

## **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.**

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

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