



Cybersecurity
Mr. Mark Zuckerberg
PRIVACY IN THE DIGITAL AGE

La maggior parte degli utenti sui social network sa che queste piattaforme fanno affari con i nostri dati. Ma con quali scopi vengono usate le nostre informazioni? Come dovremmo comportarci in questo nuovo paradigma della privacy?

UPPER INTERMEDIATE B2

ON CD 15 6

GLOSSARY

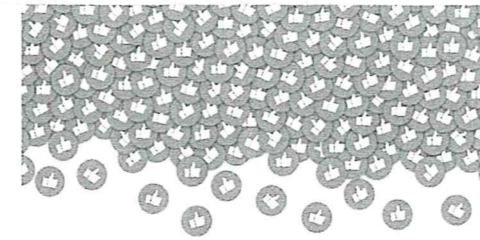
- 1 **to focus:** concentrarsi
- 2 **harm:** fare del male
- 3 **hate speech:** incitamento all'odio
- 4 **statement:** dichiarazione
- 5 **hearing:** udienza
- 6 **run-up:** corsa
- 7 **shock waves:** ripercussioni

"Facebook is an idealistic and optimistic company. For most of our existence, we focused¹ on all the good that connecting people can do. As Facebook has grown, people everywhere have gotten a powerful new tool for staying connected to the people they love, for making their voices heard, and for building communities and businesses. But it's clear now that we didn't do enough to prevent these tools from being used for harm² as well. And that goes for fake news, foreign interference in elections, and hate speech³, as well as developers and data privacy. And that was a big mistake. And it was my mistake, and I'm sorry." This was the opening statement⁴ of Mark Zuckerberg, founder of Facebook, in a

hearing⁵ before the US Congress. It followed the revelation that the personal data of 87 million Facebook users had been used to influence voter opinion in the run-up⁶ to the 2016 US election. Zuckerberg's words caused shock waves⁷ throughout the social media community. Many people simply saw such platforms as a fun and secure way to share photos and socialise.

SAFE SHARING

The Facebook scandal and the public's reaction to it show the way that we feel about our privacy is changing. Before the digital age only our closest friends would see our family photos. This is no longer the case, but we still want to be



THE WAY WE FEEL ABOUT OUR PRIVACY
will continue to evolve, and we will keep inventing new ways to protect it.

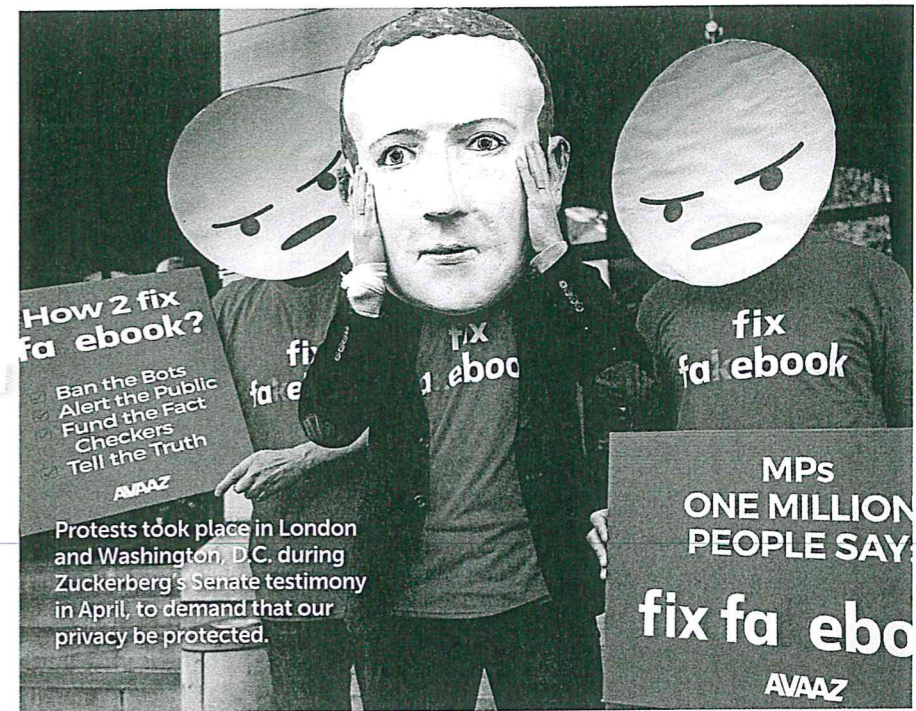
able to choose who we share this information with. In the digital age we may be willing⁸ to share more information about ourselves than before, but only when it is our choice to do so. That choice should not be taken from us.

