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Level 6

Facebook apologizes after data breach

27th March, 2018

<https://breakingnewsenglish.com/1803/180327-data-breach.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

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: <http://www.bbc.com/news/business-43532948>
<https://www.usatoday.com/story/tech/2018/03/25/zuckerberg-takes-out-ads-apologize-facebook-data-misuse-crisis-intensifies/456953002/>
<http://fortune.com/2018/03/25/mark-zuckerberg-facebook-ad/>

WARM-UPS

1. DATA BREACH: Students walk around the class and talk to other students about data breach. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

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

Have a chat about the topics you liked. Change topics and partners frequently.

3. UNSAFE: Students A **strongly** believe our private information is not safe online; Students B **strongly** believe it is. Change partners again and talk about your conversations.

4. WEBSITES: What are the good and bad things about these websites? Complete this table with your partner(s). Change partners often and share what you wrote.

	Good	Bad
Facebook		
Amazon		
Twitter		
Google		
Wikipedia		
eBay		

5. DATA: Spend one minute writing down all of the different words you associate with the word "data". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

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

- money
- English study
- weather
- news
- games
- photos
- social media
- music

VOCABULARY MATCHING

Paragraph 1

- | | |
|---------------|--|
| 1. revealed | a. An action or event regarded as morally or legally wrong and causing general public anger. |
| 2. broadsheet | b. Of secret information become known because someone making it available. |
| 3. scandal | c. Made unknown information known to people. |
| 4. criticized | d. A more serious newspaper with a large format (paper size). |
| 5. respond | e. Indicate the faults of someone or something in an unfavourable way. |
| 6. leaked | f. Do or say something in reply. |
| 7. trust | g. A strong belief in the reliability, truth, ability, or strength of someone or something. |

Paragraph 2

- | | |
|-----------------|--|
| 8. acknowledged | h. Regard something as likely to happen. |
| 9. exploited | i. Accepted something as being true. |
| 10. circulating | j. Get or examine data or a file. |
| 11. access | k. An abundance of valuable possessions or money. |
| 12. expect | l. Used a situation or person in an unfair or selfish way. |
| 13. wealth | m. A sudden large increase, typically a brief one that happens during an otherwise stable or quiet period. |
| 14. surge | n. Passing or causing to pass from place to place or person to person. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. Mark Zuckerberg took out adverts in tabloid newspapers. **T / F**
- b. Over 50 million people may have had their data exploited. **T / F**
- c. The data was used to support Donald Trump in 2016. **T / F**
- d. Mr Zuckerberg apologized for Cambridge Analytica. **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**
- h. The hashtag #delefacebook is making users abandon the site. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|-------------------------|---------------------|
| 1. apologized | a. touched |
| 2. revealed | b. denounced |
| 3. criticized | c. accepted |
| 4. benefit | d. reference |
| 5. mention | e. spreading |
| 6. acknowledged | f. expressed regret |
| 7. circulating | g. looking into |
| 8. investigating | h. increase |
| 9. affected | i. disclosed |
| 10. surge | j. assist |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|------------------------------|-------------------------|
| 1. the data breach that was | a. more |
| 2. took out full- | b. of trust |
| 3. broadsheet | c. are others |
| 4. leaked | d. revealed last week |
| 5. This was a breach | e. fell by \$10 billion |
| 6. should have done | f. newspapers |
| 7. We're investigating every | g. surge in users |
| 8. We expect there | h. data |
| 9. Zuckerberg's wealth | i. single app |
| 10. There has also been a | j. page advertisements |

GAP FILL

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Facebook boss Mark Zuckerberg apologized for the data breach that was (1) _____ last week. Mr Zuckerberg took out full-page advertisements in (2) _____ newspapers in the UK and US to make his apology for the data privacy (3) _____. Zuckerberg was being criticized for being too slow to (4) _____ 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 (5) _____ data to benefit Donald Trump's 2016 presidential campaign. Zuckerberg said: "This was a (6) _____ of trust, and I am sorry.... We're now taking (7) _____ to make sure this doesn't happen again." The apology made no (8) _____ of Cambridge Analytica.

