



Ministero dell'Istruzione, dell'Università e della Ricerca



ISTITUTO DI ISTRUZIONE SECONDARIA SUPERIORE "PACIOLO-D'ANNUNZIO"
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Gara nazionale IGEA 2010

INGLESE

Prova C

Watching while you surf

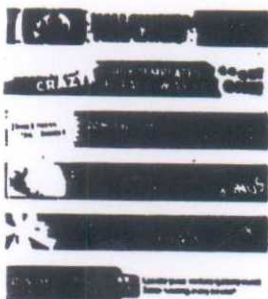
'Is it a worrying' invasion of privacy for web surfers, or a lucrative new business model for online advertising? Companies such as Phorm and NebuAd are pioneering a new 'behavioural'² approach to targeting Internet advertisements.

The idea is that special software, installed in the networks of Internet-service providers (ISPs), intercepts web page requests generated by their subscribers³ as they surf the net. These pages are scanned for particular keywords in

order to build a profile of each subscriber's interests. These profiles can then be used to target advertisements more accurately. Suppose a web user is surfing a travel blog: he visits pages containing words such as 'holiday', 'flight' and 'hotel'. The behavioural-targeting software inside the ISP's network categorises this apparent interest in travel. Later, when he logs on again advertisements for an airline or hotel chain pop up.

The companies involved suggest that Internet users will welcome all this, since more accurate targeting will turn⁴ Internet advertising from an annoying distraction into a genuinely helpful service.

But not everyone likes the idea. Over 13,000 people have signed an online petition opposing the system. Legal experts have argued that 'it constitutes an unauthorised wiretap', and is therefore illegal. Phorm emphasises that consumers will be given the option to opt out of the system if they do



Some examples of banners

not wish to use it. It points out that information about individuals' surfing habits remains within the custody of the ISP (which already has access to such information anyway), and that user profiles associate keywords with an anonymous serial number, and not with a name.

Behavioural targeting is not necessarily a bad idea, but imposing it without telling people is likely⁵ to annoy them when they find out about it.

(Adapted from *The Economist*)



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ANSWER THE FOLLOWING QUESTIONS:

- 1. Have you ever received an advertisement specifically directed at you whilst you were surfing the net?**
- 2. Do you ever receive advertisements on your mobile phone?**
- 3. How does this new targeted approach to advertising work?**
- 4. What are the advantages for the companies who use this approach?**
- 5. Why are some people against this system?**
- 6. According to the companies who use this approach, what are the advantages for internet users?**
- 7. How did PHORM respond to the accusations of invading people's privacy?**
- 8. What does the writer think of this new approach?**
- 9. What is a banner?**
- 10. What is a blog?**



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MATCH EACH VERB WITH ITS DEFINITION.

- | | |
|------------------------|---|
| 1. to pioneer | a. To appear on a computer screen |
| 2. to log on | b. To be one of the first to do something |
| 3. to pop up | c. To choose not to be part of an activity |
| 4. to opt out | d. To connect to a computer by typing your name and password |
| 5. to annoy | e. To specify |
| 6. to welcome | f. To aim |
| 7. to scan | g. To give reasons for your opinion |
| 8. to point out | h. To receive happily |
| 9. to target | i. To make someone angry |
| 10. to argue | l. To copy documents or pictures onto a computer |



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COMPLETE EACH SENTENCE WITH ITS EXACT ENDING:

1- THE AIM OF THE BEHAVIOURAL APPROACH IS.....

2- KEYWORDS SEEM TO BE USEFUL IN.....

3- SURFERS.....

4- INFORMATION ABOUT SURFERS' HABITS IS USED.....

A- CREATING NETWORK CATEGORIES

B- TO IMPROVE NET BULK BUSINESS

C- TO TARGET ADVERTS MORE CAREFULLY

D- DON'T ALWAYS LIKE TO WELCOME THESE NEW SERVICES