ABUSE OF PRIVACY

The right to privacy has existed since the UN Declaration of Human Rights of 1948, and for good reason. In Nazi Germany in 1939, the state census required all citizens to identify themselves by race and religion. The result of this was that Jewish citizens were required to carry an ID card⁹, identifying themselves as Jewish. A terrible consequence of this abuse of privacy was that it became easier for the Nazis to identify the six million Jews who they murdered¹⁰ in the Holocaust.

THE FIGHT CONTINUES

Without doubt, the way we feel about our privacy will continue to evolve, and we will keep inventing new ways to protect it. In May this year, the European Parliament passed¹¹ a new privacy law, the General Data Protect Regulation, which will force corporations like Google and Amazon to ensure¹² that their users know, understand and consent to how their data is being used. Additionally, consumers will for the first time have the right to access the data companies' store¹³ on us and the right to correct that information if we find it to be wrong. As long as we continue to innovate in response to new threats¹⁴ we can say that we still care very much about our privacy: ☺



GLOSSARY

- 8 **we may be willing:** potremmo essere disposti
- 9 **ID card:** carta d'identità
- 10 **to murder:** uccidere
- 11 **to pass a law:** approvare
- 12 **to ensure:** assicurarsi
- 13 **to store:** immagazzinare
- 14 **threats:** minacce

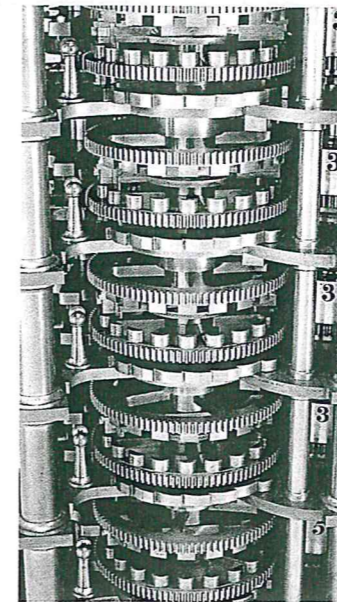
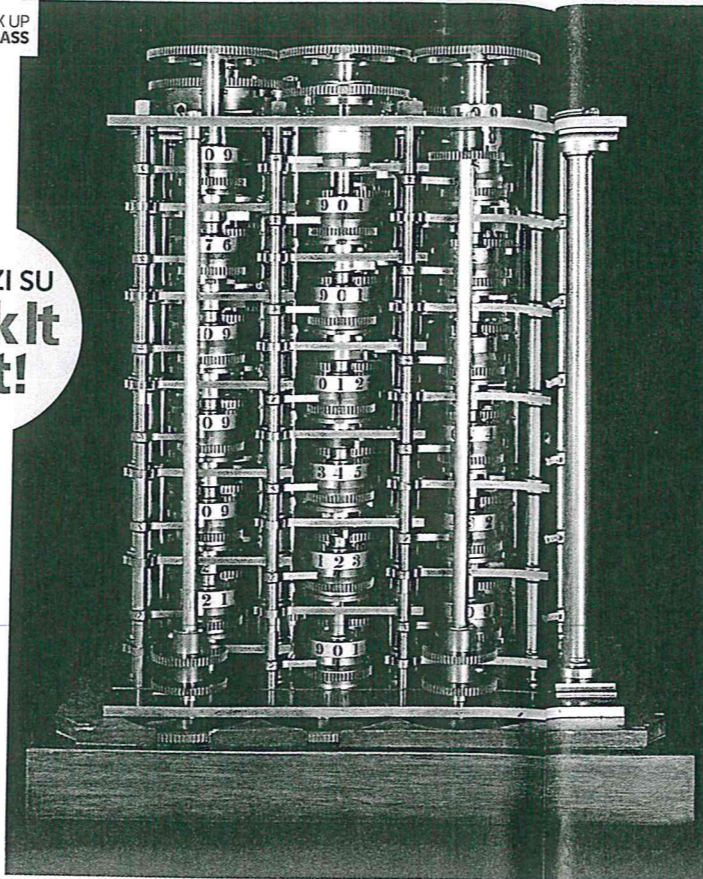