broadsheet

leaked

scandal

mention

revealed

steps

breach

respond

Mr Zuckerberg (9) _____ that Facebook could and should have done more to protect user (10) _____ and to stop it being (11) _____. Reports are now circulating that Facebook was warned its data protection was too (12) _____ back in 2011. Mr Zuckerberg outlined the actions Facebook would take going forward. He said: "We're investigating every (13) _____ 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 (14) _____ them and tell everyone affected." The value of Facebook has fallen by \$75 billion this week; Zuckerberg's (15) _____ fell by \$10 billion. There has also been a (16) _____ in users abandoning their Facebook pages, in online calls to #deletefacebook.

exploited

wealth

single

acknowledged

surge

data

weak

ban

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

- 1) Zuckerberg apologized for the data breach that was _____
 - a. reveal it last week
 - b. reveled last week
 - c. reviled last week
 - d. revealed last week
- 2) Mr Zuckerberg took out full-page advertisements in _____
 - a. broadsheet newspapers
 - b. broadly sheet newspapers
 - c. bland sheet newspapers
 - d. brought sheet newspapers
- 3) Zuckeberg was being criticized for being too slow to _____
 - a. responded to the news
 - b. respond to the news
 - c. responds to the news
 - d. responding to the news
- 4) This company is accused of using the _____
 - a. leaky data
 - b. leaked data
 - c. leakage data
 - d. leak it data
- 5) The apology made _____ Cambridge Analytica
 - a. not mention of
 - b. no mention for
 - c. no mentioned of
 - d. no mention of
- 6) Zuckeberg acknowledged that Facebook could and should have done more to _____
 - a. protect usage data
 - b. protect use a data
 - c. protect user data
 - d. protect use are data
- 7) Reports are now circulating that Facebook was warned its data protection _____
 - a. was too wreak
 - b. was two weeks
 - c. was to wick
 - d. was too weak
- 8) Zuckeberg outlined the actions Facebook would take _____
 - a. go in forward
 - b. go in backward
 - c. go win forward
 - d. going forward
- 9) And when we find them, we will ban them and tell _____
 - a. everyone's affected
 - b. everyone affectation
 - c. everyone affected
 - d. everyone affect it
- 10) There has also been a _____ users
 - a. as urge in
 - b. surge in
 - c. search in
 - d. searching

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Facebook boss Mark Zuckerberg (1) _____ data breach that was revealed last week. Mr Zuckerberg (2) _____ advertisements in broadsheet newspapers in the UK and US to make his apology for the data privacy scandal. Zuckerberg (3) _____ for being too slow to respond to the news. Personal data on up to 50 million users was used by a U.S. (4) _____ Cambridge Analytica. This company is accused of using (5) _____ to benefit Donald Trump's 2016 presidential campaign. Zuckerberg said: "This was a breach of trust, and I am sorry.... We're (6) _____ 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 (7) _____. Reports are now circulating that Facebook was warned its data protection was too weak back in 2011. Mr Zuckerberg (8) _____ Facebook would take going forward. He said: "We're investigating every single app that had (9) _____ amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and (10) _____." The value of Facebook has fallen by \$75 billion this week; Zuckerberg's (11) _____ \$10 billion. There has also been a surge (12) _____ their Facebook pages, in online calls to #deletefacebook.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

1. What kind of newspapers did Facebook put ads in to apologize?
2. What is Mark Zuckerberg being criticized for?
3. How many users may have had their data exploited?
4. What kind of company is Cambridge Analytica?
5. What is Facebook taking to ensure there is not another data breach?
6. What could and should Facebook have done to protect data?
7. When was Facebook warned about its weak data protection?
8. What is Facebook now investigating?
9. How much less is Mark Zuckerberg worth since the scandal began?
10. What is the hashtag that is encouraging users to close their page?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

