument B
1. He must not be hungry because he said that he's just eaten a big meal.
 2. supports

- Argument C
1. Sally is a science teacher because she teaches third-grade science.
 2. restates

VOCABULARY REVIEW

- | | | | |
|------|------|------|------|
| 1. c | 2. c | 3. b | 4. c |
| 5. a | 6. b | 7. a | 8. c |

Reading Skills Worksheet

- ①
1. Both
 2. On the one hand
 3. On the other hand
 4. while

②

Chemotherapy: 4, 6, 7

Both: 1

Nanomedicine: 2, 3, 5

Writing Worksheet

Opinion I think that advances in medical technology will transform human life more than any other technology will.

Counter-argument That's not to say that other technologies won't bring major changes. Advances in transportation, for instance, will very likely change the way people commute, travel, and get around in general.

Refutation However, these changes won't affect humanity as much as medical advances will, one example being nanomedicine.

Reason 1 For one thing, the medical application of nanotechnology will extend people's lives.

Support Researchers are working on an exciting new way to treat cancer, by using tiny drug carriers to attack cancer cells specifically. This not only makes the treatment more effective but also reduces the severe side effects that accompany conventional chemotherapy.

Reason 2 Besides extending human life, nanotechnology can improve it as well.

Support Researchers are also using nanotechnology to treat people with serious backbone injuries by promoting the growth of new nerve fibers.

Conclusion Medical advances brought about by nanotechnology will have a great impact on human life, allowing people to live longer and improving the quality of life.

UNIT 5

Tricks, Schemes, and Scams

Crime

How criminals fool people into giving away their money

Before You Read

① *Answers will vary.*

② *Sample answer.* I think the woman in picture C seems the most trustworthy. Her smile looks genuine. The smile in photo A seems fake to me. The woman in picture B is not making eye contact and seems nervous.

Reading 1

VOCABULARY PREVIEW

1. c

2. a

3. c

4. b

5. b

6. c

7. a

8. a

READING PREVIEW

Sample answer. To be effective, criminals have to be good at lying. They probably know how to control their facial expressions and body language to seem truthful even when they're not. And they probably are good at judging people's personalities. They have to know who is most likely to be fooled by their scams.

Marginal Questions

Q1: Why have some types of fraud increased lately?

→ The author says that large frauds are becoming more common because of the poor economy.

Q2: Underline three types of people's vulnerabilities that con artists make use of.

→ . . . your good qualities, like your trusting nature or your compassionate heart. . . . your fears and insecurities . . . your character flaws, such as greed, envy, and vanity.

Q3: Circle three pieces of advice in this paragraph.

→ Pay attention to any uncomfortable feelings you might have . . . Don't be afraid to ask questions . . . Listen very carefully . . .

C2: What is the author's main purpose in this passage?

- (1) To entertain
- (2) To inform
- (3) To persuade

→ (2) To inform

MAPPING IDEAS

1. increased
2. confidence
3. fears and insecurities
4. charming in a shallow way
5. weaknesses / vulnerabilities

FOCUS ON CONTENT

- ①
1. main idea
 2. inaccurate
 3. not in passage
 4. too specific
- ②
1. F
 2. T
 3. T
 4. F
 5. T
- ③
1. b
 2. a

THINK AND DISCUSS

① *Sample answers:*

(a) There are quite a few fake charities that make use of people's compassion. Whenever there is a major natural disaster, for example, con artists start emailing people to ask for donations for the victims.

(b) A lot of scams directed at the elderly are based on their fear of not having enough money to live on. That's how criminals get older people to make phony investments.

(c) The famous Nigerian email scams make use of people's greed. The conmen promise to share a large amount of money with the victim in return for helping them to get the money.

I think the ones that take advantage of people's compassion are the most effective. Most people are doubtful about offers of money, but they're usually less suspicious about charity.

② *Sample answer:*

Dear ~,

I really doubt that this is real. If something sounds too good to be true, it usually is. Do not send any of your personal information until you've done more research about this company. I bet you'll find out that it's a scam. So, be careful.

Take care,

~

VOCABULARY REVIEW

- | | | | |
|-----------------|---------------|-----------------|-----------------|
| 1. manipulative | 2. insecurity | 3. unprincipled | 4. indication |
| 5. target | 6. liberally | 7. objectivity | 8. exploitation |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. g | 2. h | 3. a | 4. e |
| 5. b | 6. f | 7. d | 8. c |

READING PREVIEW

Sample answer: One factor is probably age. I think that criminals go after older people because they're easier to convince. Another factor is a person's income. Obviously, criminals prefer victims with money so that they can get large amounts of money from their scams.

Marginal Questions

- Q1:** Why is the word "friends" (line 7) in quotation marks?
→ The word is in quotation marks because the two women were only pretending to be friendly; their real intention was to scam the author.
- C1:** Underline the appeal to authority in this paragraph.
→ Chris Hagon, who heads a security consulting company . . .
- Q2:** At what age do people start to miss the visual signs that indicate someone is lying?
→ They start to lose the ability to recognize deception in their early fifties.
- Q3:** Underline the main idea of this paragraph.
→ The third category of likely scam targets is one that people all belong to at some time in their lives: the emotionally distressed.

FOCUS ON CONTENT

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

②

1. a large bill for tea
2. a lack of time and the language barrier
3. the anterior insula
4. their jobs or money

IDEAS IN ACTION

1. *Sample answer:* One thing they can do is research common scams in the area they will be visiting. This information is easily found online. Also, they should try to become familiar with the currency and the exchange rate before they go. And, in general, they should avoid people who approach them on the street.
2. *Sample answer:* I think I'm pretty good at knowing when people are lying. They usually avoid looking directly at you, and they sound nervous. But skilled con artists have had lots of practice, so they're much better at lying than most people are. I could probably be fooled by one.

CRITICAL THINKING

①

1. probably
2. Apparently / tend to
3. less likely

② *Sample answer:*

1. Foreign tourists tend to make excellent victims for several reasons.
2. Tourists are often reluctant to call the police because of time constraints and difficulty with the language.

VOCABULARY REVIEW

1. participants
2. currency
3. depressed
4. constraints
5. extracted
6. evaluate
7. investments
8. scheme

Reading Skills Worksheet

① *Sample answers:*

1. protect yourself from scams
2. verify information / check out the person / ask questions / know yourself
3. (Catholic) priest

② *Sample answers*

1. over thirty; paragraph 2
2. troubled; paragraph 6

Writing Worksheet

Opinion To avoid being victims of con artists, people should guard their weaknesses, ask plenty of questions, and do research on their destinations if they are traveling.

Main idea 1 People must constantly beware of con artists' tendency to prey on their targets' weaknesses.

*Explanation/
Example* If an offer involving money seems too good to be true, it is probably a scam that is meant to take advantage of people's greed.

Main idea 2 People should find out as much as possible about any person or organization before giving them money.

*Explanation/
Example* If it is an individual, ask for references. If it is a charity, find out how exactly the donation will be used.

Main idea 3 Before making a trip abroad, people should research what scams are directed at tourists where they are going.

*Explanation/
Example* Tourists who are unfamiliar with the local area are popular targets for con artists, but knowledge is power.

Counter-argument Some people say that certain con artists are so skilled that there is no way to avoid being tricked by them.

Refutation If people remain on their guard and do thorough research beforehand, they can significantly reduce their chances of falling victim to scams.

Conclusion Con artists are clever, but people can avoid becoming victims by being cautious, being aware of conmen's tricks, and being thorough in their research.

