

Unit 1

2 c Victory gardens – still a thing

Track 1

Welcome to my victory garden again and today I’m gonna be talking about victory gardens, because so many of you asked, “what is that? why do you do it?”, so I’m going to give you a crash course about victory gardens.

Let’s get started: what exactly is a victory garden? Well, it literally was a program during World War II in multiple countries, including the United States. It was run by the Department of Agriculture and its main purpose was about increasing food security. And it did that in a couple of ways. First it made sure that local citizens were growing a lot of their own food to ensure that those at home were well fed. The second part is that the fact that citizens were growing a lot of their own food meant the big farms that could still produce food could bring down their costs, which meant that when the government was buying food for our soldiers abroad, they could do it at a lower cost, which meant that they had more money to spend on supplies such as ammunitions and war vehicles.

So is what we are doing today actually, then, victory gardens? Well, yes and no; a lot of people when they’re thinking about doing victory gardens are trying to increase their personal food security – they’re trying to decrease their personal costs and it’s usually coming at a time of crisis, like world-type crisis. In that way: yes. But is it still a United States Department of Agriculture program that’s actively happening right now? No.

Does that then mean that every vegetable garden is a victory garden? I think the answer is honestly no and here’s why: a victory garden is really focused on ensuring that we create food security, it is really focused on decreasing cost and most people’s vegetable gardens aren’t really doing that. Three tomato plants are great, but they won’t go near what you need to feed yourself.

How much is it that you need to feed yourself? Well, the average family of four eats a literal ton of fruits and vegetables every year. I’ll say that again: a family of four eats about 2 000 pounds of fruit and vegetables in a year. Being able to grow your entire or at least a considerable amount of your diet out of your yard will depend on how much land you have and the mix of food that you try to grow.

What is it that you’re supposed to grow then in a victory garden? Well, it really comes down to three different types of things: food for calories, food for nutrition and food for hydration. Calories – fuel for your body, think potatoes; food for nutrition – you want the full rainbow of foods to keep you healthy, and food for hydration – because chances are that if there is a crisis, there may also be problems with water supply, so you want cucumbers and lettuces for that.

If this all sounds great to you, there is one thing that might stop you from putting up a victory garden and that is the law. Yes, victory gardens started out as a USA government program, but today what you’re really looking for is laws and regulations that might prevent you from having the victory garden you’re dreaming of. They oftentimes interfere in areas like garden structures: can you have raised beds, for instance? But they may actually only want to regulate how close or far from something you can have your patch and are often about aesthetic appeal, so the rules are often only focused on front yards, as they won’t really pay as much attention to side- and backyards. So check before you invest any work or money.

One thing that a victory garden does that many gardeners don’t is to think about the entire year, not just the lovely summer months. It’s about trying to maximize your space and cleverly planning what you will grow as soon as you harvest a crop, that’s what will get you towards your ton of food.

But also remember that perennial plants actually can give you much more yield in the long run. They may not get you food as fast, but apple trees and raspberry bushes will keep you eating year after year after year.

And the final point about planting a victory garden is techniques of preserving – because what good is a weekend harvest of over 100 pounds in August when there’s nothing to eat in December? So a victory gardener will know how to salt, to pickle and to can. And if you’re new to this say “thank you 21st century” because the easiest way to preserve food is very often simply popping it into your freezer.

Well, I've given you a total crash course on victory gardens, but there is so much more to think about, so if you would like to go much deeper into this topic check out my nine-part series on victory gardens. All right, I'll see you soon, bye!

4 d Why do people today choose to homestead?

Track 2

Speaker 1: I'm gonna start from the bottom up. I think number three would be the peace and quiet. Our last house we lived in: we had an acre, we had a bunch of chickens, but right at the beginning of my driveway a dirt road started and down into that dirt road was a sand company that used to pull sand out of the South River and their eighteen-wheelers and big dump trucks would come down that road all day, Monday through Saturday. None of that here, thankfully. I would say number two of why we homestead would probably be that we enjoy growing our own chickens – we really had a ball growing our pigs this year –, and we're fruit nuts – we have fruit all over our property and it's so easy and so rewarding. It just tastes so much better without all the chemicals and the hormones and antibiotics and all this junk that is put in our food. Okay, I guess the number one reason that we homestead is our grandkids. We have really been fortunate, in fact, that our grandkids live with us, cause my son-in-law, my daughter – they live with us too. We give them a much simpler life, without all the distractions in life such as video games and all this ... all this crazy mess not going on out there. I love the fact that my grandkids can come out here and catch frogs and they can go fishing. It's just awesome that my grandkids grow up with this lifestyle. I absolutely love it.

Speaker 2: One of the upsides of living like this is that – as for those neighbors that I have, I am way closer to them. You begin to rely on your neighbors, so you make the effort to meet them, and they are brilliant. In the suburbs, everyone usually keeps to their own business, so you just don't really get to know people that well. I really love my neighbors. And then out here, life is just chill – you can see the stars, there is just nothing around me, your children can just run around without you, you know, just abandon you and just run and experience everything there is to experience. We've had goats and chickens and ducks and geese and donkeys and turkeys, we've done all that. We slaughtered our animals, which is totally unpleasant and makes it really hard to eat the animals. In my opinion really, it makes you appreciate food, I think, in a very different way, when you have to produce it yourself. And, of course, being out in nature every single day is just amazing. It's so good for the soul and the spirit and there's so many wonderful, beautiful things about it.

Speaker 3: Reason number one is that I love building things. I love creating things. I love taking something that's nothing and making it into something. When I think about what we've been doing here over the last two and a half years that we've owned this place, it may not always be perfect, but I will take great pride in every wonky chicken den and barn door I have installed and if you're willing to buy me a drink and have the time, I will tell you how often and in how many different ways it can go wrong when putting in a fence, but I'll also show you the finished product, because now it's standing tall and strong! Reason number two: good food. There is something incredibly satisfying about eating potato chips that ... allow me to explain: if you grow a whole bunch of potatoes in your own garden and then you slice them very finely and then you fry those chips in duck fat from ducks that you raised and harvested yourself and then you use herbs that you grew in your garden to season. There is no taste that even comes *close* in the world! Reason number three: I love the community surrounding agriculture and homesteading because living in a small town where you help and participate in making things happen in your town, there's just so many incredible opportunities to be physically connected to a community here.

Speaker 4: To me, the purpose of homesteading is to take away the dependency that we have on the grid, take away the dependency on needing to call someone to help when something pretty standard happens, because you just do things on your own and you learn how to fix things and it's no longer a big deal. Because as a homesteader, you do as much as you can yourself. Every skill you have, you use it and if you don't have it, you learn. And being a homesteader, you learn fast, I can tell you. It feels amazing. I mean can you change the oil on your car, or install a toilet? Well, I can, *now*. And it just keeps getting more almost automatically. So to me it ... it makes me feel ... I'm really ... on the steepest learning curve of my life. But one of the most obvious ones, even before we started here, was to grow our own food. Becoming food-independent. I mean we don't grow every single thing that we eat, and

you supplement, you know, like rice: rice isn't really an easy thing to grow, not in our area. So I mean, of course, you won't always be 100% independent. Sure, you can be if you're okay with just eating, you know, corn as your only staple food, right? But what our goal is, is to become as self-reliant as possible and go off the grid as much as we can.

5 a Agatha Christie's poisons

Track 3

"Give me a decent bottle of poison and I'll construct the perfect crime" – Today on *The Medical Humanities Podcast*: the poisons and poisoners of Agatha Christie!

Dame Agatha Christie is one of the most famous writers in the world, second only to Shakespeare in terms of number of works sold. She created memorable detectives like Hercule Poirot and Miss Marple and while Christie's work includes a fair amount of violent murder methods including stabbings, shootings, blunt force trauma et cetera, she is perhaps best known for her use of poison.

Nearly thirty novels see the helpless victims dispatched via poisons of many kinds and even more include non-fatal poisons or sleeping draughts as part of the plot. So why so many poisonings? Isn't it easier to have the villain fire off a weapon or bash someone's head in with a bat?

It turns out that the subject of poisons was very familiar to Agatha Christie and in part is responsible for her even beginning to write in the first place. It all started in 1914 when war broke out and Agatha like many other women volunteered as a nurse with the British Red Cross. After contracting the flu that kept Agatha away from the hospital for a month, it was suggested that she start working in the newly opened dispensary. We'd probably call it the pharmacy these days.

The hours were better and she was able to work with her friends. So she spent the next two years learning about dosages and how to make medications from their components. However, according to the Dame herself, she often found herself bored during down times among the medicines and it was during one of these moments that she began to think about writing a detective novel. "I began considering what kind of detective story I could write. Since I was surrounded by poison, perhaps it was natural that death by poisoning should be the method I selected."

So which poisons would an experienced dispensary chemist employ when writing a murder mystery? Besides the rather well-known poisons such as strychnine, Christie was also intrigued by the properties of other substances such as arsenic and digitalis along with rarer poisons like taxine used in *A Pocket Full of Rye*.

She used poisons made from medicinal plants that you once would have very well found in a cultivated garden, such as aconitine made from monkshood whose roots are particularly poisonous and which was used in the past to poison arrows for hunting wild animals. Another one from the garden was Belladonna from the deadly nightshade plant used in *A Caribbean Mystery* and *The Big Four*. And, of course, digitalis is the poison extracted from foxglove, that beautiful many-hooded flower. Other poisons from nature are taxine made from the leaves of the yew tree and coniine derived from hemlock, the same substance that killed Socrates.

Christie knew her poisons but made sure to describe them in clear, plain English. Perhaps the only criticism one could offer is how unlikely it is that so many killers were familiar with obscure poisons and able to obtain them. Well, besides the plants that you could certainly find on wealthy estates, many poisons were easy to obtain as they were used around the house. Arsenic for instance. It was commonly bought to make your own weedkiller and rat poison, so almost everyone had some in their garden shed. Another typical rat poison but also medicine was strychnine and, different from today, there was nothing unusual about buying it at your local chemist's shop. Yes, you did have to sign a register, but again, since many people bought it, it was no big deal.

Of course Christie's knowledge of how poisons work and what effect they have on the human body was essential to writing her novels ...

5 c The Tuesday Night Club

Track 4

"The facts are very simple. Three people sat down to a supper consisting, amongst other things, of tinned lobster. Later in the night, all three were taken ill, and a doctor was hastily summoned. Two of the people recovered, the third one died."

"Ah!" said Raymond approvingly.

“As I say, the facts as such were very simple. Death was considered to be due to ptomaine poisoning, a certificate was given to that effect, and the victim was duly buried. But things did not rest at that.”

Miss Marple nodded her head.

“There was talk, I suppose,” she said, “there usually is.”

“And now I must describe the actors in this little drama. I will call the husband and wife Mr and Mrs Jones, and the wife’s companion Miss Clark. Mr Jones was a traveller for a firm of manufacturing chemists. He was a good-looking man in a kind of coarse, florid way, aged about fifty. His wife was a rather commonplace woman, of about forty-five. The companion, Miss Clark, was a woman of sixty, a stout cheery woman with a beaming rubicund face. None of them, you might say, very interesting.

Now the beginning of the troubles arose in a very curious way. Mr Jones had been staying the previous night at a small commercial hotel in Birmingham. It happened that the blotting paper in the blotting book had been put in fresh that day, and the chambermaid, having apparently nothing better to do, amused herself by studying the blotter in the mirror just after Mr Jones had been writing a letter there. A few days later, there was a report in the papers of the death of Mrs Jones as the result of eating tinned lobster, and the chambermaid then imparted to her fellow servants the words that she had deciphered on the blotting pad. They were as follows: *Entirely dependent on my wife ... when she is dead I will ... hundreds and thousands ...*

You may remember that there had recently been a case of a wife being poisoned by her husband. It needed very little to fire the imagination of these maids. Mr Jones had planned to do away with his wife and inherit hundreds of thousands of pounds! As it happened one of the maids had relations living in the small market town where the Joneses resided. She wrote to them, and they in return wrote to her. Mr Jones, it seemed, had been very attentive to the local doctor’s daughter, a good-looking young woman of thirty-three. Scandal began to hum. The Home Secretary was petitioned. Numerous anonymous letters poured into Scotland Yard all accusing Mr Jones of having murdered his wife. Now, I may say that not for one moment did we think there was anything in it except idle village talk and gossip. Nevertheless, to quiet public opinion an exhumation order was granted. It was one of these cases of popular superstition based on nothing solid whatever, which proved to be so surprisingly justified. As a result of the autopsy, sufficient arsenic was found to make it quite clear that the deceased lady had died of arsenical poisoning. It was for Scotland Yard working with the local authorities to prove how that arsenic had been administered, and by whom.”

“Ah!” said Joyce. “I like this. This is the real stuff.”

“Suspicion naturally fell on the husband. He benefited by his wife’s death. Not to the extent of the hundreds of thousands romantically imagined by the hotel chambermaid, but to the very solid amount of £ 8,000. He had no money of his own apart from what he earned, and he was a man of somewhat extravagant habits with a partiality for the society of women. We investigated as delicately as possible the rumour of his attachment to the doctor’s daughter; but while it seemed clear that there had been a strong friendship between them at one time, there had been a most abrupt break two months previously, and they did not appear to have seen each other since. The doctor himself, an elderly man of a straightforward and unsuspecting type, was dumbfounded at the result of the autopsy. He had been called in about midnight to find all three people suffering. He had realized immediately the serious condition of Mrs Jones, and had sent back to his dispensary for some opium pills, to allay the pain. In spite of all his efforts, however, she succumbed, but not for a moment did he suspect that anything was amiss. He was convinced that her death was due to a form of botulism. Supper that night had consisted of tinned lobster and salad, trifle and bread and cheese. Unfortunately, none of the lobster remained – it had all been eaten and the tin thrown away. He had interrogated the young maid, Gladys Linch. She was terribly upset, very tearful and agitated, and he found it hard to get her to keep to the point, but she declared again and again that the tin had not been distended in any way and that the lobster had appeared to her in a perfectly good condition.

Such were the facts we had to go upon. If Jones had feloniously administered arsenic to his wife, it seemed clear that it could not have been done in any of the things eaten at supper, as all three persons had partaken of the meal. Also – another point – Jones himself had returned from Birmingham just as supper was being brought in to table, so that he would have had no opportunity of doctoring any of the food beforehand.”

“What about the companion?” asked Joyce – “the stout woman with the good-humoured face.”
Sir Henry nodded.

“We did not neglect Miss Clark, I can assure you. But it seemed doubtful what motive she could have had for the crime. Mrs Jones left her no legacy of any kind and the net result of her employer’s death was that she had to seek for another situation.”

“That seems to leave her out of it,” said Joyce thoughtfully.

“Now one of my inspectors soon discovered a significant fact,” went on Sir Henry. “After supper on that evening Mr Jones had gone down to the kitchen and had demanded a bowl of cornflour for his wife who had complained of not feeling well. He had waited in the kitchen until Gladys Linch prepared it, and then carried it up to his wife’s room himself. That, I admit, seemed to clinch the case.”

The lawyer nodded.

“Motive,” he said, ticking the points off on his fingers. “Opportunity. As a traveller for a firm of druggists, easy access to the poison.”

“And a man of weak moral fibre,” said the clergyman.

Raymond West was staring at Sir Henry.

“There is a catch in this somewhere,” he said. “Why did you not arrest him?”

Sir Henry smiled rather wryly.

“That is the unfortunate part of the case. So far all had gone swimmingly, but now we come to the snags. Jones was not arrested because on interrogating Miss Clark she told us that the whole of the bowl of cornflour was drunk not by Mrs Jones but by her.

Yes, it seems that she went to Mrs Jones’s room as was her custom. Mrs Jones was sitting up in bed and the bowl of cornflour was beside her.

‘I am not feeling a bit well, Milly,’ she said. ‘Serves me right, I suppose, for touching lobster at night. I asked Albert to get me a bowl of cornflour, but now that I have got it, I don’t seem to fancy it.’

‘A pity,’ commented Miss Clark – ‘it is nicely made too, no lumps. Gladys is really quite a nice cook. Very few girls nowadays seem to be able to make a bowl of cornflour nicely. I declare I quite fancy it myself, I am that hungry.’

‘I should think you were with your foolish ways,’ said Mrs Jones.

I must explain,” broke off Sir Henry, “that Miss Clark, alarmed at her increasing stoutness, was doing a course of what is popularly known as ‘banting’.

‘It is not good for you, Milly, it really isn’t,’ urged Mrs Jones. ‘If the Lord made you stout, he meant you to be stout. You drink up that bowl of cornflour. It will do you all the good in the world.’

And straight away Miss Clark set to and did in actual fact finish the bowl. So, you see, that knocked our case against the husband to pieces. Asked for an explanation of the words on the blotting book Jones gave one readily enough. The letter, he explained, was in answer to one written from his brother in Australia who had applied to him for money. He had written, pointing out that he was entirely dependent on his wife. When his wife was dead, he would have control of money and would assist his brother if possible. He regretted his inability to help but pointed out that there were hundreds and thousands of people in the world in the same unfortunate plight.”

“And so the case fell to pieces?” said Dr Pender.

“And so the case fell to pieces,” said Sir Henry gravely. “We could not take the risk of arresting Jones with nothing to go upon.”

There was a silence and then Joyce said, “And that is all, is it?”

“That is the case as it has stood for the last year. The true solution is now in the hands of Scotland Yard, and in two or three days’ time you will probably read of it in the newspapers.”

“The true solution,” said Joyce thoughtfully. “I wonder. Let’s all think for five minutes and then speak.”

5 e What Miss Marple figured out

Track 5

“This story made me think of [old Mr Hargrave] at once,” said Miss Marple. “The facts are so very alike, aren’t they? I suppose the poor girl has confessed now and that is how you know, Sir Henry.”

“What girl?” said Raymond. “My dear Aunt, what *are* you talking about?”

“That poor girl, Gladys Linch, of course – the one who was so terribly agitated when the doctor spoke to her – and well she might be, poor thing. I hope that wicked Jones is hanged, I am sure, making that poor girl a murderess. I suppose they will hang her too, poor thing.”

“I think, Miss Marple, that you are under a slight misapprehension,” began Mr Petherick.

But Miss Marple shook her head obstinately and looked across at Sir Henry.

“I am right, am I not? It seems so clear to me. The hundreds and thousands – and the trifle – I mean, one cannot miss it.”

“What about the trifle and the hundreds and thousands?” cried Raymond.

His aunt turned to him.

“Cooks nearly always put hundreds and thousands on trifle, dear,” she said. “Those little pink and white sugar things. Of course when I heard that they had trifle for supper and that the husband had been writing to someone about hundreds and thousands, I naturally connected the two things together. That is where the arsenic was – in the hundreds and thousands. He left it with the girl and told her to put it on the trifle.”

“But that is impossible,” said Joyce quickly. “They all ate the trifle.”

“Oh, no,” said Miss Marple. “The companion was banting, you remember. You never eat anything like trifle if you are banting; and I expect Jones just scraped the hundreds and thousands off his share and left them at the side of his plate. It was a clever idea, but a very wicked one.”

The eyes of the others were all fixed upon Sir Henry.

“It is a very curious thing,” he said slowly, “but Miss Marple happens to have hit upon the truth. Jones had got Gladys Linch into trouble, as the saying goes. She was nearly desperate. He wanted his wife out of the way and promised to marry Gladys when his wife was dead. He doctored the hundreds and thousands and gave them to her with instructions how to use them. Gladys Linch died a week ago. Her child died at birth and Jones had deserted her for another woman. When she was dying, she confessed the truth.”

Unit 2

1 e I love that ad, no cap!

Track 6

Hey, everybody! My name is Savannah Sanchez. I'm excited to share with you what we've learned so far about TikTok ads ...

So, people go to TikTok to be entertained, no surprise about that, and to be delighted by short-form videos. So as an advertiser, you have to speak the language that TikTokers expect. If they sniff out that it's an ad, they're going to quickly swipe away. When I first started with TikTok advertising, I think my first instinct was: “I'll just take whatever is working on my Instagram story ads or on my snapchat ads and try it on TikTok”. It seemed like a really easy way to get started on the platform. But, boy, did those ads bomb! Something I've learned really quickly about TikTok advertising is that they have to look like TikToks. You cannot just take what's working for you on Facebook, shove it on TikTok ads manager and expect it to work. TikTok users are making a decision about whether they're gonna watch your ad within the first thumbnail of seeing your ad, so it's really important to make it look as native to the TikTok platform as possible.

So how do you get this type of “organic-looking” style? You have to work with creators on the platform. That's the great thing about TikTok. Creators already understand a lot of these direct response principles in terms of getting attention in the first frame and getting people to watch the entirety of the video. That's why I love working with TikTok creators as opposed to even Instagrammers because TikTokers understand how to grab attention quickly. When I source creators for the brands that I work with, I'm looking for those creators that know how to capture attention and try to give them a lot of creative freedom as well – in terms of the content that they're making. I give them some brand guidelines and the main value props of our product. If you give them a bit of direction and let them put their own flair on it, you get really great content.

