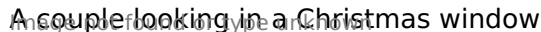# Unlocking the Secret to Buying for the Impossible

## Description

A couple looking in a Christmas window
Could AI be better at suggesting gifts?

Like many of us, Josie Hughes struggles to think of gifts for her family. Last month, she tried using artificial intelligence (AI) for help. Being familiar with AI from her job, she asked ChatGPT for ideas for her nine-year-old brother who loves the outdoors. ChatGPT suggested gifts like a slackline, fishing kit, and survival kit. Josie was impressed with the unique ideas AI provided. She believes that AI can save time and offer better suggestions than searching online.

Josie Hughes taking a selfie
Josie Hughes found AI helpful with gift selection

This year, people in the UK are expected to spend more on Christmas gifts. Many are turning to AI for inspiration. AI tools like OpenAI's ChatGPT and Google's Gemini are being used to find better gift ideas.

GiftList service showing gift recommendations
AI gift recommendation services like GiftList are growing in popularity

AI gift generators like GiftList are helping shoppers find the perfect gifts. These tools use AI technology to suggest gifts based on the recipient's interests and preferences.

## Vocabulary List:

1. **artificial intelligence** /ˌɑːtɪˈfɪʃl ɪnˈtɛlɪdʒəns/ (noun): The simulation of human intelligence processes by machines especially computer systems.
2. **suggestions** /səˈdʒɛs.tʃənz/ (noun): An idea or plan put forward for consideration.
3. **unique** /juˈniːk/ (adjective): Being the only one of its kind; unlike anything else.
4. **inspiration** /ˌɪnspəˈreɪʃən/ (noun): A sudden brilliant or timely idea.
5. **preferences** /ˈprɛfərənsez/ (noun): A greater liking for one alternative over another or others.
6. **technology** /tɛkˈnɒlədʒi/ (noun): The application of scientific knowledge for practical purposes especially in industry.

## Comprehension Questions

**Multiple Choice**

1. According to the text, what kind of gifts did ChatGPT suggest for Josie Hughes' nine-year-old brother?

   Option: Video games and toys
   Option: Books and puzzles
   Option: Slackline, fishing kit, and survival kit
   Option: Art supplies and musical instruments

2. Which AI tools are mentioned in the text as being used for finding better gift ideas?

   Option: OpenAI's ChatGPT and IBM's Watson
   Option: Google's Gemini and Amazon's Alexa
   Option: OpenAI's ChatGPT and Google's Gemini
   Option: Microsoft's Cortana and Facebook's M

3. What is one benefit of using AI for suggesting gifts, as mentioned in the text?

   Option: It is more expensive than traditional methods
   Option: It can suggest unique ideas and save time
   Option: It requires extensive manual input
   Option: It only provides generic gift options

4. Which AI gift recommendation service is highlighted as growing in popularity?

   Option: GiftAI
   Option: GiftPal
   Option: GiftList
   Option: GiftSmart

5. How do AI gift generators help shoppers find gifts?

   Option: By random selection
   Option: Based on random algorithms
   Option: By suggesting gifts tailored to the recipient's interests and preferences
   Option: By offering the same suggestions to everyone

6. What did Josie Hughes believe about AI suggestions compared to online searching?

   Option: AI suggestions are less personalized
   Option: Online searching is more efficient
   Option: AI can save time and offer better suggestions
   Option: There is no difference between AI and online searching