UNIT 6 Mastering the Mind

Psychology *How to improve your memory*

Before You Read

① *Sample answer:* I once forgot to do a homework assignment for my biology class. It was due on a Monday, and I had a busy weekend with family visiting from out of town. I didn't remember it until Monday morning when I was going to school, but by then it was too late.

② *Sample answer:* A memory that I will never forget is a trip I took to Europe with my family. We went to many beautiful and historic places, and we did a lot of really interesting things. It was a really special experience, and it left a strong impression on me.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. e | 4. g |
| 5. f | 6. d | 7. b | 8. h |

READING PREVIEW

Sample answer: When I need to remember something, I make a note using my phone, or I write it on a piece of paper if I am talking on the phone at the time. Also, I sometimes use photos to help me remember. For example, if I see something that I want to buy later, I may take a photo of it so I won't forget.

Marginal Questions

- C1:** What claim does the author make about how people remember phone numbers?
→ The author claims that most people mentally repeat phone numbers to themselves in order to remember them and that this fits with the theory that rehearsing is necessary for memory retention.
- Q1:** Why does the author mention Dominic O'Brien?
→ The author gives Dominic O'Brien as an example of someone who uses mnemonic strategies to help him become a memory master.
- Q2:** What technique do experts say is the most effective way to learn a foreign language?
→ Experts say that repeated testing is the most effective method.

MAPPING IDEAS

1. Improving / Maximizing Memory
2. rehearse / practice
3. remembering / recalling
4. Elaborative processing
5. learn / memorize
6. core meanings
7. an image / a visual image / imagery
8. a feature of a room
9. Retrieval practice
10. self-testing / repeated testing
11. recalling / remembering the information

FOCUS ON CONTENT

- ①
1. too general
 2. inaccurate
 3. main idea
 4. not in passage
- ②
1. d
 2. b
 3. c
 4. a

THINK AND DISCUSS

① *Sample answer:* A number of jobs require a person to have a good memory. For instance, a doctor needs to remember medicines and treatments, while a politician needs to remember many people's names and important events. Also, memory is important in our daily lives. You need to remember appointments with doctors or customers, as well as family members' birthdays or anniversaries if you don't want to hurt their feelings by forgetting such important dates.

② *Sample answer:* There are many images and sensory experiences that trigger my past memories. One image is a postcard I have from Cebu. It shows a clear blue sea and white sand beach, which reminds me of my trip to the Philippines last year. One sensory experience is the buttery, salty smell of popcorn, which reminds me of my first visit to the movie theater with my dad.

VOCABULARY REVIEW

1. correspondence
2. analogous
3. denotes
4. retention
5. context
6. conversely
7. so-called
8. imagery

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. b | 4. b |
| 5. c | 6. a | 7. a | 8. c |

READING PREVIEW

Sample answer: People can stay healthy by exercising and eating healthy with lots of fresh fruits and vegetables. Another way is to think positive and reduce stress in one's life. I think these healthy habits can help improve memory by keeping one's mind and body fit. They give the body energy, which the brain needs to function properly.

Marginal Questions

- Q1:** What did the American Academy of Neurology study conclude? Underline the information.
→ . . . concluded that overeating is likely to increase a person's chances of memory loss.
- Q2:** What effect does eating fish produce on the hippocampus?
→ It improves communication between memory cells in that part of the brain, and that in turn improves memory.
- Q3:** What evidence is used to show that children who exercise have better memory abilities? Is the source reliable?
→ The author cites a study that showed the positive effects of exercise on children's memory. I think the source is reliable since it is published in a scientific journal.
- Q4:** What does the author mean by saying there is no "magic pill" for improving memory?
→ The author means that there are no simple solutions that can improve memory without effort.

FOCUS ON CONTENT

①

- | | | | | |
|------|------|------|------|------|
| 1. b | 2. d | 3. b | 4. b | 5. a |
|------|------|------|------|------|

②

- | | | | |
|------|------|------|------|
| 1. T | 2. F | 3. F | 4. T |
|------|------|------|------|

IDEAS IN ACTION

1. *Sample answer:* Getting a good night's sleep is easiest for me because I really enjoy sleeping. I am also a heavy sleeper, so I am not easily woken by noises. However, changing my study habits is a problem because I often wait until the last minute before I start studying for exams.

2. *Sample answer:* Sleep is helpful because it gives my brain time to process the memories. If I don't have enough sleep, I tend to forget things. As for studying, I really need to start earlier before a test so I can remember more of the information. Doing it at the last minute is stressful and affects how much my brain can take in.

CRITICAL THINKING

① *Sample answers:*

1.
 - a. The hypothesis is that overeating increases memory loss.
 - b. The sample was elderly adults in their seventies.
 - c. The sample was not representative because it should have included people from all age groups.
 - d. It's not clear if the study included a control group. It could have been included by controlling the diet of part of the sample.
2.
 - a. The hypothesis is that physical exercise improves memory functioning.
 - b. The sample was a group of children.
 - c. We don't know if the sample was representative because the passage doesn't mention details such as the age range of the sample.
 - d. It seems like there was a control group because the passage says the children who were fit did better on memory tests than those who were not as active.

② *Sample answer:* The hypothesis of the study would be that eating fast food has a negative impact on the memory performance of teenagers. The sample could consist of high school students—maybe about a thousand or so of them. The research design could be to give all of them a memory test at the beginning of the study. Then, half of them would be told to eat fast food three times a week. The other half, the control group, wouldn't be allowed to eat any fast food. After one or two months, the test would be repeated and the results of the two groups compared.

VOCABULARY REVIEW

①

- | | | | |
|------|------|------|------|
| 1. c | 2. h | 3. d | 4. a |
| 5. f | 6. b | 7. g | 8. e |

②

- | | | | | |
|--------------|------------|------------|-------------|------------|
| 1. retaining | 2. journal | 3. decline | 4. document | 5. promote |
|--------------|------------|------------|-------------|------------|

Reading Skills Worksheet

① *Sample answers:*

Given Information: Many books on mnemonics can be found in bookstores, and they are the method of choice for a number of famous memory masters.

Conclusion: Therefore, it can be inferred that mnemonics are very popular.

② *Sample answers:*

Given Information: The repeated self-testing method involves repeatedly testing one's learning while studying.

Background Information: From my own experience, I just study and make notes when preparing for exams. Repeatedly testing oneself seems like a lot of extra work.

Conclusion: Most students do not do self-testing probably because they think it takes too much time and effort.

Writing Worksheet

Opinion In general, I would say that I have a good memory, but there is always room for improvement. To enhance my memory, I could adopt more effective study habits, eat healthier, and learn memory techniques.

Main idea 1 Effective study methods improve information retention.

Explanation/Example I tend to wait until the last minute to prepare for a test, and as a result I can't retain the information for long after the test. I should start earlier and do self-tests to reinforce the learning.

Main idea 2 Healthy eating helps the body and the brain to function properly.

Explanation/Example I love junk food, but I would perform better if I ate nutritious food that fuels my body. Certain foods, like fish, are especially helpful for memory.

Main idea 3 There are memory techniques that can help people remember a lot of information more easily.

Explanation/Example To help recall, I can practice, for example, mnemonic approaches that associate imagery to the information that I need to remember.

Counter-argument My friends contend that my grades are already good and what I need to do to improve my memory is to rest more to reduce my stress levels.

Refutation Although getting sufficient rest is important, it is more efficient to adopt strategies that enhance memory than to spend more time remembering the material.

Conclusion By using effective approaches to enhance my memory, I can spend less time on my study and have more time for other, more enjoyable activities.

