Scott Galloway Explains how Amazon, Apple, Facebook and Google Manipulate our Emotions

Scott Galloway is an American public speaker, author, podcast host, and entrepreneur. He is also a professor of marketing at the New York University Stern School of Business. He has founded several successful companies, and frequently advises young people to follow their talent as opposed to following their passion.

He has written several best-selling books such as “The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google” and “The Algebra of Wealth - A Simple Formula for Financial Security”.

The speed of his speech in this TED Talk is very fast, so it will require 4 or 5 listens in order to be able to answer all of the questions. Listen 4 or 5 times without pausing in the middle.

https://www.youtube.com/watch?v=xRL2vVAa47I

Vocabulary to check before answering the questions:

torso - The main part of the body that contains the chest, stomach and back
to tap into - To establish a connection with something in order to take advantage
your gut - Stomach, intestines
a timepiece - An instrument such as a clock or watch for telling the time
to mate - to reproduce with someone
GDP - Gross domestic product, the total value of all the finished goods and services produced in a country in a specific time period.
market capitalisation - The total market value of a company

1. **(00:00-00:24)** What do all of Scott Galloway’s 6400 students have in common?

2. **(00:24-00:32)** What is the significance of the brain, heart, intestines and reproductive organs on Scott Galloway’s slide?

3. **(00:32-00:50)** Why do human beings need a super-being to pray to?

4. **(00:50-01:04)** What is prayer?

5. **(01:29-01:58)** What shocking statistic does Scott Galloway give about Google searches?

6. **(01:58-02:15)** What does Scott Galloway say about children who grew up with poor nutrition?

7. **(02:15-02:54)** What are the 3 main signals which determine whether you will live to be 100 years old?

Scott Galloway Explains how Amazon, Apple, Facebook and Google Manipulate our Emotions

8. **(02:54-03:11)** Why is Facebook so popular?

9. **(03:11-03:54)** Why do humans like to consume so much, and which company exploits this need in its business strategy?

10. **(03:54-04:23)** Why does Scott Galloway wear an expensive watch?

11. **(04:23-05:25)** According to Scott Galloway, what is the number 1 source of wealth creation?

12. **(05:25-05:58)** What surprising statistic does Scott Galloway give about the 4 companies he has talked about?