UNIT 4
BIG DATA

Connect to the topic

1. Look at the photo showing a server farm. How might this server farm be related to the concept of big data?
2. Can you estimate the amount of data that could be processed in a server farm like the one shown?
3. Why is big data considered to be a valuable resource in various industries?

WARM-UP VIDEO

WATCH AND SPECULATE. Scan the QR code, watch the video "Big Data Revolution" and discuss the questions below.

1. What common everyday actions contain data that can be collected and analyzed?
2. What technologies allow us to make sense of increasingly larger amounts of data?
3. What makes a vehicle described in the video different from traditional ones?
4. What are some potential benefits and risks associated with big data?

UNIT 4.1 BIG DATA BASICS

SPEAKING

Task 1. THINK CRITICALLY. Work with a partner. Look at the graph. Match the four concepts to the correct definitions below.

_____ a) = raw, unanalyzed facts. There are more than 120 zettabytes of it stored worldwide today. That is 120 followed by 21 zeroes.

_____ b) = the effective use of knowledge; decisions based on it make good use of data.

_____ c) = understanding based on information; currently, just 0.5% of available information is analyzed.

_____ d) = value extracted from data; an estimated 33% of it could be useful if appropriately analyzed.

Task 2. COMMUNICATE. Work in small groups. Discuss these questions.

1. It is estimated that the total amount of data generated globally could reach even yottabytes per year by 2030. In what ways is it good that people generate so much data? In what ways is it not?
2. Do you think humans will learn more effective ways to turn knowledge into wisdom? Why and how, or why not?
3. Big data can be defined as very large amounts of information that companies use to produce new goods and services. What kinds of information do companies know about you? How did they learn it? How do you feel about them knowing it?

1 zettabyte = 1 trillion gigabytes
1 yottabyte = 1 trillion terabytes

LISTENING

Task 3. LISTEN FOR MAIN IDEA. Scan the QR code, listen to the podcast "Big Data" and answer the questions below.

1. What does the speaker do in the talk? Choose ***three*** answers.
   A. Defines the meaning of the term big data
   B. Illustrates how big data improves our lives
   C. Emphasizes the risks of relying on big data
   D. Discusses how to learn more about big data
   E. Explains what information makes up big data
2. What ideas does the speaker express in the talk? Choose ***three*** answers.
   A. Big data can help people save money in a variety of ways.
   B. Analysis of big data can lead to insights into health issues.
   C. Big organizations and individuals both profit from big data.
   D. Big data has serious problems that stop it from being useful.
   E. Companies that are not investing in data analysis will struggle.

Task 4. LISTEN FOR DETAILS. Listen to the speaker again and decide if the statements below are True or False.

1. The speaker says that data and information can be considered synonyms of each other.	True / False
2. The speaker says that the collected information can include sound files, video files, and image files.	True / False
3. The speaker purchased a laptop computer from a shopping mall for approximately $800.	True / False
4. Smart devices help the speaker save at least $1200 every year on household expenses.	True / False
5. The speaker caught the flu last winter and made an appointment to see a physician.	True / False
6. The speaker says that analyzing big data for health trends will help people remain healthy.	True / False

Task 5. COLLABORATE. Work in small groups. Discuss the questions below.

1. Have you ever used online services that collect data to help you make purchasing decisions? If yes, give examples.
2. In what other ways do you think big data could be used to improve people's lives in the future?

READING AND VOCABULARY

Task 6. READ FOR MAIN IDEAS. The 5 V's of big data are velocity, volume, value, variety, and veracity. Match them with definitions, then read the text and check if you are right.

1. velocity	a) different types or formats of data.
2. volume	b) reliability or accuracy of data.
3. value	c) speed at which data is generated and moves.
4. variety	d) the usefulness or insights gained from data.
5. veracity	e) amount of data that exists or is created.

Big Data

Big data is a combination of structured, semi-structured, or unstructured data. The 5 V's (velocity, volume, value, variety, and veracity) describe its main characteristics. The 5 V's help data scientists derive more value from their data while allowing organizations to become more customer-centric. Big data can be used to improve operations, provide better customer service, and create personalized marketing campaigns. It can also be used in healthcare and energy industries.

Velocity is the speed at which data is generated and moves, which is important for organizations that need their data to flow quickly. A continuous flow of data is created and sent from sources such as machines, networks, smartphones, or social media. In healthcare, medical devices collect data that needs to be analyzed quickly. Slower data velocities can happen when an organization collects more data than it can handle.

Volume is the amount of data that exists forming the base of big data. If the volume of data is large enough, it's considered big data. However, what's considered big data changes depending on the available computing power. For instance, a company with hundreds of stores that generate millions of transactions per day qualifies as big data, with the average number of transactions representing its volume.

Big data provides value to organizations when they gather and analyze data to gain valuable insights. The value of big data is directly proportional to the insights that can be derived from it. Apache Hadoop can help organizations store, clean, and process vast amounts of data. Profiling

customers through big data can help personalize their experience, improving marketing and sales efficiency and customer satisfaction.

Data variety refers to the different types of data an organization gets from various sources. This data can be structured, semi-structured, or unstructured. Structured data is organized into a formatted repository, while semi-structured data has associated information like metadata, and unstructured data is unorganized and comes in different formats. Standardizing and distributing collected data is a challenge that organizations face to have effective processing and analysis.

Raw data is unprocessed data that can fall into structured, semi-structured, or unstructured categories. It often comes from other organizations or users, and social media data is a common example. Companies may gather various types of data about their customers, some of which may arrive in the form of raw data that needs cleaning before processing.

Veracity refers to the accuracy and credibility of data. It is important that collected data is trustworthy and provides valuable insights. Messy or incomplete data can lead to confusion and endanger lives in certain fields like medicine. Organizations should establish limits for data truth to make high-level decisions. A red flag might appear if data lacks proper lineage, which is a trace of its origins and movement.

Big data is defined by 5 V's, but variability is another crucial factor to consider. Variability refers to inconsistencies in the usage or flow of big data. In order to minimize variability, organizations need to carefully construct data flows, from the transactional to the analytical, to ensure consistency and get more stable reporting and analytics. The biggest benefit is higher confidence in data veracity.

(adapted from https://www.techtarget.com/searchdatamanagement/definition/5-Vs-of-big-data)

Task 7. WORK WITH WORDS. Match the highlighted words from the text with their definitions.