UNIT 7 Practice Makes Perfect

Psychology *What it takes to be an expert*

Before You Read

① Sample answers:

1. Yuna Kim
2. Figure skating
3. She started figure skating when she was five or six years old, and she used to train many hours every day. I think this is how she became so good. Of course, I believe she is also naturally gifted.

② *Sample answer.* Personally, I think that the most important things in becoming an expert at something are a supportive family and a good coach or teacher. It takes a lot of time and money to train to be an expert; and if you have wonderful people around you who can advise you and keep you focused, it can make a big difference.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. c | 4. a |
| 5. b | 6. a | 7. a | 8. b |

READING PREVIEW

Sample answer. I'm not familiar with this idea, but it sounds a little hard to believe. The main problem I see is that not every skill is equally complicated. Some skills are relatively simple, while some others are much more complex. So, it's a little hard to believe that this 10,000-hour idea would apply generally. Also, I think that some people have natural aptitudes for certain skills, so it's very likely that they would take less time than others to master those skills.

Marginal Questions

- Q1:** What do the results of Hambrick's study indicate? Underline the information.
→ . . . Hambrick and colleagues suggested that practice explains only about a third of master-level success. . . . This variability in hours of practice invalidates the 10,000-hour rule, Hambrick suggests.
- Q2:** Who are the two figures behind the debate? They are:
→ (1) Francis Galton, who said heredity explains all talent
(2) John Watson, who said anyone can be trained to be any kind of specialist
- Q3:** What is Ericsson's actual position? Underline it.
→ . . . Ericsson says his real position is simply that he doesn't see evidence for genes that help people acquire expert levels of performance.

Q4: What are the two opposing concerns mentioned in the reading? Underline them.
→ One fear Ericsson expresses is that if talent is viewed as somehow innate and not the result of practice, disadvantaged kids will be cut off from opportunities in education and sports. . . . On the other hand, Ackerman worries that telling people they just need to practice more might set them up for failure . . .

C1: What is this author's point of view on the topic?
(1) Biased
(2) Balanced/Impartial
→ (2) Balanced/Impartial

MAPPING IDEAS

- | | |
|---------------------------------------|-----------------------|
| 1. master musicians and chess players | 2. variability |
| 3. eugenics | 4. genetic |
| 5. behaviorism | 6. aptitude / ability |

FOCUS ON CONTENT

- ①
- | | | | |
|--------------|-----------------|---------------|----------------|
| 1. main idea | 2. too specific | 3. inaccurate | 4. too general |
|--------------|-----------------|---------------|----------------|
- ②
- | | | | |
|------|------|------|------|
| 1. c | 2. a | 3. d | 4. c |
|------|------|------|------|

THINK AND DISCUSS

① *Sample answer:* For someone who wants to be expert in playing soccer, “innate ability” might mean speed, endurance, and coordination, which are skills necessary for soccer. “Motivation” might mean a keen interest in the sport, and it might also mean having a goal, such as becoming a professional player. “Timing” might mean starting at the right age, say, five or six years old. And “luck” might mean finding the right coach or having a parent who really enjoys soccer and shares your enthusiasm.

② *Sample answer:* I know you feel like you don't have any talent, but you shouldn't give up. Nobody begins as an expert at something. It takes time and effort to get better. So, don't get frustrated. Keep trying and just enjoy doing it. Don't worry about whether you're getting better or not. Eventually, you will be good at it.

VOCABULARY REVIEW

- | | | | |
|-------------|----------------|------------------|-------------|
| 1. reliance | 2. variability | 3. statistically | 4. ranging |
| 5. data | 6. unresolved | 7. invalidate | 8. reversal |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. g | 2. h | 3. d | 4. b |
| 5. e | 6. f | 7. a | 8. c |

READING PREVIEW

Sample answer. I think the first idea might make children believe that they can do anything as long as they work hard enough. The second idea might make people just give up on learning something if they have some difficulty, because they think they don't have the natural ability for it.

Marginal Questions

- C1:** What is the main point of the article? Underline it.
→ People infer that these experts must have been blessed with skills way beyond the norm. But what if this tempting idea is all wrong?
- Q1:** What was the finding of the British study?
→ The study found that all musicians progressed at about the same rates, whether they were top performers or not, but top performers had practiced more.
- Q2:** What is the relationship between practice and early differences in ability between individuals? Underline the information.
→ But the key point is that the importance of these initial differences disappears as the number of hours devoted to practice increases.
- C2:** Underline the definitions of “fixed mindset” and “growth mindset” in this paragraph.
→ Consider someone who believes excellence is all about talent (labeled the “fixed mindset”). . . . If, on the other hand, she really believes that effort trumps talent (labeled the “growth mindset”) . . .
- C3:** What is the author’s main purpose in this passage?
(1) To inform
(2) To entertain
(3) To convince
→ (3) To convince

FOCUS ON CONTENT

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

IDEAS IN ACTION

1. *Sample answer:* One talent I have that I'd like to develop more is drawing. I've always been naturally good at drawing people and places I know. To further develop this talent, I think I would need the direction of an experienced teacher who could show me new styles and techniques. I could then practice a lot to get really good at them.
2. *Sample answer:* I mostly agree with the author's opinion that practice can lead anyone to a high level of skill in most areas. However, I also believe that genetics plays a role. For example, I recall a study on Einstein's brain that showed it had some internal structures different from normal people's. These different structures probably allowed him to understand math and physics at a higher level than normal people could.

CRITICAL THINKING

1. the initial differences in ability between kids disappear
 - a. coincidental
 - b. No
 - c. As time passes, children mature and this, rather than practice, may be the cause of the disappearance of initial differences.
2. they show better motivation and better performance
 - a. directly linked
 - b. Yes
 - c. –

VOCABULARY REVIEW

①

- | | | | |
|------|------|------|------|
| 1. c | 2. d | 3. f | 4. g |
| 5. h | 6. e | 7. b | 8. a |

②

- | | | | |
|------------|---------------|---------|------------|
| 1. initial | 2. proportion | 3. deny | 4. compute |
|------------|---------------|---------|------------|

Reading Skills Worksheet

1. A, C → B
2. B → C → A

Writing Worksheet

Opinion In my opinion, there are several factors that are essential to becoming an expert at something.

Counter-argument Some people argue that highly skilled people usually are naturally talented.

Refutation However, individual differences in skill between people with innate abilities and those without them can be eliminated through practice, as some studies have shown.

Main idea 1 In order to attain a high level of skill in a certain field, it's necessary to dedicate a lot of time to practice.

*Explanation/
Example* Studies have shown that all musicians improve at roughly the same rate with the same amount of practice. A top performer just practices more than others.

Main idea 2 Having a good coach or teacher is very important.

*Explanation/
Example* A good teacher provides proper instruction, corrects mistakes, and most importantly encourages the student in the right way. This helps the student improve as fast as possible.

Conclusion While there may be other important factors, I believe these are the two most important that will help one become an expert.

UNIT 8

Always Think Positive—or Not

Psychology

How your outlook on life affects you

Before You Read

① Answers will vary.

② *Sample answer.* My score is 9. I think it's accurate because it's in the middle, and that's how I see myself. I try to have a positive outlook, but I also try to be realistic and not expect too much. I would not want to change my result. I know some people think it's important to stay optimistic, but I think it's better to have a balance between optimism and pessimism.