- 1) What kind of newspapers did Facebook puts ads in to apologize?
 - a) free newspapers
 - b) broadsheets
 - c) tabloids
 - d) online newspapers
- 2) What is Mark Zuckerberg being criticized for?
 - a) protecting his own data
 - b) defending Facebook
 - c) not listening
 - d) apologizing late
- 3) How many users may have had their data exploited?
 - a) around 50 million
 - b) 50,000,000
 - c) up to 50 million
 - d) less than 50 million
- 4) What kind of company is Cambridge Analytica?
 - a) a political consultancy
 - b) a university
 - c) a shady one
 - d) an encyclopaedia publisher
- 5) What is Facebook taking to ensure there is not another data breach?
 - a) money
 - b) steps
 - c) people to court
 - d) servers and hard drives
- 6) What could and should Facebook have done to protect data?
 - a) more
 - b) nothing
 - c) added SSL security
 - d) strengthened its servers
- 7) When was Facebook warned about its weak data protection?
 - a) last year
 - b) 2014
 - c) 2011
 - d) 2009
- 8) What is Facebook now investigating?
 - a) apps
 - b) protection systems
 - c) security staff
 - d) Cambridge Analytica
- 9) How much less is Mark Zuckerberg worth since the scandal began?
 - a) \$10,000,000,000,000
 - b) \$10,000,000
 - c) \$100,000,000
 - d) \$10,000,000,000
- 10) What is the hashtag that is encouraging users to close their page?
 - a) #savefacebook
 - b) #deletefacebook
 - c) #unfacebook
 - d) #nomorefacebook

ROLE PLAY

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

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.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'private' and 'data'.

private	data

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• last• slow• political• leaked• sorry• mention	<ul style="list-style-type: none">• more• weak• single• ban• week• surge
--	---

DATA BREACH SURVEY

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Write five GOOD questions about data breach 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.

DATA BREACH DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'online'?
3. What do you think of Facebook?
4. How much do you worry about your private information online?
5. How much damage will this do to Facebook?
6. Why do you think Mr Zuckerberg was slow to respond to this news?
7. Does Mr Zuckerberg's apology go far enough?
8. What should happen to the political consultancy in this story?
9. What steps does Facebook need to take?
10. What advice do you have for Mark Zuckerberg?

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DATA BREACH DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'privacy'?
13. What do you think about what you read?
14. What do you know about this news?
15. What do you think of companies that sell your mail address?
16. How much do you trust online companies with your data?
17. What actions could users whose details were leaked take?
18. Will Facebook still be going in 20 years from now?
19. What would happen if many people left Facebook?
20. What questions would you like to ask Mark Zuckerberg?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Facebook boss Mark Zuckerberg apologized for the data (1) _____ that was revealed last week. Mr Zuckerberg took out full-page advertisements in (2) _____ newspapers in the UK and US to make his apology for the data privacy scandal. Zuckerberg was being criticized for being too slow to (3) _____ 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 (4) _____ using the leaked data to benefit Donald Trump's 2016 presidential campaign. Zuckerberg said: "This was a breach of (5) _____, and I am sorry.... We're now taking steps to make sure this doesn't happen again." The apology made (6) _____ mention of Cambridge Analytica.

Mr Zuckerberg acknowledged that Facebook could and should have done more to protect user data and to stop it being (7) _____. Reports are now circulating that Facebook was warned its data protection was too weak back in 2011. Mr Zuckerberg (8) _____ the actions Facebook would take going forward. He said: "We're investigating every single app that had (9) _____ to large amounts of data before we fixed this. We expect there are (10) _____. And when we find them, we will ban them and tell everyone (11) _____." The value of Facebook has fallen by \$75 billion this week; Zuckerberg's wealth fell by \$10 billion. There has also been a (12) _____ in users abandoning their Facebook pages, in online calls to #deletefacebook.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|------------------|------------------|----------------|----------------|
| 1. | (a) breech | (b) break | (c) broach | (d) breach |
| 2. | (a) broadside | (b) broadcast | (c) broadly | (d) broadsheet |
| 3. | (a) responded | (b) respond | (c) responsive | (d) response |
| 4. | (a) by | (b) at | (c) of | (d) on |
| 5. | (a) trust | (b) trusted | (c) trusty | (d) trusts |
| 6. | (a) no | (b) not | (c) non | (d) none |
| 7. | (a) exploitative | (b) exploitation | (c) exploits | (d) exploited |
| 8. | (a) outlined | (b) lined | (c) aligned | (d) maligned |
| 9. | (a) excess | (b) access | (c) recess | (d) assess |
| 10. | (a) another | (b) other | (c) others | (d) the other |
| 11. | (a) reflected | (b) infected | (c) affected | (d) perfected |
| 12. | (a) purge | (b) surge | (c) urge | (d) dirge |

SPELLING

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Paragraph 1

1. veeldrea last week
2. bhaoetrdse newspapers
3. political cculoyansnt
4. sauced of using the leaked data
5. presidential ngacpam
6. The apology made no tneoinm

Paragraph 2

7. stop it being xiedlptoe
8. We're aintgiveingts every single app
9. saescc to large amounts
10. tell everyone feefdact
11. a sureg in users
12. ninadngboa their Facebook pages

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Number these lines in the correct order.