1. **derive**	a) useful knowledge or understanding received from analysis
2. **continuous flow**	b) to perform a series of actions to transform something
3. **handle**	c) an uninterrupted stream of something, such as data
4. **valuable insights**	d) the quality of being reliable or believable
5. **process**	e) gathering and analyzing data to understand a person or group
6. **profiling**	f) to extract something from a specific source
7. **accuracy**	g) variations or mistakes that could make the data less reliable
8. **credibility**	h) to manage or deal with something
9. **lineage**	i) the origin or history of something, often used to track the source
10. **inconsistencies**	j) the degree to which information is correct, precise, or exact

Task 8. READ FOR DETAILS. Read the text again and choose the correct endings to the sentences below. There are extra endings you do not need to use.

1. The 5 V's describe its main characteristics, allowing data scientists to ...
2. Velocity is important for organizations that need to ...
3. The volume of data represents the total amount of data in existence which is considered big data when it ...
4. Data variety can make it challenging to ...
5. Profiling customers can lead to ...
6. Raw data can come from ...
7. In terms of veracity it is crucial for organizations to ...
8. Variability, another factor to consider in big data, refers to ...

a) ... maintain consistency in their data processes and avoid misleading results.
b) ... multiple sources, like social media, sensors, or customer interactions.
c) ... improved marketing and sales.
d) ... understand how their data is stored and processed to guarantee data integrity.
e) ... make high-level decisions based on accurate information.

f) ... process large amounts of data efficiently.
g) ... keep up with the fast pace of data generation and the need for rapid analysis.
h) ... achieve significant operational improvements.
i) ... ensure data quality by checking its accuracy and source credibility.
j) ... differences in the usage or flow of data, which can cause inconsistencies.
k) ... reaches a certain limit, often based on the available computing power.
l) ... make smarter decisions and become more customer-centric.

Task 9. EXPLORE THE IDIOMS. Study the meaning and examples of IT related idioms. Then use them in sentences.

Pull the plug – stop something suddenly.
*They had to **pull the plug** on the conference because of bad weather.*
Sputnik moment - when people realize they're in trouble and need to work harder to catch up with others.
*When our rival company released a better product, it was our **Sputnik moment**, and we had to work twice as hard.*
On the fly – doing something quickly or improvising as you go along.
*The programmer fixed the bug **on the fly**, preventing the system from crashing.*
On the same wavelength – in agreement, or having the same ideas or thoughts as someone else.
*Our development team is **on the same wavelength**, which is why we work so efficiently.*
In the loop – to be informed or up-to-date.
*Keep our clients **in the loop** about the software update's progress.*
Nuts and bolts – the practical details of a subject or task.
*Let's get down to the **nuts and bolts** of how this new algorithm works.*
Crash and burn – to fail spectacularly.
*Their new app was buggy at the release, and it **crashed and burned** in the market.*

1. If the project isn't working, it might be time to _____ and try something else.
2. The video game idea sounded cool, but when we tried to make it, everything _____.
3. After chatting for a while, Jane and Sam realized they were _____ about the new game they wanted to create.
4. The company's _____ came when they fell behind in the market, and they had to innovate quickly to stay competitive.
5. With the deadline approaching, we had to fix the software issues _____ to ensure the product launch went successfully.
6. It's important to keep everyone _____ about the schedule for the online class so nobody misses out on important information.
7. The teacher explained the _____ of computer programming so the students could understand the basics.

Task 10. COLLABORATE. Work in pairs. Make up a story about a world where big data plays a crucial role. You have the beginning of the story, continue it. Use the idioms from previous task.

In a post-apocalyptic world, humanity is spread across desert landscapes and ruined cities. Resources are limited and survival is a daily struggle. In this dark world, big data becomes a valuable resource that provides the key to understanding the past and getting the future of the survivors.

Jack is a data scavenger, searching the ruins of a once rich metropolis for old servers and data centres. The world has fallen into chaos after a massive solar flare ruined technology, causing systems to crash and burn. Jack's job is to find usable data and return it to the Technicians, a group focused on rebuilding society using information from before the apocalypse.

One day, while picking up rubbish, Jack came across …

Task 11. COLLABORATE. Work in pairs. Make up a story where people and robots live together and where a robot leader wanted to rebel against humans. But then the robot leader makes the difficult decision to pull the plug on their plan to overthrow the human government when they saw it could cause big problems. Use the idioms above.

WATCHING

Task 12. EXPLORE THE WORDS. Study the sentences below and match the words in bold to their definitions.

1. When you **multiply** all the customer data, you get a huge amount of information to study.
2. The marketing team saw that more people were entering **search queries** for their product, which was a good sign.
3. The developers used a new **framework** to build their big data app, which made it easier to handle large amounts of data.
4. The company used a **distributed** system to store data in different places, so it would be more secure and faster.
5. The analysts split the big data set into smaller **chunks** to make it easier to process.
6. If one **node** in the distributed network breaks, the other nodes can take over, so the system keeps working.
7. After collecting data from various sources, the team had to **assemble** it into a complete report.
8. The company noticed their **churn rate** went up after they increased prices, so they decided to rethink their pricing strategy.

_____ a) to bring together different parts or pieces into a whole.
_____ b) to increase or grow in number by a specific factor.
_____ c) the percentage of customers who stop using a product within a given period.
_____ d) the words or phrases entered into a search engine to find information.
_____ e) spread across different locations to share resources and improve efficiency.
_____ f) a system that provides support for building something, like software.
_____ g) a small, manageable piece of a larger dataset.
_____ h) an individual part of a network or system, representing a computer or server.

Task 13. WATCHING FOR DETAILS. Scan the QR code and watch the video "Big data in action". Choose the correct answers to the questions.

1. Which of the following activities generates the most data on the internet per minute?
   A. Sending emails
   B. Watching YouTube videos
   C. Logging onto Facebook
   D. Searching on Google
2. Which of the following is an example of veracity in big data?
   A. Making sure data is accurate and reliable.
   B. Analyzing data at high speed.
   C. Gathering large volumes of data from various sources.
   D. Using multiple types of data to get better insights.
3. What is a potential benefit of using big data in the healthcare industry?
   A. Faster disease detection
   B. Lower hospital admission rates
   C. Increased demand for doctors
   D. Lower costs for new medical equipment
4. How does Hadoop store big data?

A. In a single large database.
B. By breaking data into smaller chunks.
C. By compressing data.
D. In cloud storage for easy access.

5. Which technique does Hadoop use to process big data?
   A. Distributed file system
   B. Data analysis
   C. Parallel processing
   D. Data storage
6. What insight did big data provide for the game industry according to the passage?
   A. Understand user behavior and game experiences
   B. Improve game storylines
   C. Reduce customer churn
   D. All of the above
7. How did big data help with disaster management during Hurricane Sandy?
   A. Predict the hurricane's landfall
   B. Understand the storm's effect on the East Coast
   C. Enable necessary preparatory measures
   D. All of the above

SPEAKING

Task 14. COMMUNICATE. Complete the dialogues with appropriate ideas. Change roles.

Big Data Project

Liam: Hello there! How's the big data project coming along?
Terry: …….
Liam: I can only imagine. Dividing tasks must have taken a lot of coordination.
Terry: …….
Liam: Sounds like a headache! How'd you guys communicate and keep it all together?
Terry: …….
Liam: And the deadlines? Were they stressful much?
Terry: …….
Liam: Get it. Teamwork makes the dream work, right?
Terry: …….
Liam: Absolutely, let's hope for a smoother ride next time. By the way, did you have to make any last-minute changes to your project?
Terry: …….
Liam: It sounds like you and your team were on the same wavelength and well-prepared.
Terry: …….
Liam: That's great to hear. I've heard some groups crash and burn when facing similar challenges.
Terry: …….

Career Path

Hue: Hey, have you thought about our career paths after graduating?
Trent: …….
Hue: Totally! I'm thinking about becoming a data scientist. It requires some serious tech-savvy skills, though.
Trent: …….
Hue: True that! I also heard that being in the loop with the latest technologies is crucial in this field.
Trent: …….

Hue: Agreed. Let's keep pushing ourselves and exploring all our options. Who knows where we'll end up?
Trent: …….
Hue: For sure! It's not just about knowing the nuts and bolts of the technology; it's about how creatively we can apply it.
Trent: …….
Hue: I agree. But let's not forget, some aspects of big data can feel like rocket science at first.
Trent: …….
Hue: Definitely! But once we break new ground and start making breakthroughs, it'll all be worth it.
Trent: …….
Hue: I have no doubt about that!
Trent: …….

Task 15. COLLABORATE. Divide into teams with 6 members. You will all have the same set of professions but each of you should do the ranking according to the category mentioned in your card: importance for the society

- salary
- level of education and training
- status in other people's eyes
- level of stress
- customer interaction

Take a card and follow the instructions.

Student A Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO) • Photocopy Technician in a shopping mall You have to order them 1-7 according to the **salary they get**. Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.	**Student B** Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO) • Photocopy Technician in a shopping mall You have to order them 1-7 according to **how important the job is for the society**. Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.
Student C Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO)	**Student D** Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO)

• Photocopy Technician in a shopping mall You have to order them 1-7 according to **the level of education and training needed**. Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.	• Photocopy Technician in a shopping mall You have to order them 1-7 according to the **status of the job in other people's eyes**. Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.
Student E Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO) • Photocopy Technician in a shopping mall You have to order them 1-7 according to **how much direct interaction they have with customers or clients.** Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.	**Student F** Here are 7 jobs: • Database Administrator • Full-Stack Developer • Cable installer • Technical Support Specialist • IT Project Manager • Chief Information Officer (CIO) • Photocopy Technician in a shopping mall You have to order them 1-7 according to **how stressful the job is**. Do this on a separate piece of paper. When you have all finished, take it in turns to read out your order. The others now try to guess on what you had based your order.

Task 16. COLLABORATE. Work in small groups. Brainstorm skills that a big data specialist might need, categorize them into technical and non-technical. Discuss why these skills are important for big data roles.

LANGUAGE FOCUS

Task 17. STUDY AND ANALYZE. Look at the rule about Will and Going to, study in what situations they are used.

WILL

Use	Example
Facts about the future	The new technology **will transform** data encryption.
Predictions	I believe that data security **will become** a top priority for businesses worldwide.
Offers and requests	I'**ll help** you analyze the data for your research project.

Decisions made now	Ok, I **will attend** this big data conference next month.

BE GOING TO

Use	Example
Intentions	Our team **is going to develop** a cutting-edge mobile app.
Predictions (often with evidence we can see)	Based on the current server performance, it **is going to crash** if we don't upgrade it soon.

Task 18. PRACTICE. Circle the correct word or phrase.

1. Big data **will / is going to** involve even more advanced analytics tools in future.
2. **Will they / Aren't they going to** attend the cybersecurity conference next month?
3. I think that artificial intelligence **will / is going to** become an integral part of our daily lives.
4. **Will / Shall** you please share your insights on cloud computing with the team?
5. Based on the current network traffic, it **will / is going to** be a busy day for our web servers.
6. The next generation of smartphones **will / is going to** have even more advanced processing power.
7. Is that unusual network activity a sign that we **will / are going to** experience a cyber-attack?
8. If you need assistance with data analysis, I **will /am going to** be available to help.
9. I've made up my mind; we **will / are going to** invest in upgrading our data centers.
10. The current software version **won't / isn't going to** cause compatibility issues.
11. Do you think the new software update **won't / isn't going to** require additional training?
12. **Will you/ Are you going to** pursue a career in data analysis after graduation?
13. Well, we **will / are going to** implement this new cloud-based storage solution.
14. I **won't / am not going to** participate in the upcoming hackathon due to scheduling conflicts.
15. The hard drive is making strange noises; it **won't / is not going to** last much longer.

Task 19. PRACTICE. Complete the sentences, using will or be going to with the verbs in brackets.

1. The increasing number of job postings for cloud architects suggests that cloud computing _____ (grow) rapidly.
2. _____ (we/ upgrade) the operating system on all company devices?
3. I believe data-driven decision-making _____ (lead) to increased efficiency.
4. We_____ (gladly /provide) you with data visualization tools for your project.
5. Look at this old software system; it _____ (not / support) the latest security protocols.
6. With the current advancements in machine learning, AI developers _____ (be) in high demand.
7. _____ (the new operating system update/ improve) system performance?
8. I _____ (not / buy) a new computer until next year when the prices drop.
9. We _____ (study) data science to analyze large datasets effectively.
10. The rise of remote work options during recent times indicates that IT professionals _____ (work) from different locations.

UNIT 4.2 DATATAINMENT

SPEAKING

Task 20. COMMUNICATE. Work in pairs. Discuss the questions below.

1. The term "datatainment" is made up from two other words. What are those two words, and what do you think the term means?
2. Look at the photo. Do you think it illustrates the idea of datatainment? If yes, how does it illustrate it? If no, what kind of photo would illustrate the idea better?
3. How can the use of data in sports improve the viewing experience for fans?
4. How might teams use data to predict game results or player performance?

LISTENING

Task 21. LISTEN FOR MAIN IDEA. Scan the QR code for the audio "Data in basketball" and listen to the conversation between two basketball players and answer the questions below.

1. What information did the players see in the game stats?
2. In what ways can players use data to improve their skills?
3. Why does one player say that using data is smart?

