

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

- 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 #deletefacebook is making users abandon the site. T / F

Synonym Match

(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 |

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?

BreakingNewsEnglish - The Mini Lesson

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
- 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

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. bhaoetrdse newspapers
3. political cculoyansnt
4. sauced of using the leaked data
5. presidential ngacpiam
6. The apology made no tneoinm
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

Answers – Synonym Match

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

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

Answers – True False

a	F	b	F	c	T	d	F	e	T	f	T	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.