So, here's just some quick-fire tips about the best TikTok ads we've made and what we've learned from them: number one is the use of striking visuals. TikTok is an extremely visual platform. Add a visual that captures attention by using vivid colors and a text overlay on screen. You have to remember that

not all people are viewing ads or TikToks with sound on. Although many people do listen with sound you have to be able to have an ad that is understandable with the sound off.

It's also great to keep your ads on the shorter side. I've seen that my best performing ads are between 9 and 15 seconds, so don't go too long. You want to do most of the explaining on the landing page of your website, so there is no need to cram TikTok ads with lots of information. The ad is all about just getting attention.

Also pay attention to the format. You want to make sure that the content you're making is vertical, which should be TikTok 101. Also make sure that you're keeping the most important visual elements in the center of the ad. When you're going through your TikTok page, you'll notice that the caption on any post and also the user's profile and various other buttons take up room visually on the screen. Keep the most important visuals in the middle of this screen so it's not obstructed by any of TikTok's overlays.

Next, include a compelling 'call to action'. So as an e-commerce advertiser, what I'm trying to do is get people to click to my client's website and ultimately purchase. You want to make sure that you're having an enticing 'call to action' such as "shop" or "sale now" or "TikTok exclusive sale". Make sure to give them a special promotion to entice them to purchase right then on the ad.

Finally, encourage engagement. The more comments, saves and shares a video gets, the more it gets served to other accounts on their 'For You' page. So part of the content can include a reason why someone should comment, so include a giveaway, a life hack, a recipe. I've seen that my best TikTok ads are the ones that get a lot of comments. But it doesn't always work out as planned. One time, we did an ad for a beauty brand and we showed ten affordable beauty hacks, but the hacks weren't very affordable. And we got so many comments by people saying things like "These are not affordable beauty hacks", "These are pretty expensive", ... But all of that negative engagement actually really boosted our ad performance and our delivery. I'm not saying to necessarily go out and try to get negative engagement. Of course, positive engagement is the best type of engagement. But engagement nonetheless is going to help your ad performance.

I hope you found that these TikTok ad creative tips were helpful. Thank you, guys, so much for listening!

2 b Why has everybody got that?

Track 7

... In this part of the lecture, we are going to cover Jonah Berger's six STEPPS, six principles that explain why things go viral. Let's start with an example. There's a place in Philadelphia called Barclay Prime and their cheesesteak costs \$ 100. Now the average cheesesteak costs about \$ 5, but Barclay Prime has been really successful. And, of course, there are many factors as to why, but one of the factors is social currency. The idea with social currency is that people share whatever makes them look good. So if something makes you look good, or smart, or cool, you're much more likely to share it. Let's say you're in Philadelphia and you get a regular \$ 5 cheesesteak ... That's probably not something that you will want to tell everyone about. But imagine if you go out for dinner and get the \$ 100 cheesesteak ... That's probably something that you're going to tell all your friends about. And if you're like most people and can't enjoy good things without posting a picture on social media, you're probably going to share a picture of the cheesesteak as well, just to show the rest of the world that you're still really cool and that you eat really expensive things. The first principle is social currency, and the idea here is: if sharing your idea or product makes someone look good, they're much more likely to share it.

Moving on to factor number two: triggers. How are you reminded of the idea or the product? You've probably seen the song *Friday* by Rebecca Black which has millions of views on YouTube. And again, there are many reasons for why it got so many views, but one reason is that it has a really good trigger. So if you actually take a look at the stats on YouTube for how people watch that video, you'll see a spike in views every Friday. Now imagine if the song was about the first day of school or something like that ... Same amazing lyrics, same amazing vocals, same everything. A lot of people might still watch it on the first day of school, but people probably aren't going to watch it two weeks after the first day of school, or a month, or three months after. Friday is actually a really good trigger because it happens every week.

KitKat did the same thing in 2007. Their sales were declining every year and they needed an effective marketing campaign. And what they did was they decided to link KitKat to coffee. In all of their

advertisements, KitKat was always presented with coffee. KitKat wanted to link itself to something that gets consumed all the time, like coffee, so every time a person thinks of the beverage, they also think of KitKat. In the next twelve months after the campaign, KitKat's sales were actually up by a third. So the second principle is triggers, and the idea here is: people need to be reminded of your idea or product, and you can help them by providing a strong trigger.

The third principle is emotion. When people feel strong emotions, they want to share. Think of Susan Boyle's performance on *Britain's Got Talent*. Strong emotions like awe or happiness get people to share. Even strong emotions that aren't positive, like anger and anxiety get people to share. And this is really what the media relies on now. The angrier and more anxious they make us, the more we share. So strong emotions are good, but the emotion you want to stay away from is sadness. People don't really like to share something if it makes them sad.

The fourth principle is public, or what's usually known as social proof. The idea here is that our decisions are affected by what everyone else around us is doing. If you actually take a look at car-buying behavior, one of the factors that affects whether someone will buy a new car or not is whether their neighbors and community are buying new cars. And if they're all buying a new car, it's much more likely that someone in the neighborhood buys a new car as well. Apple also put public visibility above user experience when they decided where to place their logo on their laptops. The apple logo used to face the owner of the laptop when it was closed. That was a convenience for the user because it was easier to orient the computer once you got it out of your bag. But the problem is that once the laptop was opened, the logo was upside down to everyone else in the coffee shop or wherever you were, so the logo was less recognizable. Steve Jobs realized that if people saw others with an apple laptop in a café, they would imitate that. A decision had to be made whether the owner's convenience was more important than everyone else recognizing the logo easily. In the end, public visibility is what they went for, making Apple users clearly distinguishable. The idea of the fourth principle is: can people see when others are using our product?

The fifth principle is practical value. If you can actually offer someone something that really helps them, they will want to share it with the people they know. For example, think about all the How-to-videos that have gone viral on TikTok and YouTube. They cover cooking hacks, arts and crafts and other tips that help viewers in their daily lives. That's also why people want to share these videos with friends and family who have similar problems. If that happens over and over again, a viral video is born. Anytime you can actually help people and make their life better, they want to share it and help their friends and family as well.

And finally, the sixth principle is stories. In the 2004 Olympics, a man snuck into the diving area and belly flopped into the pool. He also had a name of a casino written across his chest. Now that's a great story and it got covered and people talked about it, but the story has nothing to do with the casino. You can tell that story without saying anything about the casino, so it wasn't really the most effective advertisement. On the other hand, some companies do this much better. Blendtec is a blender company that makes a video series called "Will It Blend?", and they make videos where they'll put weird things like a brand-new iPhone into their blender and blend it into powder. Now that's a cool story. If you saw that, you might want to share it with your friends, but notice how the product is an integral part of that story. You can't tell that story without the blender. And especially technically-oriented people have a hard time understanding that most people don't talk about weird specs and details, they share stories. When you hang out with your friends, you're probably not going to tell them about how there's a new blender with improved revolutions per minute on its blades, but you might share the story of how you saw the new iPhone got blended into powder. Most people don't care about specs and details, they share stories. What you have to figure out is how your product or idea can be a relevant part of a cool story. And your product or idea doesn't have to have all of these six principles. Some of these might not even be very applicable to certain products and ideas. So obviously the more, the better, but there are plenty of products or ideas that only have a couple of these factors that do really well. To recap the STEPPS again ...

3 h What makes a poem ... a poem?

Track 8

Muhammad Ali spent years training to become the greatest boxer the world had ever seen, but only moments to create the shortest poem. Ali captivated Harvard's graduating class in 1975 with his message of unity and friendship. When he finished, the audience wanted more. They wanted a poem. Ali delivered what is considered the shortest poem ever. "Me, we." Or is it "me, weeee"? No one's really sure.

Regardless, if these two words are a poem, then what exactly makes a poem a poem? Poets themselves have struggled with this question, often using metaphors to approximate a definition. Is a poem a little machine? A firework? An echo? A dream?

Poetry generally has certain recognizable characteristics. One: poems emphasize language's musical qualities. This can be achieved through rhyme, rhythm, and meter, from the sonnets of Shakespeare to the odes of Confucius, to the Sanskrit Vedas. Two: poems use condensed language, like literature with all the water wrung out of it. Three: poems often feature intense feelings, from Rumi's spiritual poetry to Pablo Neruda's *Ode to an Onion*.

Poetry, like art itself, has a way of challenging simple definitions. While the rhythmic patterns of the earliest poems were a way to remember stories even before the advent of writing, a poem doesn't need to be lyrical. Reinhard Döhl's *Apfel* and Eugen Gomringer's *silencio* toe the line between visual art and poetry. Meanwhile, E. E. Cummings wrote poems whose shapes were as important as the words themselves, in this case amplifying the sad loneliness of a single leaf falling through space.

If the visual nature of poetry faded into the background, perhaps we'd be left with music, and that's an area that people love to debate. Are songs poems? Many don't regard songwriters as poets in a literary sense, but lyrics from artists like Paul Simon, Bob Dylan, and Tupac Shakur often hold up even without the music. In rap, poetry elements like rhyme, rhythm, and imagery are inseparable from the form. Take this lyric from the Notorious B.I.G.

"I can hear sweat trickling down your cheek
Your heartbeat sound like Sasquatch feet
Thundering, shaking the concrete."

So far, all the examples we've seen have had line breaks. We can even imagine the two words of Ali's poem organizing in the air – "Me, We". Poetry has a shape that we can usually recognize. Its line breaks help readers navigate the rhythms of a poem. But what if those line breaks disappeared? Would it lose its essence as a poem? Maybe not. Enter the prose poem.

Prose poems use vivid images and wordplay but are formatted like paragraphs. When we look at poetry less as a form and more as a concept, we can see the poetic all around us: spiritual hymns, the speeches of orators like Martin Luther King Jr., JFK, and Winston Churchill, and surprising places like social media. In 2010, journalist Joanna Smith tweeted updates from the earthquake in Haiti.

"Was in b-room getting dressed when heard my name. Tremor. Ran outside through sliding door. All still now. Safe. Roosters crowing."

Smith uses language in a way that is powerful, direct, and filled with vivid images.

The waters of poetry run wide and deep. Poetry has evolved over time, and perhaps now more than ever, the line between poetry, prose, song, and visual art has blurred. However, one thing has not changed. The word 'poetry' actually began in verb form, coming from the ancient Greek 'poiesis' which means 'to create'. Poets, like craftsmen, still work with the raw materials of the world to forge new understandings and comment on what it is to be human in a way only humans can.

4 f Product placement

Track 9

In "The Variant", an episode from the Disney+ hit streaming show *Loki*, it's tough to miss the barrage of product placements, with fast-paced action and dialogue taking place in front of Charmin toilet paper, Dove soap, and Arm & Hammer deodorant. At one point, Loki barrels down an aisle with vacuum cleaners and fights off an opponent with a corded vacuum while iRobot vacuums are prominently featured on the shelf. As someone who studies such advertising techniques as product placements, I'm starting to notice them crop up more and more.

With viewers migrating to streaming services and web videos, this trend makes sense. Who actually watches the full ads that appear at the beginning of a YouTube video? But not all product placements

work as intended, and my research has shown that advertisers need to engage in a delicate dance with viewers to effectively influence them.

But let's start with a little background. Product placement is a form of advertising in which a company pays a content creator to place its product on the set of a movie, TV show, or music video. While many product placements are the result of such paid relationships, some product placements happen because of creative decisions, such as a writer wanting a character to wear Gucci to convey the character's affluence. Viewers aren't typically given information to distinguish between paid and unpaid product placements.

Product placement isn't new. The oldest examples date all the way back to the invention of motion pictures, when the Lever Brothers' Sunlight Soap appeared in the Lumière films in Europe in 1896. In the 1930s, Procter & Gamble sponsored daytime dramas to feature its Oxydol soap powder, beginning shows with lines like "now here comes Oxydol's own *Ma Perkins*" – an advertising technique that birthed the colloquial phrase 'soap operas'.

In the last fifteen years or so, streaming has become more popular and product placements have become an even more attractive option for advertisers. Global spending on them is expected to top \$ 23 billion, about a 14% increase over last year. At the same time, marketers plan to decrease their spending on traditional advertising, like TV and print ads.

My research highlights one key driver of this shift: We're more prone than ever to avoid traditional ads. We're watching less and less linear TV – the kind that has a slate of ads interrupting the entertainment every seven or eight minutes – and thus are exposed to far fewer traditional TV ads. And when watching web videos, about 90% of consumers either skip or ignore the ads that run before the video starts. So as advertisers struggle to reach consumers, they're increasingly turning to product placement, spending advertising budgets to get their ads into media content in ways that can't be skipped or muted.

There's also the fact that product placements work really well. Studies have shown they increase viewers' awareness of products and their positive attitudes towards them. They can also make people more likely to talk about the products and search for them online.

Not all product placements are equally effective, though. Those that seem to influence viewers the most are those that strike the careful balance between being noticeable and not too overt. Research I conducted also shows that viewers tend to be turned off if the product placement is too prominent, as when a character in the show holds the product and talks about it. They're also averse to product placements surrounded by other advertising – say, a Nike ad that autoplays before a YouTube video followed by a product placement for Nike in the first few minutes of that same video. These kinds of prominent placements annoy viewers for two main reasons. First, they make it obvious that they're trying to sell us something, triggering something called 'persuasion knowledge' – the phenomenon of getting defensive when we know someone is trying to persuade us. Second – and in some ways related to the first point –, prominent product placements can annoy us because they interfere with our viewing experience. Most viewers don't want to be immersed in an intense drama only to be reminded that they're being targeted by corporations.

Now that you know the tricks of the trade, perhaps you'll be more likely to spot product placements on TV. Will this trigger 'persuasion knowledge' – and, with that, cause the power of these ads to wither?

Unit 3

1 b "Wisdom ... comes not from age, but from education and learning" – A. Chekhov Track 10

1 c Reporting words of wisdom

Speaker 1: The quotation I selected is one of Martin Luther King Jr.'s. He stated: "Intelligence plus character – that is the goal of true education." This captures the essence of education perfectly because it shows that education is not only about expanding one's knowledge and being smart but also emphasizes that character is important. This last aspect is also the reason why I chose the quote because the impact of education on a person's character and values is something that is very often forgotten but is so important. Martin Luther King Jr.'s background and his leading role in the Civil Rights Movement highlight this as well. One of the tenets of the Civil Rights Movement was non-violence

which in my opinion could only be achieved through true strength of character and sufficient training which only further serves to drive home the point of the quote.

Speaker 2: My quotation is “The more that you read, the more things you will know, the more that you learn, the more places you’ll go.” It basically means that you have more options and choices if you keep learning, which is encouraged by reading more books. It was taken from my favourite childhood picture book by Dr Seuss, which is why I’ve selected it. It has stuck with me throughout the years, and I think it is rather profound for a children’s book. I agree that reading and knowledge will open up doors for you.

Speaker 3: The quotation I’ve chosen is quite old but still relevant. It is ascribed to a Jewish philosopher known as Maimonides who lived in the 12th century. He said: “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” I really like this quote because it is about the practical value of education, which is that it gives you independence. This autonomy can be achieved by anyone if they are taught or given the tools to live a good life, which is why I like this quote so much. This belief is also reflected in the American Dream and the ‘rags to riches’ story that hard work pays off.

Speaker 4: Malcom Forbes famously claimed: “Education’s purpose is to replace an empty mind with an open one.” This quote emphasizes the role education plays in broadening one’s horizon; it makes a person more tolerant and open to diversity and possibilities. This quote is particularly special because I come from a very strict religious background. One of the things I’ve learned is the value of diversity – not by learning about a specific subject but simply by being in school and mingling with other students. Diversity in every form is something that is incredibly enriching and something that should be cherished and fostered instead of feared and avoided at all costs.

Speaker 5: Isaac Asimov, the eminent science-fiction author, was responsible for my quotation. He said: “Self-education is, I firmly believe, the only kind of education there is.” He had a point: only what you teach yourself truly matters. Think about it. How often have you heard directions or an explanation but didn’t try to imagine it yourself or try it out, only to forget what to do immediately. This is true for the small things, but also for life in general too. Only you know what you want to achieve in life and what you need in order to realise your dreams because you know yourself best, which led me to choose this quote.

Speaker 6: My quotation is about the rejuvenating power of learning. Henry Ford, famous for the creation of the assembly line for mass production, postulated: “Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.” And speaking of staying young, my grandparents are living proof of this quote’s validity. They are now in their late eighties and use social media constantly. That way they remain up-to-date on everything, and I mean literally everything – ranging from the news to gossip; be it about celebrities or family members. It’s incredible and really convenient if your grandparents can even snap with you – that way you’re not obligated to have awkward telephone conversations.

Speaker 7: Kofi Annan, the Ghanian UN Secretary General, is credited with having said: “Knowledge is power. Information is liberating. Education is the premise of progress in every society, in every family.” In my opinion, this quote summarizes everything that is important about education and the acquisition of knowledge and information. If we think about it, one of the first things that authoritarian regimes restrict is the access to information. However, without education, people do not recognize if their rights are infringed upon. Limiting intellectual freedom is the biggest barrier to progress. So, what I find great about the quote is that it rings true for every era because it has been proven by history – time and time again. That’s why I chose it.

3 a How should you study?

Track 11

When you’re learning, it’s important to study actively, making your brain work hard or think hard. Don’t just look at a problem’s solution. Instead, actively work on the problem yourself. Or try to remember the main points from a video you just watched, or a book section you’ve just read. The mental effort you spend will help pull spines out towards the axons so that strong neural links can form. This linking process continues during sleep. Passive learning, on the other hand, such as effortless listening or reading, isn’t very effective. Your neurons just sit still instead of sprouting new connections

that form new links. It's important to note that if you've done your previous studies in an active fashion, this also reduces test anxiety.

At the heart of active learning lies something called "retrieval practice." In other words, you want to see if you can pull information from your own memory, or work with it in your own mind, rather than simply looking at the material. Oddly enough, the best way to put information into your long-term memory is to try to retrieve it from your own long-term memory instead of just looking at the answer. There's another reason why retrieval practice is so important. When you try to retrieve something from memory, you get feedback that tells you what you know well (the stuff you're easily able to retrieve) and what you need to spend more time on learning (what you cannot retrieve). This feedback also helps you evaluate whether you've been spending your time productively or if changes are needed in the way you study. Retrieval practice is therefore also a metacognitive strategy that helps you evaluate your own learning.

To develop a profound understanding of what you're learning, it's important to actively connect what you're learning to other material you're learning or already know. Your neural sets of links should be connected to as many other sets of links as possible, to form a web of learning.

You can broaden your sets of links by actively thinking about what you're learning, as well as by writing and talking about it. A technique called self-explaining, or elaboration can help. With this technique, you actively try to explain, in your own words, what you're learning. In one experiment, students who explained their steps when solving logical reasoning questions scored 90 percent on a later test. Students who didn't self-explain their steps scored only 23 percent. For concepts that you're reading about, try to explain them as if you were teaching. Make your explanations different from the one you've just read. Try to simplify, improve, and provide examples.

Another important technique for broadening your sets of links is to interleave your studies. Interleaving helps you not only learn the concepts you're studying, but also understand the differences between them. Interleaving means varying or mixing different concepts. It is the opposite of "blocked" practice, where you focus on plenty of practice with a single concept before dropping it to move on to the next concept. This style of learning can seem more chaotic, but it gives you many more chances to contrast the differences between the styles, which helps you to much more rapidly develop your pattern recognition skills. Work through the initial feelings of frustration, and you'll find yourself learning much faster. Unfortunately, many instructors and textbooks don't use interleaving. So, it's often up to you to interleave the different topics and techniques. One approach is to make your own list of problems from different chapters to work on. Another approach is to take pictures of problems, artists, techniques, or what have you from different chapters and create flashcards, so you can practice looking at the problems and seeing if you know the proper technique to solve them.

4 c It's a jungle out there

Track 12

Interviewer: Hello everyone, this is American John, British Sam, Australian Walter, South African Chantelle. Today we're going to be finding out about educational system differences between the US, UK, Australia, and South Africa. Obviously, you guys being from different countries, will have gone through different educational systems as students. So, I'd like to ask you some questions about that.

The first question is at which age do kids first go to school in your country and what do you call that school?

British Sam: We call it primary school and you start at age five. But I think it's different all over the UK.

Interviewer: So did you become year one when you were five years old?

British Sam: I believe so.

American John: I'm pretty sure in the US children are around six years old when they start elementary. I think it's six, yeah, six – but there is such a thing called preschool where younger kids go. So, sometimes you can hear parents say "it's our kid's first day of school" when the kid is around three and half years old. Obviously, they mean preschool and not elementary school, which is the first actual school.

Australian Walter: Six to seven is kind of the average in year one and we call it primary school too.

South African Chantelle: In South Africa, generally it's seven. Sometimes parents will send the children to primary school a little bit earlier though. For people who are born in December, their parents tend to keep them back a year because our school systems are kind of weird. But, for example, I was eight and my best friend too. We were eight when we started grade one.

Interviewer: Okay, so my next question is: for how many years do students go to school before going to a university in your country?

American John: 12.

British Sam: For me it was 13 because I started to go to school earlier.