Task 22. LISTEN FOR DETAILS. Listen to the conversation again and choose the correct answer to the questions.

1. What did Player 1 discover about his defense?
   a) He was too fast.
   b) He was too slow.
   c) He was injured.
2. What did Player 2 realize about his shooting?
   a) He was taking too many long shots.
   b) He was taking too many three-point shots.
   c) He was missing all his shots.
3. What did Player 2 do to improve his free throws?
   a) He changed his form.
   b) He practiced more.
   c) He switched hands.
4. What do both players agree is important for a good career?
   a) Using data to improve.
   b) Playing with raw talent.
   c) Joining a famous team.
5. How does Player 1 use data to improve his shooting?
   a) He changes his grip on the ball.
   b) He switches to a different shooting position.
   c) He learns that his shot is too slow and practices to speed it up.

Task 23. COMMUNICATE. Work in pairs. Discuss the questions below.

1. How can data help players understand their opponents better?
2. Do you agree that using data in sports could lead to more personalized training programs?
3. What might be some disadvantages or risks when sportsmen rely heavily on data?

Task 24. COLLABORATE. Work in groups. Read the success story of one baseball team. How is it connected to big data? Can this idea be applied to all sports?

The 2002 Oakland Athletics baseball team had one of the lowest budgets in Major League Baseball, with a payroll just under $40 million – far below their competitors. Despite this financial disadvantage, the team had a remarkably successful season thanks to a data-driven approach.

Instead of relying on expensive star players, the team's management used data analysis to identify undervalued players whose statistical performance showed potential for success. These players had other skills that usual scouting methods often overlooked. Using this strategy Oakland formed a team which had remarkable success, winning 103 games and achieving a record-breaking 20-game winning streak.

Their story, told in the book "Moneyball" and a movie starring Brad Pitt, showed how using data can help smaller teams compete against richer ones. It's changed how sports teams use analytics to make better decisions and improve their performance.

Task 25. COLLABORATE. Work in groups. Role play a situation in a meeting room at Moscow Bears team's headquarters, where the team manager, coach, team captain, and data analyst discuss the strategy for the upcoming season.

Student A. You are a team manager of Moscow Bears. You're worried about our tight budget this year. Your job is to pick players wisely so we can perform well without spending too much money.

Student B. You are a coach of the team. You want to win by having a good defense and consistent hitting. We need players who can fit into your game plan.

Student C. You are a team captain. You care about team's spirit and working well together. You want new players who can fit in with your way of doing things.

Student D. You are a data analyst. You look at numbers and find good players in the stats. You're excited about players who aren't valued highly by others. You are going to help find talents that others might miss.

READING AND VOCABULARY

Task 26. EXPLORE THE WORDS. Read the sentences with the words from the text you are going to read. Try to understand them from the context.

1. After their video went viral, the band's popularity began to **skyrocket**.
2. The final game of the season was **high stakes** – the winning team would go to the playoffs, while the losers would be done for the year.
3. The latest superhero movie was a massive **box office** success, making over $1 billion worldwide in its opening weekend.
4. The new film series featured a universe of **interconnected** stories, with characters and plots crossing over from one episode to the next.
5. The map on his phone helped to **guide** him through the maze-like streets of the old city.
6. The company used a **data-driven** strategy to product development, using customer feedback and market research to create new items.
7. Her **approach** to problem-solving was unique; she always found a way to make things work with what she had.
8. Larry's **reliance** on technology was so strong that when his phone died, he felt completely lost without it.
9. The movie franchise was proud of its **continuity**, making sure each film fit logically with the events of the previous ones.
10. To **maintain** his body, he worked out every day and followed a strict diet.

Use the words to fill in the gaps in sentences below.

skyrocket ● high stakes ● box office ● interconnected ● guide ● data-driven ● approach ● reliance ● continuity ● maintain

1. The movie's production team used data analytics to have _____across the franchise, avoiding plot holes.
2. With a budget of $200 million, they had_____, so the production team used big data to make the movie a hit.
3. The "Harry Potter" spinoff series, "Fantastic Beasts," shows a/an _____ world where new stories connect back to the original Hogwarts saga.
4. The director used storyboard sketches to _____ the shooting process.
5. The cost of special effects in blockbuster movies continues to _____ as audiences expect more spectacular visuals.
6. The studio's _____ strategy to casting helped them select actors with the best chance of attracting large audiences.
7. To create a successful blockbuster, the studio took a/an _____ based on what had worked in past movies.
8. To _____ audience interest, the studio relied on big data to determine which themes and stories would resonate the most.
9. The studio's _____ on big data helped it fine-tune marketing to sell more tickets.
10. The latest "Jurassic World" movie was a/an _____ hit, making hundreds of millions on its opening weekend.

Task 27. READ FOR MAIN IDEA. Read the text and choose the statement that best describes the main idea.

A. Big data has made special effects more realistic, leading to more science fiction and fantasy movies.
B. Big data has replaced human creativity, allowing computers to write scripts and direct movies without human input.
C. Big data helps movie studios make smarter decisions about scripts, casting, and marketing, but it might also limit creativity and lead to more stereotypic movies.
D. The use of big data has made streaming more popular than going to the movies, causing a decline in traditional cinema.

Datatainment in Movies

Movie studios often rely on intuition and experience to make decisions regarding scripts, casting, and production. However, with movie budgets skyrocketing, reaching an average of over $100 million for production and marketing, it has become high stakes and "hoping" to turn a profit is no longer a reliable strategy. This is where big data comes in.

In the past, choosing scripts often depended on what seemed like a good story or on star power. But with big data, studios can analyze trends, audience preferences, and past box office success to predict which types of stories are likely to resonate. Social media platforms like Twitter and IMDB offer a wealth of information on what audiences are watching and enjoying. For instance, if the data shows that superhero movies over the years perform well, studios may focus on developing more of them. This approach was important in the success of the Marvel Cinematic Universe, where interconnected superhero stories captured audiences' imaginations.

Choosing the right actors can make or break a movie, and these days, big data plays a big role in those decisions. Studios look at actors' social media presence, audience mood, and previous box office hits to understand who is likely to attract viewers. For example, if a leading actor has a huge Instagram following, they may bring more attention to a film. This method of casting has become pretty common in Hollywood, where studios try to get the most out of their marketing efforts.

Take Netflix, for instance. They've really shaken up the entertainment industry with their data-driven strategies. By analyzing what people watch and enjoy, Netflix can decide which shows and movies to produce, adapting content to what audiences want. One of Netflix's first original series, "House of Cards," was a massive hit, partly because Netflix knew people loved political dramas.