Reading 1

VOCABULARY PREVIEW

1. a

2. c

3. c

4. b

5. a

6. b

7. c

8. b

READING PREVIEW

Sample answer. Since optimists believe the future is bright, they probably have less stress. But not worrying about the future might cause them to take more risks, like drinking too much or not exercising. Pessimists have more stress because they expect bad things to happen. But this might also cause them to be more careful about their health.

Marginal Questions

Q1: Underline how optimists and pessimists cope with problems.

→ . . . optimists tend to respond with active problem-solving, positive thinking, and a sense of humor. Pessimists, on the other hand, tend to respond with hopelessness, denial, and avoidance.

C1: What could be an objection to the argument that optimism leads to good health?

(1) It could be that it is good health that causes a person to be optimistic.

(2) It is possible that the health effects are not real but only imagined.

→ (1) It could be that it is good health that causes a person to be optimistic.

Q2: Underline the information that shows the contrast between the placebo effect and the effect that negative thoughts have on the body.

→ “. . . If a placebo can make someone believe that they are getting better and they do, then the thought that you are sick can actually make you [sicker].”

C2: Is the argument in this paragraph inductive or deductive?
→ It is deductive.

C3: The last sentence of the passage is a generalization. Circle the qualifying language.
→ “But for most people most of the time, it seems to be healthiest to put on neither rose-colored glasses nor mud-colored ones, but rather glasses with good, clear lenses.”

MAPPING IDEAS

1. stress / setbacks and hardships
2. more quickly
3. change fate / make a positive difference
4. professional help / advice
5. guarded

FOCUS ON CONTENT

- ①
1. inaccurate
 2. too specific
 3. not in passage
 4. main idea

- ②
1. Pessimists → Optimists
 2. ✓
 3. higher → lower
 4. ✓

- ③
1. c
 2. a

THINK AND DISCUSS

① *Sample answer:*

• I have a classmate who is a perpetual optimist. She is always smiling and cheerful, never complains, and seems to find even boring tasks fun. She likes to talk about her big plans for the future—having a family, traveling, and pursuing a successful career.

• Extreme optimists can be frustrating when your mood doesn't match theirs. If you're feeling annoyed, you get even more annoyed when someone is too cheerful. They can seem silly and naive. Pessimists are frustrating because they spread bad feelings. By their constant complaining, they can make you feel as down as they are. And often they complain about problems that they could solve if they tried.

② *Sample answer:* I think Sophie's attitude is better for good health and a long life. Jun seems unrealistically optimistic. It's not easy to quit smoking, for example. But Sophie shows guarded optimism by exercising and being aware of her health risks.

VOCABULARY REVIEW

- | | | | |
|----------------|-------------------|----------------|-----------------|
| 1. assessments | 2. insufficiently | 3. unfounded | 4. assumptions |
| 5. recovery | 6. projected | 7. rationalize | 8. dramatically |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. f | 2. c | 3. g | 4. a |
| 5. h | 6. b | 7. d | 8. e |

READING PREVIEW

Sample answer: I think it's helpful to expect the worst when you have to do something that involves some risk or that is stressful. For instance, when you have to give a speech, if you expect things to go wrong, like forgetting what you wanted to say, then you'll most likely prepare for it more carefully.

Marginal Questions

- Q1:** Why does the author describe herself as “in the minority”?
→ She thinks that she is “in the minority” because most people try to be optimists but she is a pessimist.
- C1:** Circle the term that is defined in this paragraph. Underline the definition.
→ In psychology, **dispositional pessimism** is the personality trait of having generally low expectations.
- Q2:** The author uses a hypothetical situation to illustrate the point of this paragraph. Underline it.
→ . . . if an optimist is denied an expected promotion, he or she will feel both shocked and crushed. A pessimist in the same situation never had his or her hopes up to begin with, and therefore will not be nearly so deeply affected.
- C2:** The author raises a possible objection to the argument in this paragraph. Underline it.
→ Now, granted, research suggests that optimists are more likely to be hired and are quicker to be promoted.
- C3:** Is the argument in this paragraph inductive or deductive?
→ It is inductive.

FOCUS ON CONTENT

①

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

② *Sample answers:*

1. extremely disappointed
2. ego
3. will be prepared
4. they had lost money / losing money

IDEAS IN ACTION

1. *Sample answer:* The passage mentions that optimism helps people get hired and promoted. But also, I think pessimism might keep employees from advancing in their careers because pessimists tend to avoid risks and this could mean missing out on opportunities. Or they might not ask for a well-deserved raise because they expect to be turned down.
2. *Sample answer:* When I met my boyfriend's parents for the first time, I was really nervous and I did practice defensive pessimism. I was worried that we would run out of things to talk about, so I thought of some topics beforehand. And I was concerned that they wouldn't like my normal style of clothes, so I dressed more conservatively than usual.

CRITICAL THINKING

① Significantly, what this research does not prove is that a positive outlook actually makes someone a better or more efficient worker. The opposite seems more likely to be true.

②

1. C 2. I 3. S

VOCABULARY REVIEW

- | | | | |
|--------------|------------|---------------|--------------|
| 1. proceed | 2. odds | 3. technical | 4. simulated |
| 5. dominance | 6. logical | 7. motivation | 8. prospect |

Reading Skills Worksheet

Sample answer: Positive thinking is crucial to stress management, and going through life with the assumption that things will work out has numerous long-term health benefits. . . . "A pessimist is more likely going to seek the advice of a professional. While in extreme cases this could lead to hypochondria, it could also lead to a potentially life-saving diagnosis." Cundy points out. . . . The optimist needs the caution of the pessimist, and the pessimist needs the drive of the optimist.

Writing Worksheet

Opinion 1 I think it is better to be an optimist.

Reason 1 Because of their positive attitude to life, optimists are better at handling stress than pessimists are.

*Explanation/
Example* When they have a problem, optimists believe it can be solved, so they take action. Pessimists just feel helpless, which makes their stress worse.

Reason 2 Being an optimist is beneficial to long-term health.

*Explanation/
Example* Experts say that optimists have a lower risk of depression and are less likely to die of heart disease.

Reason 3 People would rather be around optimists than around pessimists.

*Explanation/
Example* The positive attitude of optimists makes people feel good, so they have more friends and better relationships.

Counter-argument As they tend to have negative thoughts and more worries, pessimists might be more cautious about their health and this could turn out to their advantage.

Refutation But anyone who cares about themselves are most likely to care about their health, too, regardless of their attitude to life.

Conclusion Because it generally leads to good health and happiness, optimism is definitely preferable.

Opinion 2 I think it is a better idea to be a pessimist.

Reason 1 Pessimists probably live longer.

*Explanation/
Example* Because they tend to expect the worst, pessimists are more likely to see a doctor if they think something is wrong. This can save their lives.

Reason 2 Pessimists are better prepared when things go wrong.

*Explanation/
Example* Defensive pessimism makes people plan for problems and bad luck, and this planning can prevent disaster.

Reason 3 Pessimists are more careful with their money.

*Explanation/
Example* Unlike optimists, who are more likely to take risks with their money because they believe things will turn out well, pessimists are less likely to lose money by gambling or by making unwise financial decisions.

Counter-argument Evidence shows that optimists tend to have more friends because of their sunny personality.

Refutation However, it is possible to be a pessimist when it comes to planning for the future and still be a happy, sociable person.

Conclusion In many ways, pessimism prepares a person for life's challenges better than optimism does.

UNIT 9

Coming Home Again

Lifestyles

Why more young adults are moving back in with their parents

Before You Read

① *Answers will vary.*

② *Sample answer.*

1. Yes, I'm a little surprised to see that more men than women live with their parents. I would have expected the opposite. Also, it seemed a little strange at first that people with some college education are more likely to live with their parents than those with less education. But maybe that's because college is expensive.

