



**RISK**

RISK

UNIT 10

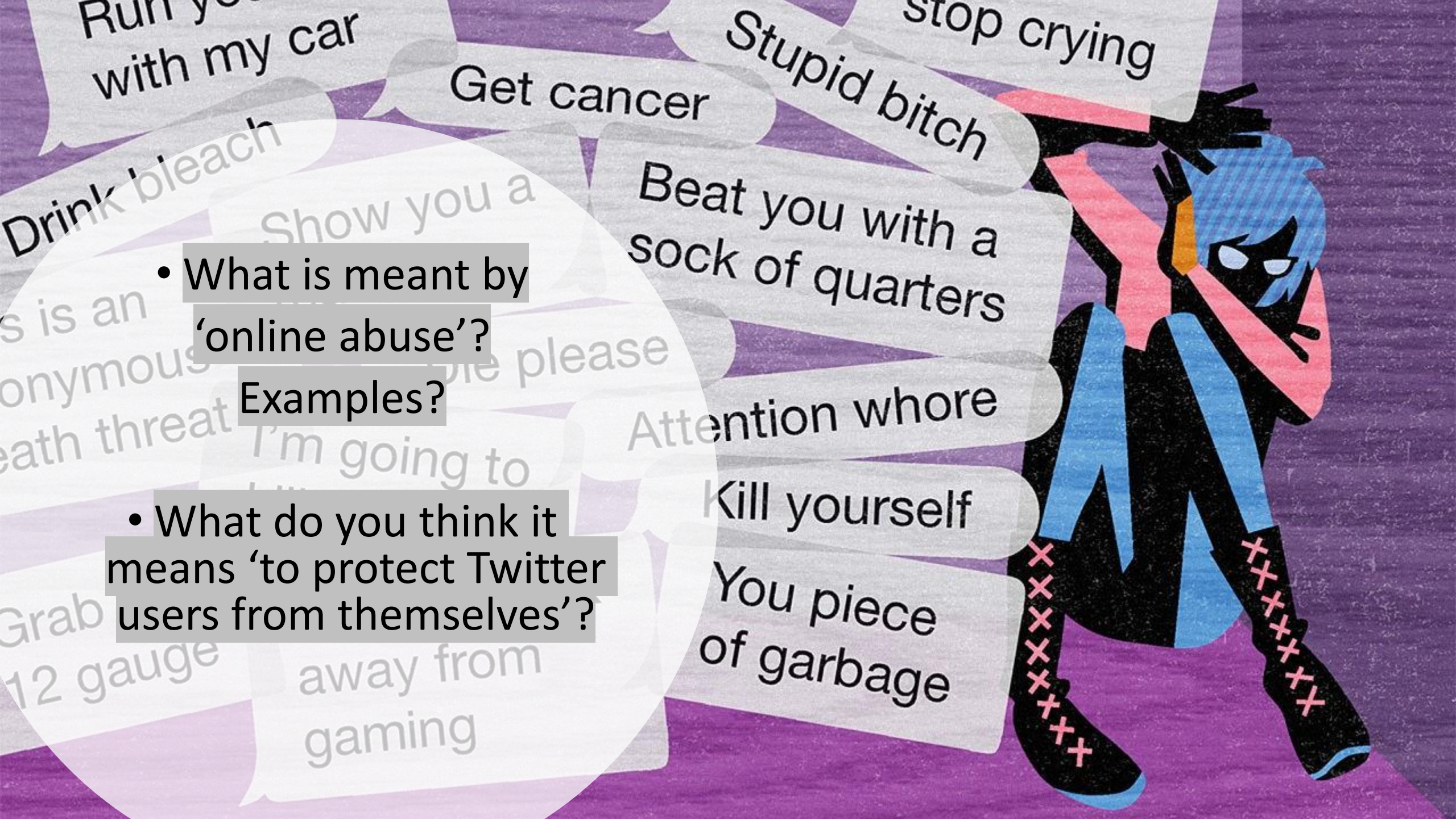
BIO p107

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- **Del Harvey** works at *Twitter* to ensure user safety and security, balancing the need for free and open communication on the social network with the need to protect users from online abuse.
- The security expert spends her days thinking about how to prevent bad things from happening while giving voice to people around the globe.
- Del Harvey's idea worth spreading is that companies have the responsibility to keep every user safe, by imagining the worst and designing products to avoid it happening.





- What is meant by 'online abuse'?  
Examples?

- What do you think it means 'to protect Twitter users from themselves'?