Marvel Studios is another great example. They use big data to keep their cinematic universe running smoothly and their fans excited. By examining box office trends, social media buzz, and viewer feedback, Marvel has developed a formula for success that keeps fans coming back for more.

Disney also taps into data to choose which of their classic animated films to remake as live-action movies. Hits like "The Lion King" and "Beauty and the Beast" were driven by a mix of nostalgia and data insights, leading to box office success.

To wrap up, big data has changed the game for movie studios, letting them make smarter choices based on real numbers rather than just gut feelings. But there's a flip side: if studios only focus on what's worked before, we might end up with less variety and fewer original stories. So, while data is helping the movie industry make more money, it's important to keep things fresh and not let formulas and algorithms take over the fun and creativity that make movies special.

Task 28. READ FOR DETAILS. Decide if the statements below are True, False or Not Stated.

1. Big data has made it easier for studios to predict which movies will be successful.	True / False / Not Stated
2. The use of big data has led to a decrease in the production costs of movies.	True / False / Not Stated
3. Social media platforms like Twitter and IMDB provide valuable information for movie studios.	True / False / Not Stated
4. Netflix's success is only due to its reliance on big data to	True / False / Not Stated

	choose which shows to produce.	
5.	Marvel's formula for success is based on viewers' nostalgia.	True / False / Not Stated
6.	Disney plans to release more live-action remakes based on big data insights.	True / False / Not Stated

Task 29. COMMUNICATE. Work in pairs. Discuss the questions below.

1. Have you noticed any trends in the types of movies that have been successful recently?
2. Have you seen any Netflix original series or movies that you think were successful because they used data to make decisions?
3. Do you believe using data takes away from the creative aspect of filmmaking?

Task 30. THINK CRITICALLY. Work in small groups. There is a belief that movies are predictable because they follow the formula. To what extent do you think each of these entertainments is predictable? Put them in order from least likely (1) to most likely to follow the formula. Think of examples to support your view.

Books Movies Music TV shows Video games

Using big data to predict which movies, TV shows, music and video games are likely to be successful is good for creators of entertainment. In what ways is it also good for consumers? Is it bad for consumers in any way?

LANGUAGE FOCUS

Task 31. STUDY AND ANALYZE. Look at the rule about Present Tenses for Future, study in what situations they are used.

PRESENT TENSES FOR FUTURE

Tense	Use	Example
Present Simple	Timetable	The software update **arrives** on the 15th of every month.
Present Continuous	Arrangements	We **are presenting** our data analysis at the conference next week.

TIME CLAUSES

In time clauses, we do not use ***will*** or ***be going to*** immediately after some time words and phrases. We use a present tense (Present Simple, Present Continuous or Present Perfect) to talk about the future.

Time words or phrases	Example
when	We'll celebrate when our website traffic **reaches/has reached** one million visitors.
as soon as	Let me know as soon as your new computer **arrives /has arrived.**
before	It'll be years before we **see/have seen** practical quantum computing applications.
after	We'll generate the performance report after we **collect/have collected** the data.
until/till	We'll wait until we **receive/have received** the final approval to start the project.
while	Please take notes while you **attend/are attending** the IT security seminar.
once	We'll start the data analysis once we **gather/have gathered** all the relevant data.

Task 32. PRACTICE. Choose the correct answer.

1. The company _____ a new software update next month.
   A. will launch
   B. is going to launch
   C. launches
2. I believe our data analysts _____ the trend early.
   A. will detect
   B. are going to detect
   C. are detecting
3. The IT department _____ with the software vendor on Thursday.
   A. is meeting
   B. will meet
   C. meets
4. Sarah thinks the tech conference _____ a great opportunity to network.
   A. is going to be
   B. will be
   C. is being
5. The daily server backups _____at 2 AM.
   A. is going to occur
   B. will occurs
   C. occur
6. The system administrators _____the firewalls this afternoon.
   A. configure
   B. will configure
   C. are configuring
7. In the coming years, big data _____ to shape the way businesses operate.
   A. will continue
   B. is continuing
   C. is going to continue
8. The trend of automation in businesses shows that IT support roles_____.
   A. are evolving
   B. are going to evolve
   C. will evolve
9. The conference call _____at 3 PM tomorrow.
   A. is starting
   B. will start
   C. starts
10. Our IT team _____a cybersecurity training session tomorrow.
    A. conducts
    B. will conduct
    C. is conducting

Task 33. PRACTICE. Read the instructions and fill in the gaps with the correct forms of the verbs in brackets.

Installing Software Updates

- When you 1) _____ (be) ready to install software updates, make sure to back up your data.
- Once the backup 2) _____ (be) complete, navigate to the "Settings" menu.
- As soon as you 3) _____ (enter) the "Settings" menu, click on "Software Updates."
- After the updates 4) _____ (be) available, click "Install Now."
- Before proceeding, ensure your device is connected to a stable internet connection.

- Continue until the installation 5) _____ (complete), and then your device 6) _____ (restart).

Setting Up Automated Backups

- When you 7) _____ (want) to set up automated backups for your files, open the backup software.
- Once the application 8) _____ (load), click on "Options" or "Settings."
- As soon as you 9) _____ (access) the settings, locate the "Backup Schedule" section.
- After you 10) _____ (find) it, configure the backup frequency to your preference.
- Before you 11) _____(save) the settings, double-check the destination folder for backups.
- Continue until the schedule 12) _____(be) set up and saved.

UNIT 4.3 BIG DATA IN EVERYDAY LIFE

LISTENING

Task 34. COLLABORATE. Work in small groups. Have a quick poll to find out how you feel about recommendation algorithms based on big data analysis. Discuss the results in a group.

Reactions to Recommendations

1. Do you like receiving recommendations when shopping online?
   A. Yes, I find them helpful.
   B. No, I find them annoying.
   C. Sometimes, it depends on the context.
2. Have you ever bought something because it was recommended to you online?
   A. Yes, frequently.
   B. Yes, occasionally.
   C. No, I never do.
3. How do you feel about recommendations that are based on your browsing history or personal data?
   A. I'm okay with it; it makes recommendations more relevant.
   B. I'm uncomfortable with it; it feels like an invasion of privacy.
   C. I'm indifferent; I don't think about it much.
4. Have you ever ignored or skipped recommendations when shopping online?
   A. Yes, many times.
   B. Sometimes, depending on how relevant they are.
   C. No, I usually consider them.
5. What kind of recommendations do you find most useful?
   A. Product recommendations based on my previous purchases.
   B. Recommendations for new content (like movies, music, or books).
   C. Recommendations for related products or services (like accessories or upgrades).
   D. None, I don't find recommendations useful.
6. How do you think recommendation algorithms affect your shopping behavior?
   A. They help me discover new products I might not have found otherwise.
   B. They make me spend more than I intended.
   C. They don't really affect my behavior.
7. Do you think recommendation algorithms are generally accurate?
   A. Yes, they usually suggest things I like.
   B. Sometimes, but they can also be off-target.
   C. No, they often suggest irrelevant things.