2. Yes, I think most of the percentages would actually be a bit higher. In my country, it's quite common to live with your parents until you get married.

Reading 1

VOCABULARY PREVIEW

1. b

2. a

3. c

4. a

5. c

6. b

7. c

8. a

READING PREVIEW

Sample answer. I think the biggest problem would be the lack of privacy. Adults like to have their own space. Money would be another problem. The parents and the adult child might have different ideas about who should pay for what.

Marginal Questions

Q1: Underline all the reasons given in the paragraph why young British people are struggling financially.
→ . . . victims of a slow economy. . . More than one million under-25s are now unemployed; and with the introduction of higher tuition fees, future students should expect to finish their degree with unprecedented debts of up to £60,000. Lending institutions are shying away from offering mortgages, and house prices have risen beyond the realms of possibility for many young people.

Q2: What adjective is used to describe the young generation in this paragraph? Circle it.
→ . . . entitled generation . . .

C1: Underline an appeal to authority in the first half of the passage.
→ "This is a more entitled generation than their parents' and grandparents'," says William J. Doherty, professor of family social science.

Q3: Why did Gareth decide to get another degree?

→ Gareth's sister's sudden death changed his perspective on life, and this made him decide to have a job that is more worthwhile.

Q4: Who is Seth, and why do you think he lives with Gareth's parents?

→ Seth is Gareth's nephew, and I guess he lives with his grandparents because his mother had died and his father is unable to look after him because of work.

MAPPING IDEAS

- | | |
|--------------------------|---|
| 1. twenty percent | 2. large / huge / unprecedented debts |
| 3. Gareth's nephew, Seth | 4. his parents are too supportive / he should get a job |
| 5. a house | 6. her parents' routine |

FOCUS ON CONTENT

- ①
- | | | | |
|---------------|-----------------|--------------|-------------------|
| 1. inaccurate | 2. too specific | 3. main idea | 4. not in passage |
|---------------|-----------------|--------------|-------------------|

- ②
- ✓
 - ✓
 - make fun → do not make fun
 - welcome → like they were imposing

- ③
- | | |
|------|------|
| 1. b | 2. c |
|------|------|

THINK AND DISCUSS

① *Sample answer:* In a way, I think that's true. Maybe it's because many of our parents and grandparents had to deal with war and poverty, whereas we've grown up with peace and a better economy. Our lives have been easier. Parenting styles have become more lenient, too. Other ways that we differ from our parents are that we're more comfortable with technology than they are, and we wait longer to get married and start a family.

② *Sample answer.*

Dear Tanya,

You shouldn't be embarrassed about needing help from family. Family members should help one another. But I think it would be a good idea to help out with housework and to pay rent if you can. That will reduce conflicts with your parents. Also, set a date that you plan to move out. You'll feel better about it if you know that it's only temporary.

Take care,
Rachel

VOCABULARY REVIEW

①

- | | | | |
|------|------|------|------|
| 1. g | 2. e | 3. d | 4. f |
| 5. c | 6. h | 7. b | 8. a |

②

- | | | | |
|-----------|------------|----------------|-------------|
| 1. impose | 2. reliant | 3. institution | 4. maturity |
|-----------|------------|----------------|-------------|

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. d | 2. g | 3. b | 4. a |
| 5. c | 6. e | 7. f | 8. h |

READING PREVIEW

Sample answer. I think the main reason is that it's difficult for young people to get a good job right after they graduate because of the economic slowdown. Even if they can find a job, rising costs mean they can't earn enough money to pay their living expenses if they live on their own. So, moving back in with their parents could be the best option for some of them.

Marginal Questions

Q1: What is Jenny's main problem? Underline it.

→ Even with a steady job, she has discovered that it's practically impossible to afford her rent and expenses on top of trying to eliminate her student loan debt.

- C1:** What causal argument does the author make in this paragraph?
 → The argument is that slow wage growth has caused more young men and women to be unable to live without support from their parents.
- Q2:** Underline Jenny's four main monthly expenses.
 → Her rent is \$1,200 a month . . . She pays around \$200 for extras like Internet and cable. Groceries cost her \$300 a month on average, and she has a \$500 student loan payment every month.
- C2:** What argument does the author make in this paragraph? Underline the conclusion.
 → The author argues that Jenny's decision to move back in with her parents is reasonable because of the economic situation. / Jenny's move back home appears to be not only a wise financial move but a necessary one.
- C3:** This paragraph contains several generalizations. Underline at least one. Circle the qualifying language.
 → Most boomerang adults have already displayed a reasonable effort to leave the family nest and regain independence. / After paying off debts and establishing their careers, most adult children will want to strike out on their own again.

FOCUS ON CONTENT

①

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

②

1. Italy, Japan, and the US
2. forty-two percent
3. taxes
4. jobs/employment

IDEAS IN ACTION

1. *Sample answer:* I think it is only worth it if you have a very good chance of getting a high-paying job afterward. This is probably true of a few professions, like medicine and finance. Otherwise, people are better off getting an inexpensive degree online. They can learn just as much and save a lot of money.
2. *Sample answer:* They can accept a less expensive lifestyle by moving into a smaller apartment or finding roommates. They can do without luxuries like cable and eating out. And if possible, they should take advantage of government programs for low-income people or for the unemployed.

CRITICAL THINKING

1. (a.) C (b.) F
2. (a.) F (b.) P (c.) V

VOCABULARY REVIEW

- | | | | |
|--------------|---------------|---------------|----------------|
| 1. residence | 2. redefined | 3. restored | 4. constrained |
| 5. eliminate | 6. assistance | 7. transition | 8. accompanied |

Reading Skills Worksheet

① *Answers will vary.*

- ②
- Answers will vary.*
 - Answers will vary.*
 - Sample answers:*
 - Being treated as if they're still kids has a negative effect on adults. It implies that they aren't capable of taking care of themselves, and this hinders their growing up.
 - Baby boomers want to feel forever young. So they do things like dyeing their hair to try to keep old age away.

Writing Worksheet

Opinion 1 In many cases, I think it's a good idea for young adults to live with their parents.

Reason 1 It can help them pay off their student loan debt much faster.

Explanation/Example Going to college can be extremely expensive, and it's hard for young people to both pay rent and make their student loan payments.

Reason 2 Living at home allows young people to save money for the future while they establish a career.

Explanation/Example Salaries for entry-level jobs are low, so young people living on their own are unable to save much.

Reason 3 Living together strengthens the family.

Explanation/Example For most of human history, it was normal for multiple generations of a family to live together. As long as every member of the household contributes in some way, everyone benefits and the family remains close.

Counter-argument Experts say that living at home makes young adults less mature.

Refutation On the contrary, I think making realistic decisions about what a person can afford shows maturity.

Conclusion In the right circumstances, living at home can benefit young adults enormously.

Opinion 2 No, I do not think it's a good idea for young adults to live with their parents.

Reason 1 For one thing, it slows down the process of becoming a mature adult.

Explanation/Example People are not truly adults until they can support themselves and handle their own problems. Living at home prevents young adults from learning important life lessons.

Reason 2 Living together can cause tension between parents and children.

*Explanation/
Example* The grown children want freedom, while the parents want to run their household the way they think is best.

Reason 3 Boomerang kids place an unfair financial burden on their parents.

*Explanation/
Example* Many older parents are retired and don't have large incomes.
Supporting their adult children can deplete their savings.

Counter-argument Young adults often have to live on extremely tight budgets and have a hard time making ends meet.

