## BreakingNewsEnglish - The Mini Lesson

# Facebook apologizes after data breach

27th March, 2018



Facebook boss
Mark Zuckerberg
apologized for the
data breach that
was revealed last
week. Mr
Zuckerberg took
out full-page
advertisements in
broadsheet
newspapers in the

UK and US to make his apology for the data privacy scandal. Zuckerberg was being criticized for being too slow to respond to the news. Personal data on up to 50 million users was used by a U.S. political consultancy called Cambridge Analytica. This company is accused of using the leaked data to benefit Donald Trump's 2016 presidential campaign. Zuckerberg said: "This was a breach of trust, and I am sorry.... We're now taking steps to make sure this doesn't happen again." The apology made no mention of Cambridge Analytica.

Mr Zuckerberg acknowledged that Facebook could and should have done more to protect user data and to stop it being exploited. Reports are now circulating that Facebook was warned its data protection was too weak back in 2011. Mr Zuckerberg outlined the actions Facebook would take going forward. He said: "We're investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected." The value of Facebook has fallen by \$75 billion this week; Zuckerberg's wealth fell by \$10 billion. There has also been a surge in users abandoning their Facebook pages, in online calls to #deletefacebook.

Sources: bbc.com / usatoday.com / fortune.com

### Writing

It is becoming too dangerous to put our personal information online. Discuss.

#### Chat

Talk about these words from the article.

boss / revealed / advertisements / newspapers / too slow / political / campaign / protect / user data / protection / investigating / app / value / wealth / surge / online

#### True / False

- Mark Zuckerberg took out adverts in tabloid newspapers. T / F
- b) Over 50 million people may have had their data exploited. T / F
- The data was used to support Donald Trump in 2016. T / F
- d) Mr Zuckerberg apologized for Cambridge Analtyica. T / F
- e) Mr Zuckerberg said Facebook should have done more to protect data. T / F
- f) Facebook will look at data use from every single app. T / F
- g) Mark Zuckerberg's personal fortune fell by \$20 billion. T / F
- The hashtag #deletefacebook is making users abandon the site. T / F

## **Synonym Match**

(The words in **bold** are from the news article.)

1	200	logiz	$\sim$ d

2. revealed

3. criticized

4. benefit

5. mention

6. acknowledged

7. circulating

8. investigating

9. affected

10. surge

a. touched

b. denounced

c. accepted

d. reference

e. spreading

f. expressed regret

g. looking into

h. increase

i. disclosed

i. assist

## **Discussion - Student A**

- a) What do you think about what you read?
- b) What do you know about this news?
- c) What do you think of companies that sell your mail address?
- d) How much do you trust online companies with your data?
- e) What actions could users whose details were leaked take?
- f) Will Facebook still be going in 20 years from now?
- g) What would happen if many people left Facebook?
- h) What questions would you like to ask Mark Zuckerberg?

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#### Phrase Match

- 1. the data breach that was
- 2. took out full-
- 3. broadsheet
- 4. leaked
- 5. This was a breach
- 6. should have done
- 7. We're investigating every
- 8. We expect there
- 9. Zuckerberg's wealth
- 10. There has also been a

## **Discussion - Student B**

- a) What do you think of Facebook?
- b) How much do you worry about your private information online?
- c) How much damage will this do to Facebook?
- d) Why do you think Mr Zuckerberg was slow to respond to this news?
- e) Does Mr Zuckerberg's apology go far enough?
- f) What should happen to the political consultancy in this story?
- g) What steps does Facebook need to take?
- h) What advice do you have for Mark Zuckerberg?

## **Spelling**

- 1. veeldrea last week
- 2. <u>bhaoetrdse</u> newspapers
- 3. political <u>cculoyansnt</u>
- 4. saucced of using the leaked data
- 5. presidential <u>ngacpiam</u>
- 6. The apology made no tneoinm
- 7. stop it being <u>xiedlptoe</u>
- 8. We're <u>aintgiveingts</u> every single app
- 9. <u>saescc</u> to large amounts
- 10. tell everyone feefdact
- 11. a sureg in users
- 12. ninadngboa their Facebook pages

#### **Answers - Synonym Match**

1. f	2. i	3. b	4. j	5. d
6. c	7. e	8. g	9. a	10. h

- a. more
- b. of trust
- c. are others
- d. revealed last week
- e. fell by \$10 billion
- f. newspapers
- g. surge in users
- h. data
- i. single app
- j. page advertisements

## **Role Play**

#### Role A - Money

You think money apps are the best. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, social media apps or games apps.

#### Role B - News

You think news apps are the best. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): money apps, social media apps or games apps.

#### Role C - Social Media

You think social media apps are the best. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, money apps or games apps.

#### Role D - Games

You think games apps are the best. Tell the others three reasons why. Tell them what is wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, social media apps or money apps.

## Speaking - Apps

Rank these with your partner. Put the best apps at the top. Change partners often and share your rankings.

games

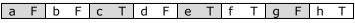
money

photos

music

- English studyweather
- social media
- news

#### Answers - True False



Answers to Phrase Match and Spelling are in the text.