

Reading

Do not worry about the £ symbol – it is the British pound that can be seen the same way as the dollar sign \$

FREE! BUT AT WHAT PRICE?

Imagine you are in a shop and you are offered a choice of two gift vouchers. Which one would you go for? Try to decide quickly!

- A £10 gift voucher for FREE!
- A £20 gift voucher for £7

If your first instinct is the same as absolutely everyone in a study carried out by Shampner and Ariely in 2006, you'll take the first option, the free option. Economically, though, this doesn't make any sense. When you look at it you can see that the £20 gift voucher is actually better value: you really get a £13 gift voucher for free. However, this is camouflaged by the way the offers are worded. The word "free" just shakes all rationality out of us.

Now compare these two offers and decide which you'd prefer:

- A £10 gift voucher for £1
- A £20 gift voucher for £8

Now if you're like the majority of people (64%) in Shampner and Ariely's study you'll go for the £20 gift voucher.

Notice that this time the price of each gift certificate has only been increased by £1. The £10 gift voucher has gone from £0 to £1 and the £20 gift voucher has gone from £7 to £8. Yet without the word 'free', most people suddenly realise that the £20 deal is superior, and decide to pay out for a better return.

So be aware of the seductive power that 'free' holds over your mind and you might decide you'd rather pay the price

QUESTION

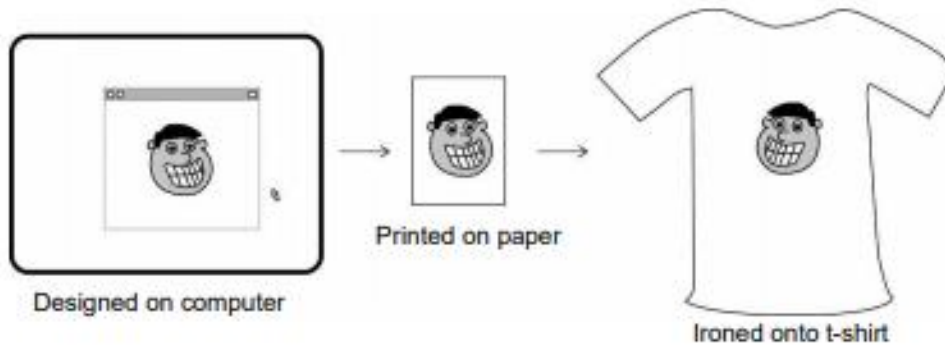
According to the text, what effect does the word "free" have on consumers' ability to make decisions?

- A It prevents them from making decisions.
- B It slows down their decision-making.
- C It makes their decisions more thoughtful.
- D It makes their decisions less thoughtful.

Mathematics

Josh designs images for t-shirts on his computer. He prints the images using special paper. The image is then ironed onto the t-shirt.

The final image on the t-shirt is a **mirror image** of the design on the computer.

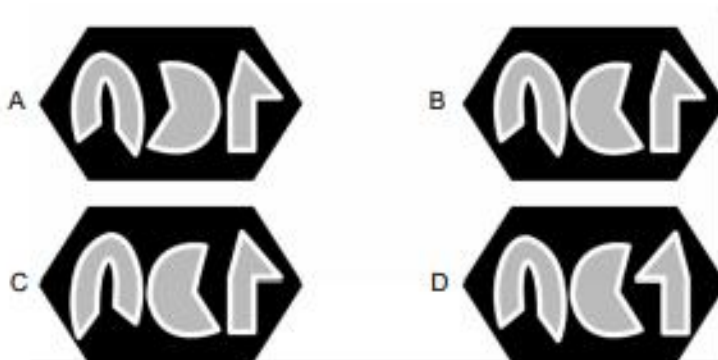


QUESTION

This picture shows a new design Josh printed onto paper.



How will the design appear on the **t-shirt**?

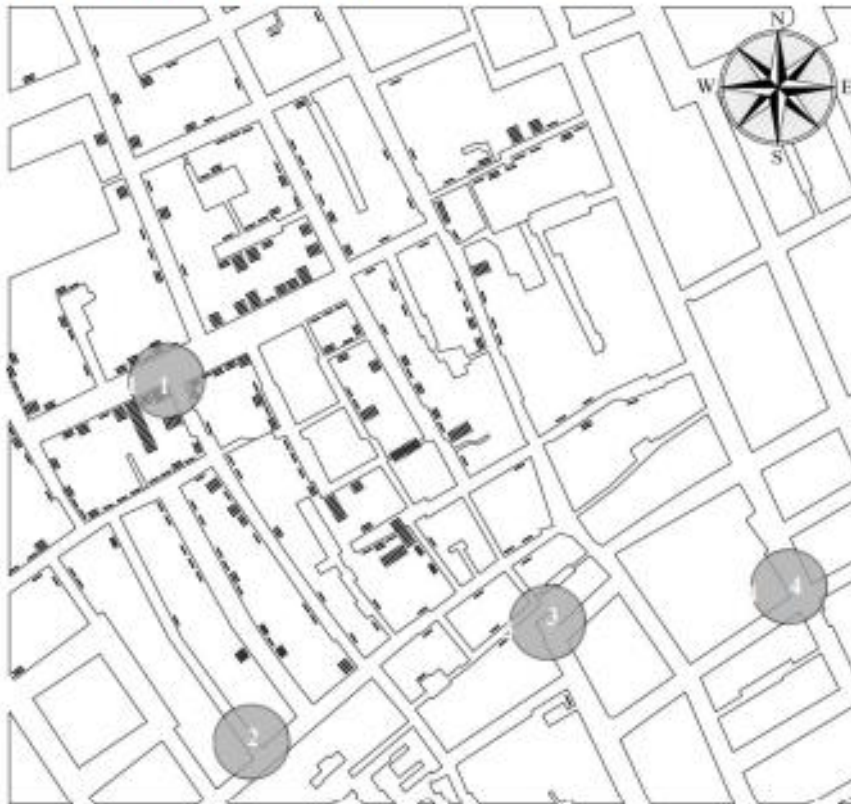


Science

Cholera is a disease caused by bacteria. The symptoms are severe diarrhoea and vomiting.

In August of 1854, there was a cholera epidemic in London. At the time it was assumed that cholera was airborne and caused by 'bad air'. John Snow, a British doctor didn't believe this theory.

Snow studied the pattern of deaths from the disease. He plotted a map of the affected area, marking the location of every person that died from cholera.



John Snow's map of London 1854 showing water pumps and places where people died of cholera.

KEY

-  Water Pump
-  Deceased person

Why do you think Dr Snow thought the disease was water borne and not air borne? Why did he suspect Water Pump 1 was contaminated with the Cholera Bacteria?

Write down your answers: