**CYBER MONDAY**

# Understanding vocabulary

**1**

## Fnd each of the following words in the text on page 5 (they are underlined) then choose the correct deﬁnition.

**Part A:**

1. overrun
   1. **when large numbers of something spread across a particular place**
   2. when a person is accidentally hit by a vehicle
2. curious
   1. a dish made of meat or vegetables, usually served with rice
   2. **when you really want to know something**
3. credited
   1. **oThcially saying that someone did or achieved something**
   2. to pay for something using cash
4. blurred
   1. **unable to see or be seen clearly**
   2. a red liquid inside the body
5. to phish
   1. the act of catching ﬁsh for food or sport
   2. **sending an email pretending to be from a company or a bank in order to get people’s personal information**
6. spyware
   1. **a computer programme that will send information about that computer and the user to another computer**
   2. special clothes that are worn by spies
7. to hack
   1. **getting access to a computer or computer system without legal permission**
   2. to cut something up with a violent motion
8. to keep an eye on something
   1. to look at something with desire
   2. **to watch something in order to stay informed**



## Part B:

**Now put the correct words (from part A) into the gaps in the sentences. You may need to change the form of the word.**

1. I need to report a problem to Facebook. Someone **HACKER** into my account last night and messaged all of my friends asking them to send me money.
2. Excuse me? Could you just **KEEP AN EYE ON** my dog while I go into the newsagents? I can’t take him inside.
3. I got an email last night telling me I had won $100,000. I was so excited, but when I looked closely, I realised it was a scam and they were just **PHISHING** for my bank details.
4. I’d been working at a computer for three years, and one day I realised that the words on the screen were **BLURRED** and I needed glasses.
5. My sister came home really late last night and I haven’t seen her yet today. I’m really

**CURIOUS** about where she went.

1. Ugh! We got back from holiday last night and the kitchen was **OVERRUN** with ants. Daniel had left the sugar out and uncovered. They were everywhere!
2. Did you hear about that company that is in the news? They had **SPYWARE** on all of their employees’ computers so they could see what they were doing all the time!
3. The Burj Khalifa in Dubai is **CREDITED** with being the tallest building in the world, but that will probably change soon.

# Reading for details

**3**

## Quickly read through the text and match the numbers to their meanings.

1. 2004

2. 2005

3. $0.5 billion 4. 2014

5. $2 billion 6. $17,700

1. The amount of money in online sales in 2005.
2. The amount of money in online sales in 2014.
3. The amount of money lost per minute in phishing attacks worldwide.
4. The ﬁrst time the term ’Cyber Monday’ was used in public.
5. The year Cyber Monday oThcially became the biggest online shopping day in the year.
6. The year the NRF did research into the increase in online sales in late November.
7. **F.**
8. **D.**
9. **A.**
10. **E.**
11. **C**
12. **B**

# Reading for comprehension

**4**

## Read again and answer the following questions with True or False.

1. The days mentioned in the article happen in the following order: Thanksgiving, Black Friday, Cyber Monday.
2. Black Friday is a very popular event in America.
3. In 2004, most people were online shopping at home.
4. The woman who invented the term ’Cyber Monday’ worked for the National Retail Federation.
5. By 2010, Cyber Monday was the biggest online shopping day of the year.
6. It’s a good idea to use a debit card if you shop online.
7. Emails oﬀering prizes and money can actually be from criminals trying to get your personal details.
8. Online shopping in a library or a restaurant is a good idea.
9. **True.**
10. **True.**
11. **False.**
12. **True.**
13. **True.**
14. **False.**
15. **True.**
16. **False.**

**Cyber Monday and Cyber Security**

## How Cyber Monday became a day.

**1.** Around the beginning of this century, the Washington D.C based National Retail Federation (NRF) noticed that there was an increase in online purchases on the Monday following the Thanksgiving holiday in America.

**2.** The holiday falls on the fourth Thursday of November and is a national holiday which a lot of people turn into a long weekend by taking the Friday oﬀ work. The Friday is known as ’Black Friday’ when many shops have discounts and sales, and shops are overrun with bargain hunters looking for cheap goods and great deals.

**3.** However, on Monday, the majority of people are back to work and that was when the increase in online sales was happening. The NRF realised, due to their research in 2004, that this was probably because people were taking advantage of the faster internet speeds in their oThces (at the time, most people had slow, dial-up broadband at home). This, and the fact that they were away from their children’s c urious eyes, to buy Christmas presents.

**4.** The senior vice-president of research and strategic initiatives for the NRF, Ellen Davis, is credited with inventing the term ’Cyber Monday’. A press release was issued shortly before Thanksgiving in 2005 where the name was used for the ﬁrst time. That year, online sales climbed to roughly half a billion dollars. Sales increased year by year, although many still saw it as purely a marketing exercise as it wasn’t the biggest online shopping day of the year.

**5.** That was until 2014 when Cyber Monday created over $2 billion in online sales and oThcially became the biggest online shopping day of the year. Every year since then, sales have increased.

**6.** Unfortunately, where there is a lot of money, there are also criminals looking to take it. Cyber Monday

is no diﬀerent and it’s important to be careful if you plan to buy gifts online this year.

**Here are some tips to help:**

**(TIP 1)** Beware of fake websites. It is quite easy for criminals to make a website look real and make shoppers think they are using the genuine website. Double-check the website address is correct. Check that the website works properly and that any pictures are clear and not blurred as this is a sign that the website is not real.

**(TIP 2)** Use a credit card. If you lose money to a fake website, you have protection with a credit card.

**(TIP 3)** Be careful of phishing emails. If emails oﬀer money as prizes or bargains connected to Cyber Monday, they might be fake. Clicking on links can lead to you downloading spyware onto your computer. Go straight to the website instead, don’t click on links in an email. $17,700 is lost every minute in the world due to phishing attacks.

**(TIP 4)** Avoid public Wi-Fi. If you go online-shopping while enjoying coﬀee at your local caf´e, you may put yourself at risk. As the network is open, criminals can hack into your computer or phone and steal login information and passwords. Be safe and shop on a private connection.

**(TIP 5)** Check your bank statements. If you buy a lot of items on Cyber Monday, you should check your bank statements afterwards to make sure there are no unusual items on there. Criminals will use the fact that there is more online activity to take small amounts from people’s accounts knowing that many people will not notice. Later, they will take larger amounts. So keep an eye on your bank account!

Follow these guidelines and have a safe Cyber Monday!



INTERMEDIATE (B1-B2) CYBER MONDAY

# Talking/writing point

HEAAADERLOGORIGHT

**5**

## In pairs or groups, discuss the following questions.

1. What has your experience been with online-shopping? Can you describe some good and bad experiences?

**It has been good, some good would be when Amazon brings you your package on the same day or ahead of time and another would be to be able to buy things cheaper than in the official store. It would be bad to buy things and that they arrive defective or that what you have ordered does not arrive in that Aliexpress has a doctorate.**

1. Do you prefer online-shopping or visiting the shop in person? Why?

**Buy online, so I don't have to move from home.**

1. What do you personally do to make sure that you will not become the victim of cybercrime?

**Buy with Paypal, so if something strange happens, they give me my money back.**

1. Is there anything you don’t do that you should do? What is it?

**No, I think I do everything more or less well**