HOW DO YOU SAY...
Minaccia vana.
Empty threat.





ESERCIZI SU
Work It Out!



Opposite page top left: a portrait of Ada Lovelace from around 1840, attributed to Alfred Edward Chalon. Left, above and below: a portion of the Difference Engine No. 1 designed by Charles Babbage (pictured top right) was built in 1824-1832; his entire machine No. 2 was finally built in 2002.



Charles Babbage

GLOSSARY

- 5 **calculating machine:** macchina da calcolo
- 6 **he served as her mentor:** le fece da mentore
- 7 **disruptive:** dirompenti
- 8 **meanwhile:** intanto
- 9 **engine:** motore
- 10 **realised:** si rese conto
- 11 **comprehensively:** in modo esaustivo
- 12 **computer historians:** storici della scienza computazionale
- 13 **gambling:** scommesse
- 14 **failed:** non ci riuscì, le andò male
- 15 **it was endorsed:** fu sostenuta
- 16 **since then:** da allora
- 17 **to pursue:** inseguire
- 18 **has paid homage:** ha omaggiato
- 19 **naming... after her:** chiamando... con il suo nome

THE FIRST COMPUTER PROGRAMMER

ADA LOVELACE

Per un secolo, il suo lavoro come matematica non ha ricevuto il riconoscimento che meritava. Oggi l'ingegno di questa brillante dama dell'alta società è considerato decisivo per lo sviluppo dell'informatica.