Task 35. LISTEN FOR DETAILS. Scan the QR code for the audio "Recommendation algorithms" and listen to four people talking about their experiences with recommendation algorithms when shopping online. For questions 1-4, choose from the list (A-H) the key point that best summarizes each speaker's experience with recommendation algorithms. Use each letter only once; there are four extra letters you do not need to use.

Recommendation algorithms can …

A. encourage spending on unnecessary sports equipment.
B. raise concerns about tracking and privacy.
C. offer useful products related to sports.
D. be sometimes irrelevant or random.
E. suggest new brands of coffee.
F. be influenced by recent purchases of your friends.

1. Mike
2. Lisa
3. John
4. Samantha

G. be overwhelming due to too many suggestions.
H. help save time when choosing electronics.

Task 36. COLLABORATE. Work in small groups. Read a case study of a successful recommendation system. Discuss why this system is successful and how it influences user behavior.

Customers who bought this also bought

Amazon's recommendation system, particularly its "Customers who bought this also bought" feature, is a great example of a successful recommendation system. It uses a method called ***collaborative filtering***, which looks at what other customers have bought to suggest additional products that are often bought together. This makes the shopping experience more personalized, often resulting in more sales and happier customers.

When a customer looks at a product on Amazon, the system checks what other customers who bought that product also purchased. Then, it suggests those additional products to the current customer. This method links different products, giving customers a wider variety of suggestions.

1. How do you think Amazon's recommendation system influences customer behavior?
2. Does it encourage impulse purchases?
3. Do you find Amazon's recommendations to be accurate?
4. In which other industries could this type of recommendation system be used effectively?
5. How might it be adapted to suit different contexts?
6. What suggestions would you give to improve Amazon's recommendation system?
7. How could it be made more personalized or user-friendly?
8. How does the recommendation system affect product discoverability for smaller or lesser-known brands?
9. Do you think customers view these recommendations positively, or do they find them intrusive?
10. How might this approach vary among different types of customers?

READING AND VOCABULARY

Task 37. WORK WITH WORDS. Read the text below about recommendation algorithms. Circle the correct word in each pair of options. Each pair has one word that fits best in the context of the sentence.

Recommendation algorithms

Recommendation algorithms collect data from various sources and use machine learning to 1) **identity / identify** patterns in user behavior. For example, if a user frequently searches for books **2) at / on** technology, the algorithm may recommend related titles or accessories. This predictive capability allows online 3) **retailing / retailers** to adapt their 4) **offerings / offered** to individual customers.

One of the main techniques used in recommendation systems is collaborative filtering. This method relies on the preferences of 5) **similar / similarly** users to make recommendations. By analyzing data from users with 6) **compatible / comparable** interests, the algorithm can suggest items that a person may not have 7) **considered / considerate** otherwise. Another technique is content-based filtering, which recommends products based on the characteristics of the 8) **items / items'** themselves, such as genre, brand, or specifications.

9) **Hybrid / Hybrids** recommendation systems combine multiple approaches to enhance accuracy. These systems integrate collaborative filtering, content-based filtering, and other methods to 10) **deliver / delivering** more relevant suggestions. By using the strengths of different techniques, hybrid systems can address the limitations of 11) **each / every** approach and provide a more comprehensive recommendation.

Privacy is an important 12) **concern / concerns** when dealing with recommendation algorithms. Online retailers must handle user data 13) **responsible / responsibly** and protect user

privacy. This includes getting user consent, anonymizing data, and 14) **ensuring / ensuringly** that sensitive information is not misused. Transparency about how data is collected and used helps build 15) **trust / trusting** with customers.

WATCHING

Task 38. EXPLORE THE WORDS. Match the words from the video to their definitions. If you experience problems, use a dictionary.

1.	**tastemaker**	a) to appear or develop quickly
2.	**unexpectedness**	b) a sudden and sharp increase
3.	**propel**	c) showing strong enthusiasm for technology
4.	**sprout up**	d) repeated in a continuous cycle
5.	**spike**	e) someone who influences what's popular by promoting it
6.	**parody**	f) the quality of being surprising or unanticipated
7.	**looped**	g) to give approval or permission to go ahead
8.	**geeky**	h) a funny imitation of something
9.	**obstructions**	i) things that block or get in the way
10.	**green-light**	j) to push or drive something forward

Task 39. WORK WITH WORDS. Use the words from previous task in the sentences below. Sometimes you may need to change the form of the word.

1. The road was closed due to _____ caused by fallen trees after the storm.
2. Influential _____ on social media can make a video go viral overnight by sharing it with their large following.
3. After a music video went viral, dozens of _____ appeared on YouTube, each putting a humorous spin on the original.
4. The _____ of a video made it go viral, attracting millions of views in a matter of days.
5. Viral memes often _____ suddenly on the internet, spreading across social media platforms within hours.
6. A mention by a major celebrity can _____ a video to the top of the trending list on YouTube.
7. The company's sales saw a significant _____ after a viral TikTok video featured one of their products.
8. The viral video features a/an _____ animation with catchy music, making it very addictive to watch.
9. The power of the internet is that you don't need anyone to _____ your video; you can upload it and potentially go viral.
10. The video went viral among a/an _____ audience, who loved its clever references to science fiction and technology.

Task 40. WATCH FOR DETAILS. Scan the QR code and watch Kevin Allocca, the trends manager at YouTube, talking about how and why online videos go viral. Decide if the statements below are True or False.

1. Over 48 hours of video are uploaded to YouTube every minute.	True / False
2. Bear Vasquez's video was shot in Yosemite National Park.	True / False
3. Bear Vasquez's video was viewed 33 million times.	True / False

4. Bear Vasquez was trying to become a star.	True / False
5. Rebecca Black's video "Friday" was seen nearly 200 million times.	True / False
6. Rebecca Black's video did not become popular because of bloggers.	True / False
7. There are 5000 parodies of Rebecca Black's video.	True / False
8. The video "Nyan Cat" has been viewed nearly 40 million times.	True / False
9. Casey Niestat's video was seen five million times.	True / False
10. The singer Justin Bieber first became famous on YouTube.	True / False

Task 41. COMMUNICATE. Work in pairs. Discuss the questions below.