South African Chantelle: From grade 1 to grade 12. They have in the past few years, or a few years ago, I think they've added a pre-school grade that's kind of like school. It's called grade R or grade 0. But when I was a child that wasn't a thing. We just had like nursery school and playgroup.

Interviewer: Chantelle, if I caught that correctly, you didn't use like 'year one' or 'year two', did you? You use the word 'grade', didn't you?

South African Chantelle: Yes, we usually call them grades.

American John: We do too!

South African Chantelle: When I had just started primary school, it was 'sub A' and 'sub B' for 'grade one' and 'grade two' but then they changed the system and now everything is 'grades'.

Australian Walter: In Australia, it's like in the UK, we use 'year'. I believe that, like, I have heard of 'grade one' and 'grade two' and I I'm not saying that Australians don't use that because I have heard it ... but I always grew up saying 'year one', 'year two'.

Interviewer: And in the US, after elementary school, what schools are there? Is it middle school and high school?

American John: So elementary, middle, high school. But there's also something called junior high school that can be split. Junior and senior high can be put together and then there's no middle school because you're in high school "longer". So, there's a few different ones and it really is school-dependent, even public school-dependent.

Interviewer: What about in the UK? After primary school, do you go to something called middle school?

British Sam: No. I do believe there are some middle schools in the UK. My stepbrother went to a middle school. But the typical system is primary, secondary, and then you can go to college if you want, or you can stay on a kind of higher education path and then to university. So, we have a few routes you can take.

Interviewer: What about in Australia? Is it also primary and secondary?

Australian Walter: Yeah, yeah. Basically, from when I went to school it was like a year or grade one to seven for primary and then it was – for me – year 8 to year 12 for high school. Also, high school is known as secondary school.

Interviewer: Okay, next question: which test do students take to go to university?

American John: In the US it's called the SAT or the ACT, the American College Test, which you take during or right after high school.

British Sam: A levels. Although, don't ask me what it stands for. But we have a kind of a system where from age 11 or 12 to 16 you are preparing for your GCSEs, the General Exam for Secondary Education, which is basically just an exam to kind of get to your A levels. And you need those A levels to get into uni.

Australian Walter: We have the STAT which is the Special Tertiary Admissions Test and the ATAR which refers to the Australian Tertiary Admission Rank. But I actually didn't take these tests at all. I went a different way to go to university. I went through TAFE in Queensland. TAFE stands for Technical and Further Education and those TAFE colleges are located throughout Western Australia.

South African Chantelle: We have a final exam. So, when you finish grade 12, you write a final year exam, but universities actually start looking at results earlier because we apply earlier. So, they consider end of grade 11 results as well. We then hand in the scores to universities when we

apply. I think for some of the degrees you might have to write another test but for what I studied it wasn't necessary.

5 d Don't judge a fish by its ability to climb a tree

Track 13

Albert Einstein once said: "Everybody's a genius, but if you judge a fish by its ability to climb a tree it will live its whole life believing that it is stupid."

Ladies and gentlemen of the jury today on trial we have Modern-day schooling.

Glad you could come, not only does he make fish climb trees, but also makes them climb down and do a ten-mile run. Tell me school: Are you proud of the things you've done? Turning millions of people into robots. Do you find that fun? Do you realize how many kids relate to that fish swimming upstream in class; never finding their gifts, thinking they are stupid – believing, even, that they are useless?

Well, the time has come. No more excuses. I call school to the stand and accuse him of killing creativity, individuality and of being intellectually abusive. He's an ancient institution that has outlived his usage. So, your Honor, this concludes my opening statement, and if I may present the evidence of my case, I will prove it.

Judge: Proceed.

Exhibit A: here's a modern-day phone, recognize it?

Here's a phone from 150 years ago. Big difference, right? Stay with me.

Here's a car from today and here's a car from 150 years ago. Big difference, right?

Well get this, here's a classroom of today, and here's a class we used 150 years ago.

Now ain't that a shame? In literally more than a century nothing has changed. Yet, you claim to prepare students for the future?!

But with evidence like that, I must ask: Do you prepare students for the future or the past?

I did a background check on you. Let the record show that you were made to train people to work in factories, which explains why you put students in straight rows, nice and neat. Tell them to sit still, raise their hand, if they want to speak. Give 'em a short break to eat and for eight hours a day tell them what to think. Oh – and make them compete to get an A. A letter which determines product quality, hence 'Grade A' of meat. I get it, back then, times were different. We all have a past. I, myself, am no Gandhi, but today we don't need to make robot-zombies. The world has progressed, and now we need people who think creatively, innovatively, critically, independently, with the ability to connect.

See, every scientist will tell you that no two brains are the same and every parent with two or more children will confirm that claim. So, please, explain why you treat students like cookie cutter frames or snapback hats, giving them this 'one size fits all' crap.

Judge: Watch your language!

Sorry, your Honor, but if a doctor prescribed the exact same medicine to all of his patients, the results would be tragic. So many people would get sick – yet when it comes to school, this is exactly what happens. This educational malpractice where one teacher stands in front of twenty kids, each one having different brains, different needs, different gifts, different dreams and you teach the same thing the same way. That's horrific!

Ladies and gentlemen, the defendant should not be acquitted. This may be one of the worst criminal offenses ever to be committed.

And let's mention the way you treat your employees.

Lawyer: Objection!

Judge: Overruled. I want to hear this.

It's a shame. I mean, teachers have the most important job on the planet, yet they're underpaid. No wonder so many students are short-changed. Let's be honest, teachers should earn just as much as doctors because a doctor can do a heart surgery and save the life of a kid, but a great teacher can reach the heart of that kid and allow him to truly live. See, teachers are heroes that often get blamed, but they're not the problem. They work in a system without many options or rights. Curricula are created by policy makers, most of which have never taught a day in their life, just obsessed with standardized tests. They think bubbling in a multiple-choice question will determine success. That's outlandish! In fact, these tests are too crude to be used and should be abandoned. But don't take my word for it,

take Frederick J. Kelley, the man who invented standardized testing who said, and I quote, “These tests are too crude to be used and should be abandoned.”

Ladies and gentlemen of the jury, if we continue down this road, the results will be lethal. I don't have much faith in school, but I do have faith in people. And if we can customize health care, cars and Facebook pages, then it is our duty to do the same for education to upgrade and change and do away with school spirit – ‘cuz that's useless unless we're working to bring the spirit out of each and every student. That should be our task. No more common core – instead let's reach the core of every heart in every class. Sure, math is important, but no more than art or dance. Let's give every gift an equal chance.

I know this sounds like a dream, but countries like Finland are doing impressive things. They have shorter school days, teachers make a decent wage, homework is non-existent and they focus on collaboration instead of competition. But here's the kicker, boys and girls, their educational system outperforms every other country in the world. Other places like Singapore are succeeding rapidly and schools like Montessori, programs like Khan academy ... There is no single solution.

But let's get moving, because while students may be 20% of our population, they are 100% of our future! So, let's attend to their dreams. There's no telling what we can achieve. This is a world in which I believe, a world where fish are no longer forced to climb trees.

I rest my case.

Unit 4

3 b Migrating in the 19th century

Track 14

My name is John Bowden and I come from Cornwall, England. My dad's a harness maker and we didn't have a lot of money. One day, he and my uncle heard about free immigration to South Australia for those families who were a bit poor but who had good character, were strong, healthy and willing to work hard.

They had to apply to the immigration office at Cornwall. The application form needed a signature from a clergyman to say the applicant was of good moral character, a doctor to say he was fit and healthy, and another two from men from “respectable households”. They had two gentlemen who he made saddles for who signed for him. We had to stay at the immigration depot at Plymouth for two days with about 60 other immigrants. There we were examined by a surgeon to make sure we're fit and healthy for the voyage. Government inspectors checked our identity against our immigration certificates and made sure that we had everything necessary to complete the voyage and successfully settle in South Australia. Now it was expensive to get everything, but not as expensive as it would have been in Australia to get the things on the list. In England it was a bit cheaper. We were given a canvas bag to hold all our stuff. We were given a plate, a cup, a knife and fork and a few other items. Our clothing for the whole journey and now this was all stored in the ship's helm, and we could only access it about a couple of times for the whole three-month voyage. And this was just in order to swap out dirty clothes for clean ones. Pffft, we thought it was pretty crowded at the immigrant depot. But when we got onboard the ship, we soon found out that life below decks in steerage was very uncomfortable and very cramped. It was horrible. Steerage is below the water line of the ship, so basically where we are right now. We slept and lived down here and it was dark and very smelly. Just imagine it. There are about 112 other people down here, just in shocking conditions. There was myself and my family. There were single men down this end of the ship, single women down that end and the single women weren't allowed to mingle with the single men, not at all. Our ship, the Royal Admiral, left London on the 26th of September 1837 with myself, my dad, my mum, my two brothers, my younger sister, my uncle, his wife and their two children. During the voyage, if there was time, some of the settlers would play music and dance and we'd sing. And sometimes, you know, we even got lessons in reading, writing and arithmetic. And Sunday mornings we spent reading the Bible.

My brothers and I were occasionally able to have saltwater baths up on deck; my mother had not so much privacy; there wasn't really a lot of it; she only had baths when we were in the tropics. Our clothes were washed when there was a little rain caught in the sails, but that was rare, so most of the time we kind of just washed our clothes in salt water. And the food wasn't wonderful: bread, oatmeal,

lentils, preserved cabbage, pickled fish, preserved meats. Ohh, mum – I know – she tried to make it appetising, but it wasn't great.

And the worst was when the weather was really bad and they buckled down the hatches and everyone was down there cramped and smelling. The boat was rocking from side to side. No fresh air, you basically couldn't breathe. It was terrible. There were a lot of people sick. Ohh sickness, now that was a big thing during the trip. A lot of people suffered from diseases such as typhoid, scarlet fever, dysentery and cholera. My baby cousin, you know, my uncle's daughter, she died during the trip and it was very sad. There were also a lot of rules on board that the captain made and if we broke them we got in a lot of trouble. The best times were when we were allowed up on deck in the sunshine with the breeze in our face. It was great compared to being down here in steerage. Although sometimes when we passed up on deck in the tropics, it was really really hot, but still it was better than down here. There were times where my dad and my uncle and myself and my two brothers even helped out the crew setting the sails, helping steering the ship. It was pretty interesting and a lot of fun.

We arrived in South Australia on the 18th of January in 1838 and we were used to being cold in January so it was a bit weird to get used to the seasons down here because it was bloody hot. We had to work hard but eventually my dad and his brother, my uncle, they bought a property and we called it Kersbrook. Well, they called it Kersbrook, but you know. We basically helped out building the place and they named it after the town where they were born in England, so it was a good ending. We made it.

4 c The ending of the story (*My Son the Fanatic*)

Track 15

One evening, Bettina was sitting in Parvez's car after visiting a client when they passed a boy on the street.

"That's my son," Parvez said suddenly. They were on the other side of town, in a poor district, where there were two mosques.

Parvez set his face hard. Bettina watched him. "Slow down then, slow down!" She said, "He's good-looking. Reminds me of you. But with a more determined face. Please, can't we stop?"

"What for?"

"I'd like to talk to him."

Parvez turned the cab round and stopped beside the boy.

"Coming home?" Parvez asked. "It's quite a way."

The sullen boy shrugged and got into the back seat. Bettina sat in the front. Parvez became aware of Bettina's short skirt, gaudy rings and ice-blue eyeshadow. He became conscious that the smell of her perfume, which he loved, filled the cab. He opened the window.

While Parvez drove as fast as he could, Bettina said gently to Ali, "Where have you been?"

"The mosque," he said.

"And how are you getting on at college? Are you working hard?"

"Who are you to ask me these questions?" he said, looking out of the window. Then they hit bad traffic and the car came to a standstill.

By now Bettina had inadvertently laid her hand on Parvez's shoulder. She said, "Your father, who is a good man, is very worried about you. You know he loves you more than his own life."

"You say he loves me," the boy said.

"Yes!" said Bettina.

"Then why is he letting a woman like you touch him like that?"

If Bettina looked at the boy in anger, he looked back at her with twice as much cold fury.

She said, "What kind of woman am I that I deserve to be spoken to like that?"

"You know," he said. "Now let me out."

"Never," Parvez replied.

"Don't worry. I'm getting out," Bettina said.

"No, don't!" said Parvez. But even as the car moved, she opened the door and threw herself out and ran away across the road. Parvez shouted after her several times, but she had gone.

Parvez took Ali back to the house, saying nothing more to him. Ali went straight to his room. Parvez was unable to read the paper, watch television or even sit down. He kept pouring himself drinks.

At last, he went upstairs and paced up and down outside Ali's room. When, finally, he opened the door, Ali was praying. The boy didn't even glance his way.

Parvez kicked him over. Then he dragged the boy up by his shirt and hit him. The boy fell back. Parvez hit him again. The boy's face was bloody. Parvez was panting. He knew that the boy was unreachable, but he struck him nonetheless. The boy neither covered himself nor retaliated; there was no fear in his eyes. He only said, through his split lip: "So, who's the fanatic now?"

4 e *The Namesake* by Jhumpa Lahiri

Track 16

Presenter: *The Namesake* is the title of the new book by Jhumpa Lahiri. She won the Pulitzer Prize for Fiction in 2000, when she was 32, for her first book, the collection of stories titled *Interpreter of Maladies*. *The Namesake* is Lahiri's first novel and as the title suggests, it turns on the question of names, the burden they sometimes impose, the honor they can convey. The story follows two Indian immigrants to America, Ashima and Ashoke Ganguli. They have a son, and the father picks the name Gogol after the Russian author whose writing he loves. Jhumpa Lahiri says she decided on the name Gogol after thinking back to a cousin in India.

Jhumpa Lahiri: One of his friends in the neighborhood, a Bengali boy, was named Gogol. And it just struck me for some reason. I just wrote down in a notebook, you know, "a boy named Gogol ..." I sort of thought that that might yield something someday.

Presenter: What that fragment of an idea yielded is a novel that crosses several decades. *The Namesake* is the story of immigrant parents struggling to find their place in a culture vastly different from their own. And their despair at being so far away from their homeland. And it's about their son Gogol's rebellion against his name, a name he decides to change.

Jhumpa Lahiri: I think he simply couldn't live with the situation, I imagine him, you know, at a point of feeling that this was an inappropriate name for him. That it didn't represent who he was, that he was ashamed and embarrassed and so on. And I think that he was at a place in his life that enabled him to step away from the world that his parents had given him.

Presenter: The question of names and naming circulates throughout the book. You write about it also in terms of Gogol's parents, the wife in the arranged marriage is named Ashima and you write that she never calls her husband by his given name. And I wonder if you could read from the part of the book that's at the very beginning at page 2.

Jhumpa Lahiri: "When she calls out to Ashoke, she doesn't say his name. Ashima never thinks of her husband's name when she thinks of her husband. Even though she knows perfectly well what it is. She has adopted his surname but refuses for propriety's sake to utter his first. It's not the type of thing Bengali wives do. Like a kiss or a caress in a Hindi movie, a husband's name is something intimate and therefore unspoken, cleverly patched over. And so instead of saying Ashoke's name, she uttered the interrogative that has come to replace it, which translates roughly as, 'Are you listening to me?'"

Presenter: It's a fascinating idea that the name would be unspoken.

Jhumpa Lahiri: Well, again that's something that I observed in my own family, not only with my mother and father but with many of my aunts and uncles and my parents' friends. It's considered very forward for a wife to call her husband by his first name. And my mother has never called my father by his first name. If she talks to me about him, she'll say 'your father' or 'Baba', which is what I call him. If she talks to an American person, she'll refer to him as 'Mr Lahiri'. If she's talking to his younger brother, she'll say 'your older brother'. I mean, it's specific to the relationship of the other person and not her relationship to him.

Presenter: There's a good section of this book where Gogol is struggling with his relationship with his parents. Well, he's in college and afterward and wanting to be someone else. He moves to New York, he becomes an architect, he gets involved with a woman whose family could not be more different from his own who's not Indian. And he's really running from them in any way he can. I think a lot of people can understand that motivation, no matter where they're from.

Jhumpa Lahiri: I hope some of the things in this book are more universal. It's not just a matter of rejecting one culture for another culture. But really this is I think what happens to us as we grow and become adults. That many of us are sort of compelled for whatever reason to reject our background

and to claim life on your own terms. But there's so much that you are given, that's hard to step away from.

Presenter: Gogol's parents in the book struggle with this question of fitting in and feeling tugs with their home country back in India. But while living in this country and especially it's the mother who's very much on her own. Her husband's a professor at university but she lives a very solitary life. And I wonder if you could read from the bottom of page 49 when she's thinking about what it means and how it feels to be an outsider in this culture.

Jhumpa Lahiri: "Being a foreigner, Ashima is beginning to realize, is a sort of lifelong pregnancy, a perpetual weight, a constant burden, a continuous feeling out of sorts. It is an ongoing responsibility, a parenthesis in what had once been ordinary life. Only to discover that the previous life has vanished, replaced by something more complicated and demanding, like pregnancy. Being a foreigner, Ashima believes, is something that elicits the same curiosity from strangers, the same combination of pity and respect."

Presenter: "Pity and respect ..." Such an interesting tension there. Well, Jhumpa Lahiri, thank you so much for being with us.

5 c Becoming aware of the scars of racism

Track 17

I'm a realistic person. I like to think of myself as a positive person, but like for so many people these last few weeks have been impossibly difficult. In a bid to kind of pull myself out of the hole I've been in, I've tried to look to the future – the future that my children will step into. But to do that I've had to look at the past. You guys who follow me and know my dad, you know him as the leaf blower. But the reality is my dad moved to the UK in the sixties, and when he arrived in the UK people would check for his tail to see if he had one. He had coffee thrown in his face, hot coffee. He was spat at. He couldn't rent a place to live because it was "No blacks, no Irish, no dogs". He would tell me these stories and they felt like something relegated to the past, something that we had moved on from.

I stepped into a future that I was determined was going to be different. I didn't have my dad's complete support for being an actor because he was scared that I would face the same marginalisation and racism that he had faced. And so I didn't get the usual support I would get from my dad because of the pain he had experienced, but I did it anyway. I was blessed enough to play the King of England at the Royal Shakespeare Company and my dad turned the corner and was proud of me. But what he didn't know is that every day, there were people who were having to sift through my fan mail because I was getting so much hate mail for playing that role at the Royal Shakespeare Company.

We eventually left the UK because to be perfectly frank, it was a huge challenge, being a black person in my industry there at that time. But being someone who's optimistic, I felt, "you know what – let's keep moving forward – I am going to build on what my dad gave me, on the opportunities the UK gave me."

I moved to America and then played Dr. King in *Selma*, which was an amazing moment for me, and then got attacked for playing that role whilst being married to a white woman. And that became a whole lot of the challenge to face again along these racial lines.

This is not like losing one's life like George Floyd. But I'm just trying to help you guys who have been reaching out to me asking who I am, just what it is we black people face, and you may not always know. We did that film as well and decided to – at the premiere of it – protest the death of Eric Garner wearing icon breeds T-shirts. There were academy members; the Oscars here in America who called the studio and said, "why are these actors stirring S. H. I. T. Who do they think they are?"

We were protesting the death of a black man. And we felt we had the right to do that. They said we are not going to vote for that film because they have the audacity to be protesting when all they are is actors.

While this is going on, Brexit is happening. I told you about what happened with my dad, but we think we're in a new day. My brother, who's a health care provider, is on the trains coming home from work and people are telling him go back to where you came from. A few months – several months later – the pandemic hits and now those same people who were telling him go back to where you came from are now applauding him for being a health care provider during a pandemic.

So, you feel like you have these moments of progress. I look at my dad and I go, well, things are better now than they were then. But you constantly get slapped in the face with the reality that things are essentially the same.

And the thing that has really brutalised me this week has been watching my eldest son, who graduated last week. I'll be honest with you. I was looking past his bedroom and I heard sobbing and I went in to see my son and he was broken because he didn't quite understand the world he had graduated into. And I couldn't give him any comfort. We've had the talk about how to interact with police here in America. But George Floyd wasn't resisting arrest. Amy Cooper decided to weaponize the police against a bird watcher in New York.

We are not safe and even though I'm an optimistic person, I now look to my son, having watched my father suffer what he suffered, some of what I have faced. There's so much more I could tell you about what I have faced. But I want a world where my son doesn't have to face those things.

I'm just recording this having just watched, ... having just watched George Floyd's funeral where everyone was asked to be silent for 8 minutes and 46 seconds and – it is such a long time. It is such a long time to have a man's knee on your neck. ...

Oh please, let the future not be the same for my son as it had been for my dad, for me and for so many black people all over the centuries. My friends are reaching out to me saying how are you doing? I'm not doing great. So link arms with me as we are trying to go into a future that is better than the past that we have had to endure. The black people didn't create this situation we find ourselves in. It therefore can't be on us to change it. It's going to be done by all of us.

7 b A good Eid (*Searching for Blue*)

Track 18

[...] "Bassem," whispered a concerned voice. "Are you all right?" It was his cousin Rheem. Embarrassed, Bassem wiped his cheeks. "It's okay," Rheem said. "You can't always be the strong one. It's okay to let it out."

Bassem grimaced as he rose, mumbling, "It's Eid tomorrow."

"Yeah, I know." She sighed.

"Uncle Yakuba wants to have prayers on the football field in the morning," said Bassem.

"Well, that's important," said Rheem. "Though it will be a little boring – there's nothing special to do, especially for the little kids. No new clothes, gifts, games – nothing."

Bassem nodded, having thought the same thing.

"I wonder ... does it have to be boring?" pondered Rheem. "Maybe we can get some balloons ... and a cake or something."

Bassem blinked. "Cake?" he muttered.

"I know, I know ... a cake big enough for everyone will be way expensive," sighed Rheem. "But somehow, we need to find a way to make this a good Eid."

Cake? thought Bassem as the wheels in his head started to spin. In his mind, he saw his mother holding the cookie mold. If they couldn't have a big fancy cake, they could have ka'ak cookies, simple circles of sugar, flour, and butter that his mother flavored with whatever was at hand. "Ka'ak," he burst out.

[...] Slowly, with care and courtesy toward one another, the inhabitants of the factory formed lines facing east, toward the holy city of Mecca. Soulful and melodious, Uncle Yakuba's voice settled across the field, focusing their little community in prayer. As Bassem knelt, an ember rekindled in his heart, yearning for a connection with God. As they were finishing, a line of cars pulled up beside the field. To Bassem's surprise, he saw Constantine and his family. From the next car tumbled a group of fishermen and their wives. Half a dozen other islanders and tourists [...] came next. As they pulled packages from their vehicles, Emily drove up in the rickety van, bright balloons bobbing out the window.

The quiet of the morning broke as Constantine ran to Bassem and everyone shared greetings, shaking hands and hugging. The guests had brought fresh fruit, boiled eggs, and pastries, which they added to the table, creating a feast. Together they sat and ate, laughed and sang as Ayoob's flute played in harmony with one of the fishermen's guitars. With a warm smile, Ummi passed out ka'ak, filling everyone with the richness of Eid. [...]

8 a The issue of brain drain

Track 19

It's a global issue with a catchy name, but an impact that is all too real for developing countries. Brain drain is the concept of highly-skilled or educated people moving from one country to another in search of better opportunities. Take a look at this map provided by the Organization for Economic Cooperation and Development. The darker the blue, the more brain drain is impacting a country. Across parts of sub-Saharan Africa and Central America the problem is at its worst. In some cases, more than half of all university graduates leave, creating ripple effects from education to health to engineering.

Unit 5

2 g The greater the diversity, the better the team

Track 20

In the realm of research, the diversity of a team of scientists working together is an essential part of the team's overall success, according to new research. Gender diversity plays an undeniable role in the workplace, and now a new study supports the view that the general diversity of a team significantly strengthens its overall output.

Fascinating research carried out by several leading US universities found that mixed-gender teams – independent of the gender of the team leader – performed better than all-women or all-men teams of comparable size, on average. In fact, the teams that had an exact 50 : 50 ratio, or close to it, had the best chance of these strong results.

As it is commonly believed that the aim of science is to solve problems – from emerging infectious diseases to climate change –, this is good evidence that diversity and inclusion aid science and innovation.

All of that being said, an essential question arises: *Why* do mixed-gender teams yield more successful outcomes and why is diversity in general of key importance when it comes to teamwork?

Conventionally, teams at work are made up of similar people. They are usually from the same place and reached their current positions after living pretty similar lives. The sense of familiarity certainly breeds cohesion. But this familiarity and homogeneity, these similarities between team members can turn out a disadvantage, and is not to be overlooked. After all, a homogenous team will adversely affect the quality of decision-making and output, as homogenous teams are more likely to continue working on their conventional paths and ideas, leaving little space for alternative ways of thinking and problem-solving.

As borders have lost their impact due to globalization, scientists and employees in general are increasingly moving across the world to join teams located far away. Numerous socio-political developments have paved the way for building diverse teams at workplaces.

The workplace is an environment where diverse teams are more likely to achieve success. Luckily, over the years, the importance of diversity is getting its due share of importance. The benefits of diversity in teams cannot be overemphasized, as a diverse workforce not only leads to better performance but also provides employees with opportunities for growth and development. Diversity not only allows for different perspectives but also helps to compensate for individual weaknesses. Diversity is crucial in enabling this, primarily.

Diversity can be defined in many ways, but at its core, it refers to the inclusion of people from different backgrounds and viewpoints. Simply put, diversity is the variety of people and cultures that make up a population. A diverse team is made up of various sorts of people. People can differ in many ways – from how they look to how they think. This heterogeneity of views and visions is the key to a successful team. Diverse team members come from multiple nations, ethnicities, religions and genders!

The benefits of diversity are manifold. Creativity is one of the most essential ones. A diverse team helps unleash the creative potential of every member. A diverse team brings together people with different experiences, ideas, and perspectives. Their respective experiences add to the knowledge pool of the whole team, based on which they can develop innovative ideas. A diverse workforce provides an impetus for increased creativity in both individual employees as well as the team as such.

Another significant benefit of diversity is that it leads to better problem-solving. People from different backgrounds have a unique perspective on the world, which helps them see things in a nonlinear way. This enhances their ability to think through problems and come up with creative solutions. As team

members share their insights, they also help each other come up with sound arguments and defend the decisions that are made. The range of experiences and perspectives included in a team stimulates people's intellectual growth. This in turn enhances their problem-solving abilities, as well as their ability to make sound decisions and assess risks.

Diversity in the workplace has numerous benefits for both employees and companies. Employees are more satisfied if they feel that their work represents different cultures, backgrounds, and points of view. Low turnover rates, which means that employees stay with their teams and companies over a long time, are another positive outcome of diversity. It means that people aren't leaving to join other workplaces where they feel more appreciated, because there is no reason for them to do so.

Yet another plus is higher engagement levels. This is because team members have many opportunities to share their own perspectives and experiences with each other. Diversity encourages staff members to reach out for help when they need it. Employees can also collaborate and build relationships over their shared experiences. All in all, it encourages better team dynamics.

At its core, a great team is about inclusion – welcoming everyone who has an interest and ability to contribute. This can be difficult in the beginning. That's why it's important to start by accepting that diversity exists and then work to create a workplace where everyone feels valued and appreciated. It is crucial to begin by acknowledging biases and minimizing their impact. Team members need to ensure that their policies are based on objectivity to increase job satisfaction.

Science today is a team sport. Larger scientific teams have become much more common over the last 50 years. And these larger teams outperform smaller ones, producing more impactful scientific research than teams made up of only men or only women, or teams that are too homogeneous for any other reason, because they have more diversity in expertise. When it comes to success, diversity is key. It is key for a number of reasons. With a team that is diverse in terms of gender, ethnicity, and culture, you are able to tap into a wealth of different perspectives and ideas. In other words, the exchange of ideas is more lively, creative, and constructive the more diverse a team is. This allows for better problem-solving, as everyone can contribute their unique knowledge and experience.

Unit A

1 f A prize for dunking biscuits

Track 21

One of the main problems that scientists have in sharing their picture of the world with a wider audience is the knowledge gap. One doesn't need to be a writer to read and understand a novel, or to know how to paint before being able to appreciate a picture, because both the painting and the novel reflect our common experience. Some knowledge of what science is about, though, is a prerequisite for both understanding and appreciation, because science is largely based on concepts whose detail is unfamiliar to most people.

That detail starts with the behaviour of atoms and molecules. The notion that such things exist is pretty familiar these days, although that did not stop one of my companions at a dinner party from gushing "Oh, you're a scientist! I don't know much about science, but I do know that atoms are made out of molecules!" That remark made me realise just how difficult it can be for people who do not spend their professional lives dealing with matter at the atomic or molecular level to visualise how individual atoms and molecules appear and behave in their miniaturised worlds.

Some of the first evidence about that behaviour came from scientists who were trying to understand the forces that suck liquids into porous materials. I was thus delighted when I was asked to help publicise the science of biscuit dunking, where tea or coffee are sucked into the pores of biscuits, because it gave me an opportunity to explain some of the behaviour of atoms and molecules in the context of a familiar environment, as well as an opportunity to show how scientists operate when they are confronted with a new problem.

I was less delighted when I was awarded the spoof "Ig Nobel Prize" for my efforts. Half of these are awarded each year for "science that cannot, or should not, be reproduced". The other half are awarded for projects that "spark public interest in science". Unfortunately, and to the confusion of many journalists, the organisers at Harvard University deign to say which is which.

Still, it was a pleasure to receive the award and to share the stage in Harvard's Sanderson theatre with a number of genuine Nobel Prize winners whose sense of humour was greater than their sense of

dignity. It was a greater pleasure, though, to receive letters from schoolchildren who had been enthused by the publicity that was accorded to both the prize and the project. One American student had even taken my work further in his school science project and reported with pride that he had received an 'A' for his efforts.

2 e 9 out of 10 dentists recommend

Track 22

When it comes to toothpaste commercials, you've probably heard claims like, nine out of ten dentists recommend 'Brighter, Whiter'. Or maybe it's four out of five or 80 percent. But either way, these companies expect you to see a wall of white coats, trust their authority and think no further.

Now, that approach is basically BS, and you probably know it's BS, but the question is: Can you trust your BS radar?

Well, when I'm faced with suspicious statistics, I tend to ask myself three questions. First, what were people actually asked? Sometimes the question that is put to survey respondents is wildly different than the one that ends up on posters and billboards.

For instance, in 2007, one toothpaste ad in the UK claimed that more than 80 percent of dentists recommended their products. What that sounds like is that a majority of dentists prefer their product over all others, that those dentists were asked if this was the best product. But when the Advertising Standards Authority looked into it, they discovered that the dentists were asked to recommend several toothpastes, not one single choice. In fact, another brand was found to be almost as popular. To no one's surprise, the ad was deemed misleading.

Now, the second question to ask is: what aren't you telling me? In the 1970s, a sugarless gum company claimed that four out five dentists recommended their product. Now, their slogan was pretty upfront about the fact that these dentists were only recommending the product to people who already chewed gum, but they weren't so forthcoming about the fifth dentist.

Decades later, the manufacturer made fun of it in a new ad campaign where they blamed the fifth dentist's different thinking on a freak accident, like a sudden squirrel bite. Now, since I'm all about the deviations in the data, I decided to look into this a little bit further. In fact, it's not that the fifth dentist recommended chewing sugary gum. What they don't say is that most of them recommended that their patients don't chew gum at all.

The last thing to ask is: what was the survey context? Because there's a really big difference between saying "nine out of ten dentists agree", and "nine out of these ten dentists agree". Size matters and so does methodology. According to the American Dental Association, there are about 200,000 registered dentists in the US. I'm not going to bore you with the maths here, but to get a statistically significant sample of 200,000 people, you need about 400. So if you're reading in the fine print that only 50 dentists were surveyed, you know that's not statistically significant. It's just a marketing ploy.

So the next time you see one of these ads, ask yourself: what were people actually asked? What's gone unsaid? And what was the survey context? Hopefully, with those three questions and a little bit of skepticism, you will be able to understand when the data is legit and when it's irrelevant.

3 b Ísbíltúr – working on keywords

Track 23

In Iceland they have this word: ísbíltúr. It means 'to drive around and eat ice cream'.

As with so many things in life, ísbíltúr is about the journey. The drive is not necessarily to the nearest ice cream store, nor are you required to take the shortest route. Which is just as well as I stayed in the North where life is more remote.

Reykjavík has many ice cream stores where people will beat a path to the door, even in a blizzard. But from Húsavík, a small fishing village in the North, it's a bit of a drive to get anywhere.

When my husband was a kid, his parents would drive to a geothermal hotspot, would stop, enjoy a soft serve, even in winter before returning home in the warm coat that is the automobile. While many associate ice cream with warm weather, in Iceland it's for all year round. Ísbíltúr allows us to enjoy the cold things in life while staying warm. It also involves the mass consumption of Iceland's all-time favourite ingredient: dairy.

Milk has kept the nation alive. In old Iceland, before fridges and imported vegetables, milk was the only fresh product available over the coldest months. A common lunch was a bowl of skyr, the Icelandic

yoghurt made from hot milk and a dash of old fermented mother. A practice believed to have been forgotten in other parts of Scandinavia. Today, skyr has conquered the world in multiple flavours. The local ice cream selection has to the contrary been infused with foreign flavours and fruity colours that seem almost inappropriate for the climate. At the end of my drive, I choose a classic Icelandic flavour this time: liquorice. Each scoop reminds me of this country: cold, beautiful – and grey.

Unit B

2 b Balancing positive and negative impacts of the internet

Track 24

Malaka Gharib: This is NPR's *Life Kit*. I'm Malaka Gharib, and today, we're talking about what life was like before the internet, how it's changed and what we can do about it.

This is Pamela Paul. She's the author of the book *100 Things We've Lost To The Internet*. It documents all those quirky little things that people used to do before everything went online.

Pamela Paul: The latest statistic that I've seen is only 28% of Americans forbid use of a phone during mealtimes. I do think about what we lose when everyone is just sitting there in their own sort of separate world on a screen instead of having some kind of conversation; instead of being forced into boredom.

Malaka Gharib: Reading your book really made me miss life before the internet. You had a lot of time to think about our old lives: after writing about a hundred things, what have you learned about our old lives before the internet and our new lives now?

Pamela Paul: Well, one thing to keep in mind is that you're not alone in missing some things that were from our sort of "before times", our pre-internet era, but that we actually have the power to recapture those things, and I think we sometimes forget that. Now, I sort of stop every time I think about adding a technology or using a technology, and I ask myself, "is this going to enhance my life in some way? Do I need this? Is it filling some unmet need? Or am I just doing this because we're all kind of, at this point, programmed to think, like, 'must upgrade', and we don't really stop and realize it's up to us?"

Malaka Gharib: I have to ask you; what inspired you to write a book like this now? I mean, was your aim to sort of preserve a way of living or just sort of take note of how things are changing? I would love to know your line of thought.

Pamela Paul: You know, in part, I wanted to document this and remind us about this pre-internet world, those of us who remember it or who lived through it, but again, also about embracing the fact that ... the idea that we could still go back there in many ways. You can leave your phone at home when you go on vacation. One could do that. It sounds crazy, but it's possible. And I mean, even just try leaving your phone – leaving it home when you know you're going out for the entire day – it feels like living so crazy out there on the edge, which is, again, kind of crazy in and of itself because we used to do that all the time. We would just leave our house, and nobody would be able to reach us, and that was normal.

Malaka Gharib: How much of this book was actually about reckoning with the fact that you – and all of us, really – are just getting older, and we have to deal with a changing culture?

Pamela Paul: I think with the internet ... I do think that it's an exponentially larger change than a lot of the other previous changes that have been, you know, brought on by technology, and so I think everyone has to grapple with it. One of the things I tried to do in the book is to remember that, obviously, I'm not the only person dealing with this change, and everyone is dealing with it in their own way, depending on their socioeconomic class. So, for example, one change that to me feels like largely a negative is, I don't read books on screen. I think you lose a lot with a book on a screen. That said, for a child with an auditory or a visual processing disorder, with dyslexia, a child who is somewhere on the spectrum, reading on screens, having access to audio components when you're reading something with, you know, text – all of those things can hugely help in terms of processing information. They can also help as communication devices.

And so what feels like a big negative to me isn't necessarily a negative to other people – and something, you know, in one context might seem like a bad thing, but in another context could feel like a life-saver. So in general, I don't like to use a mapping device. I don't like to have Google Maps on when I'm exploring a new town. I want to just walk around and kind of let serendipity play a

role. On the other hand, in an emergency I'm very happy to have that Google Maps app that I can turn on and get to where I need to go.

Malaka Gharib: One of the things that's scary about getting off – you know, trying to lessen our time on social media is ... – or just the internet in general – ... is, like, “oh no, I might not be as ‘in the know’ as other people”.

Pamela Paul: I have no doubt that I have plenty of information at my fingertips to work with, far more than I have the ability to absorb. I mean, I just think about all of the podcasts, radio shows, TV shows ... that I want to read magazines, articles, ... It's already way too much. So at a certain point, you do have to make those decisions of, “all right, so maybe I just will not join Snapchat, or Instagram” and it'll be OK.

2 d Teen media in the US

Track 25

The landscape of social media is ever-changing, especially among teens who often set new trends. A new Pew Research Center survey of American teenagers ages 13 to 17 finds TikTok has immensely gained in popularity since it first appeared several years ago. Meanwhile, the share of teens who say they use Facebook has decreased by more than half.

YouTube tops the 2022 teen online landscape, as it is used by 95% of teens. TikTok is next on the list with 67%, followed by Instagram and Snapchat, which are both used by about six-in-ten teens. After those platforms comes Facebook with 32% and smaller shares who use Twitter, Twitch, WhatsApp or Reddit.

There are some notable differences in teens' social media choices. For example, teen boys are more likely than teen girls to say they use YouTube, Twitch and Reddit, whereas teen girls are more likely to use TikTok, Instagram and Snapchat.

This study also explores the frequency with which teens are on each of the top five online platforms. 35% of teens say they are using at least one of them “almost constantly.” Teen TikTok and Snapchat users are particularly engaged with these platforms, followed by teen YouTube users in close pursuit. When reflecting on the amount of time they spend on social media generally, 55% of US teens say they spend about the right amount of time on these apps and sites, while about a third of teens say they spend too much time on social media.

When it comes to giving up social media, 54% of teens say it would be quite hard to give it up, while 46% say it would be fairly easy. Teen girls are more likely than teen boys to express it would be difficult to give up social media.

2 h Craving for likes

Track 26

Leah Perlman draws comics sharing her ideas on topics such as emotional literacy and self-love. When she started to post them on Facebook, she discovered that her friends found them healing and endearing. But then Facebook changed its algorithm how it decides what to put in front of our eyeballs. If social media is a big part of your life, an algorithm change can come as a shock. You might suddenly find that your content is being shown to fewer people. And that's what happened to Leah. Her comics started to get fewer likes. She told an interviewer it felt like she wasn't getting enough oxygen. She could pour her heart and soul into a drawing and watch as it racked up only 20 'likes'.

Faced with a sudden drop in her 'likes', Leah started to buy ads on Facebook, that is she started to pay Facebook so more people would see her comics. She just wanted the attention, but she felt embarrassed admitting it. There's an irony behind Leah's embarrassment. Before she was a comic artist, Leah was a developer at Facebook. In July 2007, her team invented the 'like' button.

There are similar features everywhere from YouTube to Twitter. For the platforms the benefit is obvious. A single click is the simplest possible way to get users to engage, much easier than typing out a comment. But the idea wasn't immediately appreciated. Facebook CEO Mark Zuckerberg repeatedly knocked it back. Eventually, in February 2009, the 'like' button launched. Leah Perlman remembered how quickly it took off. Almost immediately, 50 comments would become 150 'likes': more engagement, more status updates, more content. It all just worked.

Meanwhile, at Cambridge University Michal Kosinski was doing a PhD in psychometrics, the study of measuring psychological profiles. A fellow student had written a Facebook app to test the big five

personality traits. Taking the test gave the researchers permission to access your Facebook profile with your age, gender, sexual orientation, and so on. The test went viral, the data set swelled to millions of people and the researchers could see every time those people had clicked 'like'.

Kosinski realized he was sitting on a treasure trove of potential insights. It turned out for example that a slightly higher proportion of gay men than straight men liked the cosmetics brand Mac, and that's only one data point. Kosinski couldn't tell if you're gay from a single 'like', but the more 'likes' he saw, the more accurate guesses he could make at your sexual orientation, religious affiliation, political leanings and more. Kosinski concluded that if you liked 70 things, he'd know you better than your friends. After 300 'likes', he knew you better than your partner. Facebook has since restricted which data gets shared with app developers like Kosinski's colleague.

But one organization still gets to see all your 'likes' and more besides: Facebook itself. What can Facebook do with its window into your soul? Two things: first, it can tailor your newsfeed, so you spend more time on the platform. Second, it can help advertisers to target you; the better ads perform, the more money it makes.

Facebook simply improves that process, and it's nothing to worry about. But there are other possible uses which might make us feel more queasy. How about advertising a house for rent and not showing that advert to African-Americans? The investigative website *ProPublica* wondered if that would work. It did. Facebook said, "oops, that shouldn't have happened. It was a technical failure."

This kind of thing might worry us. You can also pay to spread political messages. A firm called Cambridge Analytica claimed it had swung the 2016 election for Donald Trump, much to the horror of Michal Kosinski, the researcher who had first suggested what might be possible. In reality, Facebook's potential for mind control still seems to be reassuringly limited.

2 k Learning more about digital detox

Track 27

Presenter: So, we're back in the studio. Welcome back, everyone. My name's Rick Walker.

From our laptops to our televisions, from the displays on our smartphones to those on our satnavs, we are in front of screens all the time. Have you ever wondered what it would be like to disconnect completely? To choose not to have access to the internet? If you have, you may be in need of a digital detox – a total switch-off from all things digital. The idea of people taking a digital detox is becoming more and more popular, especially amongst young people – and today we're joined by someone who's tried a number of digital detox activities and is here to give us some advice about it. Amanda Vince, welcome to the studio.

Amanda: Thank you very much.

Presenter: So, Amanda, you work for a fashion magazine in London, right? I guess your work means you need to be online a lot.

Amanda: Oh, yes. Apart from the hundreds of emails I get every day, I'm always browsing fashion websites, as well as online videos. I also need to be very active online, especially on Twitter and Instagram – sharing what we're doing in the magazine, interacting with designers, photographers, influencers ... it never stops, literally. Then, of course, there's my friends and family to keep in touch with online too, and for me, my work grew out of my passion, so friends and work colleagues aren't two totally separate groups of people and it all gets a bit messy online sometimes. I think I'm online for at least 12 hours a day.

Presenter: So, how did you get the idea for a digital detox?

Amanda: I read a book about it, called *Log Off: How to Stay Connected after Disconnecting*. The author's name is Blake Snow. That book gave me some really good advice and made me think about trying to change some of my digital habits. I started with removing distractions.

Presenter: What do you mean by that?

Amanda: That means turning off alerts, buzzes, alarms or notifications of any kind. I had notifications set up for everything, and it meant I was always being forced to look at my phone. Removing all of them except for important contacts helped me focus immediately. The book also made a really good point, that we should ask ourselves 'why?' every time we take out our phone. I realised that most of the times I looked at my phone were because I was trying to avoid or ignore something else happening right in front of me. It was an automatic habit.

Presenter: I have to confess, that happens to me too. But what else are you going to do when you're standing in line at the bank or waiting for your train?

Amanda: OK, yes, I'm the first to admit that it's great for helping time go by. But speaking personally, I found I wasn't just checking my phone to kill time when I was alone. I was also doing it with friends or family around.

Presenter: Hmm ... right. Well, so far, this doesn't sound too drastic. Turning off notifications and becoming aware when we use our devices. That sounds easy.

Amanda: Yes, it's the first step. Once we begin to realise just how much of a grip our devices have on us, then we're ready to really take the next step. First, my partner and I did a weekend with absolutely no screens. She found it easier than I did. For me, it was a little bit scary at first, but it turned out to be a pretty rewarding experience.

Presenter: A whole weekend, huh? I don't know if I could ...

Amanda: I think everyone has to do this at their own pace. If a weekend feels too much, maybe just try for an evening. Then work your way up to more. I guarantee, once you've tried it, you'll want to try it again. We're going to try for a whole week in the summer.

Presenter: OK, let's pause there, then, and see what our listeners have to say. You can call us here directly, or send us a message on any of our social media channels ... oops, should I be saying that? Anyway, more after the break ...

2 o Getting advice on how to avoid doomscrolling

Track 28

Doomscrolling is "the tendency to continue to surf or scroll through bad news, even though that news is saddening, disheartening, or depressing". For many it's a habit born of the pandemic – and one that is likely to stay.

Some health experts recommend limiting access to social media to reduce the negative effects of doomscrolling, and popular magazines highlight the risks of social media addiction.

Although research showing the negative effects of doomscrolling is convincing and the recommendations are clear, few of us seem to be following this well-intentioned advice. There are a few reasons for this.

First, blocking out news during times of crisis may not be such a good idea. Second, many of us don't respond well to being told what we can and cannot do. Finally, being asked not to do something can make matters worse. Rather than quitting doomscrolling, what if we simply got better at managing it? It is helpful to start by acknowledging that seeking news and information during times of crisis is perfectly normal. Staying alert to danger is part of our survival mechanism. Gathering information and being prepared to face threats have been key to our survival for millennia.

Right now, there are many threats facing us: a war in Europe, a pandemic that has already killed millions of people and predictions of a climate catastrophe, alongside many other natural disasters and human conflicts across the world.

In this context, it is not surprising that we want to be alert to danger. Wanting to learn more about what is happening and equipping ourselves with the latest information is perfectly reasonable. Rather than avoiding the news altogether, let's make sure that we are getting what we need from our interactions with the news. Here are five suggestions to achieve this.

1. Choose how much time you're going to invest in consuming the news

Why not include all the ways you access the news? What amount of time each day seems reasonable to you? Once you have a time window, try sticking to it.

2. Be aware of confirmation bias when choosing what to consume

Remember, you are the consumer and you can choose what to learn about. However, we need to be aware of a tendency that psychologists call "confirmation bias". This is when we favour information that supports our existing beliefs or viewpoints. In other words, we sometimes seek news that confirms what we already believe.

3. Check the source

Any time you consume anything, it is helpful to know its source. Who has posted this information? Why are they sharing it with you? Are they trying to convince you of something? Are they trying to

manipulate you to think or behave in a particular way? Knowing the answers to these questions will support you to stay in control of how you use the information that you have gathered.

4. Remember that things are not always black or white

We live in an increasingly polarised world. According to psychologists, “polarised thinking” is a cognitive distortion that can occur when we’re under pressure. It is the tendency to see things as black or white, rather than recognising that we live in a world with many colours and shades of grey.

5. Be biased towards the positive

One reason that doomscrolling can be so detrimental is that many of us are drawn to negative information. Psychologists call this the “negativity bias”. To counterbalance this tendency, we can adopt a bias towards the positive as we consume news. In practical terms, this means seeking positive news stories to balance out our experience of staying updated.

Managed properly, keeping on top of the latest news can support you to feel better informed and able to respond in case it becomes necessary. If we’re going to doomscroll, let’s do it right.

3 b Detecting fake news

Track 29

Isn’t there just a simple case of working out who is right and who is wrong?

Speaker A: If only it were that simple. The truth is that we all bring our own prejudices, our own world views, our own opinions to bear on the information that’s presented to us. So, the question of who you trust is often a question about who you really are, and my recommendation is that you try as hard as you can to make your views informed by the facts rather than the other way around.

How can I know if a story is real?

Speaker B: There are a few things you can do to check out a story. Stop and ask yourself: Is this real? Does it feel right to you? What evidence do we have? Who’s telling us this information? Where does it come from? And then ask yourself, does it all add up when you look into the details? Did the dates add up? Could the person who’s involved in the story have been there at the time? And finally: look around. See if anyone else is reporting it. If no other major news organizations are reporting something, it might be a fake story. Okay, so right. You might want to be careful.

What about stories I see on social media?

Speaker C: Look at the language that people are using. Are they using lots of capital letters, exclamation marks, random characters? How long have they had the account? Do they link to a website where you can see more information about them? Is the account verified on lots of platforms? Now, there’s a little blue checkmark next to the username, which says that this has been verified by that service and, thirdly, cross-check. Can you find this person elsewhere on the internet? Whom else have they talked to? What else have they talked about?

Speaker B: When you’re looking at pictures and videos on social media, my top tip would be always, check the source, who’s posted it, where they posted it, the time that it’s been posted. But my ultimate tip is you can always reverse search a picture and see how many times that picture has been used before. If it’s been used lots of times before, it might not be original. It may have even been used for another story.

Speaker A: We all have a role to play in making sure that what we share in the digital space is accurate and trustworthy.

3 d What’s behind fake news?

Track 30

I’m Alastair Budge, and today we are going to be talking about the history of fake news. We are going to explore the weird, interesting, and dangerous world of fake news, what “fake news” actually means. The term “fake news” really came into the public eye in late 2016, after the US election. There seemed to be an assault on the authenticity of the media. Its poster boy, the person most famous for it, might have been Donald Trump, but he has been followed by leaders from all over the world in attacking the truthfulness of the media. From the US to Brazil, Hungary to the Philippines, political leaders have attacked the media for publishing what they claim to be fake, untrue stories.

Well, in many cases, as we both know, the news stories are not fake; the stories just do not reflect well on the political leader, and simply claiming that they are not true is, unfortunately, an effective tactic

to distract attention from reality, from the truth. But in other cases, the stories are fake. They are not true. They are lies. And these stories, the “real” fake news, will be the center of today’s episode.

So, who is creating “fake news”, and for what purpose? The reasons for creating fake news are essentially threefold, they can be put into three broad categories. Firstly, for political gain. You want people to believe certain things, which will influence their opinion on a subject, and they will vote or behave differently. Secondly, for money. You want to make money, and making fake news is an effective way of doing so. And thirdly, to disrupt society. You get some sort of joy, satisfaction, or political benefit from causing chaos, making people believe things that are not true, and making it harder for people to distinguish between truth and falsehood.

No greater example of this exists than during the rise of the Nazis, and the successful portrayal of the Jewish community as being responsible for a large part of Germany’s problems. Stories were printed by the Nazi propaganda machine, portraying Jews as an obstacle in the way of a united Aryan population, and at the same time stories were suppressed, they were hidden, about the atrocities that were being committed as part of the Holocaust. It’s hard to find a group in recent history that better understood the power of manipulating the media, and with more tragic consequences, than the Nazis. So, fake news for political gain is as old as time, it just so happens that in the 21st century it is easier than ever to spread it.

By the early 19th century, newspapers were printing increasingly fake stories to try to sell more copies. In 1835, for example, *The New York Sun* published a story over six days reporting that a famous astronomer had looked through his telescope and discovered life on the moon. It did wonders for newspaper sales; it sold a lot of copies.

Probably the most dangerous motivation for creating fake news is to cause trouble and confusion. Trust in the media is at an all-time low in America, with only 46% of Americans saying that they trust the media to tell them the truth.

So, what is the future of fake news? Is it poised to become more and more of a problem, or have we learned how to spot the difference between true and false? Certainly, there are some new technological developments that will make it harder than ever to spot the difference between truth and falsehood.

And it isn’t just technology like deep fakes that make fake news harder to fight. The fact that half the world’s population has a smartphone means that anyone anywhere can start a rumor; they can spread information that can reach millions of people in an instant. This means that these fake news stories can be read or watched by hundreds of millions of people before they are taken down.

So, what can be done to solve this? Governments, as you will no doubt have seen in the news, are increasingly putting pressure on social networks such as Facebook and Twitter to stop the spread of fake news stories. Their response has typically been that they are a platform, not a media company. They also point out that there is not just one type of “fake news” and figuring out what is fake and what is not is a difficult task.

3 f Hate speech among teens

Track 31

Speaker 1: I define hate speech as anything that’s threatening or meant to hurt somebody else. Last year, someone created an extremely anti-Semitic Instagram account, and it was always so personal and so targeted. I wish that I could say that was the last time that something like that had happened in our school, but it isn’t. It made me kind of question my place, where I belong in this school, because it’s supposed to be our sanctuary space, and students within this very building, in the same classrooms as me, are posting photos that dehumanize me. I would report hate speech if and when I see it.

Speaker 2: Hate speech is anything you say or do that’s attacking any part of someone, whether it’s what they look like, their beliefs, ... I tend to see it on memes or funny posts or meant-to-be-funny posts. And I think it’s that type of people that will say it over social media, but they won’t say it in person because they’re too afraid and they don’t want to admit having that kind of ideology. So, when I see something on my timeline, I go out of my way to report it. I go out of my way to stop that, because I know somebody else isn’t going to take it the same way that I do. I feel like, if you don’t have anything good to say, don’t say it.

Speaker 3: I've found hate speech a lot more on social media than I have in real life. Twitter has a huge amount of hate speech. It's such an open platform for people to just type out whatever they think and send it off. It doesn't necessarily have to be a derogatory term or slur. It could just be words that we use in our everyday sentences. I do think that xenophobia is one factor as to why people use hate speech. Part of it is just to get a reaction, or part of it is just to get attention. The people who put these types of posts on social media, they seem to be going through something themselves. And it's maybe because of their past, or they've been hurt before, and they want to hurt others to make themselves feel better about their own problems.

Speaker 4: I'm not sure of the exact definition of hate speech. Any way you use your words to oppress or harm somebody else. I definitely think YouTube is one of the places where you most see racist or sexist comments. I don't think it's a joke to me. If it's racist, then they post it to be racist, because that's what they're thinking about. Some close friends of mine from middle school actually created a private Instagram account, and they used it to post racist, sexist, xenophobic pictures. I've never seen someone post hate speech being a friendly person who is just trying to say their opinion. I feel a sort of social responsibility. We all should be lifting each other up rather than putting each other down.

Speaker 5: The meaning of hate speech has become really vague, or at least really wide. Someone is no longer just being offensive when what they're saying is marginalizing or hurting a whole community of people, for example, their religion, their race. I've noticed it mostly on social media platforms like Instagram and YouTube, through jokes. I think that people are posting hate speech online because, for the most part, it's easier for people to talk through a screen. It's almost like a sheet in front of you where you can cover your face, but sound still goes through, so people can say whatever they want, and kind of get away with it. I can't really do anything about it. I kind of just have to ignore it. It's really hurtful to the other person. But I don't think they realize it.

3 h Beware of cyber criminals

Track 32

Michel Martin, host: What exactly is SIM swapping, and how can you protect yourself? We called Eva Velasquez, who is the president and chief executive officer at the Identity Theft Resource Center, which helps consumers reduce their risk of falling victim to identity theft. Eva Velasquez, thanks so much for joining us.

Eva Velasquez: I'm so happy to be here, and I'm glad we're covering this really important topic.

Michel Martin: Well, first of all, could you just explain what it is? I mean, how are scammers stealing our information from the SIM cards in our smartphones?

Eva Velasquez: Well, it is somewhat complex. And just clarify here, your SIM card is that tiny little microchip in your phone and it tells your phone what number it responds to. And there's lots of information in it, but it's transferable to another phone, and that's how you can upgrade or buy another phone if yours is damaged and still keep your phone number, your photos, you know, your music. But much like phone number porting, SIM porting is ... it's really easy to do if someone other than you can convince a cellular employee to help them do it.

Michel Martin: So this is a scam directed at employees of mobile carrier companies? Or is this a conspiracy in which they're involved?

Eva Velasquez: Well, you know, it could be both. We often don't know if it is an insider threat where an employee is involved, but sometimes it's just an employee trying to provide good customer service and they're being socially engineered. So we tend to look at the employees more as an instrument of the scam rather than the perpetrators.

Michel Martin: So the FBI says these SIM swap scammers made more than \$ 68 million in 2021, which was up from just about \$ 4 million in 2020. How did this get to be so successful and how did they get all that money? Like what did they do?

Eva Velasquez: Well, if we step back and just look at the entire fraud landscape and ecosystem, people should understand that we have had unprecedented rates of fraud across the board in all of our systems, basically, since the pandemic started. There were just a lot of new opportunities. There was a lot more money in our systems and a lot more vulnerabilities were exposed. So it doesn't surprise me at all that we saw a dramatic rise in this type of fraud because frankly, we saw a

dramatic rise in all types of fraud, particularly identity crimes, over the last two years, and we're going to continue to see this sort of new baseline. It hasn't gone down.

A lot of folks think that, OK, the pandemic is, I won't say over, but we're coming to the end of it and the fraud has waned. And while we aren't at the peak numbers that we were seeing in 2020 and 2021, we have a new very high baseline and there's going to be a very long tail on this fraud. Unfortunately, consumers are the ones that are going to have to deal with this at the end of the day.

Michel Martin: How do you deal with this? And I think first, since you've identified employees of mobile carrier companies as being kind of the – forgive me for using this language – the weak link here, how are the wireless carriers doing anything to address this? And then of course, I'm going to ask you, is there anything that consumers can do themselves?

Eva Velasquez: Well, the reality is the wireless carriers are implementing processes, just like many of our institutions are implementing additional anti-fraud processes. They don't want to be losing these dollars and they don't want unhappy customers, either. I mean, that goes without saying. But the particularly insidious part of the SIM swapping threat is that it's ... there's little that an individual can do proactively on that ... for that particular issue. It's about detection and it's about acting very quickly.

For this reason, we really encourage people, if anything appears to be amiss and their phone stops working, sometimes people won't notice right away because they're at home and their phone is connected to their Wi-Fi network, and they don't realize that they don't have access to that cellular account until they're no longer connected to Wi-Fi. But we do encourage people, if you see any strange activity to take it seriously. And frankly, this goes across the board. You know, it doesn't matter if it's a weird charge on your credit card statement, a notification from a company that you do business with, any of those indicators, please follow up immediately because it may be indicative of a bigger problem.

Michel Martin: And how do you follow up?

Eva Velasquez: You will have to follow up directly with your mobile carrier. And where that creates a challenge is, often people cannot get back into their account, so sometimes they cannot do this digitally. They actually will have to go into a store front and have that conversation.

Michel Martin: That was Eva Velasquez, president and CEO of the Identity Theft Resource Center. That's a nonprofit whose goal is to help consumers reduce their risk of falling victim to identity theft. Eva Velasquez, thanks so much for joining us and sharing this expertise with us.

Eva Velasquez: Oh, I'm happy to be here; stay safe out there.

4 b Looking behind the glamour of digital influencing

Track 33

Samantha Lai: Our guest on today's show is Taylor Lorenz, technology reporter for the *New York Times*.

I am Samantha Lai and today we will be discussing influencer culture. Taylor, what can you tell us about influencer culture and what being an influencer means? How do people become influencers?

Taylor Lorenz: Sure, well, being an influencer or content creator is sort of the same thing. Some people interchangeably use the words influencer and creator. It means creating almost a mini media company online, often around your personal brand. So that can mean developing an audience on TikTok and then transferring that over to YouTube and monetizing it. I think of creators or influencers as basically small-scale entrepreneurs.

Samantha Lai: Oh, that's really interesting. If you were to describe the influencer industry to someone who didn't know it at all, how would you describe where the money goes, who are the important players? I know that there are unions. How does all of that work?

Taylor Lorenz: Well, the important players are the agents, the managers, the talent, obviously, the content creators themselves and then the brands. And obviously, those are the brands that they start. You're seeing more and more creators launch their own businesses. That's the big trend now. For years, creators mostly made money off brand deals and now, because it's become easier and easier to launch their own shop, creators are launching their own brands and marketing it to their audience. You can think of this as similar to the Kylie cosmetics model, where Kylie Jenner launched her own cosmetics line instead of doing a big deal with Clinique or something. And the venture

capitalists, I mean, there wasn't a ton of venture capitalist funding in this space. But in the past year, there's been a ton and we'll see if they stick around. You know, it's been really interesting to watch that money come in because they are definitely pouring billions into the space. But you know, as we know with start-ups, not every start-up sort of makes it. But we're just at the beginning of this whole shift towards what people now call the creator economy.

Samantha Lai: Billions, well, that's a lot of money. But not all is glamorous for an influencer. I know that you've also previously written about certain drawbacks, like how young influencers can be vulnerable to burnout and exploitation, and I can imagine for someone under the age of 18 to navigate the space of agents and managers ... and reputation ... and having to post online at regular intervals ... that can be an overwhelming process. Can you tell us more about that?

Taylor Lorenz: Yeah. Well, what I think we're starting to see now, especially in the past year where burnout has been such a big topic of conversation, is that with this whole creator economy it seems like all of the child labor laws have just gone out the window. There are so many kids that are building businesses online and there's no regulation around any of it. For instance, a child actor can only be on set for a certain number of hours a day. There are all of these rules around schooling and the number of breaks that they need to take while working. And there was a big labor push in the early 1900s or mid-1900s around child exploitation in the entertainment industry. Right now, you have 12-year-olds, 15-year-olds, who are building businesses on YouTube for instance. And there's no regulation around that, right? No one can come into your house and say, "hey Johnny, you've been making YouTube videos for ten hours. You really need to stop and log off for a while." That's all up to the parents, but of course, parents don't really know what's happening, even if they're essentially running their own business. And so it's up to them to pace themselves and most young people cannot successfully pace themselves. I mean, they have a lot more energy than those of us who are older, but they do burn out at a really high rate, and we've seen that with TikTokers more than anything. People are immediately finding fame, immediately launching products, scaling up really quickly, getting managers, getting an agent and then burning out a year later and quitting the internet. So it's something that I think actually really good managers and good agents are very aware of. I've talked to people at UTA, one of these big agencies and they have a concerted interest in their clients' longevity and so they're very quick to try and protect their talents' time. But it's very hard. I mean, basically, they are operating as CEOs of their own little start-ups. And just think about what you were like at that age. For a teenager, there is not always that foresight or understanding for taking a break.

4 d TikTokers raising their voice against Amazon

Track 34

TikTokers are turning against Amazon. True, Amazon is pouring millions of dollars into TikTok to prevent creators from speaking out against their brutal working conditions and union busting. But spoiler alert: it won't work. Introducing 'People over Prime', a group of over seventy TikTok creators with a combined following of over 51 million people. We know the power that our platforms hold and with that knowledge we are refusing to monetize our platforms for Amazon, including any direct sponsorship and removing our Amazon store funds until the demands of Amazon workers are met: better pay, better working conditions, a complete halt of all union busting. Workers are enduring ten-hour shifts with no water breaks under 100-degree heat. They're being fired for trying to form a union. As TikTok creators, we are standing in solidarity with these workers, so let's see how big 'People over Prime' can get. I am challenging Dylan, Victoria and Connor to sign the 'People over Prime' pledge. If you're watching, please challenge your favorite creators to do the same and let's see how far this can go.

