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Cash rewards help people lose weight

11th March, 2013

<http://www.breakingnewsenglish.com/1303/130311-dieting.html>

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting experts have long sought the answer to how to encourage people to lose weight. It seems overweight people are more interested in the size of their wallets than their waistlines. Researchers in the USA may have found one answer – cash rewards and penalties. A year-long study of 100 weight watchers by the Mayo Clinic in Minnesota found a system of financial incentives and fines had a significant impact on people's success in shedding kilos. The weight-conscious dieters received \$20 a month if they met their weight loss goals and had to pay a penalty if they didn't. Those motivated by financial gain lost an average of 4.1kg, compared to just 1kg for those without the cash bonus.

The study followed 100 obese adults aged between 18 to 63, who were weighed every month for a year. They were put into four groups, some with a monetary focus, others with an emphasis on education and behaviour change. The \$20 a month was enough for the financially-motivated dieters to out-diet the other groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't enough. Financial incentives can be powerful." Head researcher Dr Steven Driver found the fear of losing money was stronger than the thought of receiving a bonus. He said: "Fear of losing money tends to motivate people about two and a half times more than the prospect of gaining the same amount of money."

Sources: <http://www.businessweek.com/news/2013-03-07/cash-incentives-help-people-lose-weight-researchers-find>
<http://consumer.healthday.com/Article.asp?AID=674193>

WARM-UPS

1. DIETING: Walk around the class and talk to other students about dieting. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

nutritionists / dieting / encourage people / incentives / impact / motivated / cash bonus / obese / emphasis / education / behaviour change / powerful / fear / losing money

Have a chat about the topics you liked. Change topics and partners frequently.

3. INCENTIVES: How can we incentivize people to do these things? Complete this table with your partner(s). Change partners often and share what you wrote.

Things	Monetary incentives	Non-monetary incentives
Diet		
Study English		
Be better parents		
Help others		
Stop smoking		
Read		

4. CASH BONUSES: Students A **strongly** believe cash bonuses are the best way to get people to lose weight; Students B **strongly** believe other methods are better. Change partners again and talk about your conversations.

5. \$?: How much would you need a month to do these things? Change partners often and share what you decided.

- stick to a diet
- give up chocolate
- read 10 books
- study English 5 hours a day
- be nice to people you dislike
- pick up all the litter you see
- stop a bad habit
- self-improvement

6. DIET: Spend one minute writing down all of the different words you associate with the word 'diet'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. Food experts have found the answer to obesity. | T / F |
| b. A study looked at the weight of 100 people over a year-long period. | T / F |
| c. People had to pay \$20 a month if they failed to meet weight-loss goals. | T / F |
| d. Cash bonuses helped overweight people lose 4 times more weight. | T / F |
| e. The weight watchers had their weight checked 52 times over the year. | T / F |
| f. People who lost the most weight received up to \$200 a month. | T / F |
| g. A doctor said there wasn't enough motivation in only losing weight. | T / F |
| h. Another doctor said the idea of losing money motivated participants. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|----------------|----------------|
| 1. experts | a. put on |
| 2. encourage | b. overweight |
| 3. incentives | c. possibility |
| 4. shedding | d. specialists |
| 5. gain | e. motivate |
| 6. obese | f. slim down |
| 7. focus | g. losing |
| 8. lose weight | h. reward |
| 9. bonus | i. reasons |
| 10. prospect | j. emphasis |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---|--------------------------|
| 1. dieting experts have long | a. an average of 4.1kg |
| 2. more interested in the size of their wallets | b. people's success |
| 3. a system of financial | c. money was stronger |
| 4. a significant impact on | d. adults |
| 5. Those motivated by financial gain lost | e. the same amount |
| 6. obese | f. than their waistlines |
| 7. an emphasis | g. can be powerful |
| 8. incentives | h. sought the answer |
| 9. the fear of losing | i. on education |
| 10. the prospect of gaining | j. incentives and fines |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting experts have long (1) _____ the answer to how to encourage people to lose weight. It seems overweight people are more interested in the size of their (2) _____ than their waistlines. Researchers in the USA may have found one answer - cash rewards and (3) _____. A year-long study of 100 weight watchers by the Mayo Clinic in Minnesota found a system of financial incentives and fines had a (4) _____ impact on people's success in (5) _____ kilos. The weight-conscious dieters received \$20 a month if they (6) _____ their weight loss goals and had to pay a penalty if they didn't. Those motivated by financial (7) _____ lost an average of 4.1kg, compared to just 1kg for those without the cash (8) _____.

