

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.

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| 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 |

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| 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 |