Reading comprehension: Frightening!

1. Read this text:

September 7, 2016

On June 4, the satirical news site the Science Post published a block of "lorem ipsum"[1] text under a frightening headline: "Study: 70% of Facebook users only read the headline of science stories before commenting."

Nearly 46,000 people shared the post —an inadvertent example, perhaps, of life imitating comedy.

Now, as if it needed further proof, the satirical headline's been validated once again: according to a new study by computer scientists at Columbia University and the French National Institute, 59 percent of links shared on social media have never actually been clicked. In other words, most people appear to retweet news without ever reading it.

Worse, the study finds that these sort of blind peer-to-peer shares are really important in determining what news gets circulated and what just fades off the public radar. So your thoughtless retweets, and those of your friends, are actually shaping our shared political and cultural agendas.

"People are more willing to share an article than read it," study co-author Arnaud Legout said in a statement. "This is typical of modern information consumption. People form an opinion based on a summary, or a summary of summaries, without making the effort to go deeper."

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[1] In publishing and graphic design, lorem ipsum (derived from Latin "dolorem ipsum", translated as "pain itself") is a filler text commonlyused to demonstrate the graphic elements of a document or visual presentation. Replacing meaningful content with placeholder text allows designers to design the form of the content before the content itself has been produced.

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2. Copy from the text the words that mean the same as those below.
(If this is too easy for you, try filling the gaps first without looking at the text, but don't forget to read it afterwards to check your answers before you press the FINISH!! button).

If it is a verb, copy only the main form as it appears on the text.

Example: comimos = **ate**

que asusta (adj.) =

titular (de una noticia) =

compartieron =

adicional =

prueba(s) =

según =

enlaces =

en realidad, de hecho =

la mayor parte de =

from a friend or private user to another =

se desvanece =

irreflexivo =

dando forma a =

dispuesto a =

resumen =

propiamente dicho (in this context) =

3. Now copy a word or phrase from the text which is a synonym or means roughly the same as the following:

almost =

accidental, unconscious =

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maybe =

demonstrated, proven =

go into more detail =

often =

substitute, replacement =

permits =

4. Choose the most appropriate option:

1 What does a lorem ipsum text consist in?

It is a Latin text which can be interesting for specialists.

It consists in a repetition of some Latin words which do not have any useful information.

It is any extract from a Latin text.

2 What is lorem ipsum text often used for?

(Tick all the correct answers)

To play jokes on people.

To help calculate how much space is necessary for the text and images.

To spread false information (fake news).

To help choose the letter fonts and sizes.

3 The message that was shared by 46,000 people did not have any information.

The text does not say.

False

True

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4 Most people read the information in links before they send them to their contacts.

False

True

The text does not say.

5 How many studies are mentioned in the text?

One

Two

Three

We do not know exactly.

6 What are the consequences of sharing links and messages online?

The most often shared messages receive more attention.

The most interesting messages are shared more often, so they become important.

There are no consequences.

7 What is Legout's conclusion?

We should not pay attention to the most popular messages.

We should not share twits and links.

People should read a message before they share it.

We should pay more attention to the most popular messages.

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