# Before watching

- Ex 2 p 107
- Keywords

- Ex 1 p108

- Ex 2 p108

- Ex 3 p108

	Br. Eng		Am. Eng
• Notes on p108/109	behaviour	vs.	behavior
	visualiz/se	vs.	visualize
• <u>Pronunciation</u>	parameter		
	catastrophe		

# Key ex 1

The size of Twitter

2 mio → 500 mio

The size of risk

1 / 1mio = 500x a day

Examples of users' behaviour

documenting landmarks,  
pictures of animals

Examples of risk

picture can be geo-tagged  
→ can reveal location





## Key ex 2

1. 2 million new tweets a day in January 2009
2. 500 million new tweets a day in January 2014
3. 6 minutes to send 2 mio tweets
4. 24,900 % increase from 2009 to 2014
5. 500 number of times a day a one-in-a-million chance occurs
6. 99.999 percentage of tweets that are safe
7. 150,000 number of possibly dangerous tweets per month

# Key ex 3

1. People do weird things 😊

2a. **Possible spam:** a tweet 'Now's your chance'

could be a notification that, for example, the International Space Station is passing overhead

2b. **Possible phishing:** a tweet saying 'plz watch+share'

could be someone trying to get users to click through to a website that will steal personal detail,

or a tweet of someone at a rally who has information that the world really should see



What is your  
experience  
with spam or  
phishing?



Are you  
a risk taker?



**risk.**  
**is it in**  
**you?**



MAY THE ODDS  
BE EVER  
IN YOUR FAVOR

Share a risk you once took

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What/when/why?

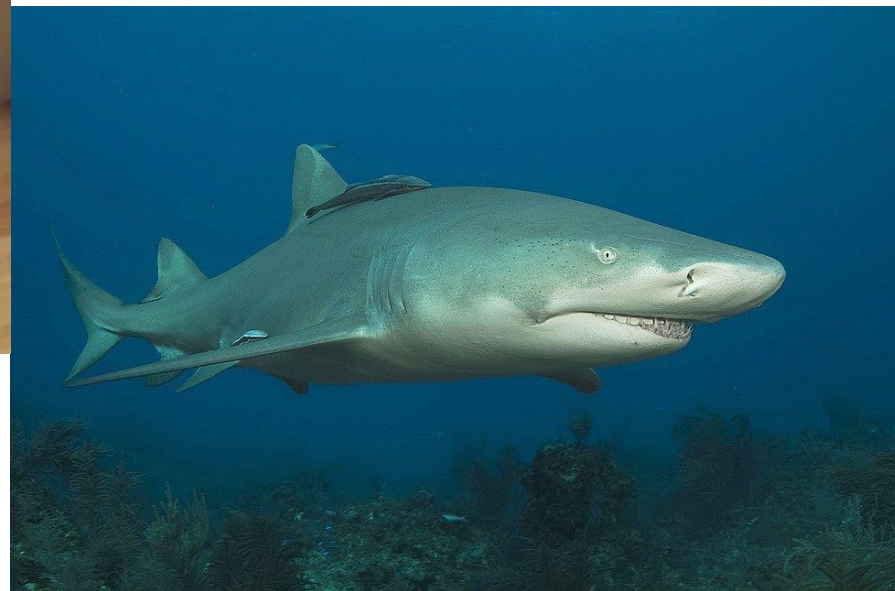
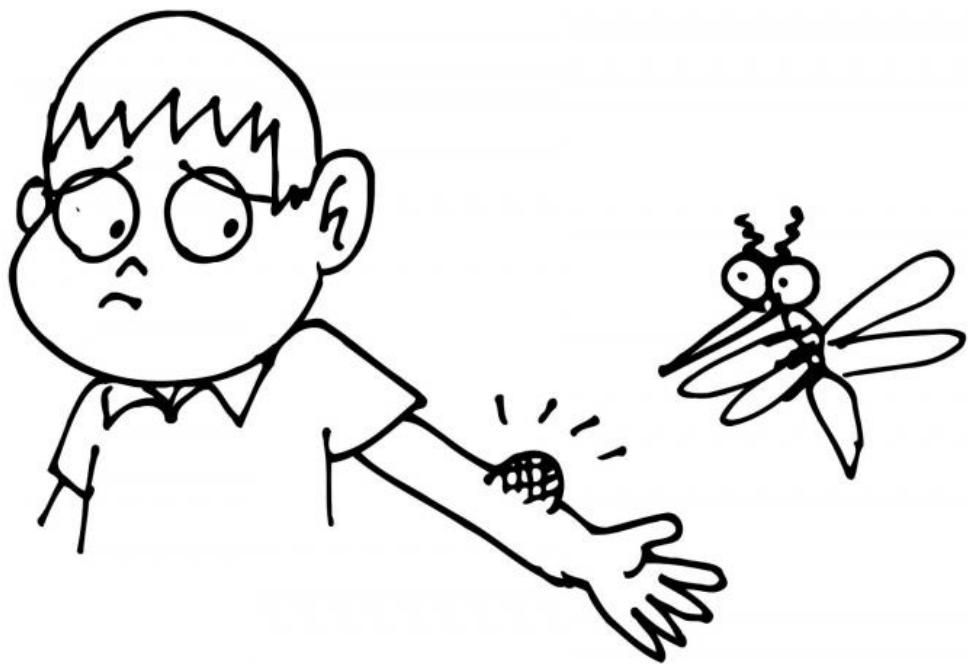
What were the consequences?



# Follow your gut instinct p112

- Ex 1 p112

**Number the risks: what is most likely to happen?**



## <German survey:



1. Lightning: 1 in 3,000
2. Toilet: 1 in 10,000
3. Bee sting: 1 in 6 mio
4. Shark: 1 in 11,5 mio
5. Asteroid impact: 1 in 74,817,414



The most common reason for a ship sinking in the ocean is failed fittings on the ship's toilet.



- 2.3 million toilets in the U.S were recalled in 2017, due to malfunctions that could potentially cause explosion




Toddlers and toilets...

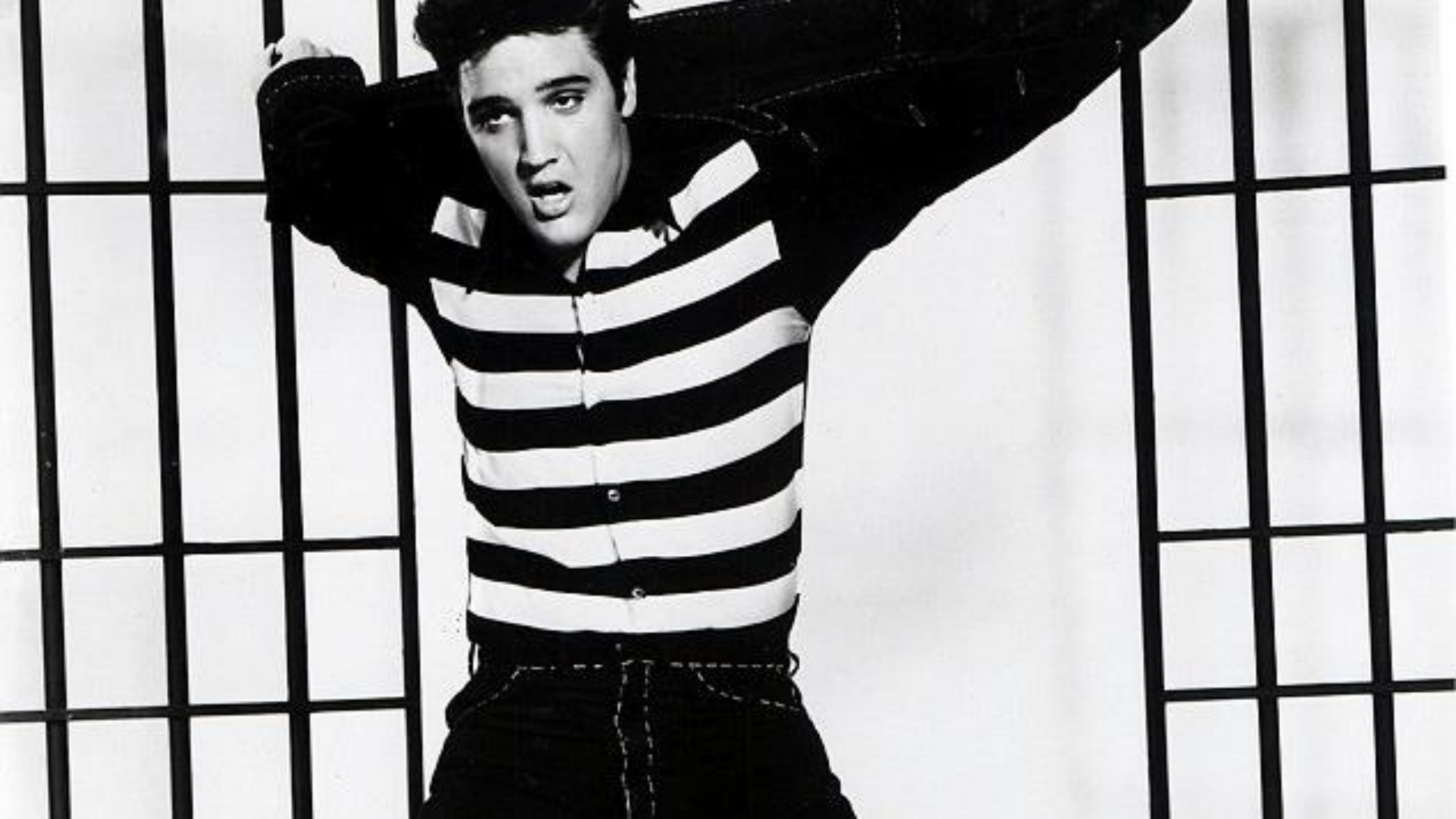







A close-up photograph of a person wearing bright yellow rubber gloves, cleaning a white toilet bowl. The person is using a white cloth to wipe the rim of the toilet. The background is slightly blurred, showing a tiled floor and a toilet paper roll. The text is overlaid in the center of the image.

A public toilet can play host to  
over 40,000 germs at any given  
time.





# Risk and probability

- Has anything extremely unlikely happened to you? (or an amazing coincidence)?



# Miracle?

- Beatrice, Nebraska, 1 March 1950
- The church choir was due to meet at 7:20 AM.
- All 15 members were late due to 10 separate reasons.
- The church exploded at 7:25...



# Shuffling a deck of cards

1 in

806581751709438785716606368564037669752  
895054408832778240000000000000

- probability ex ante vs. ex post (=100%)



