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**Level 2 – 25th November, 2019**

## **Apple removes customer reviews from online stores**

**FREE online quizzes, mp3 listening and more for this lesson here:**

<https://breakingnewsenglish.com/1911/191125-customer-reviews-2.html>

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**Please try Levels 0, 1 and 3. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews-2.html>

Apple has removed all customer reviews from some of its online stores. Reviews are a useful way for customers to leave feedback for people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section from stores worldwide, including in the US, UK and Australia. Anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on the removal of the ratings and reviews section, so nobody knows why it has done this.

The website pcmag.com said the removal could be a mistake. It also said the removal could be a new Apple policy. It said: "Apple has decided its online store is better without customer feedback....Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to allow all kinds of comments, including very negative reviews in the past. It added: "We're...heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."

Sources: <https://www.pcmag.com/news/372114/apple-removes-all-customer-reviews-from-its-online-stores>  
<https://gizmodo.com/apples-online-store-quietly-kills-user-reviews-and-rati-1839987454>  
<https://www.dailymail.co.uk/sciencetech/article-7712635/Apple-removes-ability-review-products-online-store-leaving-customers-dark.html>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1911/191125-customer-reviews-2.html>

## PARAGRAPH ONE:

- |                               |                      |
|-------------------------------|----------------------|
| 1. a useful way for customers | a. reviews section   |
| 2. began disappearing         | b. section           |
| 3. the "Ratings and Reviews"  | c. it has done this  |
| 4. including in               | d. last week         |
| 5. visit other                | e. yet commented     |
| 6. Apple has not              | f. the US            |
| 7. the ratings and            | g. websites          |
| 8. nobody knows why           | h. to leave feedback |

## PARAGRAPH TWO:

- |                            |                       |
|----------------------------|-----------------------|
| 1. the removal could       | a. reviews            |
| 2. a new Apple             | b. of information     |
| 3. better without customer | c. overhauled         |
| 4. being                   | d. period of the year |
| 5. allow all kinds         | e. policy             |
| 6. very negative           | f. feedback           |
| 7. the busiest shopping    | g. of comments        |
| 8. an important source     | h. be a mistake       |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1911/191125-customer-reviews-2.html>

Apple (1) \_\_\_\_\_ customer reviews from some of its online stores. Reviews are (2) \_\_\_\_\_ for customers to (3) \_\_\_\_\_ people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" (4) \_\_\_\_\_ worldwide, including in the US, UK and Australia. Anyone in those countries wanting to find reviews on Apple products will (5) \_\_\_\_\_ other websites. Apple has not yet commented on the removal of the ratings and reviews section, so nobody knows why it (6) \_\_\_\_\_.

The website pcmag.com said the removal could (7) \_\_\_\_\_. It also said the removal could be a new Apple policy. It said: "Apple (8) \_\_\_\_\_ online store is better without customer feedback....Alternatively, the customer feedback system (9) \_\_\_\_\_." PC Mag said Apple used to allow all (10) \_\_\_\_\_, including very negative reviews in the past. It added: "We're...heading (11) \_\_\_\_\_ shopping period of the year, and Apple online store customers have lost (12) \_\_\_\_\_ of information when deciding what to buy."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1911/191125-customer-reviews-2.html>

Apple has removed all customer reviews from some of its online stores. Reviews are a useful way for customers to leave feedback for people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section from stores worldwide, including in the US, UK and Australia. Anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on the removal of the ratings and reviews section, so nobody knows why it has done this. The website [pcmag.com](http://pcmag.com) said the removal could be a mistake. It also said the removal could be a new Apple policy. It said: "Apple has decided its online store is better without customer feedback.... Alternatively, the customer feedback system is being overhauled." PCMag said Apple used to allow all kinds of comments, including very negative reviews in the past. It added: "We're... heading into the busiest shopping period of the year, and Apple online stores and customers have lost an important source of information when deciding what to buy."

# CUSTOMER REVIEWS SURVEY

From <https://breakingnewsenglish.com/1911/191125-customer-reviews-4.html>

Write five GOOD questions about customer reviews in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