**True-False**

7. Josie Hughes found AI to be unhelpful in selecting gifts for her family.

8. AI tools like GiftList use AI technology to suggest gifts based on personal interests.

9. People in the UK are not turning to AI for inspiration when selecting gifts.

10. AI gift generators are not designed to provide personalized recommendations.

11. Josie Hughes was disappointed with the gift suggestions provided by AI.

12. The text suggests that AI can offer suggestions that are more unique compared to traditional methods.

**Gap-Fill**

13. AI gift generators like GiftList suggest gifts based on the recipient's _____ and

_____ .

14. Josie Hughes tried using AI for help with gift ideas for her nine-year-old brother who loves the

_____ .

15. Many people in the UK are expected to spend more on Christmas _____ this year.

16. According to the text, AI tools can be used to find better gift _____ .

17. Josie Hughes was impressed with the _____ ideas provided by AI for selecting gifts.

18. AI can help save time and offer _____ suggestions than searching online.

# Answer

**Multiple Choice:** 1. Slackline, fishing kit, and survival kit 2. OpenAI's ChatGPT and Google's Gemini 3. It can suggest unique ideas and save time 4. GiftList 5. By suggesting gifts tailored to the recipient's interests and preferences 6. AI can save time and offer better suggestions
**True-False:** 7. False 8. True 9. False 10. False 11. False 12. True
**Gap-Fill:** 13. interests, preferences 14. outdoors 15. gifts 16. ideas 17. unique 18. better

# Vocabulary quizzes

**Multiple Choice  ( Select the Correct answer for each question. )**

1. What are the rules and guidelines set by authorities called?

   Option: Laws
   Option: Suggestions
   Option: Preferences
   Option: Technology

2. What is the income generated by a company called?

   Option: Dementia
   Option: Proteins
   Option: Revenue
   Option: Ageing

3. Who conducts scientific investigations to advance knowledge?

   Option: Health
   Option: Hailstones
   Option: Damage
   Option: Researchers

4. What medical procedure creates images of the body?

   Option: Predict
   Option: Casualties
   Option: Unique
   Option: Scans

5. Which term refers to one's liking or favoring of something?

   Option: Forecast
   Option: Artificial intelligence
   Option: Suggestions
   Option: Preference

6. What is a large rocky body that orbits the sun known as?

Option: Technology
Option: Asteroid
Option: Harmlessly
Option: Detection

7. What action is taken to move people out of a dangerous area?

Option: Fragment
Option: Orbit
Option: Evacuate
Option: Negotiations

8. What motivates or encourages someone to do something?

Option: Damage
Option: Incentive
Option: Uniqueness
Option: Inspiration

9. Which term refers to the overall well-being of a person?

Option: Preferences
Option: Technology
Option: Health
Option: Artificial intelligence

10. What is the process of discovering or identifying something?

Option: Detection
Option: Harmlessly
Option: Regulations
Option: Unique

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The tsunami caused extensive _____ to the coastal areas.

12. Meteorologists use advanced technology to predict the weather _____.

13. The diplomats are engaging in peace _____ to resolve the conflict.

14. The war resulted in a high number of _____ among both soldiers and civilians.

15. Watching the sunrise over the mountains filled him with a sense of _____ and awe.

16. The government is working on establishing a new legal _____ for environmental

protection.

17. Many industries are exploring the potential of _____ to streamline processes and

enhance productivity.

18. Each snowflake is _____ in its shape and structure.

19. As individuals age the risk of developing _____ increases.

20. A balanced diet should include sources of essential _____ for overall health.

**Matching Sentences  ( Match each definition to the correct word from the vocabulary list. )**

| |
|---|
| 21. The process of growing old and the changes associated with it. |
| 22. To predict or estimate a future event or trend. |
| 23. Being the only one of its kind; unlike anything else. |
| 24. Frozen raindrops that fall as pellets of ice during a thunderstorm. |
| 25. To make an educated guess or projection about a future occurrence. |
| 26. The application of scientific knowledge for practical purposes especially in industry. |
| 27. A small piece or part that has broken off from something larger. |
| 28. The path followed by a celestial body around a star planet or moon. |
| 29. Ideas or recommendations offered for consideration or action. |
| 30. To remove people from a dangerous or hazardous place. |

# Answer

**Multiple Choice:** 1. Regulations 2. Revenue 3. Researchers 4. Scans 5. Preference 6. Asteroid 7. Evacuate 8. Incentive 9. Health 10. Detection

**Gap-Fill:** 11. damage 12. forecast 13. negotiations 14. casualties 15. inspiration 16. framework 17. artificial intelligence 18. unique 19. dementia 20. proteins

**Matching sentence:** 1. Ageing 2. Forecast 3. Unique 4. Hailstones 5. Predict 6. Technology 7. Fragment 8. Orbit

9. Suggestions 10. Evacuate

## CATEGORY

1. Sci/Tech - LEVEL2

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