**3,287**

PEOPLE DIE EVERY DAY IN CAR ACCIDENTS



**CAR ACCIDENTS**

**VS**

**2**

PEOPLE DIE EVERYDAY IN FLIGHT CRASH



**FLIGHT ACCIDENTS**

Common  
mistakes  
about risks

**Every year, sharks kill 10 people.  
Every year, 100 people die from being  
stepped on by cows.**



**FEAR THE REAL KILLER**

Share a time  
when you  
followed your  
gut instinct

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Read the article      p113

Ex 3                      Put the 4 headings (1-4)  
in the right place (A-D)

Ex 6                      Statements

Ex 8 + 9                Voc

10.2

Not as risky  
as it sounds

Which sport do you practise?

Which sport would you never  
want to try?

What is the most dangerous  
sport? Top 5?

Infographic p110

# Passive reporting verbs      Grammar box p110

- **Ex 4      Rewrite the sentences using PASSIVE REPORTING VERBS**

- |                                |                             |
|--------------------------------|-----------------------------|
| 1. Skateboarding               | IS SAID TO BE ...           |
| 2. Cycling                     | HAS BEEN SHOWN TO BE ...    |
| 3. Horseriding                 | WAS REPORTED TO BE ...      |
| 4. Golf                        | IS SHOWN TO BE ...          |
| 5. A million baseball injuries | ARE EXPECTED TO BE SEEN ... |
| 6. Softball                    | IS UNDERSTOOD TO CAUSE ...  |

