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Ready-to-Use English Lessons by Sean Banville

Eye-tracking software will look at you shop

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http://www.breakingnewsenglish.com/1305/130502-eye-tracking.html

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THE ARTICLE

New computer software will soon be keeping an eye on you, or on your eyes, when you go shopping. It is called the Sideways project because it tracks the movement of your eyes as you glance at products on shelves. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a common feature in stores before the end of the decade. Senior researcher Andreas Bulling said: "The system uses a single ordinary camera…[It] detects the faces of people walking by and calculates where the eyes are relative to the eye corners." This information is then used to flash up adverts related to what products you were looking at longest as you pass by video screens ahead of you.

Eye-tracking technology is being used in a number of different situations. One is to help motorists better identify cyclists on roads. Studies suggest drivers are five times likelier to spot pedestrians than people riding bicycles. This could significantly cut the number of road deaths. Eye-tracking can also be used to allow people to use their eyes as a mouse to scroll through and select content on screens. Disabled people are already using this technology to enhance their daily mobility. Last month the tech giant Samsung launched a smartphone that monitors what users look at on-screen. Mr Bulling said: "It is really gaining momentum. I fully expect this technology to become available widely in the near future."

WARM-UPS

1. EYE-TRACKING: Students walk around the class and talk to other students about eye-tracking. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

> computer software / shopping / glance at products / common feature / adverts / technology / motorist / mouse / scroll / smartphone / gaining momentum / near future

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

3. SHOPPING: How can stores improve? Complete this table with your partner(s). Change partners often and share what you wrote.

	Problems now	**Improvement suggestions**
Technology		
Service		
Facilities		
Checkout		
Shelves, etc.		
Ambience		

4. TRACKING EYES: Students A **strongly** believe software that lets stores track our eye movements is a good thing; Students B **strongly** believe it is terrible and invades our privacy. Change partners again and talk about your conversations.

5. EYES: How can we use them better with technology? Rank these and share your rankings with your partner. Put the best at the top. Change partners often.

- hands-free driving
- open doors ahead of us
- play games
- change TV channels

- paint what we see
- look at words and hear them
- x-ray vision
- photograph what we see

6. TECHNOLOGY: Spend one minute writing down all of the different words you associate with the word 'technology'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

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

a. Stores will use software to cut the amount of shoplifting by customers.   T / F

b. The software will monitor what products you look at.   T / F

c. Researchers say the software could be in wide use by 2020.   T / F

d. Information from your eyes will alert staff when you will pay for goods.   T / F

e. Eye-tracking could help reduce the number of cyclists hit by cars.   T / F

f. Software now lets the eyes do things the computer mouse does.   T / F

g. The technology has not yet been put to use with disabled people.   T / F

h. A researcher suggested the software would not be that mainstream.   T / F

2. SYNONYM MATCH: Match the following synonyms from the article.

1.	keeping an eye on	a.	display
2	tracks	b.	choose
3.	glance	c.	aspect
4.	feature	d.	recognise
5.	flash up	e.	follows
6.	situations	f.	improve
7.	identify	g.	circumstances
8.	select	h.	watching
9.	enhance	i.	believe
10.	expect	j.	look

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

1.	software will soon be	a.	be a common feature
2	it tracks the	b.	in the near future
3.	the technology would	c.	by video screens ahead
4.	calculates where the eyes are	d.	as a mouse
5.	as you pass	e.	movement of your eyes
6.	used in a number	f.	to spot pedestrians
7.	drivers are five times likelier	g.	keeping an eye on you
8.	allow people to use their eyes	h.	daily mobility
9.	enhance their	i.	relative to the eye corners
10.	available widely	j.	of different situations

GAP FILL

New computer software will soon be (1) _____ an eye on you, or on your eyes, when you go shopping. It is called the Sideways project because it (2) _____ the movement of your eyes as you glance at products on (3) _____. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a common (4) _____ in stores before the end of the decade. Senior researcher Andreas Bulling said: "The system uses a single (5) _____ camera…[It] detects the faces of people walking by and calculates where the eyes are (6) _____ to the eye corners." This information is then used to (7) _____ up adverts related to what products you were looking at longest as you pass by video screens (8) _____ of you.