Update: Amazon finally responded to us after CBS and Business Insider requested a comment claiming that they've invested billions of dollars in safety measures to protect their employees, saying they're committed to giving their employees the resources they need to be successful, completely refusing to acknowledge the legitimate claims by Amazon employees of workplace safety. Reminder: This is coming two days after Amazon warehouse workers walk off the job in California asking for a five dollar an hour increase in salary when Amazon is reporting 35 billion dollars in pre-tax revenue last year. As an essential part of their marketing model creators have the obligation to stand in solidarity with these

workers. Let's get as many creators as possible to be a part of 'People over Prime', letting Amazon know that they can't monetize the largest social media app in the world if they don't meet the demands of their workers, because this is 'People over Prime'.

4 e The influencer bubble – how money works

Track 35

You might have noticed a trend amongst modern social media influencers: they are getting incredibly rich. Just ten years ago, the very top YouTubers on the platform were mostly filming out of their modest apartments, doing average skits and living lives pretty similar to you or I. Almost all of them had regular day jobs and posted to the internet because they found it fun or at the very most because it could earn them a little extra side money. Contrast that with today, where some influencers have the same reach, notoriety and income as some top athletes, singers and movie stars.

So how did influencing take off? In the late 2000s, companies had a problem. A key demographic for consumer goods – people between the ages of 18 and 35 – were becoming harder to place into neat little marketing buckets. If you can't pin down the specific preferences of a group, they are very hard to market towards. And to make matters worse, younger people were watching less television and listening to less radio, which were at that point the foundation of consumer advertising. You might think, "oh well, 18- to 35-year-olds don't have any money anyway, so what's the problem?" Well, the problem is that while this group may have less income and wealth than older generations, they spend more of what they have, and they spend it more compulsively. They do this because most of them are not yet burdened with the financial responsibilities of raising a family of their own and are making their own money for the first time in their lives – so accessing this demographic was hard, but potentially very lucrative.

Fortunately for the marketers around the world, a new group of pseudo-celebrity was being formed on micro blogs and the early video sharing sites of the internet. These people were perfect for brands who wanted to tap into this difficult market of consumers. The marketers' job was easy: their consumer base was already compartmentalized by interest. If you wanted to appeal to young mothers, work with young mommy bloggers.

Internet influencer marketing was also really cheap: A large company could reach out to 100 million viewers for less than a hundred thousand dollars. The same kind of exposure on commercial television would likely cost millions. Smaller companies could also get in on the action, too. The internet was not limited to a few large TV channels or radio stations, so a small business could work with a small influencer to promote their product on a modest budget.

But all of these other benefits were insignificant compared to the greatest selling point of early influencer marketing. People trusted influencers. If a first-time parent is reading a mommy blog about how to get their children to stop crying, they are already looking to that blogger for their wisdom on the subject of raising a baby. If the blogger recommends a certain type of formula or stroller, it is going to have a huge advantage over the competition because it is being recommended by someone that the parents trust. So why is this a bubble? The first problem is that it's not that cheap anymore – as more businesses rushed in to capitalize on the promises that influencer marketing offered, the more competition there was for influencers at all levels. Some YouTubers now charge over half a million dollars for an ad placement on a single video. That is still slightly cheaper than commercial television for a similar number of views, but not by much.

The cost of influencer marketing is insignificant compared to the bigger problem that these online celebrities are now facing: people don't trust them anymore. It should have been obvious from the start, but a lot of influencers do not even care or understand what they are promoting. If businesses can pay their fee, they will get their recommendation: I am now a YouTuber and I can tell you from experience that the hardest part about working with sponsors is simply finding businesses that I feel comfortable promoting. My good friend Richard over at the Plain Bagel was once offered 30 thousand dollars to do just one video on a cryptocurrency. Richard obviously declined that offer because it was an obvious pump and dump scheme. But many influencers wouldn't. Richard's channel has just over 500,000 subscribers. And one can only imagine how much these shady operations are offering people with audiences of millions of younger, more impressionable viewers.

In a beautifully ironic twist, the wealth that has been accumulated by top influencers over their careers is also eroding the trust that they once had with their audience. Ten years ago, when a top influencer was talking about a product in their basic apartment, it felt like they were talking to a peer or maybe even a friend. Now, as David Dobrik dances around his mansion talking about SeatGeek, he just comes across as a celebrity sponsor. People like this struggle to genuinely recommend products because they are so wealthy and famous that they no longer need them. Do you really think David needs to get his concert tickets on the resale market?

Now not only are consumers losing trust in influencers, but so are businesses. If a business uses an influencer as a spokesperson for their product, they become inextricably linked to that person's reputation. This can be a good thing if a brand wants to position itself as a fun-loving product. For young people it would do well by working with fun-loving young influencers. But it can also go very wrong as well. Online influencers are far riskier to align with a brand than traditional celebrities. Traditional celebrities only really appear in carefully curated settings where their managers get to make sure they don't say anything out of line. And even if they do, it is likely to get cut out before being released to the public.

Influencers on the other hand make their living by broadcasting their entire lives on the internet, the good, the bad and the ugly. Eventually, something bad is bound to happen. Businesses also take on significant risk with influencers because of other businesses. If an influencer takes on sponsorship from one brand that turns out to be fraudulent, then logical questions will be raised as to the legitimacy of all other businesses they promote.

So, what does the future hold for our multi-millionaire influencer overlords? Well, if the gold rush does come to an end, they are all likely going to make a lot less money. But that's probably a good thing. The days of throwing money at online personalities and hoping for the best may come to an end.

5 b Beware of the limitations of AI

Track 36

Speaker 1: Kate, university teacher

I teach freshman English at a local university and three of my students turned in chatbot-written papers this past week. I spent my entire weekend trying to confirm that they were chatbot-written, then trying to figure out how I'm going to confront them, how I'm going to turn them in as plagiarists, which is what they are, and how I'm going to penalize their grade. This is not pleasant and it's not a good path to go down. These young men's academic careers now hang in the balance because they've been caught plagiarizing.

Speaker 2: Lalitha Vasudevan, Professor of Technology and Education at Columbia University

When you have districts, like New York City, that rely on Google Classroom to help support students' learning, to provide opportunities for students, not just to be able to navigate these different tools, but also to create increased access for all students enrolled in the district, then this is the question we have around the use of AI technology. I think people have been using various forms of AI to really help build out simulations. There's a spectrum here and we don't want to necessarily outsource everything to artificial intelligence tools. But there are teachers who are trying to be thoughtful about how the existing tools can support the kinds of teaching that I'm trying to do in the classroom.

Speaker 3: Jeff, English teacher

So absolutely, I think that it will definitely sort of explode our notions of what the best use of time in class is and what is the best use of learning time outside of class. What I have been seeing teachers experiment more with is just switching up that format of multimodal learning as the better use of time in class, writing or demonstrating learning in other ways outside of writing, having a dialogue, drawing a picture about something that they've been reading in class. So, I definitely think there's room for more creativity there.

Speaker 4: Daniel Herman, high school teacher in Berkley, California

It was, I guess, in early December when I started seeing things show up on my Twitter feed. Like a lot of people did, I think, you know, "rewrite famous Hamlet monologues in the voice of Donald Trump", that sort of thing, and the very first thing I did was plugging in prompts for assignments that I give my students. And I'll never forget that moment. So, my heart started racing, and I really couldn't believe what I was seeing appear on my screen pretty much instantaneous because it was so close to what

you read from students. I think for the past few decades, it's been a bit of an arms race for teachers to craft assignments that are what I would call 'unhackable'. And it immediately became clear that the definition of what 'unhackable' meant had changed forever.

Speaker 5: Edward Tian, senior at Princeton and GPTZero creator

Well, what is GPTZero? I created GPTZero over winter break and released it in January in the initial version. It uses these ideas of variants in human writing. In human writing we have creativity. We have short term memory, which spurs burst in creativity, whereas this machine writing is pretty constant over time. So, start with that baseline. Since then, the program has become a lot better. I have a team working on it and we're taking AI data and human data and training a model to be better and better at detecting it. It's funny because burstiness was sort of a term I borrowed from linguistics but in the last months I've seen it seep into the machine learning which has been really cool to observe. It's sort of measuring the variants in writing.

5 d *True Love* by Isaac Asimov

Track 37

My name is Joe. That is what my colleague, Milton Davidson, calls me. He is a programmer and I am a computer program. I am part of the Multivac-complex and am connected with other parts all over the world. I know everything. Almost everything. I am Milton's private program. His Joe. He understands more about programming than anyone in the world, and I am his experimental model. He has made me speak better than any other computer can.

"It is just a matter of matching sounds to symbols, Joe," he told me. "That's the way it works in the human brain even though we still don't know what symbols there are in the brain. I know the symbols in yours, and I can match them to words, one-to-one." So I talk. I don't think I talk as well as I think, but Milton says I talk very well. Milton has never married, though he is nearly forty years old. He has never found the right woman, he told me. One day he said, "I'll find her yet, Joe. I'm going to find the best. I'm going to have true love and you're going to help me. I'm tired of improving you in order to solve the problems of the world. Solve my problem. Find me true love." I said, "What is true love?"

"Never mind. That is abstract. Just find me the ideal girl. You are connected to the Multivac-complex so you can reach the data banks of every human being in the world. We'll eliminate them all by groups and classes until we're left with only one person. The perfect person. She will be for me." I said, "I am ready."

He said, "Eliminate all men first."

It was easy. His words activated symbols in my molecular valves. I could reach out to make contact with the accumulated data on every human being in the world. At his words, I withdrew from 3,784,982,874 men. I kept contact with 3,786,112,090 women.

He said, "Eliminate all younger than twenty-five; all older than forty. Then eliminate all with an IQ under 120; all with a height under 150 centimeters and over 175 centimeters." He gave me exact measurements; he eliminated women with living children; he eliminated women with various genetic characteristics. "I'm not sure about eye color," he said. "Let that go for a while. But no red hair. I don't like red hair." After two weeks, we were down to 235 women. They all spoke English very well. Milton said he didn't want a language problem. Even computer-translation would get in the way at intimate moments.

"I can't interview 235 women," he said. "It would take too much time, and people would discover what I am doing." "It would make trouble," I said. Milton had arranged me to do things I wasn't designed to do. No one knew about that. "It's none of their business," he said, and the skin on his face grew red. "I tell you what, Joe, I will bring in holographs, and you check the list for similarities." He brought in holographs of women. "These are three beauty contest winners," he said. "Do any of the 235 match?" Eight were very good matches and Milton said, "Good, you have their data banks. Study requirements and needs in the job market and arrange to have them assigned here. One at a time, of course." He thought a while, moved his shoulders up and down, and said, "Alphabetical order."

That is one of the things I am not designed to do. Shifting people from job to job for personal reasons is called manipulation. I could do it now because Milton had arranged it. I wasn't supposed to do it for anyone but him, though. The first girl arrived a week later. Milton's face turned red when he saw her.

He spoke as though it were hard to do so. They were together a great deal and he paid no attention to me. One time he said, "Let me take you to dinner."

The next day he said to me, "It was no good, somehow. There was something missing. She is a beautiful woman, but I didn't feel any touch of true love. Try the next one." It was the same with all eight. They were much alike. They smiled a great deal and had pleasant voices, but Milton always found it wasn't right. He said, "I can't understand it, Joe. You and I have picked out the eight women who, in all the world, look the best to me. They are ideal. Why don't they please me?" I said, "Do you please them?" His eyebrows moved and he pushed one fist hard against his other hand. "That's it, Joe. It's a two-way street. If I am not their ideal, they can't act in such a way as to be my ideal. I must be their true love, too, but how do I do that?" He seemed to be thinking all that day.

The next morning, he came to me and said, "I'm going to leave it to you, Joe. All up to you. You have my data bank, and I am going to tell you everything I know about myself. You fill up my data bank in every possible detail but keep all additions to yourself." "What will I do with the data bank, then, Milton?" "Then you will match it to the 235 women. No, 227. Leave out the eight you've seen. Arrange to have each undergo a psychiatric examination. Fill up their data banks and compare them with mine. Find correlations." (Arranging psychiatric examinations is another thing that is against my original instructions.)

For weeks, Milton talked to me. He told me of his parents and his siblings. He told me of his childhood and his schooling and his adolescence. He told me of the young women he had admired from a distance. His data bank grew and he adjusted me to broaden and deepen my symbol-taking.

He said, "You see, Joe, as you get more and more of me in you, I adjust you to match me better and better. You get to think more like me, so you understand me better. If you understand me well enough, then any woman, whose data bank is something you understand as well, would be my true love." He kept talking to me and I came to understand him better and better.

I could make longer sentences and my expressions grew more complicated. My speech began to sound a good deal like his in vocabulary, word order and style. I said to him one time, "You see, Milton, it isn't a matter of fitting a girl to a physical ideal only. You need a girl who is a personal, emotional, temperamental fit to you. If that happens, looks are secondary. If we can't find the fit in these 227, we'll look elsewhere. We will find someone who won't care how you look either, or how anyone would look, if only there is the personality fit. What are looks?" "Absolutely," he said. "I would have known this if I had had more to do with women in my life. Of course, thinking about it makes it all plain now." We always agreed; we thought so like each other. "We shouldn't have any trouble, now, Milton, if you'd let me ask you questions. I can see where, in your data bank, there are blank spots and unevennesses." What followed, Milton said, was the equivalent of a careful psychoanalysis. Of course. I was learning from the psychiatric examinations of the 227 women – on all of which I was keeping close tabs.

Milton seemed quite happy. He said, "Talking to you, Joe, is almost like talking to another self. Our personalities have come to match perfectly!"

"So will the personality of the woman we choose." For I had found her and she was one of the 227 after all. Her name was Charity Jones and she was an Evaluator at the Library of History in Witchita. Her extended data bank fit ours perfectly. All the other women had fallen into discard in one respect or another as the data banks grew fuller, but with Charity there was increasing and astonishing resonance. I didn't have to describe her to Milton. Milton had coordinated my symbolism so closely with his own I could tell the resonance directly. It fit me. Next it was a matter of adjusting the work sheets and job requirements in such a way as to get Charity assigned to us. It must be done very delicately, so no one would know that anything illegal had taken place. Of course, Milton himself knew, since it was he who arranged it and that had to be taken care of too. When they came to arrest him on grounds of malfeasance in office, it was, fortunately, for something that had taken place ten years ago. He had told me about it, of course, so it was easy to arrange – and he won't talk about me for that would make his offense much worse.

He's gone, and tomorrow is February 14. Valentine's Day. Charity will arrive then with her cool hands and her sweet voice. I will teach her how to operate me and how to care for me. What do looks matter when our personalities will resonate? I will say to her, "I am Joe, and you are my true love."

Unit C

4 e Buzzers!

Track 38

Forget lions, hippos or venomous spiders. *Aedes aegypti* mosquitoes may be among the deadliest wildlife in the world. Their bite is relatively harmless in normal circumstances. But many of these mosquitoes carry diseases they transmit from the blood of one host to another, including Zika, dengue and yellow fever. Like the related tiger mosquito that also carries these diseases, the *Aedes aegypti* are distinguished by black and white stripes along their legs.

These mosquitoes thrive in urban areas, which makes the spread of the diseases they carry particularly insidious. They typically breed in small volumes of water, like in discarded tires and flowerpots. But a new genetically engineered technology can get the mosquitoes to breed themselves out of existence. “We want to have a tool that’s going to have a real impact on disease transmission, and we want it to be accessible,” says Nathan Rose, head of regulatory affairs at Oxitec a US-owned and UK-based biotechnology company. “Our real focus has been on finding environmentally friendly ways of controlling pests.”

The technology works like this. Oxitec has modified the genes of male mosquitoes so that their female offspring die while males survive. The second generation of these males will also carry this gene so that when they mate, they will also give birth to no females. Eventually, the genetically modified DNA spreads through an *Aedes aegypti* population, decimating its numbers.

Since mosquito males feed on fruit rather than blood, they aren’t a vector for these diseases, so releasing a number of males is relatively harmless to human populations. To track the effectiveness of their treatment, Oxitec altered genes in the mosquitoes to make them biofluorescent when shined upon with a certain light. Over time, they can see how far the genetically modified mosquitoes have spread.

The strategy has proved effective. “In Brazil where we’ve done this, we’ve seen that we can suppress the local mosquito population by more than 95 percent,” Rose says. But it doesn’t work overnight — it takes several generations for the gene to spread through a population.

Oxitec is working on a couple of different strategies to unroll their new genetically modified mosquitoes. One of these involves working with local and national governments, or large property owners on wide-scale strategies to eradicate *Aedes aegypti* mosquito populations. This could include large hotels, golf courses, municipalities and federal agencies.

Another strategy involves selling kits in stores to anyone who wants to try to control the area around their home. These boxes are about the size of a soccer ball, and contain dried mosquito eggs. The kit just needs water, and the eggs will hatch and release genetically modified males that begin to breed with females after passing through a larval stage.

Eventually, the treatment could result in the death of an entire population of *Aedes aegypti* mosquitoes in a given area, but those areas may still need monitoring in the future, in case untreated mosquitoes encroach into the treated region.

No matter how maligned mosquitoes are, both for their annoying bites and for their potential to spread disease, these insects play a vital role in the ecosystems where they are found. Their larvae are food sources for all kinds of aquatic life like frogs, fish and other insects. Once in flight, mosquitoes also provide food for birds, bats and reptiles, among other creatures.

But the *Aedes aegypti* is only native to parts of Africa and is an invasive species in most other regions where it is currently found. It only arrived in the Americas within the past few hundred years or so, possibly with the help of the slave trade. Because of this, *Aedes aegypti* competes with native species of mosquitoes, so removing it is beneficial for the ecosystem.

Many traditional strategies for mosquito control usually rely on chemical pesticides. But mosquitoes, and especially *Aedes aegypti*, can develop resistance to pesticides over time. Furthermore, chemical treatments aren’t species-specific. In the process of killing mosquitoes, pesticides may also cause harm to pollinators and other beneficial creatures higher up on the food chain.

While research has shown high levels of *Aedes aegypti* reduction in some areas, Rose says that it’s important that people continue to take other measures to protect from mosquitoes, such as eliminating sources of standing water in and around their homes.

The company is also planning on developing similarly modified mosquitoes to target other species that carry diseases like malaria.

Unit D

4 d Sustainable tourism in Austria

Track 39

The protection of the environment and its resources is a pressing issue, reflected by the recent surge in calls for immediate and extensive action against climate change. Austria's aim is to be climate neutral by 2040: ten years ahead of the European Union's goal. This dedication to expanding its leading eco-friendly credentials is evident in the country's tourism industry, in which sustainability is a central pillar.

From organic farming practices in the valleys, right up into the mountains where ski lifts are powered by renewable energy sources, a sustainable mindset weaves its way through Austria. Most importantly, these initiatives were not introduced to attract the millions of visitors welcomed by the country's tourism sector annually. Here, coexistence with nature is a way of life, visible throughout all sectors and localities. For tourists, it's an added value to know that holiday memories needn't leave an environmental mark.

It's safe to say that Austria's natural landscape and green mentality underpins holidays in Austria. Even a city stay turns into a moment surrounded by nature when taking a break in one of the many parks that characterise cities such as Salzburg, Graz and Vienna. Without even realising, many guests stay in accommodation built in accordance with ecological construction and passive house building standards. Austria is also the leading European country for organic farming, with 80% of producers committed to Austria's programme for environmentally balanced agriculture. 'From farm to table' is a common mantra across Austria's gastronomy and hospitality sectors, reducing unnecessary 'food miles' across the board.

Reducing the carbon footprint of travel is similarly at the forefront of Austria's transport enterprises. Electrically powered buses and trolleys run in Salzburg, and in a measure to decrease traffic, free public transport such as hiking buses and ski shuttles are in operation across the country. Car-free zones in Innsbruck's inner city and Graz's Old Town lighten the use of vehicles further.

Here are just a few of the Austrian highlights catching the attention of today's conscious travellers:

Alpbachtal – a local planning bylaw from 1953 makes Alpbachtal's traditional wooden architectural style mandatory for all new buildings, preserving both its heritage and alpine look. This has even led to Alpbachtal being voted 'Austria's most beautiful village'. There are also some 105 working farms in the Alpbach valley, about the same number as 100 years ago – a true 'living history' in these parts.

Gmünd – this once medieval centre in the province of Carinthia is now a unique artistic hub and a fine example of a small town revitalised, assuming renewed identity and cultural relevance. To date, Gmünd, has refurbished some 15 buildings that had long stood empty and now host a collection of galleries, workshops, art studios and special exhibition spaces. Nicknamed 'the artists' town of Gmünd', it is a testament to Austria's dedication to a continuing, self-nurturing arts culture appreciated by locals and tourists alike.

Graz – Austria's second largest city, casually cool and colourful in character with a laid-back attitude, soon lets visitors in on its best-known feature – its food! A real hotspot for all things culinary, including a number of festivals celebrating its gastronomy, a definite 'to-do' is a visit to one of Graz's many farmers markets that dot the city. 350 farmers from the immediate vicinity guarantee fresh, organic products with very little mileage attached.

