READING

A report

1 **Read the report. In what ways can companies find out about our habits?**

2 **Match the underlined words in the report with the definitions.**

1 open a webpage *access*
2 looking through _____
3 collect _____
4 give someone the most recent information _____
5 information, especially facts and numbers _____
6 give or supply something for free _____

3 **Are the sentences *T* (true) or *F* (false)? Correct the false sentences.**

1 We only provide marketing companies with information when we want to.
F We also provide them with information without realising it.
2 GPS is used with social media to record where we are. _____
3 A lot of data is gathered to give users recommendations. _____
4 Public transport systems also gather data about their users. _____
5 We don't generate much more data than we did over 20 years ago. _____
6 Most of the figures in the last section show our internet activity in one minute. _____

4 **Answer the questions in your own words.**

1 Do you think companies always use our data to provide us with better services and products? _____
2 Do you think companies know too much about us? _____



HOW DO COMPANIES COLLECT DATA?

As Internet and social media users, we give out lots of personal information about ourselves, which we often want to provide. But there's a lot of information which we don't even realise we're giving away and which marketing companies gather in different ways. When we click on an advert, companies know. They also know about things that we type into a search engine, or the people who we follow and whose photos we are looking at on social media. Through GPS, they also know where we are all the time. Every time you access your social media, your location is registered.

How do companies use our data?

Every time you watch a video on YouTube, that information is used to recommend another video that you might like. The same thing happens with the songs that we listen to on Spotify or the products that we buy online. Brands use data to match buyers to products through advertising. But it's not just about selling things: in cities, data can update us on when the next bus or train is coming or where there's a traffic jam. Nowadays, a lot of people use technology to provide information about their health, which they can use to make important decisions about diet or visits to the doctor.

How much data do we generate?

Three billion people use the Internet and we produce 50,000 GB of data every second! In 1992, that figure was 100 GB of data every day. We spend almost $900,000 on Amazon and download 375,000 apps.



In one minute people ...

- watch 4.3 million videos on YouTube.
- send 187 million emails.
- send 38 million messages on WhatsApp.
- post 481,000 Tweets.

In one minute there are ...

- 3.7 million searches on Google.
- 174,000 people browsing photos and videos on Instagram.

LIVEWORKSHEETS