

## UNIT 8

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### EXERCISE 1

Across

3 brand      6 advertise      9 seller      10 review      11 logo

Down

1 influence      2 adblocker      4 product      5 marketing      7 slogan      8 buyer

### EXERCISE 2

2 reviewed      3 advertised      4 to market      5 is selling      6 are produced

7 doesn't influence      8 to block

### EXERCISE 3

2 reviewer      3 advert      4 marketing      5 seller      6 producer

7 influencer      8 blocker

### EXPLORE IT

C

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### EXERCISE 1

Companies can find out what we search for, the people we are following and the photos we are looking at. They also know where we are through GPS. Shopping and music sites can also see what we like to watch.

### EXERCISE 2

2 browsing      3 gather      4 update      5 data      6 give away

### EXERCISE 3

2 T      3 T      4 F Information is gathered for users to give them a better service

5 F Today we generate 50,000 GB of data in one second. In 1992 we only generated 100GB in a day      6 T

### EXERCISE 4

Students' own answers