relative

shelves

ahead

tracks

ordinary

keeping

flash

feature

Eye-tracking technology is being used in a number of different (9) _____. One is to help motorists better identify cyclists on roads. Studies suggest drivers are five times (10) _____ to spot pedestrians than people riding bicycles. This could significantly cut the (11) _____ of road deaths. Eye-tracking can also be used to allow people to use their eyes as a mouse to (12) _____ through and select content on screens. Disabled people are already using this technology to (13) _____ their daily mobility. Last month the tech giant Samsung launched a smartphone that (14) _____ what users look at on-screen. Mr Bulling said: "It is really (15) _____ momentum. I fully expect this technology to become available (16) _____ in the near future."

monitors

widely

likelier

scroll

situations

gaining

number

enhance

LISTENING – Guess the answers. Listen to check

1) New computer software will soon be _____ on you
   a. keep in an eye
   b. keeping any eye
   c. key ping a nigh
   d. keeping an eye

2) the technology would be a common feature in stores before the _____
   a. ends of the decade
   b. end of a decade
   c. end of the decade
   d. end of this decade

3) It detects the faces of people walking by and calculates where the eyes are _____ corners
   a. relatively to the eye
   b. relative to an eye
   c. relatives to the eye
   d. relative to the eye

4) This information is then used to _____
   a. flash up adverts
   b. flashes up adverts
   c. flashed up adverts
   d. flashing up adverts

5) what products you were looking at longest _____ video screens ahead of you
   a. as you passer by
   b. as you pass, bye
   c. as you pass by
   d. was you pass by

6) Eye-tracking technology is being used _____ different situations
   a. in the number of
   b. in a number of
   c. in a number for
   d. in the number for

7) drivers are _____ to spot pedestrians than people riding bicycles
   a. fifty timers likelier
   b. five times like liar
   c. five times likelier
   d. fifty times likelier

8) allow people to use their eyes as a mouse _____ and select content
   a. to scroll through
   b. to scroll though
   c. to scroll throughout
   d. to scroll thought

9) Samsung launched a smartphone that monitors what users _____
   a. looks at on-screen
   b. looked at on-screen
   c. looking at on-screen
   d. look at on-screen

10) I fully expect this technology to become available widely _____
   a. in a near future
   b. in the near future
   c. on the near future
   d. on a near future

LISTENING – Listen and fill in the gaps

New computer software will soon be (1) _____, or on your eyes, when you go shopping. It is called the Sideways project because it (2) _____ your eyes as you glance at products on shelves. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a (3) _____ before the end of the decade. Senior researcher Andreas Bulling said: "The system uses a single ordinary camera…[It] (4) _____ walking by and calculates where the eyes (5) _____ corners." This information is then used to flash up adverts related to what products you were (6) _____ you pass by video screens ahead of you.

Eye-tracking technology is being used in (7) _____ situations. One is to help motorists better identify cyclists on roads. Studies suggest drivers are (8) _____ spot pedestrians than people riding bicycles. This could (9) _____ of road deaths. Eye-tracking can also be used to allow people to use their eyes as a mouse to (10) _____ content on screens. Disabled people are already using this technology to (11) _____. Last month the tech giant Samsung launched a smartphone that monitors what users look at on-screen. Mr Bulling said: "It is (12) _____. I fully expect this technology to become available widely in the near future."