- () exploited. Reports are now circulating that Facebook was warned its data protection was too
- () out full-page advertisements in broadsheet newspapers in the UK and US to make his
- () app that had access to large amounts of data before we fixed this. We expect there
- () in users abandoning their Facebook pages, in online calls to #deletefacebook.
- () weak back in 2011. Mr Zuckerberg outlined the actions Facebook would take going forward. He said: "We're investigating every single
- () to make sure this doesn't happen again." The apology made no mention of Cambridge Analytica.
- () of Facebook has fallen by \$75 billion this week; Zuckerberg's wealth fell by \$10 billion. There has also been a surge
- (**1**) Facebook boss Mark Zuckerberg apologized for the data breach that was revealed last week. Mr Zuckerberg took
- () campaign. Zuckerberg said: "This was a breach of trust, and I am sorry.... We're now taking steps
- () apology for the data privacy scandal. Zuckerberg was being criticized for being too slow to respond to the
- () are others. And when we find them, we will ban them and tell everyone affected." The value
- () Mr Zuckerberg acknowledged that Facebook could and should have done more to protect user data and to stop it being
- () is accused of using the leaked data to benefit Donald Trump's 2016 presidential
- () news. Personal data on up to 50 million users was used by a U.S. political consultancy called Cambridge Analytica. This company

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

1. breach was that The week . revealed last data
2. in broadsheet Full-page advertisements newspapers .
3. respond . Criticized being too to slow for
4. up on to 50 million users . Personal data
5. doesn't make to Steps again . this happen sure
6. done Should have more to data . protect user
7. its Warned that weak . was too protection data
8. single investigating We're access . app that every had
9. tell affected . will everyone ban We them and
10. pages . A users abandoning surge Facebook in their

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

Facebook boss Mark Zuckerberg apologized for the data breach that was *revealed / revealing* last week. Mr Zuckerberg took out full-page advertisements *in / on* broadsheet newspapers in the UK and US to make his *apologize / apology* for the data privacy scandal. Zuckerberg was being criticized for being too slow to *respond / response* to the news. Personal data on up to 50 million *uses / users* was used by a U.S. political consultancy called Cambridge Analytica. This company is accused *for / of* using the *leaky / leaked* data to benefit Donald Trump's 2016 presidential campaign. Zuckerberg said: "This was a breach of *trust / trusty*, and I am sorry.... We're now taking *stairs / steps* to make sure this doesn't happen again." The apology made *no / not* mention of Cambridge Analytica.

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

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

F_c_b__ k b_s s M_r k Z_c k_r b_r g _p_l_g_z_d f_r
t_h_ d_t_ b_r__ c_h t_h_t w_s r_v__ l_d l_s_t w__ k
. M_r Z_c k_r b_r g t__ k __ t f_l_l - p_g_ _d v_r
t_s_m_n_t_s _n b_r__ d_s_h__ t n_w_s p_p_r_s _n t_h_
U_K _n_d U_S t_ m_k_ h_s _p_l_g_y f_r t_h_ d_t_ p
r_v_c_y s_c_n_d_l. Z_c k_r b_r g w_s b__ n_g c
r_t_c_z_d f_r b__ n_g t__ s_l_w t_r_s_p_n_d t_t
h_ n_w_s. P_r_s_n_l d_t_ _n _p t_ 50 m_l_l__ n
_s_r_s w_s _s_d b_y _ U.S. p_l_t_c_l c_n_s_l_t_n_c
y c_l_l_d C_m_b_r_d_g_ A_n_l_y_t_c_. T_h_s c_m_p_n_y
_s _c_c_s_d _f _s_n_g t_h_ l__ k_d d_t_ t_ b_n_f_t
D_n_l_d T_r_m_p_'s 2016 p_r_s_d_n_t__ l c_m_p__ g
n. Z_c k_r b_r g s__ d: "T_h_s w_s _ b_r__ c_h _f
t_r_s_t, _n_d I _m s_r_r_y... W_'r_n_w t_k_n_g
s_t_p_s t_ m_k_ s_r_ t_h_s d__ s_n't h_p_p_n _g__ n
." T_h_ _p_l_g_y m_d_ n_ m_n_t__ n _f C_m_b_r_d_g_
A_n_l_y_t_c_.

