# Unit 2 Data

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# Keynotes

Information technology (IT) makes it easy to store huge amounts of data, or information, on computer databases. Companies and organisations collect information about people all the time. Companies conduct research into people's buying habits so that they can improve their marketing. Organisations collect data for surveillance purposes: to help stop criminal activity and increase security. Someone somewhere is recording nearly everything we do.

#### Preview

#### Why do companies collect data? What kind of data do they collect?

Companies collect market research data to improve their marketing.

#### Listening 1 ( )







## Listen to three people who have to collect and manage data in their work. Match the people 1-3 with what they do a-c.

- Amy
- Bob 2
- 3 Carla

- a searches for information on the internet
- b stores records in a database
- writes market research reports

# Listen again and answer the questions.

- Why is it useful to collect information about customers' buying habits?
- What are the three questions Bob has to answer in his work?
- Who uses Bob's reports?
- What is Carla's job and what does she try to do?
- Does Carla always use the same suppliers?

# Complete the sentences with these words. Listen and check.

1	Amy manages customer data and records of customers.
2	She data in the customer database.
3	Bob collects data about people who the company website.
4	Carla search engines to find new products and suppliers.
5	She the files with new information.
	npanies can now collect detailed information about us. Which of se things are you happy about? Are they necessary?
	npanies can now collect detailed information about us. Which of
th 1	npanies can now collect detailed information about us. Which of se things are you happy about? Are they necessary?
th 1 2	npanies can now collect detailed information about us. Which of se things are you happy about? Are they necessary? Other people can read your emails.
	npanies can now collect detailed information about us. Which of se things are you happy about? Are they necessary?  Other people can read your emails.  Mobile phone companies can monitor your calls.

#### Reading

Speaking

- New technology is helping to find internet criminals.
- It is difficult to store a lot of data.
- Modern life is not very private. 3

# Read the article again and answer the following questions.

- How do companies collect information about people who visit websites?
- How can organisations find out where we go?
- 3 What are some of the new developments in surveillance technology?
- What four advantages of surveillance technology are mentioned?
- What do most people think about having so much surveillance?



The internet society

# No hiding place

The protection of privacy will be a huge problem for the internet society

A cookie is a small file that a company can send to your computer when you visit the company's website. It tells them a lot about your browsing habits. Using the web without them is nearly impossible. DoubleClick, an advertising company, has agreements with over 11,000 websites and maintains cookies on 100 million users to get information about them for marketing.

Offline, the story is the same. When you turn on a mobile phone, the phone company can monitor calls and also record the location of the phone. We use more and more electronic systems for tickets, and for access to buildings. It is becoming common for employers to monitor employees' telephone calls, voicemail, email and computer use.

The use of video surveillance cameras is also growing. Britain has about 1.5 million cameras in public places (for example, airports, shopping malls and public buildings). The average Briton is recorded by CCTV cameras 300 times a day. With digital cameras we can collect, store and analyse millions of images.

And this is only the beginning. Engineers are now developing cameras that can "see" through clothing, walls or cars. Satellites can recognise objects only one metre across. We can attach tracking chips to products or people.

New technology offers substantial benefits – more security against terrorists and criminals, higher productivity at work, a wider selection of products, more convenience. We are ready to give more personal information because we want the benefits.

But all this monitoring generates a mountain of data about us. Surveillance is everywhere in our society, often without our knowledge. Most people hate the idea but they don't know how to stop it.

#### Glossary

CCTV cameras closed circuit television cameras – police and security staff can watch the film and follow people's movements

tracking chips microchips that use radio signals to find the exact location of someone or something

Economis

Speaking

Who do you think benefits most from surveillance? Governments, companies or individuals? What are the dangers of too much surveillance?

# Vocabulary 1 Using the internet

Match the words 1-8 with the pictures a-h.