Refutation This is true, but there are other ways to live economically, such as getting roommates to share expenses.

Conclusion For a young person, becoming independent is a difficult but necessary part of life, and it is well worth the effort.

UNIT 10

Different Ways of Friendship

Relationships

Comparing male and female relationships with friends

Before You Read

① *Answers will vary.*

② *Sample answer.* I got angry with my best friend because she kept canceling our plans and was spending all her free time with her boyfriend. I felt really mad and hurt because I thought she was being selfish and inconsiderate. I didn't speak to her for a while, but then I decided to text her to explain why I was angry. We talked, and she apologized. Now her boyfriend joins us when we go out.

Reading 1

VOCABULARY PREVIEW

1. a

2. c

3. c

4. a

5. b

6. b

7. c

8. a

READING PREVIEW

Sample answer. Yes, I think they react differently. Girls are probably more likely to cry, and boys are more likely to fight physically.

Marginal Questions

C1: Predict what this passage will be about:

(1) How girls and boys react when friends hurt their feelings

(2) Why nice girls turn nasty when friends hurt their feelings

→ (1) How girls and boys react when friends hurt their feelings

Q1: When friendship expectations are violated, who is more likely to seek revenge, boys or girls?

→ Both boys and girls are just as likely to seek revenge.

Q2: Underline two hypothetical situations used in the study.

→ One of these stories included a friend failing to hold up responsibilities in a joint school project, resulting in a bad grade for both friends. . . . Another involved a friend failing to show concern about another friend's sick pet, saying, "It's no big deal, it's just a pet."

Q3: Underline three similarities between boys and girls.

→ Yet, previous studies also found that boys' friendships last just as long as those of girls, that boys are just as satisfied with their friendships as girls are, and that boys are no lonelier than girls.

Q4: What effect does anger have on both boys and girls? Underline the information.

→ Further, the angrier they felt, the less likely they wanted to fix the relationship.

MAPPING IDEAS

1. to 11 years
2. sadder
3. solve the problem / fix the friendship
4. resolve conflicts
5. a friend who lets them down / friendship violations

FOCUS ON CONTENT

- ①
1. too general
 2. main idea
 3. inaccurate
 4. too specific
- ②
1. a
 2. c
- ③
1. F
 2. F
 3. T
 4. F
 5. T

THINK AND DISCUSS

① *Sample answer:*

- The focus should be on resolving differences of opinion without getting violent. The passage mentions that boys tend to react strongly to disagreements over things like who chooses a game. I think conflicts between boys often have to do with their egos and who is the “boss,” and the conflicts are more likely to become physical.
- For the most part, yes. I think women’s friendships are more intense, and ending a friendship is more painful for them. Just like girls, women become very upset if their friend lets them down, and they remain upset for longer than men do.

② *Sample answer:* I’d feel a little angry, but mostly hurt and confused. I would talk to my friend in private. If my friend didn’t apologize, then maybe our friendship would be over. I think most guys would probably just forget about it. My male friends are always making fun of each other and never seem to really get offended.

VOCABULARY REVIEW

1. intensified
2. hypothesizes
3. psychologically
4. ethnicity
5. revelations
6. violation
7. resolution
8. communicative

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. d | 2. g | 3. h | 4. f |
| 5. a | 6. c | 7. b | 8. e |

READING PREVIEW

Sample answer. I think women usually meet for coffee or meals and talk in order to get to know each other better. Men are more likely to watch sports together or do something else that doesn't involve that much talking.

Marginal Questions

- C1:** Underline the appeal to authority in this paragraph.
→ "[M]en do not easily [make] revelations of strong emotional responses," Dr. Roger Gould, a psychiatrist, told Atlantic Monthly.
- Q1:** List the similarity and difference between men and women in forming friendships.
→ Similarity: Both women and men enjoy sharing common experiences.
Difference: Women bond through verbal communication, while men bond through physical activity.
- Q2:** What do men do when a friend's action bothers them? Underline the information.
→ "When a guy is bothered by something that his friend is doing, he simply tells his friend, they discuss it, sometimes heatedly, and then move on."
- C2:** Underline the conclusion of this passage.
→ . . . men's and women's friendships are distinct from one another. But in both sexes, they bind people together through shared experiences and accomplishments.

FOCUS ON CONTENT

①

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

②

- ✓
- ✓
- is not as → is as
- ✓

IDEAS IN ACTION

1. *Sample answer:* I think the friendship between Frodo and Sam in *The Lord of the Rings* is very believable. They obviously have a close bond, but they show it through actions rather than words. Sam shows his friendship for Frodo by going with him on a dangerous journey. And when they have conflict, it is over quickly.
2. *Sample answer:* Yes, my experiences are similar to the description of male friendship in the reading. All my friendships developed through “shoulder-to-shoulder” activities more than through talking. My best friend and I got to know each other by playing soccer together; and now when we are together, we are usually hiking, studying, or playing computer games.

CRITICAL THINKING

- ① The movie earned over \$100 million worldwide, so obviously its depiction of female friendship is believable.
- ② *Sample answer:* Thus, it is obviously better to earn a degree at a regular university than to study online. This is a fallacy because people in the past had no choice, and online classes have certain advantages over traditional classes.

VOCABULARY REVIEW

- | | | | |
|------------------|------------------|------------------|----------------|
| 1. significantly | 2. catastrophe | 3. automatically | 4. abandonment |
| 5. parameters | 6. traditionally | 7. complexity | 8. accumulated |

Reading Skills Worksheet

- ①
 - ~~authors were a professor and an assistant professor~~
 - ~~one story involved a bad grade on a school project~~

② *Sample answer:*
A recent US study asked pre-teen kids how they would react to serious offenses by friends. Boys' and girls' responses were equally aggressive, but girls reported more anger and sadness. This was surprising because past studies have said girls are better at friendship. The researchers concluded that girls may struggle more when their friends disappoint them.

Writing Worksheet

Opinion Male and female friendships differ in three main ways: what friends do together, what they talk about, and how they deal with conflict.

Main idea 1 Females tend to bond “face-to-face,” while males tend to bond “shoulder-to-shoulder.”

*Explanation/
Example* Women make friends by talking, while men make friends by doing things together.

Main idea 2 Another difference is in what women and men talk about with their friends.

*Explanation/
Example* It’s important to women to share their feelings and give each other empathy. Men are much less likely to talk about their feelings.

Main idea 3 Men and women react differently when a friend lets them down.

*Explanation/
Example* Women are more deeply affected because their friendships are more emotionally intense. Men seem to get over conflicts faster and find it easier to end a friendship.

Counter-argument It might appear that males do not value friendship as much as females do.

Refutation However, it is more accurate to say that males and females just have different styles of friendship, because studies show that boys’ friendships last just as long as girls’ and are as satisfying.

Conclusion Despite these differences, people of both sexes value and benefit from their friendships.

UNIT 11

Are You Being Watched?

Ethics

The value of privacy in the modern world

Before You Read

① *Answers will vary.*

② *Sample answer.* I am a private person. I don't like my family invading my privacy, such as looking in my personal things. However, I don't mind so much security cameras in public places since they are not very obvious. I set my privacy settings on social media sites, so I don't find my privacy being violated. And I don't bother reading privacy agreements because I don't put much personal information online.

Reading 1

VOCABULARY PREVIEW

1. c

2. b

3. f

4. h

5. a

6. e

7. d

8. g

READING PREVIEW

Sample answer. This kind of information is probably very important to companies. If they know about people's shopping habits or the places people go, they can use that information in their marketing. If their products are for young adults, for instance, then information about where young adults go and what they do could be very important to help companies know where and when to advertise their products. Information about what people buy could help companies improve their products.