met
sought
significant
gain
wallets
bonus
penalties
shedding

The study followed 100 (9) _____ adults aged between 18 to 63, who were weighed every month for a year. They were put into four groups, some with a (10) _____ focus, others with an emphasis on education and behaviour (11) _____. The \$20 a month was enough for the (12) _____ -motivated dieters to out-diet the other groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't enough. Financial incentives can be (13) _____." Head researcher Dr Steven Driver found the (14) _____ of losing money was stronger than the thought of receiving a bonus. He said: "Fear of losing money (15) _____ to motivate people about two and a half times more than the prospect of (16) _____ the same amount of money."

fear
tends
monetary
powerful
change
obese
gaining
financially

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LISTENING – Guess the answers. Listen to check

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

- 1) Nutritionists and dieting experts have _____
 - a. long sought the answer
 - b. sought the long answer
 - c. long thought the answer
 - d. wrong sought the answer
- 2) more interested in the size of their wallets _____
 - a. than their waste lines
 - b. than the waistlines
 - c. than their waistline
 - d. than their waistlines
- 3) Researchers in the USA may have found one answer – _____
 - a. cash rewards and penalties
 - b. cash reward and penalty
 - c. cash rewarding and penalties
 - d. cash reward and penalties
- 4) incentives and fines had a significant impact on people's _____
 - a. success in shredding kilos
 - b. success in shading kilos
 - c. success in shed in kilos
 - d. success in shedding kilos
- 5) ... compared to just 1kg for those _____
 - a. without the cashed bonus
 - b. without the cash bonus
 - c. without the cashless bonus
 - d. without the cashing bonus
- 6) some with a monetary focus, others _____ education and behaviour change
 - a. with the emphasis on
 - b. with an emphasis on
 - c. with all emphasis on
 - d. with no emphasis on
- 7) The \$20 a month was enough for the financially-motivated dieters _____ groups
 - a. to out-diet another
 - b. to out-diet the others
 - c. to out-diet all others
 - d. to out-diet the other
- 8) the fear of losing money was stronger than the thought _____
 - a. of receiving the bonus
 - b. of receiving any bonus
 - c. of receiving a bonus
 - d. of receiving their bonus
- 9) He said: "Fear of losing money tends _____
 - a. to motivate people
 - b. to motivating people
 - c. to motivates people
 - d. to motivational people
- 10) ...more than the prospect of gaining the _____
 - a. some amount of money
 - b. sum amount of money
 - c. sameish amount of money
 - d. same amount of money

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LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting (1) _____ the answer to how to encourage people to lose weight. It seems overweight people are more interested (2) _____ than their waistlines. Researchers in the USA may have found one answer – cash rewards and penalties. A year-long study (3) _____ the Mayo Clinic in Minnesota found a system (4) _____ fines had a significant impact on people's success in shedding kilos. The weight-conscious dieters received \$20 a month if (5) _____ goals and had to pay a penalty if they didn't. Those motivated by financial (6) _____ 4.1kg, compared to just 1kg for those without the cash bonus.

