

CYBER MONDAY



Scan to review worksheet

Expemo code:

1B8S-J6MF-ZZ3S



1

Warm up

In pairs, complete the table and discuss the questions.

Which of the following have you bought online before? Explain what was it and why.



Item	yes - what was it?	no
an expensive gift for family or friends		
clothes		
shoes		
food		
books		
music		
a holiday or a short break		

- What are the reasons you have bought some things online and not others?
- Where and when do you do most of your online-shopping? Why?



2

Understanding vocabulary

Work in pairs and find each of the following words in the text on page 5 (they are underlined) then choose the correct definition.

Part A:

1. overrun
 - a. when large numbers of something spread across a particular place
 - b. when a person is accidentally hit by a vehicle
2. curious
 - a. a dish made of meat or vegetables, usually served with rice
 - b. when you really want to know something
3. credited
 - a. officially saying that someone did or achieved something
 - b. to pay for something using cash
4. blurred
 - a. unable to see or be seen clearly
 - b. a red liquid inside the body
5. to phish
 - a. the act of catching fish for food or sport
 - b. pretend to be from a company or a bank in order to get people's personal information
6. spyware
 - a. a computer programme that will send information about that computer and the user to another computer
 - b. special clothes that are worn by spies
7. to hack
 - a. access a computer or computer system without legal permission
 - b. cut something up with a violent motion
8. to keep an eye on something
 - a. look at something with desire
 - b. watch something in order to stay informed



**Part B:**

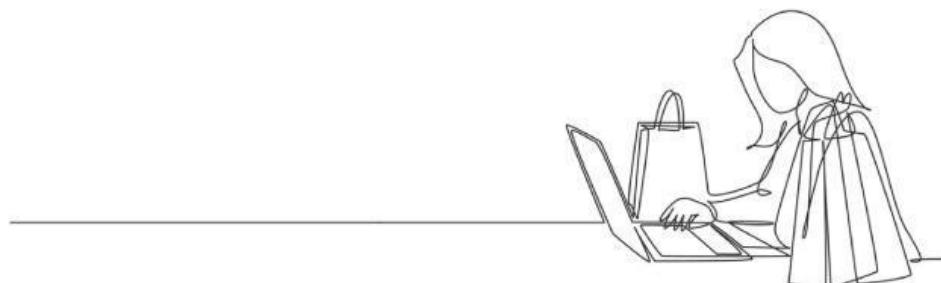
Now put the correct words (from part A) into the gaps in the sentences. You may need to change the form of the word.

1. I need to report a problem to Facebook. Someone _____ into my account last night and messaged all of my friends asking them to send me money.
2. Excuse me? Could you just _____ my dog while I go into the newsagents? I can't take him inside.
3. I got an email last night telling me I had won \$100,000. I was so excited, but when I looked closely, I realised it was a scam and they were just _____ for my bank details.
4. I'd been working at a computer for three years, and one day I realised that the words on the screen were _____ and I needed glasses.
5. My sister came home really late last night and I haven't seen her yet today. I'm really _____ about where she went.
6. Ugh! We got back from holiday last night and the kitchen was _____ with ants. Daniel had left the sugar out and uncovered. They were everywhere!
7. Did you hear about that company that is in the news? They had _____ on all of their employees' computers so they could see what they were doing all the time!
8. The Burj Khalifa in Dubai is _____ with being the tallest building in the world, but that will probably change soon.

Part C:

Now in pairs, discuss these questions.

1. What achievements have you been **credited** with in the past? Who do you credit with being the biggest positive influence in your life?
2. Have you, or anyone you know, been **hacked**? What happened?
3. What subjects are you most **curious** about?
4. Have you received a **phishing** email? Do you know of anyone that was a victim of a phishing attack?
5. Have you ever seen somewhere that was **overrun** with insects or animals? What happened?
6. What is your opinion of **spyware**? Do you think it is always a negative thing? Or can it be used in a positive way?





3 Reading for details

Quickly read through the text and match the numbers to their meanings.

1. 2004
2. 2005
3. \$0.5 billion
4. 2014
5. \$2 billion
6. \$17,700

- a. The amount of money in online sales in 2005.
- b. The amount of money in online sales in 2014.
- c. The amount of money lost per minute in phishing attacks worldwide.
- d. The first time the term 'Cyber Monday' was used in public.
- e. The year Cyber Monday officially became the biggest online shopping day in the year.
- f. The year the NRF did research into the increase in online sales in late November.

4 Reading for comprehension

Read again and answer the following questions with True or False.

1. The days mentioned in the article happen in the following order: Thanksgiving, Black Friday, Cyber Monday.
2. Black Friday is a very popular event in America.
3. In 2004, most people were online shopping at home.
4. The woman who invented the term 'Cyber Monday' worked for the National Retail Federation.
5. By 2010, Cyber Monday was the biggest online shopping day of the year.
6. It's a good idea to use a debit card if you shop online.
7. Emails offering prizes and money can actually be from criminals trying to get your personal details.
8. Online shopping in a library or a restaurant is a good idea.