- 1 website
- 2 online shopping
- 3 screen
- 4 keyword

- 5 search engine
- 6 password
- 7 mouse
- 8 click

# 2 Complete the text with a suitable word or phrase from exercise 1.

When you want to find information on the web, it is helpful to use a such as Google or AltaVista. You type in a 2 \_\_\_\_\_\_ or phrase, 3 \_\_\_\_\_ on 'GO' and a list of 4 \_\_\_\_\_ appears on your computer 5 \_\_\_\_\_ . Many people use the web for 6 \_\_\_\_\_ or banking. This means they have to enter private information such as credit card numbers or bank details, so the website must be very secure. To enter a secure site, you usually need to enter your username and a 7 \_\_\_\_\_ .

#### Vocabulary 2

# Quantity and number

# Put the following words and phrases in the correct group.

a bit of a few huge millions a mountain of substantial tiny wide enormous a fraction

Large / a lot Small / not many

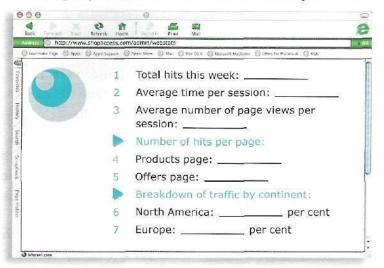
# 2 Match the numerical expressions 1-5 with the descriptions a-e.

- 1 0.5
- 2 1 metre wide
- 3 millions (of ...)
- 4 300 times a day
- 5 a quarter

- a frequency, how often something happens
- b a decimal
- a fraction
- d a huge number we don't know how many
- e the size of something

# Listening 2 Numbers

Listen to Bob from Listening 1 on page 16 describing a report about his company's website. Write the numbers you hear.

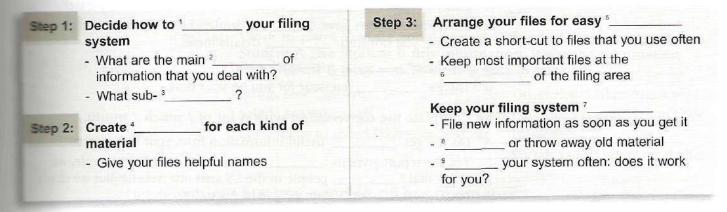


# Listening 3 Say the numbers. Then listen and check.

1	В	815	b	10,000	С	4,905
2	3	3.2	b	10.98	C	15.361
3	а	1/8	b	1/3	C	2/7
4	а	2%	b	48%	C	91.3%
5	a	£102	b	4,000 USD	c	€9m

# Listening 4 ①

- 1 Listen to Sandra Ravell giving advice on how to manage data and answer the questions.
- I She names three kinds of people who need to manage large amounts of information. Who are they?
- 2 Why is it important to manage information well?
- 2 Listen again and complete the notes with the missing words.



Speaking Work with a partner. Tell each other what systems you use for recording and storing English vocabulary.

900									
1	$^{2}$ n	$\sigma$	2	$\alpha$	0	ch		$\sim$	W
. Don'	GLI I	чи	50	м	-	5.11	100	اسوقا	n

## Countable and uncountable

- Which of the following nouns in bold are countable (C) and which are uncountable (U)?
- a Do you have any statistics on web users?
- b We have a lot of **information** about shopping on the internet.
- c Some people dislike shopping on the internet.
- d Do you have many customers in the US?
- e We don't have much time to analyse all the data.
- Do you use much surveillance equipment in your company?
- g There's a camera in reception.
- h We can't give you any advice on security.
- i The company doesn't have any problems with security.
- j This website doesn't have many pages.
- Match the sentences above with the rules. Write countable nouns, uncountable nouns or both.

Positive sentences	Negative sentences	Questions
Use a or any with singular 1	Use <i>any</i> with ' and with <sup>5</sup> in the plural.	Use <i>any</i> with uncountable nouns and a in the plural.
Use <i>some</i> with all uncountable nouns and with <sup>2</sup> in the plural.	Use much with <sup>6</sup>	Use much with 9
Use a lot of with 3	Use many with '	Use many with 10

**Note:** In offers and requests, we usually use some, not any.

Can you bring me some water? (request) Would you like some coffee? (offer)

N.