The study followed 100 obese adults aged between 18 to 63, who were weighed every month for a year. They (7) _____, some with a monetary focus, others (8) _____ and behaviour change. The \$20 a month was enough for the financially-motivated dieters (9) _____ groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't enough. Financial (10) _____." Head researcher Dr Steven Driver found the fear of losing money was (11) _____ receiving a bonus. He said: "Fear of losing money tends to motivate people about two and a half times more (12) _____ the same amount of money."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

1. Who, besides dieting experts, have been looking for an answer?

2. What things did the article say the overweight might be interested in?

3. How long did the research last?

4. What financial incentive were people given to lose weight?

5. How many times more kilos did people lose if they got a bonus?

6. In what age bracket were the participant in the research?

7. What was the focus of the groups that would not receive a cash bonus?

8. What did a doctor say was powerful?

9. What was stronger than the idea of getting a bonus?

10. How much more motivational is the fear of losing money?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

1. What have nutritionists been trying to find?
 - a) people to go on a new diet
 - b) the perfect diet food
 - c) how to get people to lose weight
 - d) dieting experts
2. What are overweight people less interested in?
 - a) their waistlines
 - b) their walking style
 - c) their wallets
 - d) their wages
3. What kind of effect did cash have on people losing weight?
 - a) a temporary one
 - b) a surprising one
 - c) a slight one
 - d) a significant one
4. What did dieters need to do to get \$20?
 - a) lose 20kg
 - b) achieve their dieting goals
 - c) collect coupons for health foods
 - d) turn up for monthly meetings
5. How much weight did people without the cash bonus lose on average?
 - a) 14kg
 - b) 1.4kg
 - c) 1kg
 - d) 4.1kg
6. What was the age bracket of people tested?
 - a) 28-53
 - b) 18-63
 - c) 18-53
 - d) 28-63
7. Into how many groups were the research participants placed?
 - a) two
 - b) five
 - c) three
 - d) four
8. What did a doctor say could be powerful?
 - a) nutrition
 - b) financial incentives
 - c) cash penalties
 - d) losing weight
9. What did another doctor say was greater than getting a bonus?
 - a) the fear of losing money
 - b) the fear of becoming fatter
 - c) the fear of being beaten by others
 - d) the fear of not losing weight
10. How much more motivational was the fear of losing money?
 - a) the same
 - b) 4.1
 - c) 1,4
 - d) 2 1/2

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ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Role A – Diet expert A

You think the best way to lose weight is to be totally vegetarian. No eggs, fish or dairy products. Tell the others three reasons why. Whatever they say, tell them they are wrong (and tell them why they are wrong).

Role B – Diet expert B

You think the best way to lose weight is to exercise for 2 hours every day. Tell the others three reasons why. You think 2 hours of exercise means they can eat anything they want. Whatever the others say, tell them they are wrong (and tell them why they are wrong).

Role C – Diet expert C

You think the best way to lose weight is to fast every other day and drink only water on the fasting days. Tell the others three reasons why. Whatever the others say, tell them they are wrong (and tell them why they are wrong).

Role D – Diet expert D

You think the best way to lose weight is to have surgery to make your stomach smaller. Tell the others three reasons why. Whatever the others say, tell them they are wrong (and tell them why they are wrong).

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'lose' and 'weight'.

lose	weight
-------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• answer• size• watchers• impact• goals• average	<ul style="list-style-type: none">• aged• focus• change• powerful• stronger• prospect
---	--

DIETING SURVEY

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Write five GOOD questions about dieting in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

DIETING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'diet'?
- c) What do you think is the best way to lose weight?
- d) What do you think of the idea of getting cash to lose weight?
- e) Are you more interested in the size of your wallet or waistline?
- f) How happy are you with your weight, shape, size, etc.?
- g) Should governments pay people to diet to save healthcare costs?
- h) What's the difference between a diet, diet and to diet?
- i) How healthy is the food you eat?
- j) What should schools teach kids about healthy diets and weight?

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DIETING DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) Do you worry about your weight?
- c) Are there any dangers in dieting?
- d) Are dietary habits changing in your country?
- e) Why can't people stick to diets?
- f) Is it possible to lose weight without exercising, and still enjoy food?
- g) What do you think of all the fad diets that come out?
- h) Which is stronger – the fear of losing money or the thought of a bonus?
- i) What questions would you like to ask a dieting expert?
- j) What do you think the answers to those questions might be?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

MULTIPLE CHOICE - LANGUAGE

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting experts have long (1) _____ the answer to how to encourage people to lose weight. It seems overweight people are more interested in the size of their wallets than their waistlines. Researchers in the USA may have found one answer – cash (2) _____ and penalties. A year-long study of 100 weight (3) _____ by the Mayo Clinic in Minnesota found a system of financial incentives and fines had a significant impact (4) _____ people's success in shedding kilos. The weight-conscious dieters received \$20 a month if they (5) _____ their weight loss goals and had to pay a penalty if they didn't. Those motivated by financial gain lost an average of 4.1kg, compared to just 1kg for those without the (6) _____ bonus.