Cyber Monday and Cyber Security

How Cyber Monday became a day.

1. Around the beginning of this century, the Washington D.C based National Retail Federation (NRF) noticed that there was an increase in online purchases on the Monday following the Thanksgiving holiday in America.
2. The holiday falls on the fourth Thursday of November and is a national holiday which a lot of people turn into a long weekend by taking the Friday off work. The Friday is known as 'Black Friday' when many shops have discounts and sales, and shops are overrun with bargain hunters looking for cheap goods and great deals.
3. However, on Monday, the majority of people are back to work and that was when the increase in online sales was happening. The NRF realised, due to their research in 2004, that this was probably because people were taking advantage of the faster internet speeds in their offices (at the time, most people had slow, dial-up broadband at home). This, and the fact that they were away from their children's curious eyes, to buy Christmas presents.
4. The senior vice-president of research and strategic initiatives for the NRF, Ellen Davis, is credited with inventing the term 'Cyber Monday'. A press release was issued shortly before Thanksgiving in 2005 where the name was used for the first time. That year, online sales climbed to roughly half a billion dollars. Sales increased year by year, although many still saw it as purely a marketing exercise as it wasn't the biggest online shopping day of the year.
5. That was until 2014 when Cyber Monday created over \$2 billion in online sales and officially became the biggest online shopping day of the year. Every year since then, sales have increased.
6. Unfortunately, where there is a lot of money, there are also criminals looking to take it. Cyber Monday

is no different and it's important to be careful if you plan to buy gifts online this year.

Here are some tips to help:

(TIP 1) Beware of fake websites. It is quite easy for criminals to make a website look real and make shoppers think they are using the genuine website. Double-check the website address is correct. Check that the website works properly and that any pictures are clear and not blurred as this is a sign that the website is not real.

(TIP 2) Use a credit card. If you lose money to a fake website, you have protection with a credit card.

(TIP 3) Be careful of phishing emails. If emails offer money as prizes or bargains connected to Cyber Monday, they might be fake. Clicking on links can lead to you downloading spyware onto your computer. Go straight to the website instead, don't click on links in an email. \$17,700 is lost every minute in the world due to phishing attacks.

(TIP 4) Avoid public Wi-Fi. If you go online-shopping while enjoying coffee at your local café, you may put yourself at risk. As the network is open, criminals can hack into your computer or phone and steal login information and passwords. Be safe and shop on a private connection.

(TIP 5) Check your bank statements. If you buy a lot of items on Cyber Monday, you should check your bank statements afterwards to make sure there are no unusual items on there. Criminals will use the fact that there is more online activity to take small amounts from people's accounts knowing that many people will not notice. Later, they will take larger amounts. So keep an eye on your bank account!

Follow these guidelines and have a safe Cyber Monday!



5

Grammar focus

Find the following sentences in the text and complete them.

1. If emails _____¹ money as prizes or bargains connected to Cyber Monday, they _____² fake.
2. If you _____³ online-shopping while enjoying coffee at your local cafe, you _____⁴ yourself at risk.
3. If you _____⁵ a lot of items on Cyber Monday, you _____⁶ your bank statements afterwards to make sure there are no unusual items on there.

These sentences are all examples of the first conditional, a grammar structure which can be used to give advice or warnings. Complete the rules by underlining the correct words.

1. The first conditional consists of **two/three** clauses: the **if/first** clause and the **second/main** clause.
2. These clauses **can/must** be in the **same/either** order. For example: *If you use social media, you should keep your passwords secret. Or You should keep your passwords secret if you use social media.*
3. The **if** clause needs to use a **present/past** tense.
4. The main clause uses a modal verb, for example, **can, could, may, might**, and also **do/should, will/does, must**.

Now, using the words from the table, complete the first conditional sentences below

receives	check	hide	use
buys	ignore	have	keep

1. If you _____ your credit card to pay for shopping in public, you should _____ the pin number when you type it in.
2. You must _____ your bank passwords secret if you _____ access to online banking.
3. When Gemma _____ clothes online, she should _____ she is using a real website, and not a fake one.
4. Mike should always _____ emails telling him he has won a lot of money if he _____ them.



6

Talking/writing point

In pairs or groups, discuss the following questions.

1. What has your experience been with online-shopping? Can you describe some good and bad experiences?
2. Do you prefer online-shopping or visiting the shop in person? Why?
3. What do you personally do to make sure that you will not become the victim of cyber crime?
4. Is there anything you don't do that you should do? What is it?

Using the **first conditional**, write five pieces of advice that you would give to your grandparents/parents to protect them from cyber crime.

1.
2.
3.
4.
5.