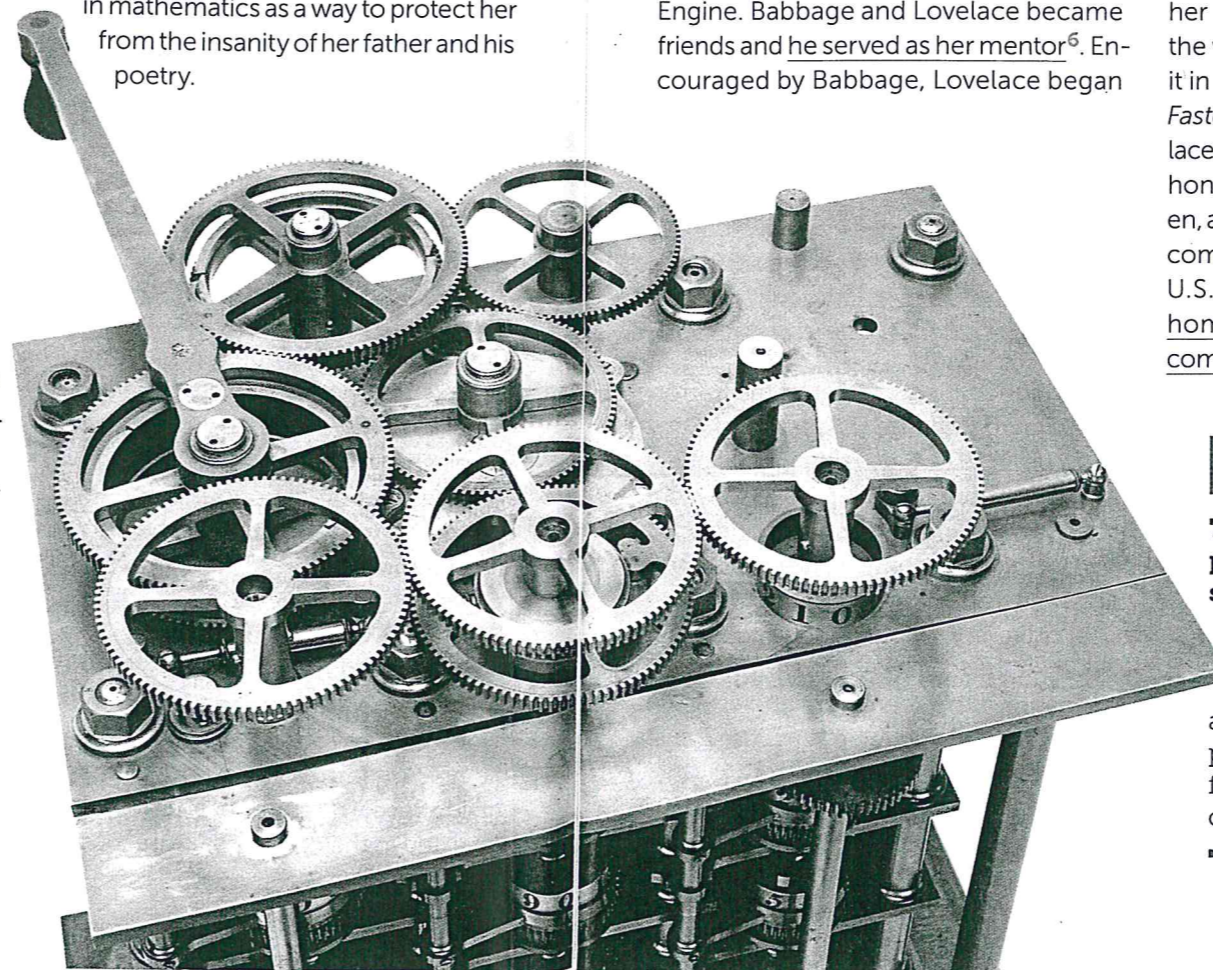
more than a year, and Ada never met her father. Lord Byron left England and died in Greece when Ada was eight years old. Her mother promoted⁴ the young girl's talent in mathematics as a way to protect her from the insanity of her father and his poetry.

A CALCULATING MACHINE

In 1833, Ada met Charles Babbage, a mathematician who had designed a calculating machine⁵ that he called the Difference Engine. Babbage and Lovelace became friends and he served as her mentor⁶. Encouraged by Babbage, Lovelace began

DEFENDING ADA

Lovelace's work attracted little attention when she was alive. But a century after her death in 1852, it was endorsed¹⁵ by the writer B. V. Bowden, who published it in a 1953 history of computing called *Faster than Thought*. Since then¹⁶, Lovelace has received numerous posthumous honours, helping to inspire many women, as well as men, to pursue¹⁷ careers in computing and mathematics. Even the U.S. Department of Defense has paid homage¹⁸ to her work, naming their computer language "Ada" after her¹⁹. ©



LOWER INTERMEDIATE B1

ON CD 6

GLOSSARY

- 1 **computer programmer:** programmatrice
- 2 **mathematician:** matematica
- 3 **lasted:** durò
- 4 **promoted:** spronò

Ada Lovelace Day, on the 9th of this month, was created to celebrate the life and work of the very first computer programmer¹. Ada Lovelace was a brilliant mathematician² who wrote the world's first machine algorithm for an early computing machine that was never built.