For more information, see page 157.

#### Practice

- Complete the conversations with a / some / any.
- A Can you send me 1\_\_\_\_\_ information about the hotel, please?
- B I'm afraid we don't have 2\_\_\_\_\_\_ leaflets here. If you go to their website, you can find 3\_\_\_\_\_ details there.
- A Are there \*\_\_\_\_\_ messages for me?
- B There's 5\_\_\_\_\_ message for you on your desk.
- Complete the conversation with a lot of / much / many.
- A Do you get '\_\_\_\_\_ useful information from your web report?
- B Yes, the report gives us 2\_\_\_\_\_\_ interesting data. For example, we know that 3\_\_\_\_\_ people in the US visit our website. But we don't have 4\_\_\_\_\_ hits from people in Australia.

#### Speaking

Work with a partner. Ask questions about a region, town or company that he/she knows. Answer your partner's questions.

How many people live in ...? Are there any good restaurants?

Career skills

## Checking information

Numbers are everywhere in business. Sometimes it is important to listen and write down a precise number. You need to check that you have got the number correct, especially on the telephone. Here are some useful expressions for checking:

Sorry - I didn't catch that.

Do you mean ... ?

Can you repeat it, please?

Sorry, can I just check ... ?

Did you say ... ?

Sorry - did you say ... ?

Sometimes it is enough to give approximate numbers. For example, we can say:

about half a million

just under a thousand over two million



Listening 5 (a) Listen to two people talking about internet statistics on the phone. Write the precise or approximate numbers you hear.

Number of people online worldwide: \_\_\_\_\_

Percentage of people online in Europe: \_\_\_\_\_

Number of people online in Europe: \_\_\_\_\_

Time each person spends browsing: \_\_\_\_\_

2 Listen again. Tick the expressions from the list above that speaker A uses to check the figures.

Speaking

Work in pairs. You are going to give each other some customer data. Student A give Student B this information. Write the information that Student B gives you. Student B turn to page 140.

Name: Jane Doe Age: 35

Drives 15,400 kilometres a year

Salary: \$69,950 a year

Works in a company with 1,568

Car: expects to spend \$18,000 on next car

employees

Spends 1.4% of salary on clothes

# Culture at work Are you precise or approximate?

If someone asks you the time, do you give a precise answer (for example, 'It's two minutes past ten') or an approximate answer ('Ten o'clock')? In some cultures, people think it is important to give precise numbers. These things are not so important in other cultures.

# Dilemma Decision

# Dilemma: Buy it now!

#### Brief

eBay, the online auction site, wants to expand. The best way is to set up operations in other countries like India. It has over a billion people and could be the biggest market in the world in the future. But how many people there have access to the internet? Are they ready for online shopping? Are there other online auction companies? How easy is it for a foreign company to enter the market?

eBay is asking you, a group of market researchers, to find out about India. Should eBay enter the market in India?

#### Task 1

Work in small groups. What information do you need to help eBay make its decision? Look at the areas below and prepare a list of questions.

1 Access to the internet – numbers?

How many people have access to the internet in India?

- 2 Where (home, school, internet café)?
- 3 Who (students, young professionals, families ...)?
- 4 For what purpose (email, shopping, entertainment ...)?
- 5 Technical problems (connections, phone lines)?
- 6 Paying for goods (credit cards)?
- 7 Competition (from other online auction companies in India)?

#### Task 2

Work in two groups. Find out the answers to some of the questions in Task 1. Group A turn to page 137. Group B turn to page 140.

#### Task 3

Work in new groups of 4–6. Half of each group should be from Group A and half from Group B. Practise asking and answering your questions.

#### Task 4

Now discuss the information you found out in Task 3. Is it a good idea for eBay to set up operations in India or not?