The study followed 100 obese adults (7) _____ between 18 to 63, who were weighed every month for a year. They were put into four groups, some with a (8) _____ focus, others with an emphasis (9) _____ education and behaviour change. The \$20 a month was enough for the financially-motivated dieters to out-diet the other groups. Mayo Clinic's Dr Donald Hensrud said: "(10) _____ wanting to lose weight isn't enough. Financial incentives can be powerful." Head researcher Dr Steven Driver found the fear of losing money was stronger than the thought of receiving a bonus. He said: "Fear of losing money (11) _____ to motivate people about two and a half times more than the (12) _____ of gaining the same amount of money."

Put the correct words from the table below in the above article.

- | | | | | |
|-----|--------------|--------------|--------------|----------------|
| 1. | (a) thought | (b) fought | (c) sought | (d) ought |
| 2. | (a) rewards | (b) regards | (c) retards | (d) rearguards |
| 3. | (a) watchers | (b) lookers | (c) seers | (d) viewers |
| 4. | (a) on | (b) in | (c) at | (d) by |
| 5. | (a) lasted | (b) weighed | (c) dieted | (d) met |
| 6. | (a) cashed | (b) cashing | (c) cashless | (d) cash |
| 7. | (a) aged | (b) ages | (c) ageing | (d) ageless |
| 8. | (a) moneyed | (b) monies | (c) monetize | (d) monetary |
| 9. | (a) on | (b) in | (c) as | (d) for |
| 10. | (a) Just | (b) Simple | (c) Alone | (d) Mere |
| 11. | (a) contents | (b) tends | (c) portends | (d) pretends |
| 12. | (a) prospect | (b) possible | (c) perhaps | (d) likely |

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SPELLING

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Paragraph 1

1. niusnittersorit and dieting experts
2. nereuoagc people to lose weight
3. cash rewards and pienstela
4. ifcanlina incentives
5. The weight-iocssoucn dieters
6. lost an eergvaa of 4.1kg

Paragraph 2

7. 100 besoe adults
8. a oyamrent focus
9. cflaiyainln-motivated dieters
10. Head rreaesrche
11. niicgeevr a bonus
12. the optcrpse of gaining the same amount

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Number these lines in the correct order.

- () on education and behaviour change. The \$20 a month was enough for the financially-motivated dieters to out-
- () impact on people's success in shedding kilos. The weight-conscious dieters received \$20 a month if they met
- () people about two and a half times more than the prospect of gaining the same amount of money."
- () month for a year. They were put into four groups, some with a monetary focus, others with an emphasis
- () in the USA may have found one answer – cash rewards and penalties. A year-long study of 100 weight
- () The study followed 100 obese adults aged between 18 to 63, who were weighed every
- () their weight loss goals and had to pay a penalty if they didn't. Those motivated by financial
- () than the thought of receiving a bonus. He said: "Fear of losing money tends to motivate
- () diet the other groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't
- () watchers by the Mayo Clinic in Minnesota found a system of financial incentives and fines had a significant
- () gain lost an average of 4.1kg, compared to just 1kg for those without the cash bonus.
- () weight. It seems overweight people are more interested in the size of their wallets than their waistlines. Researchers
- () enough. Financial incentives can be powerful." Head researcher Dr Steven Driver found the fear of losing money was stronger
- (**1**) Nutritionists and dieting experts have long sought the answer to how to encourage people to lose

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PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

1. to encourage lose answer to to The how people weight.

2. their wallets People are more interested in the size of.