1. What do you think of the popularity of the videos presented in the talk?
2. Can you think of any other videos which have gone viral in your country? How do you think they became popular?
3. How do you think big data helps identify when something has gone viral?
4. Can big data help predict or identify unexpected events or trends? If so, how?
5. How might big data be used to identify tastemakers?

Task 42. COLLABORATE. Work in small groups. Read about key factors that contribute to the content going viral and how big data analysts reveal viral patterns.

Timing	When you post something can make a big difference. Analysts study if posting at certain times or days gets more views and shares. For example, content shared during busy hours or special events, like holidays or big news stories, might get more attention.
Emotional Appeal	Content that makes people feel strong emotions like happiness, surprise, or even anger can go viral. Analysts look at what feelings a piece of content creates and how it affects its popularity.
Shareability	Stuff that's easy to share and that lots of people like has a better chance of going viral. Analysts see how often content gets shared, who shares it, and on which platforms, to figure out what makes it shareable.
Tastemakers	Influencers can make something go viral by sharing it with their followers. Analysts find key influencers who can boost a video's popularity and see how their shares help it spread.

Now, choose a recent viral video that everyone is talking about. Discuss why it went viral using these points. Answer the questions below and share your thoughts with the class.

Key Factors Analysis

Timing
When was the video released? Was it tied to a specific event, trend, or moment in time?
Emotional Appeal
Does the video produce strong emotions? If so, which ones?
Shareability
What makes the video easy to share? Are there any clear calls to action or unique elements that encourage sharing?
Tastemakers
Did any influencers or celebrities promote the video? If so, who and how did they engage with the content?

SPEAKING

Task 43. COLLABORATE. Divide into two teams to have a debate about crime prediction.
Should we use big data to help police predict crimes? Some people think it's a great way to stop crimes before they happen, but others worry about privacy and fairness. What's your opinion?

Should big data help police predict crimes?

YES	NO
1. Big data can help police prevent crimes and make neighborhoods safer. By predicting crime hotspots, police can be more effective. 2.	1. Relying too much on data could invade people's privacy and lead to unfair treatment of certain communities. 2.

Task 44. COLLABORATE. Work in pairs. Tell your partner if you've ever engaged in or witnessed any of the following activities.

1. Have you ever shared personal information without really knowing how it would be used?
2. Have you allowed an app to track your location without questioning it?
3. Have you used a data tool without reading the fine print on the terms of service?
4. Have you ever accessed datasets from sources that seemed a bit shady?
5. Have you ever shared someone else's personal info without asking them first?

Task 45. COLLABORATE. Work in pairs. Read the situations and answer the questions below.

Data Breach

A big social media company experienced a massive data breach that exposed millions of users' personal information. It happened because a third-party application gained unauthorized access to the data. People were upset because the company was slow to respond and didn't handle it well. This made everyone worried about how safe their info really is online.

Data Misuse

An insurance company started using big data to profile customers based on what they do online and what they buy. They adjusted insurance rates based on this info, which ended up making some people's rates higher. People said this was unfair and unethical, but the company claimed it was just part of assessing risk.

1. What caused the data breach, and how did the social media company handle it?
2. How did the insurance company use big data analytics?
3. What ethical issues are involved in these situations?
4. What could these companies have done differently to avoid the ethical problems?

Task 46. COLLABORATE. Work in small groups. Discuss the questions below.

1. How can we keep our personal information safe from data breaches and misuse?
2. What should companies do to make sure they are using big data in a fair and responsible way?
3. What kind of laws should be in place to protect our data?
4. If your personal info was exposed in a data breach, what would you do?

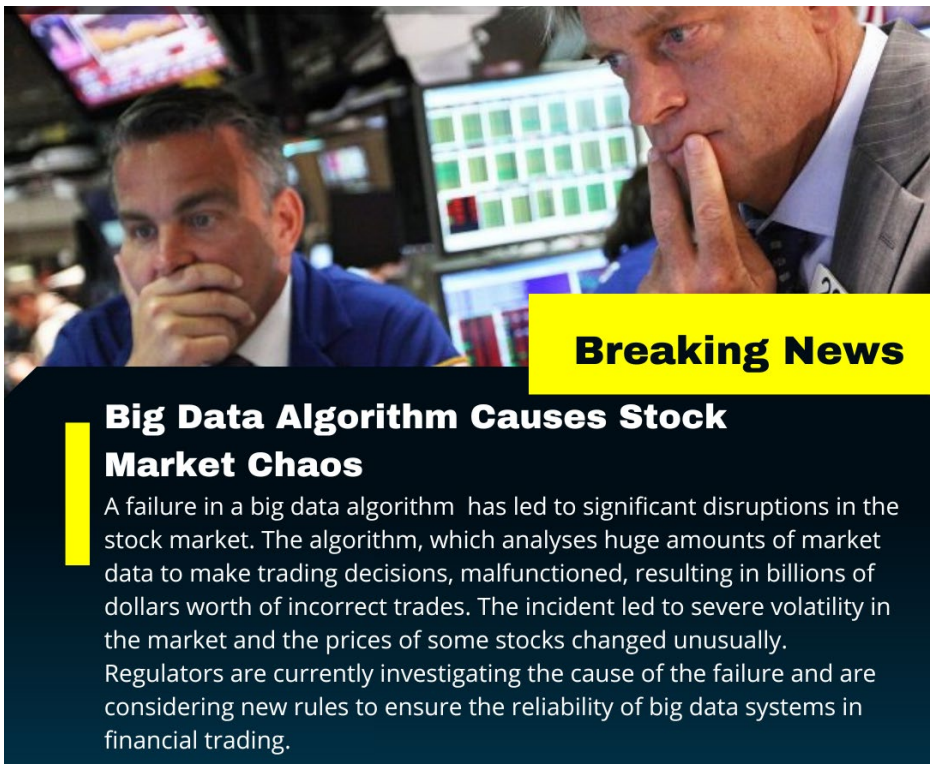
Task 47. SPECULATE. Complete the questionnaire and compare your answers with a partner.

1. You are working on a data analysis project, and you have access to a large dataset containing personal information. Do you:
   A. use the data without worrying about privacy?
   B. anonymize the data to keep people's info safe?
   C. ask your boss or ethics committee what to do?
   D. do something else?
2. You discover that a colleague is using customer data for personal purposes. Do you:
   A. talk to the colleague about it?
   B. report the colleague to your supervisor?

C. say nothing and mind your own business?
D. do something else?

3. You are asked to analyze a dataset that may contain confidential information about a particular group of people. Do you:
   A. go ahead without thinking twice?
   B. question whether it's ethical to use this data?
   C. refuse to work on the project?
   D. do something else?
4. You are on a project where big data is used to profile and target specific demographics and you believe this could lead to discrimination. Do you:
   A. talk to the project manager about your concerns?
   B. go along with the project, hoping nothing bad happens?
   C. report the issue to a higher authority?
   D. do something else?

