

**Fill in the blanks with the correct word.**

advertisements • cellphones • comforting • conducted • consistent • demographic • increments • indicators • libraries • measurement • multitasking • opportunity • recorders • supplanted • surprises • underestimated • undivided

**8 Hours a Day Spent on Screens, Study Finds**

IN a world with grocery store television screens, digitally delivered movie \_\_\_\_\_ 1) and cellphone video clips, the average American is exposed to 61 minutes of TV ads and promotions a day. Some people may think that amount seems excessive. But "people don't seem to be getting up and running away," said Jack Wakshlag, chief research officer at Turner Broadcasting.

In fact, adults are exposed to screens — TVs, \_\_\_\_\_ 2), even G.P.S. devices — for about 8.5 hours on any given day, according to a study released by the Council for Research Excellence on Thursday. TV remains the dominant medium for media consumption and advertising, the study found. The data suggests that computer usage has \_\_\_\_\_ 3) radio as the second most common media activity.

The council was created by the Nielsen Company but has an independent board. The \$3.5 million study, paid for by Nielsen, sought, in part, to determine whether media companies needed to address new forms of media \_\_\_\_\_ 4).

Researchers at Ball State University's Center for Media Design, who conducted the study for the council, say it is the largest observational look at media usage ever \_\_\_\_\_ 5).

Rather than relying on what people remembered watching, researchers captured the actions in real time by shadowing 350 subjects — most of whom were former members of the Nielsen television ratings panel — and recording each person's behavior in 10-second \_\_\_\_\_ 6). The researchers say they recorded 952 days of behavior. People under 18 were not included in the study.

The results of the video consumer study may intrigue advertising clients ahead of the upfront season for ad sales. The researchers found that the number of minutes with media is almost identical for every age group. Mr. Wakshlag called the amount of time "amazingly

\_\_\_\_\_ 7) across the age groups." Except, that is, for 45-to-54-year-olds, who spend on average an extra hour in front of screens each day, the study found.

"It flies in the face of conventional wisdom, of course, which tells us that the younger cohorts apparently spend more time with screen-based media," said Michael Bloxham, a director of the center at Ball State.

Among other \_\_\_\_\_ **8)**, the research found that young people aren't the only ones dividing their attention among multiple screens and machines; people in their 20s, 30s, 40s and early 50s essentially multitask for the same amount of time. People over 55 are markedly less likely to be \_\_\_\_\_ **9)**. "That's where the generation gap, if there is one, may exist," Mr. Bloxham said.

Although the researchers emphasized that the study did not set out to prove any specific points about media consumption, much of the data is "actually quite \_\_\_\_\_ **10)**" for the television industry, Mr. Wakshlag said. The data reaffirms much of what Nielsen has found in past studies, namely that television remains by far the dominant medium for video viewing. The Ball State study found that the average American adult was exposed to five hours and nine minutes of live TV each day, almost 15 minutes of TV via a DVR device and 2.4 minutes of video on the computer.

"Even though people have the \_\_\_\_\_ **11)** to watch video on their computers and cellphones, TV accounts for 99 percent of all video consumed in 2008," Mr. Bloxham said.

"Even among the 18-to-24-year-olds, it was 98 percent."

Among younger audiences, there are some leading \_\_\_\_\_ **12)** that the Web is affecting media usage. The data shows that 18-to-24-year-olds — generally college students and new entrants into the work force — watch the smallest amount of live TV of any age group (three and a half hours a day), spend the most time text messaging (29 minutes a day) and watch the most online video (5.5 minutes a day).

Slightly older viewers, those ages 25 to 34, spend the most time of any group watching DVD or VCR videos. People ages 35 to 44 spend more time on the Web than other groups, 74 minutes a day on average. The next \_\_\_\_\_ **13)**, 45 to 54 years old, spends the most time on e-mail. Consumers over the age of 65 watch the most live TV, according to the research.

The researchers found that television and video games attract the most \_\_\_\_\_ **14)** attention, while other actions (like listening to music) often occur while people are doing other things.

More than 30 percent of households now own digital video \_\_\_\_\_ **15**), allowing them to time-shift their viewing and potentially fast-forward past \_\_\_\_\_ **16**).

The study found that the average American watches almost 15 minutes of TV using a DVR each day.

Mr. Wakshlag said that newer owners of DVRs "are using them for less time-shifted viewing than the ones who bought them a while back." Mr. Bloxham noted that more people were receiving DVRs as part of a cable company upgrade, instead of buying them on their own. While the study's findings mostly align with the ratings that Nielsen and other companies report on a daily and monthly basis, the researchers did find that people remembered watching less TV than they actually did.

When subjects in the study were asked to recall their behaviors, "people \_\_\_\_\_ **17**) the amount of time they spent with TV by a substantial amount," about 25 percent on average, Mr. Wakshlag said. The same people tended to overestimate their use of other media. For some people, there is a "social stigma" attached to high levels of TV watching, Mr. Bloxham said. When some people are asked to estimate their TV viewing, he said, some of them may not "want to tell you five or six hours, because that may slip into the couch potato category," he said. For others, he said, "there is no stigma because being able to talk about last night's reality show or last night's ball game is social currency."



**Listening****South African AIDS Program**

Read the sentences below. Then listen to the news report and choose the correct way of finishing these sentences according to what you hear.

Since 1998 more young people in South Africa...

- are dying because of AIDS.
- know someone with AIDS.

Because police and health workers haven't been trained...

- there are not enough anti-AIDS drugs.
- people don't know about anti-AIDS drugs.

Anti-retroviral drugs are most useful if...

- they are taken for 3 days.
- they are taken within 3 days of getting AIDS.

One South African in every...

- eleven has AIDS.
- five has AIDS.

In South Africa more people are dying because of rape, AIDS and...

- violence.
- government failures.

The numbers of 20 to 49-year-olds dying has increased by 44%...

- since 1999.
- yearly.

Researchers believe AIDS has caused the increase in deaths because they know...

- about increases in rape.
- the ages of the people who are dying.

AIDS was at its worst level in South Africa in...

- 1990.
- 1998.

The South African government has a plan for...

- preventing AIDS.
- collecting more data on AIDS.

Treatment for AIDS...

- prevents death.
- postpones death.

The government's plan for stopping the increase in AIDS is...

- in action.
- nearly in action.

**Listening**

UK Scientists Seek License to Clone



Read the sentences below.

Listen to the news report about the proposal to start research into human cloning.

Put these topics into the same order as the report. Write a number next to each topic.

\_\_\_\_\_ The reasons why cloning research will be beneficial.

\_\_\_\_\_ The legal situation of research into human cloning in Britain.

\_\_\_\_\_ The specific purpose of this research proposal for human cloning.

\_\_\_\_\_ The two organizations involved in making and deciding about the research application.

\_\_\_\_\_ When the decision about this research will be announced.

\_\_\_\_\_ Some reasons why cloning research should not be permitted.

\_\_\_\_\_ A person who has written a book on human cloning.

\_\_\_\_\_ The proposal has started discussion about the morality of research into human clones.