Watch the video:

LISTENING. Watch the video. Then fill in the blanks in the following sentences:

1. With the _____ of social media and social networks in the early 2000s, the web was completely changed to a place where now the _____ _____of content we interact with is put up by _____ users.

2. The result is that we have _____, _____, _____ data for hundreds of millions of people, which is _____ in history.

3. If you're smart, you _____ _____be friends with smart people, and if you're young, you tend to be friends with young people, and this is _____for hundreds of years.

4. I think there's ___ _____paths that we want to look at if we want to give users some control over how this data is used, because it's not always going to be used for their _____.

5. One of the paths we can go down is the _____ ____ _____path.

6. Observing our political process in action makes me think it's highly _____ that we're going to get a bunch of representatives to sit down, learn about this, and then _____ ____ _____to intellectual property law in the U.S. so users control their data.

7.The problem is that ____ _____ _____for most social media companies rely on sharing or _____ users' data in some way.

8. I think ___ _____ _____ _____ _____ _____ _____ _____that's going to be more effective is one of more science.

9.By liking that Facebook page, or by sharing this piece of personal information, you've now _____ my _____ to predict whether or not you're using drugs or whether or not you get along well in the workplace.

10. I think _____ this kind of science and supporting researchers who want to _____ some of that control back to users and away from the social media companies means that going forward.