

A: Tenses

Put the verb into the most suitable form.

Persuasion Tactics **- Marketing Tools Foster A Good Habit -** by Charles Duhigg¹

Social scientists _____ (to know) for years that there is power in trying certain behavior to habitual cues through relentless advertising.

The marketing world _____ (to use) this knowledge to influence consumers. Now the same principles are being applied to a project with a noble purpose – saving lives in the developing world.

Studies _____ (to show) that as much as 45 percent of what we do every day is habitual – that is, performed almost without thinking in the same location or at the same time each day, usually because of subtle cues.

„Habits are formed when the memory associates specific actions with specific places or moods,“ said Wendy Wood, a professor of psychology and neuroscience at Duke University in North Carolina. „If you regularly _____ (to eat) chips while sitting on the couch, after a while, seeing the couch will automatically prompt you to reach for the Doritos.“

The urge to check e-mails or to grab a cookie _____ (to be) usually a habit with a specific trigger. Researchers _____ (to find) that most cues fall into four broad categories: a location or time of day, a series of actions, particular moods, or the company of certain people. The e-mail urge, for instance, probably occurs after you _____ (to finish) reading a document or completed a familiar task. The cookie grab probably occurs when you're walking out of the cafeteria, or feeling sluggish or unhappy.

Aware of this, a self-described “militant liberal” named Val Curtis _____ (to decide) a few years ago that she could help save millions of children from death and disease if they could be trained to form a new habit: wash their hands with soap.

Diseases and disorders caused by dirty hands – like diarrhea – kill a child somewhere in the world about every 15 seconds, and about half those deaths could be prevented with the regular use of soap, studies indicate.

But getting people into a soap habit, it turns out, _____ (to get) surprisingly hard.

¹ Textauszug von Duhigg C (2008): Persuasion Tactics. Marketing Tools Foster A Good Habit. The New York Times, erschienen in der Süddeutschen Zeitung, July 21, 2008.

B: If-Clauses

Put the verb into the correct form.

1. Hannah would find the cat if she _____(to look up) in the tree.
2. Sue had an accident. If she _____ (to realize) the red traffic light, she _____(to stop).
3. If we _____(to invest) in new technology last year, a lot of people _____(to lose) their jobs.
4. I _____(not/ to buy) that jacket if I were you.
5. Maria would be offended if you _____ (not/to invite) her to your party.
6. What would you do if you _____(to win) a million dollars?
7. The police would have punished her with a fine if she _____ (to pass) the red traffic light.

C: Passive

Rewrite the active sentences into the passive voice.

- I am repairing my car. _____
- Sue writes a letter. _____
- You might find amber. _____
- Henry has lost his book. _____
- We played soccer yesterday. _____

D: Reported Speech

„Habits are formed when the memory associates specific actions with specific places or moods.“ said Wendy Wood.²

She said _____

² Duhigg C (2008): Persuasion Tactics. Marketing Tools Foster A Good Habit. The New York Times, erschienen in der Süddeutschen Zeitung, July 21, 2008.

A: Tenses

Put the verb into the most suitable form.

Persuasion Tactics - Marketing Tools Foster A Good Habit -

by Charles Duhigg¹

Social scientists **have known** for years that there is power in trying certain behavior to habitual cues through relentless advertising.

The marketing world **has used** this knowledge to influence consumers. Now the same principles are being applied to a project with a noble purpose – saving lives in the developing world.

Studies **show** that as much as 45 percent of what we do every day is habitual – that is, performed almost without thinking in the same location or at the same time each day, usually because of subtle cues.

„Habits are formed when the memory associates specific actions with specific places or moods,“ said Wendy Wood, a professor of psychology and neuroscience at Duke University in North Carolina. „If you regularly **eat** chips while sitting on the couch, after a while, seeing the couch will automatically prompt you to reach for the Doritos.“

The urge to check e-mails or to grab a cookie **is** usually a habit with a specific trigger. Researchers **found** that most cues fall into four broad categories: a location or time of day, a series of actions, particular moods, or the company of certain people. The e-mail urge, for instance, probably occurs after you've **finished (have finished)** reading a document or completed a familiar task. The cookie grab probably occurs when you're walking out of the cafeteria, or feeling sluggish or unhappy.

Aware of this, a self-described “militant liberal” named Val Curtis **decided** a few years ago that she could help save millions of children from death and disease if they could be trained to form a new habit: wash their hands with soap.

Diseases and disorders caused by dirty hands – like diarrhea – kill a child somewhere in the world about every 15 seconds, and about half those deaths could be prevented with the regular use of soap, studies indicate.

But getting people into a soap habit, it turns out, **is getting** surprisingly hard.

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B: If-Clauses

Put the verb into the correct form.

1. Hannah would find the cat if she **looked up** in the tree.
2. Sue had an accident. If she **had realized** the red traffic light, she **would have stopped**.
3. If we **had invested** in new technology last year, a lot of people **would have lost** their jobs.
4. I **wouldn't buy** that jacket if I were you.
5. Maria would be offended if you **didn't invite** her to the party.
6. What would you do if you **won** a million dollars?
7. The police would have punished her with a fine if she **had passed** the red traffic light.

C: Passive

Rewrite the active sentences into the passive voice.

I am repairing my car.

The car is being repaired (by me).

Sue writes a letter.

A letter is written (by Sue/her).

You might find amber.

Amber might be found (by you).

Henry has lost his book.

The book has been lost (by Henry/him).

We played soccer yesterday.

Soccer was played the day before (by us).

D: Reported Speech

„Habits are formed when the memory associates specific actions with specific places or moods.“ said Wendy Wood.²

She said **that habits were formed when the memory associated specific actions with specific places or moods.**

² Duhigg C (2008): Persuasion Tactics. Marketing Tools Foster A Good Habit. The New York Times, erschienen in der Süddeutschen Zeitung, July 21, 2008.