COMPREHENSION QUESTIONS

1. What will watch shoppers as they walk through stores?

2. What does the software watch you looking at?

3. When did a researcher say the software would be common?

4. How many cameras are needed for this software?

5. What does the eye-tracker do with information it collects?

6. What might car drivers be better able to see?

7. How could eye-tracking software be used with computers?

8. What does the technology do for the disabled?

9. What does Samsung's new smartphone do?

10. What did the researcher say about the progress of the software?

MULTIPLE CHOICE - QUIZ

1. What will watch shoppers as they walk through stores?

   a) tracking eye-soft

   b) soft-eye track wear

   c) soft-tracking eyewear

   d) eye-tracking software

2. What does the software watch you looking at?

   a) other shoppers

   b) products on shelves

   c) discounts and offers

   d) prices

3. When did a researcher say the software would be common?

   a) by 2015

   b) by 2018

   c) by 2020

   d) by 2025

4. How many cameras are needed for this software?

   a) one

   b) two

   c) four

   d) 632

5. What does the eye-tracker do with information it collects?

   a) sends you an e-mail about special offers

   b) resets prices of things you looked at

   c) it displays adverts based on what you looked at

   d) alerts sales staff as to what you like

6. What might car drivers be better able to see?

   a) pedestrians

   b) cyclists

   c) store sales

   d) other cars

7. How could eye-tracking software be used with computers?

   a) it can have dinner ready when we get home

   b) we could walk with our eyes closed

   c) we can type with our eyes

   d) it could let the eyes be like a mouse

8. What does the technology do for the disabled?

   a) enhance their daily mobility

   b) make shopping easier

   c) very little

   d) allow them to use a computer

9. What does Samsung's new smartphone do?

   a) serve as a spy

   b) sound an alarm if you are falling asleep at work

   c) monitor what users look at on-screen

   d) change your eye colour in photos

10. What did the researcher say about the progress of the software?

    a) it was stagnant

    b) it was gaining momentum

    c) it was slow and laboured

    d) it was moving at breakneck speed

ROLE PLAY

From http://www.BreakingNewsEnglish.com/1305/130502-eye-tracking.html

Role A – Eye-tracking scientist

You think eye-tracking is fantastic and will change many things in our lives. Tell the others three reasons why. Nothing can stand in the way of technology. Tell those who dislike the software they are livening in the past. Tell them also there is no lack of privacy with the software.

Role B – Store owner

You think the eye-tracking software is the greatest invention since the computer. Tell the others three reasons why. You are sure it will make everyone's life much better when they go shopping. You don't understand people who are against it. Tell them all data from cameras will be confidential.

Role C – Average Jo

You are shocked that eye-tracking software will be in stores. Tell the others three reasons why. You are fed up at being watched my cameras. This software really takes away our privacy. You do not want to be watched in a store and then told what to buy.

Role D – Dark glasses maker

You think the eye-tracking software is a menace to society. Tell the others three reasons why. However, it is a great business opportunity for you. Sales of your dark glasses will skyrocket – people will wear dark glasses so the eye-tracker can't follow their eye movements.

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AFTER READING / LISTENING

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

eye	track

- 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:

• keeping	• help
• glance	• five
• common	• cut
• single	• daily
• detects	• really
• ahead	• near

EYE-TRACKING SURVEY

Write five GOOD questions about eye-tracking 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.

EYE-TRACKING DISCUSSION

<u>STUDENT A's QUESTIONS</u> (Do not show these to student B)

a)   What did you think when you read the headline?

b)   What springs to mind when you hear the word 'software'?

c)   What do you think of the eye-tracking software?

d)   Is the software an invasion of privacy?

e)   Should people be able to choose if they want their eyes tracked?

f)   Would the videos you see after eye-tracking make you spend more?

g)   Do you think this software is like Big Brother in the book "1984"?

h)   What will happen to the footage from cameras that tracked your eyes?

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EYE-TRACKING DISCUSSION

<u>STUDENT B's QUESTIONS</u> (Do not show these to student A)

a)   Did you like reading this article? Why/not?

b)   If an eye-tracker is acceptable, how about a speech-tracker?

c)   Should the eye-tracker be compulsory in cars to reduce accidents?

d)   Do you like the idea of using your eyes as a mouse?

e)   What other functions can you think of for eye-tracking?

f)   How much is the eye-tracker like science fiction?

g)   How could eye-tracking help you study English?

h)   What questions would you like to ask the researchers?

DISCUSSION (Write your own questions)

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

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

DISCUSSION (Write your own questions)

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

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

MULTIPLE CHOICE - LANGUAGE

New computer software will soon be keeping (1) _____ eye on you, or on your eyes, when you go shopping. It is called the Sideways project because it tracks the movement of your eyes as you (2) _____ at products on shelves. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a common (3) _____ in stores before the end of the decade. Senior researcher Andreas Bulling said: "The system uses a (4) _____ ordinary camera…[It] detects the faces of people walking by and calculates where the eyes are relative (5) _____ the eye corners." This information is then used to flash up adverts related to what products you were looking at longest as you pass by video screens (6) _____ of you.