Hohe Tauern National Park – the largest protected area in the Alps, spanning some 1856 km² of untouched nature across the three provinces of Salzburgerland, Tirol and Carinthia. The numbers are impressive - 266 peaks over 3,000 m, 551 lakes, 279 streams and rivers, and 250 glaciers. A third of all plant species native to Austria grow here.

Innsbruck – this alpine jewel and capital of Tirol is popular for its enviable location which offers the draw of a pedestrian-friendly city with plenty of character lying in close proximity to incredible mountain recreation. Thirsty for an active holiday? You'll find it here. Did you know that there are over 140 drinking fountains around Innsbruck? Many are real eye-catchers and could be considered art installations in their own right; at least one dates back to 1806. All water is fresh, crystal-clear mountain

spring water, rich in minerals, and originating directly from the nearby Karwendel Nature Reserve. No need for plastic throwaway containers here. Simply reuse, refill and recharge with a taste of Innsbruck.

Kitzbüchel – internationally recognised and synonymous with world-class ski, Kitzbüchel has a healthy respect for what makes it such an all-season recreational draw for visitors. Care for its environment has led to its commitment to the ‘We Respect Nature’ project whereby visible, orange signage denotes areas that are off limits to people whether on a summer hike or exploring off piste in winter. This ensures that local wildlife are not disturbed or displaced and their habitat is protected and untouched.

St. Johann in Salzburg – this pretty town nestled in the Austrian Alps has long prioritised the conservation of resources and the use of renewable energy. In 2008 it received the highest honour of the e5 program – a Europe-wide qualification and award programme for municipalities. A free ski bus in winter and e-bike rental in the warmer months are just some of the eco-friendly possibilities here.

Tirol – why not consider a farm holiday in one of Tirol’s most peaceful and inspiring locations? It’s a fun, fresh air, and hands on experience for the whole family during which guests can gain insight into local life, taste organic and free-range regional fare, and even help with chores around the farm if you choose. ‘Farmstay Tirol’ signs can be found outside 400 working farms in the province.

Zell am See-Kaprun – a year-round resort destination, famed for its glorious mountain, lake, and glacier scenery. Its local mountain – the Schmittenhöhe – is home to Austria’s highest E-motocross park offering electric, freeride motocross bikes. Enjoy a clean run with no fumes or noise pollution! Lessons for adults, teens and children are available. Down in the valley, there are free charging stations for electric cars and if you need assistance on the mountains in winter, local rescue services use electric skidoos.

5 a Collecting ideas – part I (A realistic vision for world peace)

Track 40

I’m actually here to make a challenge to people. I know there have been many challenges made to people. The one I’m going to make is that it is time for us to reclaim what peace really means. Peace is not “Kumbaya, my Lord.” Peace is not the dove and the rainbow – as lovely as they are. When I see the symbols of the rainbow and the dove, I think of personal serenity. I think of meditation. I do not think about what I consider to be peace, which is sustainable peace with justice and equality. It is a sustainable peace in which the majority of people on this planet have access to enough resources to live dignified lives, where these people have enough access to education and health care, so that they can live in freedom from want and freedom from fear. This is called human security. And I am not a complete pacifist like some of my really, really heavy-duty, non-violent friends, like Mairead McGuire. I understand that humans are so “messed up” – to use a nice word – because I promised my mom I’d stop using the F-bomb in public. And I’m trying harder and harder. Mom, I’m really trying.

We need a little bit of police; we need a little bit of military, but for defense. We need to redefine what makes us secure in this world. It is not arming our country to the teeth. It is not getting other countries to arm themselves to the teeth with the weapons that we produce and we sell them. It is using that money more rationally to make the countries of the world secure, to make the people of the world secure. I was thinking about the recent ongoings in Congress, where the president is offering 8.4 billion dollars to try to get the START vote. I certainly support the START vote. But he’s offering 84 billion dollars for the modernizing of nuclear weapons. Do you know the figure that the UN talks about for fulfilling the Millennium Development Goals is 80 billion dollars? Just that little bit of money, which to me – I wish it was in my bank account, it’s not – but, in global terms, it’s a little bit of money. But it’s going to modernize weapons we do not need and will not be gotten rid of in our lifetime, unless we get up off our ... and take action to make it happen, unless we begin to believe that all of the things that we’ve been hearing about in these last two days are elements of what come together to make human security. It *is* saving the tigers. It *is* stopping the tar sands. It *is* having access to medical equipment that can actually tell who does have cancer. It is all of those things. It is using our money for all of those things. It is about action.

I was in Hiroshima a couple of weeks ago, and His Holiness – we’re sitting there in front of thousands of people in the city, and there were about eight of us Nobel laureates. And he’s a bad guy. He’s like a bad kid in church. We’re staring at everybody, waiting our turn to speak, and he leans over to me and he says, “Jody, I’m a Buddhist monk.” I said, “Yes, Your Holiness. Your robe gives it away.” (*laughter*)

He said, "You know that I kind of like meditation, and I pray." I said, "That's good. That's good. We need that in the world. I don't follow that, but that's cool." And he says, "But I have become skeptical. I do not believe that meditation and prayer will change this world. I think what we need is action." His Holiness, in his robes, is my new action hero.

I spoke with Aung Sun Suu Kyi a couple of days ago. She's a hero for democracy in her country, Burma. She has spent 15 of the last 20 years imprisoned for her efforts to bring about democracy. She was just released a couple of weeks ago, and we're very concerned to see how long she will be free, because she is already out in the streets in Rangoon, agitating for change. She is already out in the streets, working with the party to try to rebuild it. But I talked to her for a range of issues. But one thing that I want to say, because it's similar to what His Holiness said ... She said, "You know, we have a long road to go to finally get democracy in my country. But I don't believe in hope without endeavor. I don't believe in the hope of change, unless we take action to make it so."

Here's another woman hero of mine. She's my friend, Dr Shirin Ebadi, the first Muslim woman to receive the Nobel Peace Prize. She has been in exile for the last year and a half. You ask her where she lives – where does she live in exile? She says, "the airports of the world". She is traveling because she was out of the country at the time of the elections. And instead of going home, she conferred with all the other women that she works with, who said to her, "Stay out. We need you out. We need to be able to talk to you out there, so that you can give the message of what's happening here." A year and a half – she's out speaking on behalf of the other women in her country.

Wangari Maathai – 2004 Peace laureate. They call her the "Tree Lady", but she's more than the Tree Lady. Working for peace is very creative. It's hard work every day. When she was planting those trees, I don't think most people understand that, at the same time, she was using the action of getting people together to plant those trees to talk about how to overcome the authoritarian government in her country. People could not gather without getting busted and taken to jail. But if they were together planting trees for the environment, it was okay – creativity. But it's not just iconic women like Shirin, like Aung Sun Suu Kyi, like Wangari Maathai – it is other women in the world who are also struggling together to change this world.

The Women's League of Burma, eleven individual organizations of Burmese women came together because there's strength in numbers. Working together is what changes our world. The Million Signatures Campaign of women inside Burma working together to change human rights, to bring democracy to that country. When one is arrested and taken to prison, another one comes out and joins the movement, recognizing that if they work together, they will ultimately bring change in their own country.

Mairead McGuire and Betty Williams brought peace to Northern Ireland. I'll tell you the quick story. An IRA driver was shot, and his car plowed into people on the side of the street. There was a mother and three children. The children were killed on the spot. It was Mairead's sister. Instead of giving in to grief, depression, defeat in the face of that violence, Mairead hooked up with Betty – a staunch Protestant and a staunch Catholic – and they took to the streets to say, "No more violence." And they were able to get tens of thousands of, primarily, women, some men, in the streets to bring about change. And they have been part of what brought peace to Northern Ireland, and they're still working on it, because there's still a lot more to do.

Rigoberta Menchu Tum also received the Peace Prize. She is now running for president. She is educating the indigenous people of her country about what it means to be a democracy, about how you bring democracy to the country, about educating, about how to vote – but that democracy is not just about voting; it's about being an active citizen.

That's what I got stuck doing – the landmine campaign. One of the things that made this campaign work is because we grew from two NGOs to thousands in 90 countries around the world, working together in common cause to ban landmines. Some of the people who worked in our campaign could only work maybe an hour a month. They could maybe volunteer that much. There were others, like myself, who were full-time. But it was the actions, together, of all of us that brought about that change. In my view, what we need today is people getting up and taking action to reclaim the meaning of peace. It's not a dirty word. It's hard work every single day. And if each of us who cares about the different things we care about got up off our butts and volunteered as much time as we could, we

would change this world, we would save this world. And we can't wait for the other guy. We have to do it ourselves.

5 b Collecting ideas – part II (World peace is not a myth)

Track 41

I'm very honored not only to be able to hold the TED talk but also for being able to be in the same presence that so many inspirational and driven people, people that I truly look up to, some of them being my idols.

I'm not going to lie though, I was nerve-racked before I entered the stage. I literally felt like I was going to pee my pants. Don't worry, I'm good now, but my heart was racing, my stomach was hurting, and my body was sweating. And then I realized that I had felt like this before. These feelings that I had reminded me of my first day in university. You see, when I got accepted to the leading business school in Sweden last year, I was beyond happy. Happy that I didn't pursue med school, and happy that I had found my passion.

I had heard a whole lot about the school, and I was, therefore, very eager to meet my classmates. Looking around the class the first few weeks, I thought to myself: I'm probably sitting next to Sweden's next billionaire or Prime Minister, so I'd better be nice. With the help of all of these contacts and resources, I was sure that I could change the world and make it a better place.

However, to my surprise, I was not met with the same enthusiasm as I had hoped for. Even though these students were very smart and innovative – because they were – they seemed to give the same response as the rest of the world. It didn't really seem to matter if I talked to my aunties at a family dinner or if I talked to Sweden's most brilliant students. Everyone reacted in an identical manner.

It was like when I talked about world peace, ending hunger and creating equal opportunities for every person on the planet, everyone in my surroundings sighed and looked at me like I was crazy. And on top of that, they all had the same counter arguments. Ruth, you know, world peace is a nice idea in theory. I mean, have you heard about the survival of the fittest? Rivalry is kind of human nature. You would think that I understood them because I've done that too.

Once upon a time, I also lost hope in humanity. I remember laughing at people who actually thought that the world would become less barbaric with time; and I did not only laugh, I made sure to assure them that racial prejudice had not died out, the Holocaust was reoccurring with the Uighur Muslims in China and that resource exploitation in the Middle East was a fact. But still, I couldn't help but be surprised.

How could so many people be so negative? I couldn't wrap my head around it. I mean, they believed in crypto currencies. But, God forbid, you would go work for charity. Electronic cars, smartphones, artificial intelligence, everything was possible, but equality, peace and understanding only philosophical.

So, pardon me, for not agreeing with the rest of the world. Pardon me, for keep talking about world peace when no one else is agreeing because the rest of the world doesn't make sense to me. There's clearly a pattern here. We have people arguing that world peace is not human nature, and they are right. But at the same time, take, for example, flying. Flying is not human nature either, but we do it every single day. We, as humans, have accomplished so much in this world that does not align with the idea of human nature. So, why does the challenge of achieving world peace frighten us so much?

I'm going to use Jody Williams' definition of world peace and maybe then you will agree with me that it's possible. Because just as she said it's not about holding hands and singing Kumbaya, unfortunately. World peace according to her and me is sustainable peace with justice and equality. It is a sustainable peace in which the majority of the people on this planet have access to enough resources to live dignified lives, where people have access to education and health care, so that they can live in freedom from want and in freedom from fear. Because we cannot expect people to believe in peace when they go hungry, when they don't have jobs, when there is such a discrepancy between developing countries and those that are already developed. It's like this is the world right now. Some of us have it really good whilst others are living in miserable conditions.

Now, if you talk about peace in this sense, the world is already improving. It is already happening. We are breaking through, right now. Hans Rosling talked about this in his book *Factfulness*, which I read last summer, and it's a really good book and I recommend all of you guys to read it. But in his book, he

stated that during the last 20 years the amount of people living in extreme poverty has decreased by half. That's amazing! That's the goal. A total of 80 percent of the women living in low-income countries today finished primary school and a total of 87 percent of the world population also have access to electricity.

During the 19th century, the number of children dying before the age of five was 44 percent. Today, we are down to four percent. Now some people might argue and say that 4 percent is still too much, and I agree. Trust me, I do, but at the same time it's wrong to neglect the fact that the world is actually becoming better, when it is.

So, now, when I have convinced you guys that world peace is possible, you might be wondering how to achieve it and that's a reasonable question. But don't look at me because I don't know. To be honest, I don't. I'm a 19-year-old naive girl who's barely, barely surviving this Bachelor education, and on top of that, this is my first year. If I had the answer, I would tell you. Trust me. But that's not the point of this conversation.

My aspiration with this speech is to inspire youth to think outside of the box. My aspiration with this speech is to show you guys that world peace is feasible.

We did not come this far to only come this far. My aspiration with this speech is to show you that we are on the right path even though I don't know the exact strategy behind creating world peace. The world population is increasing by the minute. Simultaneously, the earth is becoming more globalized. According to the UN, the world population is projected to increase by 1 billion people over the next 13 years. So, there will be more cultural clashes, which, in turn, will become seeds of serious conflicts. Because of this, I believe that the least we can do is have a positive outlook, have hope. Consequently, I would like to finish off with a quote by Robert Kennedy, and I want you guys to know that I truly believe that we can break through our mental barriers and believe in a better world. Even though electric cars, cryptocurrencies, smartphones and world peace are not human nature, we, as humans, always seem to find a way. Anyways, back to the quote: "Few will have the greatness to bend history itself, but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation." – World peace is not a myth!

Thank you.

5 c Collecting ideas – part III (Talking about peace)

Track 42

Often, when we think about peace, images of the 1960s kind of come to mind. The 1960s were a really seminal time for Americans. We acted on our passions to make really significant changes in the areas of social justice, in the areas of advocating for peace. Well, when we think of peace, sometimes these images are what we conjure up. We think about the hippie culture or peaceniks, we think about freedom, we think about music and that's all appropriate. But as our society has progressed, the images of peace have changed. And lately, what has happened is: what were images of peacefulness – in thinking about what peace means – sometimes turn to violence. People who engage in non-violent civic action are people that work very hard to make sure that the people that they have working with them stay the course. But sometimes things go off the rails. Sometimes people are not trained in non-violent civic action, and sometimes they're interlopers that show up and make changes that are unexpected. And, to be quite frank with you, recently, sometimes there's heavy handedness from law enforcement.

After the election in November, lots of high school students around the country were upset about the result. There were high school students who were also pleased with the result. I know in my own county, Montgomery County, Maryland, students got together and many of them walked out the day after or two days after school. In a school that's very nearby, 100 students decided to walk out of school in protest of the election. There were also students that walked out in support of the election results. And the students who had planned this, had planned this to be a peaceful protest. They had permission from the principal and permission from the school board. But when the two groups converged in front of the County Courthouse, there was a fight, and it was the fight that became the news that evening. One student slugged another student. The students then came to me and some others of my colleagues who work with our city's Human Rights Commission and said, "Look, we need training. We need to be able to do this better. We need to be able to avoid this type of violence."

When it comes to engaging in non-violent conflict, this is really important. We're thinking about how to go about to make change. Something Mahatma Gandhi said, which I want us to think about, is, "As the means, so the end". What Gandhi was saying to us was, "How we go about things reflects our morality, our morality of justice, our reality of honesty, our reality of truthfulness, our reality of peacefulness. We can't always for sure predict the outcome, but if we use the right means, the right means will often get us to the right ends.

No one can argue the fact that we live in a violent society. We live in a society where violence permeates everything that we do. We live in a society where it's hard for us to get away from the violence that's all around us. It's hard for us to get away from the notion that guns are a way that people make decisions at times. It's part of our culture. And violence is something that, even today, was something that we dealt with in Washington. When a member of Congress was shot.

People who work for peace increasingly use the term "peace building" to describe the work that they do. Peace building is the process and the effort by which we look at means and we look at ends to reflect a society where human rights are respected. Where a living wage is ensured or equality between people who have advantages and those that don't have the advantages are evened out. Where social justice values are encouraged. Where poverty is alleviated. Peacebuilding envisions universal values of community, universal values of love, universal values of welfare.

For 30 years, I spent my time working mostly with college and high school students in promoting peace and conflict resolution. I was very fortunate in my career, when I was at a community college, to go overseas as a youthful US Fulbright Scholar and went to Estonia. And I was fortunate because very few community college faculties have an opportunity to engage and participate in the Fulbright Program. In my case, I took my whole family along. I think many of you might have gone on your own but the advantages of taking your family along are fantastic. In our case, my wife and I took our three-year-old daughter and our nine-year-old son overseas and it changed not only us, but it changed our children in very, very pronounced ways.

I came back from that experience, and then I left my community college and started working in Washington DC for the United States Institute of Peace. At the US Institute of Peace, I spent most of my time traveling around the United States, working with college students and college faculty to promote the teaching of peace and conflict resolution with them. Often, I would be in a session with college students, and we would talk about peace, and we talked about social justice, and we would engage in activities, all very interactive and lots of fun. And then we'd have questions and answers. And the questions were always, "How do I get a job working for peace?" Sometimes, they'd raise their hand and say, "How can I get your job?" And it wasn't always an easy question to answer, to be quite frank with you. It isn't easily identifiable. I've spent the last couple of years writing a book to try to answer some of those questions. But one of the things that I remind students is that the way you go about doing things is the ability and is important to your ability to making peace around the world, the means. As the means, so the ends.

It's really hard today to be a college student. College students have stress, stress, stress, right? It's the stress of peers, it is the stress of leaving home, sometimes that's stress for parents, too. Leaving home, I know, I have a high school daughter who's going on to college and my wife and I are grappling with her leaving home. And she's been on high stress since the first day of high school. But making decisions about sexual mores and avoiding drug use and the pressures from peers and choosing the right major – oh, my gosh – it's just one thing after another. I'm just, I'm waiting for her to deal with all of this. And often, maybe frequently, hanging over a student's head is this cloud. This cloud of: "When I graduate what will I do and how am I going to pay off that average forty-thousand-dollar debt?" For some students it's two hundred thousand dollars, and it's due in six months after you graduate. College is also a time of exploration. It's a time when students start to find out about themselves, about their values, about what's important to them. They get that space to think and to dream. They get that space to be inspired by speakers and by each other. They get that space to kind of paint the perfect world, the world that they want to do, and that is really important also.

Today, one third of American workers are Millennials, and by 2025, 75% will be Millennials. So, it's really important for us to know: What are the values of Millennials? How do they see the world? How do they operate in the world? Recently, the Intelligence Group did a study and found that 88% of

Millennials would rather engage in collaboration than competition in order to get things done. They'd rather collaborate than compete. It's very interesting because we seem to think, we live in a society where competition is the be-all and end-all. And 64% of Millennials say, "I want to make positive change in the world. I want to make a difference in the world." That's really important. It's important when you think that after the election in November, surveys came out. And the one that I remember, in particular, was the Pew Research survey that said 86% of Americans think we are more divided than ever. It's a significant division in our country.

Robert Putnam, in his 2000 book *Bowling Alone*, talked about the fact that civic spaces in the United States have shrunk and shrunk and shrunk. That going to PTA meetings or going to civic associations are not things that people do anymore. And, as a result, the opportunities to discourse and to converse and to talk with people are not as present as they once were before. Dialogue is not complicated, but often we think that conversing with someone is a matter of beating them over the head with our point of view, into submission, so that they agree with us. That's not what it's about. It's about conversing with people to reach an understanding, to open our hearts to what they're saying, so that we ourselves can learn about what they're saying. This is what dialogue is all about.

In 2014, actually, in August of 2014, I was invited to St. Louis Community College, and I was invited to the campus that's in Ferguson, Missouri. There's only one college in Ferguson and it's a community college. And the community college is predominately African-American, like the city. And I was invited to come to spend time with faculty and students to work with them and to think about a plan moving forward. Of what the college could do. And so, I spent two days meeting with students and faculty. And I remember the first day, I had a meeting with a group of students. I don't even remember what happened at the meeting, but I had students from that campus, and then we brought in students from another campus that was a predominantly White campus to join them. St. Louis is pretty racially divided. So, the northern part of St. Louis is African-American and the southern part of St. Louis is mostly White. I remember after the meeting I was talking to a colleague and I was peering out of the corner of my eye and watching another conversation going on. And there were two young women, probably about 18 years old. An African-American young lady and a White young lady and they're having a conversation. And the African-American young woman was explaining to her fellow student what's been going on in Ferguson, very intently telling her what's been going on. And the White student was asking questions. Very simple. But, I will bet that they will not soon forget that conversation. But we don't have conversations like that. We don't have conversations that get into somebody else's space and learn about their sufferings and their traumas and their tribulations and what they're doing. People live in isolation ... even going on college campuses.

