




Unit 4.1: Datatainment


LISTEN

E  **1.25**  **1.17** **LISTEN FOR MAIN IDEAS** Read these statements, which summarize the key points from the sociology lecture. Then listen to the lecture and number the ideas in the order the professor mentions them.

- _____ Although big data has some benefits for film studios, it has disadvantages, too.
- _____ Big data has a similar impact on movies as it does on other forms of entertainment.
- _____ By analyzing big data, sports teams can find new ways to win and make money.
- _____ Studios analyze thousands of people's opinions to predict which films will do well.
- _____ The phrase "big data" refers to the way organizations analyze data to produce value.

F  **1.26** **LISTEN FOR DETAILS** Listen to segment 1 and write T for *true* or F for *false* next to each statement. Then work with a partner to correct the false statements.

1. _____ *Moneyball* is a movie about the Oakland Athletics baseball team.
2. _____ During the 2002 season, Oakland had the lowest payroll of any team.
3. _____ Oakland's payroll was 40 percent below the team with the highest payroll.
4. _____ Oakland analyzed baseball data to find players with undervalued skills.
5. _____ During the season, Oakland won many games, including 12 in a row.
6. _____ Oakland's success was so notable that other teams copied their ideas.

H  **1.27** Listen to segment 2, which includes five excerpts from the lecture. Check [✓] whether each excerpt includes a fact, an opinion, or both.

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|-----------------------------|-----------------------------|
| 1. fact _____ opinion _____ | 4. fact _____ opinion _____ |
| 2. fact _____ opinion _____ | 5. fact _____ opinion _____ |
| 3. fact _____ opinion _____ | |