M_r Z_c k_r b_r g _c_k_n_w_l_d_g_d t_h_t F_c_b__ k
c__ l_d _n_d s_h__ l_d h_v_ d_n_ m_r_ t_ p_r_t_c_t
_s_r d_t_ _n_d t_ s_t_p _t b__ n_g _x_p_l__ t_d.
R_p_r_t_s _r_n_w c_r_c_l_t_n_g t_h_t F_c_b__ k w_s
w_r_n_d _t_s d_t_ p_r_t_c_t__ n w_s t__ w__ k b_c
k _n 2011. M_r Z_c k_r b_r g __ t_l_n_d t_h_ c
t__ n_s F_c_b__ k w__ l_d t_k_ g__ n_g f_r_w_r_d.
H_ s__ d: "W_'r_n_v_s_t_g_t_n_g _v_r_y s_n_g_l__ p
p t_h_t h_d _c_c_s_s t_ l_r_g_ _m__ n_t_s _f d_t_
b_f_r_ w_ f_x_d t_h_s. W_ _x_p_c_t t_h_r_ _r_ t_h_r_s
. A_n_d w_h_n w_ f_n_d t_h_m, w_ w_l_l b_n t
h_m _n_d t_l_l _v_r_y_n_ _f_f_c_t_d." T_h_ v_l__ _f
F_c_b__ k h_s f_l_l_n b_y \$75 b_l_l__ n t_h_s
w__ k; Z_c k_r b_r g 's w__ l_t_h f_l_l b_y \$10
b_l_l__ n. T_h_r_ h_s _l_s b__ n _s_r_g_ _n _s_r_s
_b_n_d_n_n_g t_h__ r F_c_b__ k p_g_s, _n _n_l_n_
c_l_l_s t_ # d_l_t_f_c_b__ k.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

facebook boss mark zuckerberg apologized for the data breach that was revealed last week mr zuckerberg took out fullpage 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 us 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 were now taking steps to make sure this doesnt 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 were 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

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1803/180327-data-breach.html>

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.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

3. DATA BREACHES: Make a poster about data breaches. Show your work to your classmates in the next lesson. Did you all have similar things?

4. PERSONAL INFORMATION: Write a magazine article about the CEOs of companies that misuse our personal information being given lengthy prison sentences. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on data breaches. Ask him/her three questions about them. Give him/her three of your ideas on how we can stay safer online. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. a 4. e 5. f 6. b 7. g
8. i 9. l 10. n 11. j 12. h 13. k 14. m

TRUE / FALSE (p.5)

- a F b F c T d F e T f T g F h T

SYNONYM MATCH (p.5)

- | | |
|------------------|---------------------|
| 1. apologized | a. expressed regret |
| 2. revealed | b. disclosed |
| 3. criticized | c. denounced |
| 4. benefit | d. assist |
| 5. mention | e. reference |
| 6. acknowledged | f. accepted |
| 7. circulating | g. spreading |
| 8. investigating | h. looking into |
| 9. affected | i. touched |
| 10. surge | j. increase |

COMPREHENSION QUESTIONS (p.9)

1. Broadsheet newspapers
2. Apologizing late
3. Up to 50 million
4. A political consultancy
5. Steps
6. More
7. 2011
8. Every single app
9. \$10 billion
10. #deletefacebook

WORDS IN THE RIGHT ORDER (p.20)

1. The data breach that was revealed last week.
2. Full-page advertisements in broadsheet newspapers.
3. Criticized for being too slow to respond.
4. Personal data on up to 50 million users.
5. Steps to make sure this doesn't happen again.
6. Should have done more to protect user data.
7. Warned that its data protection was too weak.
8. We're investigating every single app that had access.
9. We will ban them and tell everyone affected.
10. A surge in users abandoning their Facebook pages.

MULTIPLE CHOICE - QUIZ (p.10)

1. b 2. d 3. c 4. a 5. b 6. a 7. c 8. a 9. d 10. c

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)