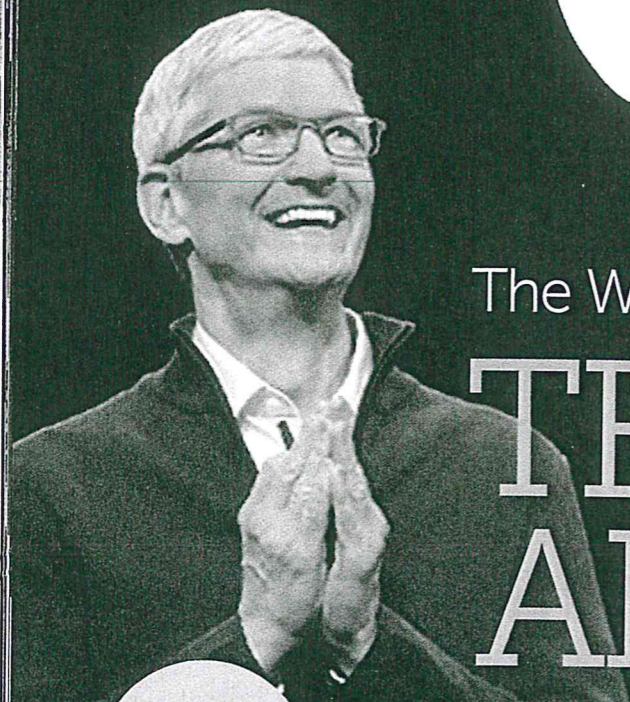
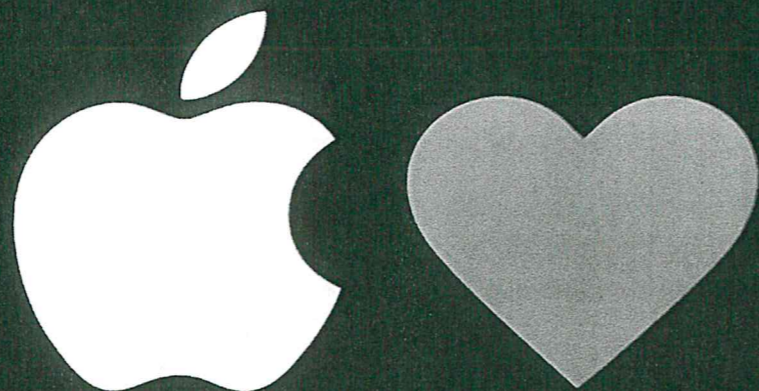
THE BYRONS

Born in 1815, Ada was the only legitimate child of the famous poet Lord George Gordon Byron and Lady Annabella Milbanke Byron. Their marriage lasted³ little

SPEAK UP Explains

The insanity of her father and his poetry. La follia di suo padre e della sua poesia. Lord Byron (1788-1824) fu uno dei principali esponenti del Romanticismo inglese, famoso per aver avuto una vita particolarmente avventurosa, piena di eccessi, passioni e scandali. In questa frase si fa riferimento all'instabilità del poeta, come si evince dalle sue opere.





The World's Most Admired Company

THE APPLE APPEAL

ESERCIZI SU
Work It Out!

Pochi marchi sono riusciti a coltivare una clientela così fedele come questa compagnia californiana. Una tecnologia potente e gradevole, un design curato e il rispetto per la privacy degli utenti sono tra le caratteristiche che la definiscono.

UPPER INTERMEDIATE B2

ON CD 16

GLOSSARY

- 1 **to shape:** dare forma
- 2 **appealing:** attraente
- 3 **college dropouts:** universitari che lasciano gli studi
- 4 **whiz kid:** bambino prodigo
- 5 **desktop:** scrivania

Life without iPhones is inconceivable. Smartphones today touch every part of our lives – and it all started with Apple. When you also consider iPads, MacBooks, the iTunes platform and the Apple Watch, it is clear that Apple Inc. has helped to **shape**¹ the modern world. It is a brand that inspires loyalty among its customers. So what is it about Apple that makes it so **appealing**²?

