

VIDEO TASK. HOW FACEBOOK TRACKS YOUR DATA

1. Watch the video and decide whether these statements are True or False. Write T/F in the boxes.

- 1) Most people don't know that Facebook has information about them.
- 2) We assume that FB is collecting our personal data.
- 3) FB combines all the data that you submit with data from other users and outside information.
- 4) FB uses about 1000 different data points to classify your interests and activities.
- 5) By using your likes and interactions FB could identify your marital status.
- 6) FB has information about your present and past location.
- 7) FB knows about what people buy when they go shopping.
- 8) FB can't track your offline purchases.
- 9) 'People you may know' may include contacts from your phone, people with the same location or people who you share a doctor with.

10) Fortunately FB can't be used to predict the future.

2. Watch the video once more and fill in the gaps with the words you hear.

- 1) FB can take all the data that you submit and combine it with data from other users and outside information to construct a _____ of you.
- 2) This would include basic _____ like your age and _____, but also more complicated information.
- 3) _____ have found that by using signals, such as your likes and interactions, FB could tell if you were in a _____.
- 4) If you have location tracking turned on, FB collects an _____ amount of location data.
- 5) They use this information to _____ ads at you.
- 6) Now _____, FB knows what its users buy when they click on ads.
- 7) One of the most _____ parts of FB data collection is a _____ called "People You May Know".
- 8) To predict life outcomes, like whether you will be _____ to substances, whether you will switch political parties, whether you're physically healthy or unhealthy.

3. Match a word from the video with its definition. Write only a letter in the box.

1. to assume	a) American Civil Liberties Union
2. to submit	b) something you buy
3. gender	c) pain in your stomach when it cannot break down food
4. a vacation	d) to think that something is true

5. a geek	e) to present
6. a purchase	f) to show something that was previously hidden
7. indigestion	g) to get rid of
8. to reveal	h) a holiday
9. ACLU	i) a nerd
10. to scrap	j) the fact of being male or female