- **Ex 6 p111**







# Additional sheet (copy)

## Unit 10 RISK

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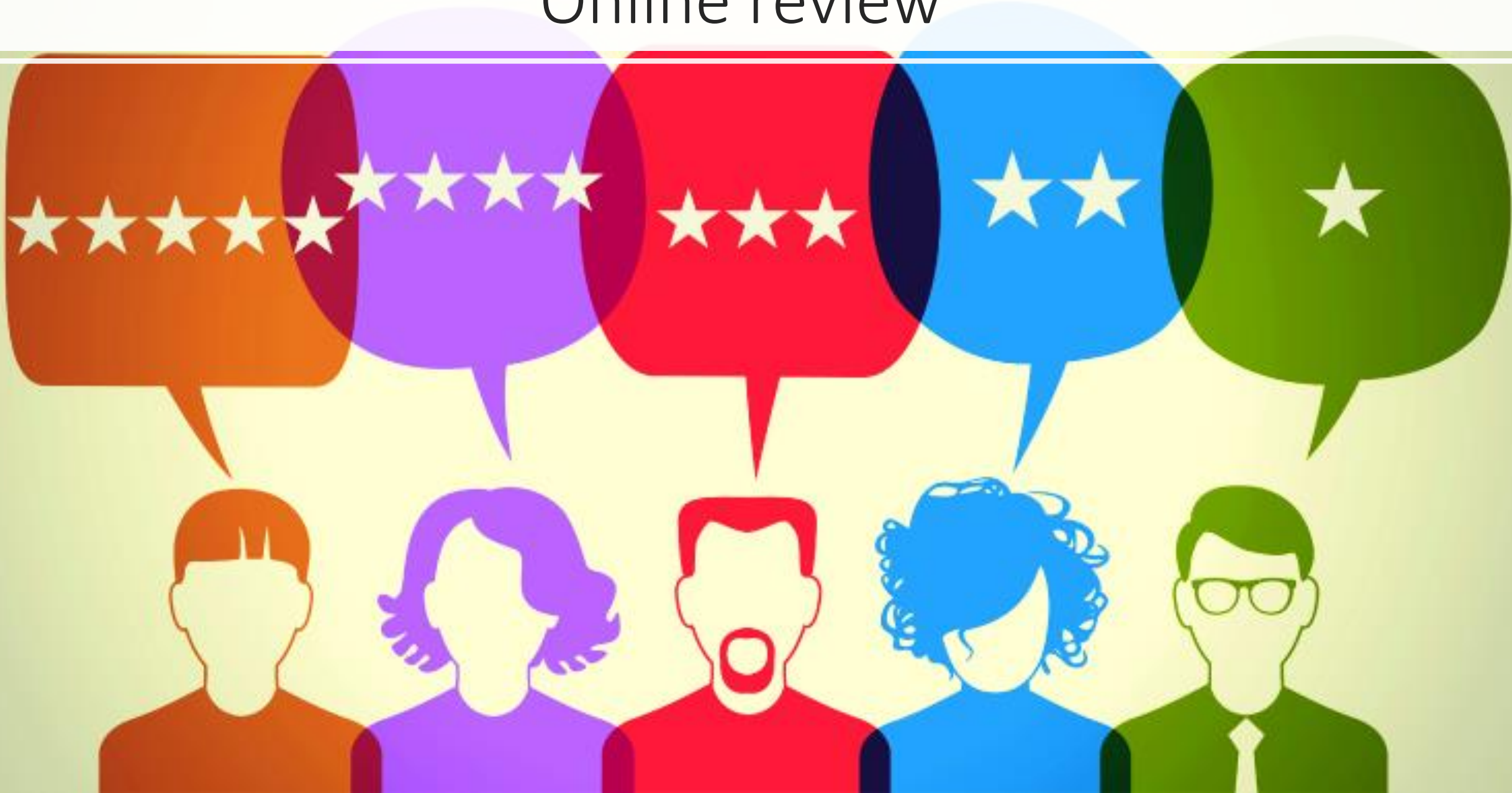
- Ex 5: complete
- Ex 6: wordbuilding *-ity*
- Ex 7 → 8: 'face'

# Additional sheet

- Ex 5                      Complete
- Ex 6
- Ex 7                      Using qualifiers
- Ex 10



# Online review



- Think of a product you recently bought.
- Write a short (positive) customer review on it, using qualifiers.
- Exchange reviews with your partner.
- Comment on the other review as if you were the manufacturer.



Now try a bit of sarcasm



#### #4 WMA Blue Amazon Kindle Waterproof Case Cover Protective Bag Pouch



★★★★★ hoping it'd be crap, her kindle would slip out and electrocute her, 3 July 2015

By [Ben Harrison](#)

**Verified Purchase** ([What is this?](#))

**This review is from: WMA Blue Amazon Kindle Waterproof Case Cover Protective Bag Pouch**

Got this for the Mother in-law for bath time, hoping it'd be crap, her kindle would slip out and electrocute her. So far, this bloody thing is staying in one piece. Great for waterproof kindling, crap for murder.







# Words sometimes confused

- Syllabus p216
- ACE: Commonly Confused Words (11 exercises)
- Easily confused words and expressions (same folder in Ace)





Linking words | •ACE (4 exercises)

# Business English

- ACE (4 exercises)





Pop quiz

- GRAMMAR
  - ➔ Passive tenses
    - Introductory test



- Additional files in Bb
  - ➔ Theory & 2 exercises



Correct if  
necessary p211

**Pair work**