Eye-tracking technology is being used in a (7) _____ of different situations. One is to help motorists better (8) _____ cyclists on roads. Studies suggest drivers are five times (9) _____ to spot pedestrians than people riding bicycles. This could significantly cut the number of road deaths. Eye-tracking can also be used to allow people to use their eyes as a mouse to scroll through and select (10) _____ on screens. Disabled people are already using this technology to enhance their daily mobility. Last month the tech (11) _____ Samsung launched a smartphone that monitors what users look at on-screen. Mr Bulling said: "It is really gaining momentum. I fully expect this technology to become available (12) _____ in the near future."

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

1.	(a)	the	(b)	its	(c)	an	(d)	a digital
2.	(a)	glance	(b)	glimpse	(c)	gasp	(d)	gawp
3.	(a)	feature	(b)	guide	(c)	revelation	(d)	abstract
4.	(a)	single	(b)	singular	(c)	singled	(d)	singled out
5.	(a)	for	(b)	to	(c)	of	(d)	by
6.	(a)	forward	(b)	abreast	(c)	front	(d)	ahead
7.	(a)	numerous	(b)	numeral	(c)	number	(d)	numeracy
8.	(a)	identifies	(b)	identifying	(c)	identified	(d)	identify
9.	(a)	likelier	(b)	likely	(c)	likelihood	(d)	likeliest
10.	(a)	content	(b)	links	(c)	computers	(d)	software
11.	(a)	monster	(b)	giant	(c)	ogre	(d)	beast
12.	(a)	width	(b)	widest	(c)	widely	(d)	wide

SPELLING

Paragraph 1

1.   the Sideways eortpjc

2.   the mtmveeno of your eyes

3.   necagl at products on shelves

4.   a common tferuea

5.   a single ydrnoiar camera

6.   laevriet to the eye corners

Paragraph 2

7.   a number of different osuiastnit

8.   to help toiotsmrs

9.   five times likelier to spot peidsarenst

10.   fitiynsclngai cut the number of road deaths

11.   acheenn their daily mobility

12.   really gaining netmmuom

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

(*1*)   New computer software will soon be keeping an eye on you, or on your eyes, when you

(   )   up adverts related to what products you were looking at longest as you pass by video screens ahead of you.

(   )   common feature in stores before the end of the decade. Senior researcher Andreas Bulling said: "The system

(   )   Eye-tracking technology is being used in a number of different situations. One is to help motorists

(   )   uses a single ordinary camera…[It] detects the faces of people walking by and calculates

(   )   launched a smartphone that monitors what users look at on-screen. Mr Bulling said: "It is really

(   )   riding bicycles. This could significantly cut the number of road deaths. Eye-tracking can also be used to allow people

(   )   gaining momentum. I fully expect this technology to become available widely in the near future."

(   )   better identify cyclists on roads. Studies suggest drivers are five times likelier to spot pedestrians than people

(   )   where the eyes are relative to the eye corners." This information is then used to flash

(   )   using this technology to enhance their daily mobility. Last month the tech giant Samsung

(   )   go shopping. It is called the Sideways project because it tracks the movement of your eyes as you glance

(   )   at products on shelves. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a

(   )   to use their eyes as a mouse to scroll through and select content on screens. Disabled people are already

PUT THE WORDS IN THE RIGHT ORDER

1. an you will keeping on Software be eye soon.

2. of as at movement eyes glance The your you products.

3. would common stores technology a in The be feature.

4. the eyes to corners the relative eye Where are.

5. you at related products looking Adverts what were to.

6. five pedestrians times likelier Drivers to are spot.

7. as to eyes mouse people their a Allow use.

8. daily this their Using enhance to mobility technology.

9. at look users what monitors that smartphone A on-screen.

10. fully become expect available this technology I to.