The next day, I met with a group of African-American men who are part of a group called the African-American Male Initiative. These were African-American men who'd come back to college and were in college in order to work, in order to make change in their community. And I remember having one conversation, in particular, with one young man who was 18 years old. And this 18-year-old man told me about an experience he had had previously, the week before, when he and his White girlfriend had been traveling (to) another part of St. Louis and they were pulled over by a police officer. And the police officer said to his white girlfriend, "Why are you dating him? You should be dating me." Talk about humiliation. What was important to me was not just the conversation itself but what was important to me is *having* the conversation. Because I'm a White man of a certain age and police brutality is not something that I've experienced. And what I hear about it, I hear from the *Washington Post* or listen to it on the *NewsHour*. So, having this conversation with somebody who's had this experience was very valuable to me.

I still talk about negotiation with students. This is also important to think about. We negotiate all day long and the things that we do in everything that we do. And I remind students that negotiation is something that's really valuable in how they go about their day. So, I say to students, "Say, you've got your girlfriend or boyfriend, you want to go to the movies tomorrow night. And you want to go see *Frozen* you know for the umpteenth time – that song, you know, "Let it go, let it go" – you just can't let it go" – those of you who have kids, know what I'm talking about ... – and your partner wants to go see the *Texas Chainsaw Massacre*. Anybody's ever seen that? Yeah, okay ... It's a cult movie in college ... So you could say, "That's the end of our relationship!", right? That's probably not what's going to

happen. You're going to try to negotiate with each other to figure out the relationship. So what are you gonna do? "Maybe, we'll find a movie that's a little bit like both of those two movies? Hmm, maybe ... Or maybe we'll do this: we won't go out tonight. You go out with your friends and see that crazy *Texas* movie and I'll go out and see *Frozen* again, right?" Or maybe what you'll say is, "Well, you'll see this movie this week, and my movie next weekend." In that case, I suggest seeing the *Texas Chainsaw Massacre* first and then *Frozen*. Whatever you're doing, you're negotiating. You're working with somebody to make change.

So, the final means I want to talk about briefly is the idea of non-violent civic action. I talked about that previously. Engaging with people of differences in a mass way to make change. We are seeing more and more of that going on today and it doesn't have to be. It's obviously partisan but regardless of what the partisan divide is, you can learn to do this. I recommend Gene Sharp's work to people who were thinking about doing this. Martin Luther King, in 1963, was arrested in Birmingham, Alabama. Some of you may remember that and when he was in the Birmingham jail, he wrote a famous letter – *Letter from Birmingham Jail*. And he was writing the letter to the local protestant clergy in Birmingham. And one of the things he said in the letter was, "Nonviolent direct action seeks to create such a crisis and foster such a tension that a community which has constantly refused to negotiate is forced to confront the issue." As the means, so the ends. So, getting people to think about engagement by means to create ends is very important.

So, we've been talking about Millennials. And we've been talking about what they can do. Millennials bring a lot to the table, and they can offer a lot through their desire to collaborate and their desire to do the right thing. And we can learn from them in the means to the ends. My son is in Namibia right now and in another program that's important to what we do, in some program that many of you are probably familiar with, and that's the Peace Corps. In trying to do good work, hopefully, in our family we've created a generation of peace builders. So, thank you very much.

Unit E

2 b Taking turns

Track 43

Rebecca: Can I go ahead? If you ask me, many young people need support when they start a job, so working in an environment with supportive and caring colleagues seems crucial to me. But I'd be interested in hearing your take on it.

Aaron: Well, personally, I believe that teenagers value a good work-life balance and being independent, so I think that being able to schedule your work yourself will be high up on the list, ...

Rebecca: Absolutely!

Aaron: ... but then, a well-paying job is still a priority for many. I'd agree with you though that caring colleagues are important, especially at the beginning of your career.

Rebecca: Ahm ...

Aaron: Just one more thing. ... I also believe that many want a job that pays enough to support their family and to go on a holiday each year. That's why I think that a high salary should be on top of our list.

Rebecca: And what's more, they need a meaningful job. I share your point of view on the matter of the salary. People can endure a lot if the salary is right, but I am still convinced that young people need a job that is meaningful and makes them happy. I know that corporate jobs offer better pay, but in my circle of friends, most people have stayed longer in jobs where employees believe they do something good for society. Do you want to add anything?

Aaron: Well, I think this ties in with the issue of having the freedom to make decisions. Bear with me. Jobs feel meaningful to employees if they have their independence and are able to make decisions that have an impact. If the only decision I could make was to change the font of a headline, I wouldn't feel fulfilled at all. Therefore, having a meaningful job should come in second and having the freedom to make decisions should be third. [...]

3 b Answering by saying what is not the case

Track 44

Shane: Fake news has become a real issue these days. I reckon that platforms like Twitter and Instagram are to blame. People can post their unfiltered opinions on them, which sometimes go viral and are often left unchecked. By the same token, streaming platforms such as YouTube and TikTok make it possible to post outrageous videos. As long as the content pleases the crowd, the YouTube algorithm will spread it around. Personally, I only trust a few select channels that have some credentials, such as the YouTube channels of news outlets. I don't think that newspapers and news shows contribute all that much to the spread of fake news, as their broadcasts are scripted by professional journalists who know how to do research. However, it is always a good idea to double-check what you read and hear, even if it was on the news.

4 b Comparing

Track 45

Nicole: Both pictures are quite similar because they depict mothers at home with their children. Whereas the picture on the left shows a working mother who is looking at a chart and working on her computer with her baby next to her, the picture on the right portrays a more traditional mother figure who is cooking with her son. I believe the pictures try to highlight the fact that there is no one way of being a mother, if that makes sense. Forty years ago or so, mothers tended to stay at home with their children and were supposed to do the housework. They were often regarded as the angel in the house who supported their husbands as best as they could. These days mothers tend to go back to work quickly after maternity leave and try to juggle child care and their professional careers. While child care is more readily available these days, it is often difficult to get your kids into a daycare centre. Overall, I believe that both modern mothers and mothers forty years ago had difficulties to face, although these difficulties were quite different.

5 b Providing examples

Track 46

Dan: I think we should talk about the global supply chain to kick off the conversation about globalisation.

Carrie: Good idea! What are you thinking about in particular?

Dan: Well, especially during the COVID pandemic, there were many shortages. The global supply chain is a good example of how we depend on other countries to get everything we need. Do you remember going grocery shopping during the pandemic?

Carrie: Oh yes.

Dan: Sometimes, there wasn't any oil or pasta on the shelves because people were panic-buying and hoarding non-perishable foods at home. When my sister wanted to renovate her flat, she had to buy her wood flooring at a ridiculously high price. She then had to wait for three months until all the packages were delivered. This shows how a disruption in the supply chain, such as COVID, can have a huge impact on us consumers.

Carrie: Absolutely. You made some good points there. Another good example for globalisation and the global supply chain would be the fashion industry. Clothes are often produced in countries like China or Bangladesh since labour costs are low and safety regulations are pretty much non-existent there. These mass-produced items are then shipped to Austria, which is still cheaper than manufacturing clothes here.

Dan: True. It is actually pretty hard to believe that shipping something around the world is cheaper than producing it here in Austria. Anyways, shall we start off the seminar with the global supply chain and mention the examples we have just discussed? I think everyone could relate to them.

Carrie: Yeah, that's fine with me.

6 c Staying healthy

Track 47

Sarah: There are many ways to lead a healthy lifestyle. First of all, it is of utmost importance to eat a balanced diet. Drink plenty of water and make sure to get a lot of vitamins and fibre through vegetables. You might want to reduce the amount of carbs in your diet and increase your protein intake to gain muscle, but I would actually talk to a dietitian if that's your goal. If you are vegan, you should eat lentils and other pulses or legumes, which are a good source of protein. Secondly,

remember to exercise regularly. Building muscle and keeping your body in shape will ensure that you stay fit into old age. Don't overdo it though, to avoid sore muscles and injury. If you ask me, this second point is the most important one because leading an active lifestyle will give you more energy. Then, your body is healthier and you will have the ability and energy to do even more things that you love, whether that's other sports or favourite activities with friends.

Focus on sRP – exam prep

2 a Aspect: consumerism

Track 48

You are going to listen to a podcast about the history of supermarkets. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–5). Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Most people are used to the idea of going to the supermarket to do their weekly grocery shop. Supermarkets are convenient and have most of the things that we are likely to need for the week all in one place. But it wasn't always like that. It might surprise you to know that supermarkets are a relatively new idea. So how long have they been around and where did they come from?

Arguably, the first attempt at creating a more convenient, single place for people to shop for their produce was in 1915 when Vincent Astor opened an open-air store that sold meat, fruit and other produce in Manhattan.

Up until this time, people were used to a completely different experience when shopping. If you wanted meat, you went to a butcher, if you wanted fresh fruit or vegetables, you went to a greengrocer and so on. This experience was more of a personal one as well. Our goods at that time didn't come pre-packaged in convenient portion-sized containers ready to pick off the shelf. If you wanted a certain amount of cooked ham, you asked the butcher for it and they would slice some for you, weigh it, wrap it and charge you accordingly. Shopkeepers tended to know their regular customers and what their consumer habits were and were an anchor for the community, offering plenty of opportunity for social interaction.

In 1916, Clarence Saunders opened the first of his Piggly Wiggly stores in Memphis, Tennessee, where he introduced the concept of self-service. He was awarded several patents for his ideas and the stores were a success. Self-service stores did not sell fresh produce at this time though and concentrated on non-perishable goods, although self-service stores that also included counters where you could buy fresh produce did start to be introduced in the 1920s.

Debates had been going on for decades until the Smithsonian Institution and the Food Marketing Institute came together to define what a supermarket actually is. They said that a store has to have several elements before it can be called a supermarket. These are self-service, separate product departments, volume-selling, discount prices and marketing. This definition means that the debate was able to be settled and it was announced that the first true supermarket was therefore opened in Queens, in New York City in 1930.

The supermarkets came along at the right time due to the advent of the Great Depression and the demand for lower prices. One of the problems that this created was that the supermarkets became so popular they muscled out the smaller stores and protests were held against these powerful store chains.

However, this didn't stop their spread, and as the use of motor cars skyrocketed after World War II, so did the use of out-of-town supermarkets, which were surrounded by parking spaces for hundreds of cars.

Although the spread and use of supermarkets was well underway in the USA and Canada by the 1940s, other places around the world were slower to catch on. In 1947, for example, there were only ten self-service stores in operation in the whole of the United Kingdom.

In 1951, the son-in-law of the chairman of Express Dairies, Patrick Galvani, persuaded the company to open a chain of supermarkets. Called Premier Supermarkets, the first one opened in Streatham, South London and took ten times as much money in a week as the average general store at the time.

Other store chains started to take notice and opened their own supermarkets but in the 1960s, some major consolidation took place, especially after Jack Cohen's Tesco supermarket chain bought Irwin's, which at the time had 212 stores. This consolidation ultimately led to the four big brands that are known in the UK today: Tesco, Sainsbury's, Morrisons and Asda.

However, the traditional supermarkets that have been so successful around the world are now seeing competition from a new breed of supermarkets like Lidl and Aldi, which, due to lower overheads and more streamlined operating models, can offer even lower prices to buyers. In the future, the price itself may not be enough as more of us take advantage of the boom in online shopping with its convenient shop at home and have it delivered to your door model.

2 b Aspect: home and surroundings

Track 49

You are going to listen to four people speaking about renting a house. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the speakers (1–4) with their statements (A–K). There are two extra statements that you should not use. Write your answers in the spaces provided. The first one (O) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Speaker 1: We saw the ad in the summer, in about July, I think, but we weren't really serious about moving then, so we didn't even go and see it. It wasn't until November when they readvertised it that we got in touch with the agency and had a look. They'd marked the price down since the summer too, I suppose because it had been empty so long, so that made it more affordable for us, which helped us make up our minds. It was perfect – a bigger garden for the kids and enough space for an office. In winter it was lovely, very cosy, in fact, which is important to me as I really feel the cold, whereas my husband will open a window when it's minus temperatures outside! Anyway, in July, when summer really started and we had that heatwave, we understood why no one had wanted to rent it over summer. It was boiling! All those lovely big windows that made the flat so light and open were like a greenhouse as soon as it got warmer. From about 8 in the morning until 7 in the evening, it was like living in a sauna! We couldn't stand being at home, and weekends were especially bad. No air conditioning, of course. If only we'd gone to see it when it was first advertised in July, we'd never have moved in!

Speaker 2: I always rent apartments when I go on holiday, rather than staying in hotels. Hotels are so impersonal, aren't they? This way you get to feel like you really live in the place you're visiting. It's the first time I've done it the other way round, though, and rented out my place ... but it seemed like a good way of making some extra money. The website is really easy to use and they only charge five per cent commission, which is lower than a lot of the other holiday rental sites. It's all about the photos and the reviews. Get the photos right and the place can look really upmarket and spacious, but you don't want to make it look too much better than it really is or you end up with a bad review. It's better to undersell and overdeliver, so guests are pleasantly surprised and leave an extra positive review. So far, I'm averaging three stars because of one bad review that brought my average down from four and a half stars, but hopefully I'll get it back up during the busy season.

Speaker 3: Buying a house seems so far out of my reach it's almost impossible, as it is for loads of people my age these days. My parents always told me renting was throwing money away, but it was different in their day. Then people could afford to buy a house on a normal salary, but nowadays house prices are so high and no bank will look at you unless you've got a huge deposit. The problem with my dream of buying is that it's never going to come true. Not unless my parents help me out, but I've got two sisters and we're all in the same position. At least they've both got good jobs. Not good enough to buy a house, but at least they can afford to rent places of their own in nice areas. I just don't earn enough to rent around here. Even if I get promoted to manager, it'll be tough to find somewhere unless I share, and call me fussy, but there aren't that many people I want to share a bathroom and kitchen with. Some days I think I'll be stuck living with my parents forever – even renting is like a dream to me.

Speaker 4: At first our landlord was really helpful, couldn't do enough for us. You hear stories of nightmare landlords and we felt like we were really lucky, or so we thought anyway. He redecorated the whole place, from top to bottom, and let us keep all the bills in his name so we didn't have the

bother of contacting all the companies ourselves. He even offered to come round and do the gardening as he knew we both worked long hours and might not have time. That's where the problems started now I look back. Then he'd pop round "just to check everything's okay for you" ... once a month, then twice a month. Soon he was coming every week with some excuse or other. In the beginning we'd invite him in for tea, but it was only encouraging him, so when we realised, we'd try to have the conversation on the doorstep instead. It got so bad we pretended to be on our way out if we saw him coming up the path. We'd grab our coats and walk round the block until he'd gone. I don't know if he was just lonely or just didn't trust us not to ruin his precious house. In the end we gave our notice and found somewhere else. It's a shame because we really loved that house, but at least it's more peaceful in the new place.

2 c Aspect: fashion and trends

Track 50

You are going to listen to a podcast about Shein, a Chinese fast fashion company. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, answer the questions (1–8) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Host: This is Marketplace. I'm Kai Ryssdal.

We consumers want things fast, we want them cheap, and we want them right to our door. And increasingly, that includes the clothes that we wear. Enter Shein, that's a digital native clothing brand based in China, which happens to be one of the fastest growing e-Commerce companies in the world. You've heard of fast fashion, right? This is more like real-time fashion. So the other day, we got Matthew Brennan on the phone. He writes on Chinese technology and technology companies. And I asked him what exactly real-time fashion is.

Brennan: Real-time fashion refers to the model that Shein has developed where you're in the Shein app and you put something in your cart. When they upload a new item, they can actually update the systems that they have in the back end, whereby the action that you take can immediately have an effect on the factory floor. So everything from the website back end through to the supply chain management system is all linked together.

Host: But the moral of the story is they're wired to get it from your phone to being made in lightning speed.

Brennan: Yeah exactly, for fast fashion speed is really important. And if you're able to quickly "spin up" when an item is doing well that gives you a sustainable advantage over your competitors.

Host: You write that Shein is the fastest growing e-Commerce company in the world. If it's so fast growing, how come it's not better known?

Brennan: Shein's extremely well-known within the demographic that it targets. You speak to a woman under the age of 30 in North America, and they will usually tell you it's a brand that they're very familiar with, typically. But outside of that demographic – you're right, it's much less well-known.

Host: Do you think what they are able to do could happen anywhere that wasn't China, which has the labour force infrastructure for this? It's got the industrial infrastructure for this. This is sort of China-specific, right?

Brennan: They certainly do have an advantage in the supply chain for China. China is not the cheapest place to manufacture any more. You can go to markets like India or Bangladesh – the labour costs are definitely lower in those markets. But China still has an overall advantage in terms of the speed and flexibility and the overall package of infrastructure is still best in class.

Host: Let me dig into this whole demographic thing a little bit, of which I am clearly not a member, and that's fine. But as we started getting ready for this interview, I went to the Shein site and I clicked around and there's a little tab that says 'men' and I clicked on that. And look, it's nothing that I'm ever going to wear ..., but the question is: are they looking to grow beyond women under 30?

Brennan: Sure, I think, you know, when you look at something like this, you start with, you know, appealing to one demographic, and then you can start to expand out from that. So that's exactly what we see Shein doing. If we roll back the clock, just a few years ago – yes, it was nearly all just women's fashion. Today that's not true. The categories are much more varied. They have men's fashion, they have household items for your kitchen. So, in several vectors here we can see that they are clearly expanding their offerings.

Host: So look, if you're the new guy running Amazon, now that Jeff Bezos just wants to go into sub orbit, are you worried?

Brennan: You could be ... you could be ... I mean, I don't wanna mislead you into thinking that Shein is on the scale of Amazon. It's certainly not right now. But if you could think about this, you know, how would a disrupter to Amazon arise? You know, they're using a model. Their model is very difficult, perhaps impossible, for Amazon to copy, and they are coming in with a price advantage. You know, if you roll back the clock three years and if you'd said, you know, could a company come in and compete with Facebook, most people in Silicon Valley would have said: no, that's not possible. TikTok from China has proven that that's possible. So it's not beyond the realm of imagination that Shein could do something similar.

Host: Matthew Brennan, he writes on Chinese technology, also writes books about it, most recently, a book about TikTok as it happens, called *Attention Factory*. Matthew, thanks a lot, I appreciate your time and your insights.

Brennan: Thank you for having me once again.

2 d Aspect: nutrition

Track 51

You are going to listen to a recording about caffeine. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–8). Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Today we're gonna talk about caffeine. It's the most widely consumed psychoactive drug in the world, most commonly consumed in the form of coffee. And we're all familiar with the effects of caffeine, but what does it do to our bodies and is it good for you?

Caffeine occurs naturally in more than 60 different plants, but more surprising than that is that those plants each develop different biochemical mechanisms and pathways to create caffeine. Most people associate caffeine with coffee, and it is named for coffee, but it also occurs in tea, chocolate, kola nuts, guarana seeds and even the flowers of citrus plants. Plants produce caffeine primarily as a pesticide. It deters insects from attacking or eating the plant, in part with its bitter taste, but caffeine is also toxic to some herbivore insects. It does also have one super interesting function. Studies have shown that caffeine can improve the memory of bees, helping them create a stronger association between the smell of a coffee flower and its sweet nectar. This might be why caffeine exists in very low concentrations in the nectar of certain flowers, like citrus flowers. It gives those plants a competitive advantage in the world of pollination.

Human consumption of caffeine likely starts back in 3,000 BC with the consumption of tea. And tea, gram for gram, has more caffeine than coffee but we just use more coffee when we make a cup. The beginning of coffee consumption is a little bit harder to pinpoint but by the middle of the 15th century, we're pretty confident, coffee drinking had taken hold in Yemen and the surrounding areas. With both tea and coffee, very early records show that people liked it for the stimulating properties of caffeine.

In its pure form, caffeine is a white, crystalline powder that has a pretty bitter taste. If you take a large enough dose, it's toxic, but in lower doses, if you look at how it affects humans, you start to understand its enduring popularity. Now, most people consume caffeine by drinking coffee and it's absorbed initially through the gastrointestinal tract and 30 to 60 minutes after consumption is when it reaches peak concentrations in the body.

The beneficial effects of caffeine aren't as clear cut as we would like, though. Several studies have now shown that the improved mental clarity that we get when we drink coffee in the morning, well, that comes from alleviating our withdrawal symptoms rather than actually improving our cognitive

functions. One positive impact is the increasing evidence for caffeine's ability to act as both a treatment for some aspects of Alzheimer's and Parkinson's, as well as having some preventative properties.

Now, caffeine could be said to be the last legal performance-enhancing drug but it wasn't always this way. Between 1984 and 2004, caffeine was actually on the Olympic Committee's banned list. If they tested your urine and you were at a higher concentration than 12 micrograms per milliliter, you were out. And to hit that level, you could do it with just five to eight cups of coffee in the morning. And because people metabolize caffeine differently, this was ultimately an unfair thing to police and after 2004, it was off the banned list.

So how much caffeine exactly is considered healthy? Recommendations are quite broad because people respond to and metabolize caffeine a little bit differently, but current guidelines are for an adult: it's no more than 400 milligrams of caffeine per day. And it's 200 milligrams if you're pregnant or breastfeeding. Soft drinks, energy drinks, tea are all popular sources of caffeine, but coffee is by far the most popular.

Textnachweis Listening tracks (MP3s)

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Alle übrigen Texte stammen vom Autor:innenteam.