Marginal Questions

Q1: What is Euclid's strategy for getting more retailers to use its technology? Underline it.
→ . . . by offering its Euclid Express for free to all retailers.

Q2: Euclid gives three responses to concerns about its technology. What are they? Underline them.
→ But Euclid assures that the MAC data is scrambled, which means that no personally identifiable information is collected. Second, they point to the fact that Euclid is a part of the group that launched the Mobile Location Analytics code of conduct. These sets of rules require companies to receive customers' consent before they can collect any personal information. Euclid also helped found a central opt-out site for consumers.

C1: What inference does the author make about the reason why the code of conduct was created?
→ The author infers that the code of conduct was created because customers got angry when they found out they were being monitored.

Q3: What example of personalized marketing does the author give in this paragraph?
→ The example of personalized marketing given is a message targeted at a coffee drinker, telling him or her that there is a coffee shop on the second floor of a store he or she is visiting.

MAPPING IDEAS

- | | |
|------------------------------------|------------------------------------|
| 1. for free | 2. a cloud-based analytics service |
| 3. privacy will be violated | 4. scrambled |
| 5. code of conduct | 6. technology in trash bins |
| 7. didn't know it was taking place | 8. names or home addresses |

FOCUS ON CONTENT

- ①
- | | | | |
|-------------------|-----------------|-------------------|--------------|
| 1. not in passage | 2. too specific | 3. not in passage | 4. main idea |
|-------------------|-----------------|-------------------|--------------|
- ②
- | | | | |
|------|------|------|------|
| 1. T | 2. T | 3. F | 4. T |
|------|------|------|------|
- ③
- | | |
|------|------|
| 1. d | 2. b |
|------|------|

THINK AND DISCUSS

① *Sample answer:* I would be angry just like Nordstrom's customers. All companies, organizations, and institutions must be required to get informed consent from people before they collect and use customers' personal information. I would complain, but only online. It is more convenient to post a complaint on social media sites than to call or write to the store, and the complaint would spread quickly to more people on the Internet.

② *Sample answer:* One time my bank card number was stolen online and was used to make purchases that were charged to my account. Another time, I left my phone on the kitchen table and my dad read a text message that I received. It was a personal message from my best friend that I did not like others to read.

VOCABULARY REVIEW

- ①
- | | | | |
|------|------|------|------|
| 1. c | 2. a | 3. b | 4. h |
| 5. e | 6. g | 7. f | 8. d |

②

1. consent 2. emerging 3. compile 4. commission
5. reluctant

Reading 2

VOCABULARY PREVIEW

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

READING PREVIEW

Sample answer. Personally, I do not have a problem with the government listening to my private phone calls or reading my emails. I have done nothing illegal and I do not plan to do so in the future, so I have nothing to hide. Also, I feel safer knowing that the government has the ability to collect evidence in this way if they suspect there is a threat to national security.

Marginal Questions

- Q1:** What is governments' reason for taking away some privacy rights from citizens?
→ Governments have a duty to protect citizens from harm, but investigating threats to national security sometimes requires the police to secretly monitor people's private communications. In other words, people lose some of their privacy rights.
- Q2:** How does the author describe Germany compared to other countries in Europe regarding privacy protection laws?
→ The author describes Germany as being one of the strictest countries in Europe in protecting its citizens' privacy and personal information.
- Q3:** The author mentions two criticisms of Malaysia's Personal Data Protection Act. What are they? Underline them.
→ . . . a major point of contention being that it does not apply to federal or state agencies. The act still allows government officials to collect personal data, including background, education, and health records. Also, they are not required to inform the person who is being monitored.

FOCUS ON CONTENT

①

1. c 2. b 3. d 4. a 5. b, d

②

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

- b. Opinion. This is someone's view that the technology invades people's privacy.
- c. Opinion. It is one consumer's thoughts on how privacy should be protected.
- d. Fact. It gives a sales growth statistic as evidence for the increase in use of customer analytics platform technology.

Writing Worksheet

Opinion 1 More often than not, I believe that it is OK for companies and other organizations to collect people's information, as long as they do not abuse its use.

Main idea 1 Allowing businesses to gather information about their customers enables them to target their marketing to each person's interests and preferences.

Explanation/Example I think this is a great idea because I am bombarded every day by ads that are of no interest to me, wasting my time deleting them.

Main idea 2 At the same time, targeted marketing means businesses can focus their energy and resources on their best customers.

Explanation/Example With a clearer profile of their customers and their tastes, businesses can focus on meeting these people's specific needs. This will attract customers that are more likely to spend money in their stores.

Main idea 3 Having access to personal information and private communications helps the government fight crime.

Explanation/Example Governments especially need to have access to such information so that they can locate potential criminals and stop them before people are harmed. This is particularly the case when it comes to the threat of terrorism.

Counter-argument Some people argue that allowing access to private information could lead to abuses, such as unlawful searches and arrest of innocent people.

Refutation While there have certainly been many cases of abuse worldwide, the legal system in my country enables the court to stop such abuses of power.

Conclusion As long as there are legal systems in place that prevent abuses, I do not oppose the collection of people's personal information for legitimate uses.

Opinion 2 I am strongly opposed to the collection of personal information by businesses and other organizations because of the potential for abuse and crime.

Main idea 1 When companies have information about individual consumers, they will bombard people with personalized ads.

Explanation/Example Unsolicited ads clutter inboxes and annoy the recipients. I believe most people would look for a product or service in a store or online when they need it; they don't simply buy something that is advertised.

Main idea 2 Criminals hacking into networked systems to steal personal information is a real danger.

Explanation/Example There are many cases of identity theft in which criminals steal people's bank information and then take all the money in their accounts.

Main idea 3 Allowing the government to collect citizens' private information risks abuses.

Explanation/Example The law in some countries allows police searches and the interception of private communications without needing court permission, sometimes leading to the arrest of political dissidents.

Counter-argument Despite these concerns, many people contend that some loss of privacy is necessary for governments to obtain the information needed to detect and prevent crime.

Refutation However, I would argue that crimes would be better prevented in other ways, such as strengthening online security and installing effective systems for citizens to report suspicious activities.

Conclusion I believe that it is best to disallow any form of privacy invasion so that citizens can be protected from the misuse of personal information.

UNIT 12 Cities of the Future

Engineering

How urban designers are changing the world we live in

Before You Read

① *Sample answer.* The best part of my city is that it has many conveniences like shops, restaurants, and public transportation. But sometimes there is traffic congestion, and public places can be crowded because a lot of people live in this city.

② *Sample answer.* My ideal city would be located by the beach in a warm climate because I like living by the water and having lots of sunshine. There must be city parks near every neighborhood for all residents to enjoy. Also, there must be a well-organized police department to ensure public safety.

Reading 1

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. h | 2. d | 3. g | 4. a |
| 5. b | 6. c | 7. e | 8. f |

READING PREVIEW

Sample answer. To protect the environment, there are many kinds of public facilities that cities could consider installing. One is a mass transit system, such as an underground or elevated city railroad, which will reduce the need for people to drive cars. Public facilities could also use renewable energy like solar or wind power to reduce reliance on fossil fuels. Then, there could be recycling programs to cut down the volume of waste that ends up in landfills.