3. study weight A long 100 - of watchers year.

4. people's a success significant impact Fines on had.

5. weight - conscious dieters received \$20 a month The.

6. study followed obese adults aged between 18 to 63 The.

7. motivated - financially the for enough was month a \$20.

8. isn't enough . Just wanting to lose weight

9. a than receiving Stronger of thought bonus the.

10. of motivate losing people money tends Fear to.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting *experts / expertise* have long *thought / sought* the answer to how to encourage people to *lose / down* weight. It seems overweight people are more interested in the *amount / size* of their wallets than their waistlines. Researchers in the USA may have found one answer – cash *regards / rewards* and penalties. A year-long study of 100 weight watchers by the Mayo Clinic in Minnesota found a system of financial *incentive / incentives* and fines had a significant *impact / compact* on people's success in *shredding / shedding* kilos. The weight-conscious dieters received \$20 a month if they met their weight *lost / loss* goals and had to pay a penalty if they didn't. Those motivated by financial gain lost an average of 4.1kg, compared to just 1kg for *those / them* without the cash bonus.

The study followed 100 *obesity / obese* adults aged between 18 to 63, who were weighed *every / all* month for a year. They were put into four groups, some with a *momentary / monetary* focus, others with an emphasis *from / on* education and behaviour change. The \$20 a month was *enough / suffice* for the financially-motivated dieters to *out-diet / in-diet* the other groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't *plenty / enough*. Financial incentives can be powerful." Head researcher Dr Steven Driver found the fear *of / by* losing money was stronger than the thought of receiving a bonus. He said: "Fear of losing money *attends / tends* to motivate people about two and a half times more than the prospect of gaining the same *amount / volume* of money."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

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INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

N_t_r_t__n_sts _nd d__t_ng _xp_rts h_v_ l_ng s__ght
th__nsw_r t_ h_w t__nc__r_g p__pl_ t_ l_s_
w__ght. _t s__ms _v_rw__ght p__pl_ _r_ m_r_
_nt_r_st_d _n th_ s_z_ _f th__r w_ll_ts th_n th__r
w__stl_n_s. R_s__rch_rs _n th_ _S_ m_y h_v_ f__nd
_n__nsw_r - c_sh r_w_rds _nd p_n_lt__s. _y__r-l_ng
st_dy _f 100 w__ght w_tch_rs by th_ M_y_ Cl_n_c _n
M_nn_s_t_ f__nd _ syst_m _f f_n_nc__l _nc_nt_v_s
_nd f_n_s h_d _ s_gn_f_c_nt _mp_ct _n p__pl_'s
s_cc_ss _n sh_dd_ng k_l_s. Th_ w__ght-c_nsc__s
d__t_rs r_c__v_d \$20 _ m_nth _f th_y m_t th__r
w__ght l_ss g__ls _nd h_d t_ p_y__p_n_lty _f th_y
d_dn't. Th_s_ m_t_v_t_d by f_n_nc__l g__n_l_st _n
_v_r_g_ _f 4.1kg, c_mpr_d t_ j_st 1kg f_r th_s_
w__th__t th_ c_sh b_n_s.

Th_ st_dy f_ll_w_d 100 _b_s_ _d_lts _g_d b_tw__n 18
t_ 63, wh_ w_r_ w__gh_d _v_ry m_nth f_r _y__r. Th_y
w_r_ p_t__nt_ f__r gr__ps, s_m_ w__th _ m_n_t_ry
f_c_s, _th_rs w__th _n _mph_s_s _n _d_c_t__n _nd
b_h_v__r ch_ng_. Th_ \$20 _ m_nth w_s _n__gh f_r
th_ f_n_nc__lly-m_t_v_t_d d__t_rs t_ __t-d__t th_
_th_r gr__ps. M_y_ Cl_n_c's Dr D_n_ld H_nsr_d s__d:
"J_st w_ntng t_ l_s_ w__ght _sn't _n__gh. F_n_nc__l
_nc_nt_v_s c_n b_ p_w_rf_l." H__d r_s__rch_r Dr
St_v_n Dr_v_r f__nd th_ f__r _f l_s_ng m_n_y w_s
str_ng_r th_n th_ th__ght _f r_c__v_ng _ b_n_s. H_
s__d: "F__r _f l_s_ng m_n_y t_nds t_ m_t_v_t_ p__pl_
_b__t tw__nd _ h_lf t_m_s m_r_ th_n th_ pr_sp_ct _f
g__nng th_ s_m_ _m__nt _f m_n_y."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