#### Write it up

Write the **conclusion** of a market report for eBay, which gives the findings of the market research on India. In your conclusion, give your decision and explain the reasons for it.

#### Conclusion:

Taking all these facts into consideration, we believe that the best decision is ... because ...

## Decision:

Now listen to Deepak Gupta, an expert in e-commerce in India, explaining the decision that eBay took.

#### Useful phrases

How many people ...?
Where do they usually ...?
Do they ...?
Is there any ...?
Are there any ...?





# Unit 3 Etiquette

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Bad manners at work

# Keynotes

Etiquette is the name me give to the rules for being polite in a social group. Business etiquette is important for people who often rave to make new contacts and build relationships in their work. Politeness can also help to improve me working environment for people in the same fice. Some cultures and situations are formal, which means mat we have to follow wes: other cultures and situations are more informal.



## Preview Politeness at work

- Discuss these examples of bad manners. Which ones do you think are especially bad? Why?
- arriving late for a meeting
- ignoring people when you meet them
- shouting an order at someone
- not apologising if you offend someone
- being rude to people who offer to help you
- using bad language
- What other examples of good or bad manners can you think of? Work in small groups and make two lists. Then compare your lists with other groups. Do you all have the same opinions about politeness?

Listening 1 (

Janet Stubbs, a professor of communication, talks about politeness in the workplace. Listen to part one and complete what she says.

Politeness is about showing \_\_\_\_\_ for others.

It means thinking about other people's \_\_\_\_\_ .



subordinates

- Listen to part two and answer the questions.
- Who are we usually polite to in a business environment? Give two examples.
- Why is it better if managers show respect for their workers?
- 3 Complete the extracts with words from the box. Then listen to part two again and check.

hierarchy rules status

In formal situations, it is a good idea to follow standard \_\_\_\_\_ when making new contacts.

2 Politeness is often linked to \_\_\_\_\_\_.

3 We are more polite to people who are above us in the organisational

Reading

Read the article on the opposite page and find six examples of bad manners. Which three examples of bad manners is the company in the article trying to stop?

- Read the article again and answer the following questions.
- What reason do office workers give for their bad manners?
- 2 Why is it impolite to answer a mobile phone during a meeting?
- 3 Are people today more polite than they were 20 years ago?
- 4 What are some organisations doing to improve workers' manners?
- 5 What are the benefits of avoiding bad manners at work?

# Office workers 'admit being rude'

MOST office workers say they are rude or bad-mannered at work. Two out of three workers regularly arrive late for meetings, most ignore language. In a survey of 1,000 workers, two-thirds say that pressure of work is the reason for their bad manners.

Other common examples of bad office etiquette include ignoring colleagues and answering mobile phone calls during meetings. Using mobile phones in meetings is

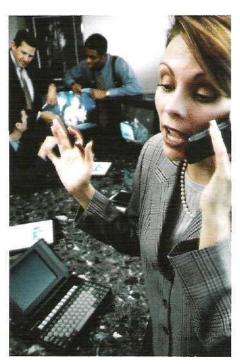
impolite and distracts others. research by the University of Surrey shows. If you respond to a call when speaking to somebody, it means that the phone call is more important man the person, the survey said. If answer a call during a meeting. t could mean that you think the meeting is not important.

Mr Jacobs, managing director of Office Angels, a recruitment firm, says it is easy for people to forget their manners in the working environment, which is often very informal and very busy. Workers can forget proper etiquette such as

introducing people at meetings, and this is often bad for working relationships.

Psychologist Dr Colin emails and three out of four use bad believes that people are not as polite as they were twenty years ago. He said: 'Courtesy is no longer something that is so respected in our society.' People think it is 'stuffy to be polite or formal.'