Marginal Questions

- Q1:** What is the main point of the passage? Underline it.
→ Specifically, Nice, Medellin, Songdo, Portland, and Coventry have a particular vision of becoming world leaders in urban planning and models for cutting carbon emissions.
- Q2:** What is Songdo's solution to traffic problems?
→ To solve traffic problems, a system tracks people's travel around the city and uses the information to trigger traffic lights.
- Q3:** What role did the Portland community play in the construction of the light railway system?
→ In the 1970s, the community protested the building of a new freeway so that the government decided to direct the money into building a light railway system instead.

- Q4:** What environmental technology do the cities of Portland and Coventry have in common?
→ Both cities have an electric vehicle program that includes installing charging stations.
- C1:** Medellin's new urban design is said to result in decreased crime. What evidence is used to prove this?
→ The author gives statistics on the murder rate to support the claim that crime has decreased.

MAPPING IDEAS

- | | |
|-----------------------------------|--------------------------------|
| 1. water taxis | 2. recycle |
| 3. green cities | 4. electric power |
| 5. Coventry | 6. hydrogen refueling stations |
| 7. cable car | 8. libraries |
| 9. near-field communication (NFC) | 10. paper or plastic |

FOCUS ON CONTENT

- ①
- | | | | |
|-----------------|--------------|-------------------|----------------|
| 1. too specific | 2. main idea | 3. not in passage | 4. too general |
|-----------------|--------------|-------------------|----------------|

- ②
1. ✓
 2. a light railway system → an electric vehicle program / a low-carbon vehicle program
 3. government → private
 4. ✓

- ③
- | | |
|------|------|
| 1. b | 2. d |
|------|------|

THINK AND DISCUSS

① *Sample answer:* I have heard of light railway systems as some cities' main form of public transportation. I also know about electric vehicles. However, I am not familiar with near-field communication technology. This innovative form of purchasing is new to me. Among the five cities, I think that I would like to live in Portland the most. It has implemented various environmentally friendly innovations, and it ranks high in the world as a green city. Also, it appears that Portland residents play an important role in city planning and the local government listens to its citizens' concerns.

② *Sample answer:* If I had to choose only one of the three options, I would recommend the light railway system. The reason is that it would benefit a lot more people and have a larger impact on reducing carbon emissions. There is only a small number of government vehicles compared to the number of people living in the city, and local residents would more likely use the light railway system to get around town than rent bikes from public parks.

VOCABULARY REVIEW

- | | | | |
|--------------|----------------|-----------------|----------------|
| 1. framework | 2. sustainable | 3. construction | 4. legislation |
| 5. mode | 6. consumption | 7. innovative | 8. network |

Reading 2

VOCABULARY PREVIEW

- | | | | |
|------|------|------|------|
| 1. b | 2. a | 3. a | 4. c |
| 5. b | 6. b | 7. a | 8. c |

READING PREVIEW

Sample answer. There are a number of advantages to having green spaces that I can think of. First, trees and flowers make cities and buildings look nicer. Also, taking care of the greenery requires gardeners and other workers, which creates more jobs for the local economy. Most importantly, plants take in carbon dioxide and remove pollutants, so they help improve air quality.

Marginal Questions

- Q1:** What are some effects of green spaces on learning and working environments? Underline them.
→ For example, scientific data indicates that plants enhance student and employee satisfaction, which results in decreased absenteeism and increased productivity.
- Q2:** What does the author say city planners need to do? State it in your own words.
→ The author says that city planners need to build green spaces into downtown neighborhoods to make the surroundings more pleasant.
- Q3:** What innovation does Parkhill in Bratislava share with Chicago and Fukuoka?
→ Like Chicago and Fukuoka, Parkhill makes use of green roofs to create green spaces.
- C1:** What does the author infer about building owners with regard to green spaces?
→ The author infers that building owners would be interested in growing plants to reduce indoor temperatures and protect exterior walls from weather damage because it would save them money in maintaining the buildings.
- Q4:** How can green spaces help the local economy?
→ Green spaces can attract people to shopping districts and give them the impression that the quality of goods and services there is higher than in other places, so they would buy more.

FOCUS ON CONTENT

①

- | | | | | |
|------|------|------|------|------|
| 1. b | 2. a | 3. c | 4. c | 5. b |
|------|------|------|------|------|

② *Sample answers:*

1. the quality of goods and services is higher
2. the Midwest region
3. there is not enough space/room for that
4. decreased absenteeism and increased productivity
5. stress, anxiety, and aggression

IDEAS IN ACTION

1. *Sample answer:* While the author makes good points about how green spaces can reduce crime, I do not think it is always that simple. I suppose it depends on the kind of crime. Often people commit crime because of money. The presence of green spaces won't stop them from stealing when they are broke and desperate. Also, crowded places give criminals better chances of getting away with a crime rather than deter them. People may not realize that someone has picked their pocket until it's too late.
2. *Sample answer:* One disadvantage of having green spaces in cities is that they take up much needed room for residential and commercial developments. I believe that more but smaller city parks may provide the balance between the need for development and the need for nature. In addition, building and maintaining green spaces can be expensive. Buying the plants, the construction project itself, and ongoing maintenance can cost cities a lot of money.

CRITICAL THINKING

1. *Sample answer:* The author's position is that green spaces can help local business by attracting more customers to the area.
2. a. --
b. The University of Washington says that customers are attracted to shopping areas that have green spaces.
c. If a shopping area has green spaces, customers will shop there 9–12 percent longer.
d. Green spaces make people think that the shopping area is higher quality because of the care that is given to the landscaping.
3. c
4. The provable fact given by the author is the statistic about customers spending 9–12 percent more time in shopping districts with greenery, as the survey results can be verified. However, the statement about customers' impression that having green spaces means the quality of goods and services is higher is only an opinion without enough support.
5. All things considered, I am not fully persuaded by the author's argument in the excerpt. I do not see a strong connection between customers spending more time in a shopping area and green spaces. Also, how do green spaces make people happier or cause them to buy more? I would like to see more evidence to prove this.

VOCABULARY REVIEW

- | | | | |
|------|------|------|------|
| 1. h | 2. c | 3. f | 4. a |
| 5. g | 6. e | 7. b | 8. d |

Reading Skills Worksheet

1. To inform or explain. The author's purpose is to inform the reader about five cities that are implementing environmental innovations.
2. a. To give an opinion or to persuade. The writer of the letter wants to argue his or her opinion on a topic.
b. To entertain. The purpose of the story is to entertain children.
c. To inform or explain. The article explains ways to treat cancer.

Writing Worksheet

Opinion If I were an urban planner for my city, there are various changes that I would make, including building a light railway system, creating more green spaces, and replacing government vehicles with those powered by renewable energy.

Main idea 1 Improving public transportation is one of the best ways to develop a city.

Explanation/Example Not only does it help the environment by giving people an alternative to driving, it also helps those who cannot afford their own transportation.

Main idea 2 Incorporating more greenery within interior and exterior designs will make the living environment more pleasant.

Explanation/Example I am especially interested in setting up living walls inside buildings and increasing the number of natural areas around the city because they will lead to improved working and learning environments for all local residents.

Main idea 3 Replacing all gas engine vehicles used by the government with more environmentally friendly models will make a big difference to efforts to protect the environment.

Explanation/Example In particular, electric vehicles have proven quite effective at reducing toxic carbon emissions, which are believed to cause global warming. Thus, it's important for governments to lead the way so that others will follow.

Counter-argument Opponents would argue that these urban projects will cost the city too much money, time, and effort.

Refutation My response is that the great benefits to the community and the environment are well worth the price.

Conclusion With these reasons in mind, I urge city officials to seriously consider my recommendations.