

How do people use the Internet?

Look at some of the things **people do on the Internet**.

A) How often do you do them? -

often/ sometimes /rarely / frequently / hardly ever / always/ once in a while/ ?

<input type="checkbox"/>	send personal emails
<input type="checkbox"/>	send emails for work
<input type="checkbox"/>	read the news
<input type="checkbox"/>	buy things on shopping websites
<input type="checkbox"/>	buy things on eBay (or a similar site)
<input type="checkbox"/>	get sports information
<input type="checkbox"/>	visit websites about health and medicine
<input type="checkbox"/>	use social networks
<input type="checkbox"/>	play games
<input type="checkbox"/>	download music
<input type="checkbox"/>	visit forums about diet or looking after children
<input type="checkbox"/>	use online banking
<input type="checkbox"/>	use online maps for directions
<input type="checkbox"/>	book tickets and hotels online

B)

Now go through the list again write **M** if you think men do them more than women, **W** if you think women do them more often than men, and **ND** if you think there is no difference

C)

Listen to an interview with a UK marketing expert about how men and women use the internet. Check your answers.

SCRIPT:

Férfi: nő: férfiak: nők:

Today spend time every day online.

But do and use the internet in the same ?

Research that in general they use the internet different ways.

For example, and both use the internet to send emails but men send more work emails women send more emails to friends and family.

..... **online shopping?**

As you can women do more Internet shopping They often online shops to buy things for the house, ,toys and

Men, on the prefer buying things on auction like eBay.

What other sites are more ?

News sites the BBC are more popular with than with

Men also like sports sites where they can for example the football

In men use the internet a lot they download music and play games much more than do .

What do do more than ?

Well, women often use the internet to about health and and they are also more websites which give them about how to be good parents or websites which help them to

They use the internet for much more than

They use websites Google Maps when they need to go somewhere new, and they use social like Facebook more than do.

Are there some things that and do?

Yes, They the internet to book tickets for trains and planes and to book hotels .

They use online banking for example to pay or
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