CIRCLE THE CORRECT WORD (20 PAIRS)

New computer software will soon be keeping *an eye / two eyes* on you, or on your eyes, when you go shopping. It is called the Sideways project because it tracks the *movement / moving* of your *eyes / eye* as you glance *to / at* products on shelves. The researchers, from Britain's Lancaster University, told the BBC that the technology would be a common *future / feature* in stores before the end of the decade. Senior researcher Andreas Bulling said: "The system uses a single *ordinary / extraordinary* camera…[It] detects the faces of people walking by and calculates where the eyes are *relative / relation* to the eye corners." This information is then *useful / used* to flash up adverts related *at / to* what products you were looking at longest as you pass by video screens *ahead / front* of you.

Eye-tracking technology is being *used / useful* in a number of different situations. One is to help motorists better *identify / identikit* cyclists on roads. Studies suggest drivers are five times *likely / likelier* to spot *pedestrians / pedestrian* than people riding bicycles. This could *significantly / significance* cut the number of road deaths. Eye-tracking can also be used to allow people to use their eyes as a mouse to *stroll / scroll* through and select *content / contents* on screens. Disabled people are already using this technology to *entrance / enhance* their daily mobility. Last month the tech *monster / giant* Samsung launched a smartphone that monitors what users look at on-screen. Mr Bulling said: "It is really gaining momentum. I fully expect this technology to become available *deeply / widely* in the near future."

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)

N_w c_mp_t_r s_ftw_r_ w_ll s__n b_ k__p_ng _n _y_ _n y__, _r _n y__r _y_s, wh_n y__ g_ sh_pp_ng. _t _s c_ll_d th_ S_d_w_ys pr_j_ct b_c__s_ _t tr_cks th_ m_v_m_nt _f y__r _y_s _s y__ gl_nc_ _t pr_d_cts _n sh_lv_s. Th_ r_s__rch_rs, fr_m Br_t__n's L_nc_st_r _n_v_rs_ty, t_ld th_ BBC th_t th_ t_chn_l_gy w__ld b_ _ c_mm_n f__t_r_ _n st_r_s b_f_r_ th_ _nd _f th_ d_c_d_. S_n__r r_s__rch_r _ndr__s B_ll_ng s__d: "Th_ syst_m _s_s _ s_ngl_ _rd_n_ry c_m_r_…[_t] d_t_cts th_ f_c_s _f p__pl_ w_lk_ng by _nd c_lc_l_t_s wh_r_ th_ _y_s _r_ r_l_t_v_ t_ th_ _y_ c_rn_rs." Th_s _nf_rm_t__n _s th_n _s_d t_ fl_sh _p _dv_rts r_l_t_d t_ wh_t pr_d_cts y__ w_r_ l__k_ng _t l_ng_st _s y__ p_ss by v_d__ scr__ns _h__d _f y__.

_y_-tr_ck_ng t_chn_l_gy _s b__ng _s_d _n _ n_mb_r _f d_ff_r_nt s_t__t__ns. _n_ _s t_ h_lp m_t_r_sts b_tt_r _d_nt_fy cycl_sts _n r__ds. St_d__s s_gg_st dr_v_rs _r_ f_v_ t_m_s l_k_l__r t_ sp_t p_d_str__ns th_n p__pl_ r_d_ng b_cycl_s. Th_s c__ld s_gn_f_c_ntly c_t th_ n_mb_r _f r__d d__ths. _y_-tr_ck_ng c_n _ls_ b_ _s_d t_ _ll_w p__pl_ t_ _s_ th__r _y_s _s _ m__s_ t_ scr_ll thr__gh _nd s_l_ct c_nt_nt _n scr__ns. D_s_bl_d p__pl_ _r_ _lr__dy _s_ng th_s t_chn_l_gy t_ _nh_nc_ th__r d__ly m_b_l_ty. L_st m_nth th_ t_ch g__nt S_ms_ng l__nch_d _ sm_rtph_n_ th_t m_n_t_rs wh_t _s_rs l__k _t _n-scr__n. Mr B_ll_ng s__d: "_t _s r__lly g__n_ng m_m_nt_m. _ f_lly _xp_ct th_s t_chn_l_gy t_ b_c_m_ _v__l_bl_ w_d_ly _n th_ n__r f_t_r_."