> Now some organisations are actually investing money in training their junior managers to be polite. Office Angels is encouraging people to arrive on time for meetings, turn off mobile phones and avoid bad language. 'Avoiding bad manners at work is such a simple thing to do,' Mr Jacobs says, 'and it can have a dramatic impact improving your working environment and your relationships with others.'



#### Glossary

distract stop people paying attention

stuffy old fashioned, boring, not friendly

Speaking

Do you have experience of the bad manners described in the article? How do you feel when other people show bad manners?

Do you agree that 'courtesy is no longer respected' and 'it's stuffy to be polite'? Why? / Why not?

Vocabulary 1	Complete	the text wi	th these word	ls fro	m the article.				
	admit improve	avoid i respond	gnore intr	oduce	invest				
	A recruitme	ent firm give	s this advice to	new	workers:				
	A recruitment firm gives this advice to new workers:  It is important to time in your relationships with others at work. Get to know the people who work near you: 2 yourself to them and tell them something about yourself. If people ask for your help, always 3 positively. Don't 4 emails or phone calls just because you are busy. If you make a mistake, it is better to 5 it and then apologise. When things go wrong, stay calm and 6 shouting and using bad language. Remember, good manners help to 6 your working environment, and you will find you can enjoy your work more.								
Vocabulary 2	ocabulary 2 Synonyms								
	Look at the following groups of words. Which word does not lin each group?								
	rude, st	uffy, bad-ma	annered, impo	lite					
	2 courtes	y, politeness	, etiquette, imp	oact					
	3 commu	ınicate, ansv	ver, reply, resp	ond					
	4 regular	ly, common	ly, rarely, often	į					
Vocabulary 3	y 3 Prefixes								
					djectives below onary if nece				
	un-	in- o	dis- im-						
	1 formal	4	polite	7	friendly	10	respectful		
	2 satisfie	d 5	practical	8	efficient	11	patient		
	3 honest	6	considerate	9	important	12	appropriate		
	Use words from exercise 1 to complete the definitions.								
	Someone who is bad-mannered is <u>impolite</u> .								
	Someone who								
	1 doesn't tell the truth is								
	2 wants to do things in a hurry and finish quickly is								
	<ul> <li>3 doesn't like other people and doesn't want to talk is</li> <li>4 works slowly and doesn't do their job well is</li> </ul>								
					needs or wishes				
					pened is				
		F-J		0			200 E		



# Language check Offers and requests

- Tick the most informal expression in each group below.
- Tick the responses that mean 'no'. What words do we sometimes use to avoid saving 'no'?

Offers	Responses
Can I help you?	Yes, I'm looking for Mr Jones.
Let me carry your bags for you.	Thanks - that's very kind of you.
Would you like a coffee?	Not just now, thanks.
Do you want some sugar?	I don't take sugar, thanks.
I could make a copy for you.	Thanks, but I don't really need one
Requests	Responses
Can you phone me tomorrow?	It's a bit difficult. I'm very busy.
Could I have some water, please?	Yes, of course.
Would you please check the figures?	Yes, no problem.
Could you give me some directions, please?	I'm sorry. I don't know this place very well.



For more information, see page 158.

#### Choose the most appropriate words in italics. Practice 1

- Can I / I want to see the photos?
- 2 Do you want that I / Can I help you with your bags?
- 3 Could I / Let me borrow your magazine to read?
- 4 Could you / Would you like to sit down?
- 5 Would I / Could I have some more milk, please?
- 6 You could / Could you open the door for me, please?
- Can you / Please give me your phone number?

Listening 3 💿	Rising intonation / is more polite for requests and offers. Falling
	intonation > sounds like an order. Listen to six examples. Decide if
	each one is a request (R) or an order (O).

#### How could you refuse these offers and requests politely, without Practice 2 using the word 'no'? Discuss your ideas with a partner.

- Can I phone you at 10 o'clock tonight?
- 2 Would you like to try some of our English beer?
- 3 Could you give me your report today, please?
- 4 Let me show you around our factory.
- 5 Could you tell me about the history of your town?
- 6 Do you want a lift to the airport?