Task 48. COMMUNICATE. Work in pairs. Read the news and discuss the questions below.



1. How did people react when they found out about the company's data practices?
2. What actions were taken against the company after the scandal broke?
3. How did the mistake in big data algorithm affect the stock market?
4. Who do you think is to blame for this incident?
5. Who should be responsible for compensating the financial losses because of this incident?

Task 49. COLLABORATE. Divide into 2 teams and explore how big data and other modern technologies can be used to understand mysteries like The Bermuda Triangle and The Loch Ness Monster.

Team 1

Explore how data collection, satellite imagery, GPS tracking, sonar technology, and weather analysis can help solve the mysteries of the Bermuda Triangle.

Team 2

Investigate the use of underwater drones, sonar technology, artificial intelligence for pattern recognition, and big data analysis in the search for evidence of the Loch Ness Monster.
Present your findings in form of a class presentation.

WRITING

Task 50. ANALYZE. Read a letter of apology and answer the questions below.

Dear Emily,

I hope this message finds you well. I am writing to extend my sincere apologies for the recent data breach incident that affected your company's confidential information as well as that of other valued clients of DataGuard Technologies Inc. We deeply regret any inconvenience or concern this incident may have caused.

On June 25, 2024, we discovered unauthorized access to our database, which compromised sensitive customer data, including names, email addresses, and encrypted passwords. This breach occurred due to a vulnerability in our system's security protocols that was exploited by an external actor.

Upon detection of the breach, our immediate response was to contain the incident and conduct a thorough investigation to assess the extent of the impact. We engaged our cybersecurity experts to implement enhanced security measures immediately. These included strengthening our firewall protections, implementing multi-factor authentication across all systems, and conducting comprehensive security audits to identify and rectify any potential vulnerabilities.

We understand the gravity of this situation and are committed to transparency and accountability. We deeply regret any concerns or uncertainties this incident may have caused you and your clients. Please rest assured that we are taking this matter seriously and are committed to earning back your trust.

Should you have any questions or require further information regarding this incident, please do not hesitate to contact our dedicated customer support team at (555) 123-4567 or support@dataguardtech.com. We are here to assist you and address any additional concerns you may have.

Thank you for your understanding and continued partnership with our company.

Sincerely,

John Smith
Chief Information Officer
DataGuard Technologies Inc.

1. What incident does the letter apologize for?
2. How did the data breach happen?
3. What actions were taken immediately after the breach was discovered?
4. Is the tone of the letter formal or informal?
5. How is the letter structured?

Task 51. WRITE. Write a letter of apology based on the situation below.

You were responsible for delivering a comprehensive big data report to a client by a certain deadline. Due to technical issues, you were unable to deliver it on time. Write a letter of apology to the client, explaining the delay and outlining how you will ensure it does not happen again.

Useful language:
We sincerely apologize for...
We deeply regret any inconvenience caused by...
Please accept our apologies for...
We understand the frustration this may have caused...
We acknowledge our mistake in...
We take full responsibility for...
We assure you that this will not happen again.
Rest assured that we are taking steps to prevent a recurrence.
We are committed to [action or improvement].
Your satisfaction is our top priority.
Please allow us to make things right.
We appreciate your understanding and patience.
Thank you for bringing this matter to our attention.
If you have any further concerns, please do not hesitate to contact us.
We value your relationship and trust.
We apologize for any misunderstanding that may have occurred.
We are committed to resolving this issue promptly.
Your feedback is invaluable to us.

LANGUAGE FOCUS

Task 52. STUDY AND ANALYZE. Look at the rule about Some/Any/No, study in what situations they are used.

SOME, ANY and NO

Use	Positive	Question	Negative	Example
	SOME	ANY	NO / NOT ANY	
People	Someone Somebody	Anyone Anybody	No one / not anyone Nobody / not anybody	**Somebody** should check the server logs for any unusual activity. **Nobody** knows how to reset the Wi-Fi router.
Things	Something	Anything	Nothing / not anything	I'm sure there's **something** you can do to improve the user interface. Is there **anything** you'd like to add to the project's task list?
Place	Somewhere	Anywhere	Nowhere / not anywhere	Is there **anywhere** we can store these backup files securely?

				There is **nowhere** in the office without Wi-Fi coverage.

BUT:

'**Some**' - an offer or request, or when we expect a positive answer. e.g., Would you like **some** help? Could I have **some** advice, please? Did you buy **some** keyboards? (I expect you bought some keyboards)

'**Any**' - after 'if' e.g. I doubt if **anyone** can help you.

(=любой). e.g. **Anybody** with the right permissions can access the shared drive.

Task 53. PRACTICE. Circle the correct word or phrase.

1. **Anybody / Nobody** wants to encounter a computer virus on their system.
2. There must be **somewhere / anywhere** on the internet where you can find this software for free.
3. There's **something / nothing** left to do; we've completed the data migration.
4. You can access your work documents from **somewhere / anywhere** with an internet connection.
5. If you need assistance, just ask; I can help with **nothing / anything** related to programming.
6. Don't worry; there's **something / nothing** to be concerned about; your data is securely backed up.
7. Has **somebody / anybody** reported the issue with the printer?
8. **Nobody / Anybody** who doesn't follow the security policy will face consequences.
9. I can't find **something / anything** in the logs that suggests a security breach.
10. Can **anybody / somebody** recommend a good IT conference to attend?
11. Why has **nobody / anybody** responded to the urgent email from the client?
12. **Anywhere / Somewhere** in the office, there's a spare keyboard you can use.
13. **Anybody / Somebody** who hasn't changed their password should do so immediately.
14. There might be **something / nothing** wrong with the server; it's acting strangely.
15. There's **nothing / anything** you can do to prevent data loss unless you back up your files regularly.

Task 54. PRACTICE. Complete the gaps with **some**, **any** or **no** or **one of their compounds**.

1. Has _____ noticed a drop in the website's loading speed?
2. _____ employees prefer using Mac computers, while others prefer Windows.
3. Can you tell me if there's _____ I can charge my laptop in this room?
4. Do you have _____ spare keyboards? I left mine at home.
5. _____ is causing the computer to overheat, but I can't identify it.
6. _____ can access the shared drive with the right permissions.
7. Does the company provide _____ cybersecurity training for employees?
8. Unfortunately, there's _____ internet connection in the meeting room.
9. _____ usually takes care of installing new software on these computers.
10. _____ understands the system architecture better than our lead developer.