PUNCTUATE THE TEXT AND ADD CAPITALS

new computer software will soon be keeping an eye on you or on your eyes when you go shopping it is called the sideways project because it tracks the movement of your eyes as you glance at products on shelves the researchers from britain's lancaster university told the bbc that the technology would be a common feature in stores before the end of the decade senior researcher andreas bulling said "the system uses a single ordinary camera…[it] detects the faces of people walking by and calculates where the eyes are relative to the eye corners" this information is then used to flash up adverts related to what products you were looking at longest as you pass by video screens ahead of you

eye-tracking technology is being used in a number of different situations one is to help motorists better identify cyclists on roads studies suggest drivers are five times likelier to spot pedestrians than people riding bicycles this could significantly cut the number of road deaths eye-tracking can also be used to allow people to use their eyes as a mouse to scroll through and select content on screens disabled people are already using this technology to enhance their daily mobility last month the tech giant samsung launched a smartphone that monitors what users look at on-screen mr bulling said "it is really gaining momentum i fully expect this technology to become available widely in the near future"

PUT A SLASH (/) WHERE THE SPACES ARE

From http://www.BreakingNewsEnglish.com/1305/130502-eye-tracking.html

Newcomputersoftwarewillsoonbekeepinganeyeonyou,oronyoureyes,when

yougoshopping.ItiscalledtheSidewaysprojectbecauseittracksthemovementof

youreyesasyouglanceatproductsonshelves.Theresearchers,fromBritain's

LancasterUniversity,toldtheBBCthatthetechnologywouldbeacommonfeaturein

storesbeforetheendofthedecade.SeniorresearcherAndreasBullingsaid:"The

systemusesasingleordinarycamera…[It]detectsthefacesofpeoplewalkingbyand

calculateswheretheeyesarerelativetotheeyecorners."Thisinformationisthen

usedtoflashupadvertsrelatedtowhatproductsyouwerelookingatlongestasyou

passbyvideoscreensaheadofyou.Eye-trackingtechnologyisbeingusedinanumber

ofdifferentsituations.Oneistohelpmotoristsbetteridentifycyclistsonroads.Studies

suggestdriversarefivetimeslikeliertospotpedestriansthanpeopleridingbicycles.

Thiscouldsignificantlycutthenumberofroaddeaths.Eye-trackingcanalsobeusedto

allowpeopletousetheireyesasamousetoscrollthroughandselectcontenton

screens.Disabledpeoplearealreadyusingthistechnologytoenhancetheirdaily

mobility.LastmonththetechgiantSamsunglaunchedasmartphonethatmonitors

whatuserslookaton-screen.MrBullingsaid:"Itisreallygainingmomentum.Ifully

expectthistechnologytobecomeavailablewidelyinthenearfuture."

FREE WRITING

Write about **eye-tracking** for 10 minutes. Comment on your partner's paper.

_____

_____

_____

_____

_____

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_____

_____

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_____

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_____

ACADEMIC WRITING

Software that tracks what we look at is dangerous and should not be allowed in stores.   Discuss.

_____

_____

_____

_____

_____

_____

_____

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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 eye-tracking. Share what you discover with your partner(s) in the next lesson.

3. EYE-TRACKING: Make a poster about eye-tracking and what it could be used for. Show your work to your classmates in the next lesson. Did you all have similar things?

4. BIG BROTHER?: Write a magazine article about the Sideways project. Include imaginary interviews with people who are for and against it.

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 a privacy expert. Ask him/her three questions about eye-tracking. Give him/her three of your opinions. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

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

SYNONYM MATCH (p.4)

1.	keeping an eye on		a.	watching
2	tracks		b.	follows
3.	glance		c.	look
4.	feature		d.	aspect
5.	flash up		e.	display
6.	situations		f.	circumstances
7.	identify		g.	recognise
8.	select		h.	choose
9.	enhance		i.	improve
10.	expect		j.	believe

COMPREHENSION QUESTIONS (p.8)

1. New eye-tracking software
2. Products on shelves
3. By 2020
4. One
5. It displays adverts based on what you looked at
6. Cyclists
7. It could let the eyes be like a mouse
8. Enhance their daily mobility
9. It monitors what users look at on-screen
10. He said it was gaining momentum

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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