#### Speaking Work in pairs. You are going to ask each other for help. Student A turn to page 137. Student B turn to page 141.

Role-play similar situations with your partner.

#### Career skills

#### Being polite

Match the polite phrases 1-6 with the replies a-f.

- 1 Can I introduce my colleague? This is Jane Duncan.
- 2 I'm really sorry about my mistake.
- 3 Thanks very much for your help.
- 4 Would you like to join us for lunch?5 Is it OK to smoke in here?
- 6 Thanks for a very nice lunch.
- a No problem. You're welcome.
- b That would be very nice. Thank you!
- c That's all right. Don't worry about it.
- d I'm glad you enjoyed it.
- e Pleased to meet you.
- f I'm sorry. It isn't allowed.

#### Listening 4 💿

# Listen to six short conversations. How does the second person reply in each situation? Choose the correct description in *italics*.

- John points out a mistake. Jane apologises / doesn't apologise for it.
- 2 Jack invites Barbara to dinner. Barbara accepts / refuses the invitation.
- 3 John introduces Caroline Day to Barbara. Barbara knows / doesn't know her.
- 4 Jack asks if he is allowed to park in front of the office. Jane says that he can / can't.
- 5 Barbara gives Jane a gift. Jane likes / doesn't like it.
- 6 Jack helped John to arrange his travel. It was / wasn't a problem for Jack.
- 2 Listen again and underline the phrases in the table above that the speakers use.

#### Speaking

# Work in small groups. Take turns to role-play the following situations:

- A business partner from the UK comes to visit you in your office. Introduce your colleagues.
- 2 Invite your visitor to a local football match this evening.
- 3 You are the visitor. You want to know if you can smoke in the office.
- 4 Your colleague helped you to prepare the conference room for a meeting. Say thank you.
- 5 You spill coffee on a document that your colleague is reading. Apologise.
- You are a visitor from abroad. Your business partner takes you to the airport to catch your flight home. Say thank you.

#### Culture at work

# Being direct

When you make requests in your country, do you use a lot of polite phrases, or do you just say directly what you want? In some cultures, people prefer to be direct. For example, they may go into a restaurant and say: 'I want to see the menu!' In other cultures, people think it is impolite to be so direct. They might say: 'Do you think we could possibly have a look at the menu, please?'



# Dilemma: A workplace bully

#### Brief

Elizabeth works for a computer company. At first, she liked the job and believed that she could do it well. But now she has a problem: her team leader, Valma, is a bully. Valma seems to dislike Elizabeth. She always finds problems with her work. If Elizabeth makes a small mistake, she shouts at her in front of her colleagues: 'What's wrong with you? Are you stupid?' She doesn't talk to the other team members in this way. She gives Elizabeth all the most boring and difficult tasks to do. Elizabeth wants to go on a training course. She wants to specialise and be able to do more interesting work. But Valma always finds a reason to stop her. She tells her she has no ability. Elizabeth feels tired and stressed. She is starting to believe that she really is stupid. What should Elizabeth do? She has four options:

- talk to her colleagues about it
- talk to Valma herself
- report the bullying to a senior manager in the company
- · leave the job

#### Task 1

To find a good solution, it is helpful to understand why someone is a bully. There are three main types of bully. Read about one of these types. Work in three groups. Group A turn to page 141. Group B turn to page 143. Group C turn to page 144.

#### Task 2

Form groups of three: one person from each group, A, B and C above. Take turns to describe one type of bully to your partners. Which description do you think best matches Valma? Using the information about this type of bully, decide on the best option for Elizabeth. Of course, she can try more than one option. But which one is not such a good solution? Why?

#### Write it up

Write a friendly email to Elizabeth. Explain why you think Valma is bullying Elizabeth. Tell her what she should do.

# **Decision:**

Now listen to Gary Robinson, a business psychologist, giving his opinion about Elizabeth's situation.

