

Task 4 High-Scoring Sample Response

The lecture is about social proof, which is when people base their behaviour on what others are doing.

First, the professor gives an example with restaurants. If one place is crowded and the other is empty, people usually go to the busy one. Even without knowing the quality of the food, they assume it must be better because more people are there.

Next, the professor mentions online shopping. When a product has a lot of five-star reviews, customers are more likely to buy it. They trust other people's opinions and believe the product must be good.

In conclusion, social proof shows how people often make choices by copying others, especially when they're unsure.

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