nutritionists and dieting experts have long sought the answer to how to encourage people to lose weight it seems overweight people are more interested in the size of their wallets than their waistlines researchers in the usa may have found one answer – cash rewards and penalties a year-long study of 100 weight watchers by the mayo clinic in minnesota found a system of financial incentives and fines had a significant impact on people's success in shedding kilos the weight-conscious dieters received \$20 a month if they met their weight loss goals and had to pay a penalty if they didn't those motivated by financial gain lost an average of 41kg compared to just 1kg for those without the cash bonus

the study followed 100 obese adults aged between 18 to 63 who were weighed every month for a year they were put into four groups some with a monetary focus others with an emphasis on education and behaviour change the \$20 a month was enough for the financially-motivated dieters to out-diet the other groups mayo clinic's dr donald hensrud said "just wanting to lose weight isn't enough financial incentives can be powerful" head researcher dr steven driver found the fear of losing money was stronger than the thought of receiving a bonus he said "fear of losing money tends to motivate people about two and a half times more than the prospect of gaining the same amount of money"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1303/130311-dieting.html>

Nutritionists and dieting experts have long sought the answer to how to encourage people to lose weight. It seems overweight people are more interested in the size of their wallet than their waistlines. Researchers in the USA may have found one answer – cash rewards and penalties. A year-long study of 100 weight watchers by the Mayo Clinic in Minnesota found a system of financial incentives and fines had a significant impact on people's success in shedding kilos. The weight-conscious dieters received \$20 a month if they met their weight loss goals and had to pay a penalty if they didn't. Those motivated by financial gain lost an average of 4.1 kg, compared to just 1 kg for those without the cash bonus. The study followed 100 obese adults aged between 18 to 63, who were weighed every month for a year. They were put into four groups, some with a monetary focus, others with an emphasis on education and behaviour change. The \$20 a month was enough for the financially-motivated dieters to out-diet the other groups. Mayo Clinic's Dr Donald Hensrud said: "Just wanting to lose weight isn't enough. Financial incentives can be powerful." Head researcher Dr Steven Driver found the fear of losing money was stronger than the thought of receiving a bonus. He said: "Fear of losing money tends to motivate people about two and a half times more than the prospect of gaining the same amount of money."

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about dieting for money. Share what you discover with your partner(s) in the next lesson.

3. DIETING: Make a poster about the best way to diet. Show your work to your classmates in the next lesson. Did you all have similar things?

4. LOSING WEIGHT: Write a magazine article about schemes that pay people to lose weight. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to a dieting expert. Ask him/her three questions about dieting. Give him/her three of your opinions on the best way to diet. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b T c F d T e F f F g T h T

SYNONYM MATCH (p.4)

- | | |
|----------------|----------------|
| 1. experts | a. specialists |
| 2. encourage | b. motivate |
| 3. incentives | c. reasons |
| 4. shedding | d. losing |
| 5. gain | e. put on |
| 6. obese | f. overweight |
| 7. focus | g. emphasis |
| 8. lose weight | h. slim down |
| 9. bonus | i. reward |
| 10. prospect | j. possibility |

COMPREHENSION QUESTIONS (p.8)

1. Nutritionists
2. Wallets and waistlines
3. One year
4. Get \$20 to meet targets or pay a fine
5. Around four times more
6. 18-63
7. Education and behaviour change
8. Financial incentives
9. The fear of losing money
10. About two and a half times

MULTIPLE CHOICE - QUIZ (p.9)

1. c 2. a 3. d 4. b 5. c 6. d 7. b 8. d 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)