EARLY DAYS

It all started in the 1970s. Steve Jobs and Steve Wozniak, two **college dropouts**³, started building computers in a suburban garage. Wozniak was a **whiz kid**⁴. Jobs had

a vision. He wanted to create a computer which people could use at home, on the **desktop**⁵. His ambitious goal was to build a company that would change the world.

KEEPING IT SIMPLE

The Apple 1 built by Wozniak was the first computer with a **typewriter-style device**⁶, connected to a television set. That simplicity became the signature of the brand. Apple was officially established in 1975. Jobs had spent time on an apple farm and, once he thought of the name, it **stuck**⁷. He found it “fun, **spirited**⁸ and not intimidating,” a description that **suited**⁹ the new company. Where others concentrated on

greater power or speed, Apple concentrated on keeping things user-friendly.

GOING PUBLIC

By now, Apple had **gone public**¹⁰ and a difference of opinion **led**¹¹ to Jobs being **fired**¹² by his own company. For the next eleven years, Apple continued to popularise portable computers. However, it was not until Jobs returned in 1997 that the Apple brand known today really took shape.

THE INTERNET AGE

The first thing Jobs did was to throw all development work into a new, transparent design created by Jonathan Ive. The iMac **hooked into**¹³ the new internet age and appealed to the senses. It was a work of art, an elegant piece of hardware that was desirable. People saw it and wanted it.

GREAT ARTISTS

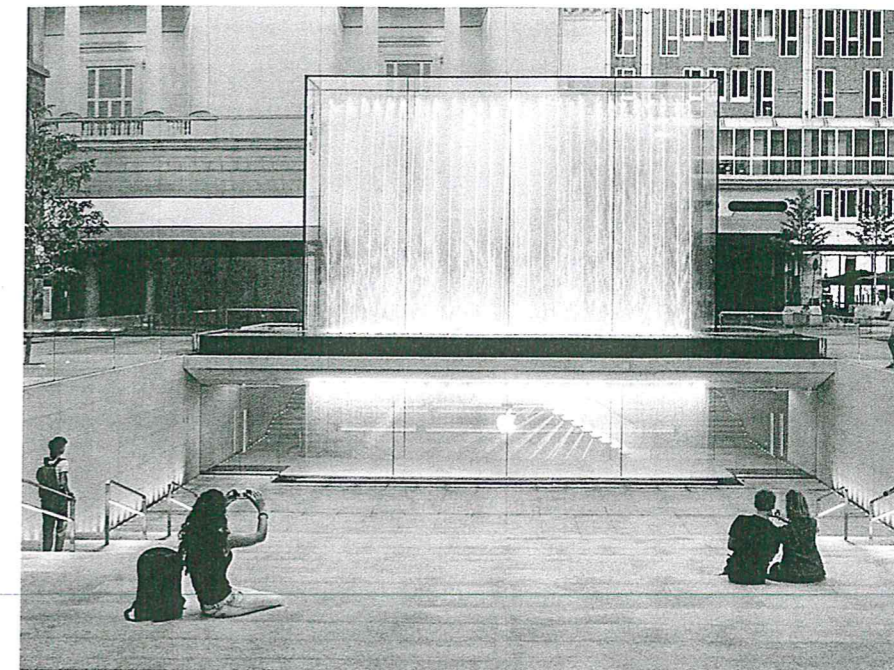
From that moment on, Ive's aesthetic dominated all of Apple's devices. Apple's **hallmark**¹⁴ was to take what was already invented and make it attractive and easy to use. Jobs explained this practice in a documentary interview. He said: “Picasso had a saying: ‘Good artists copy, great artists **steal**¹⁵’ and we have always been **shameless**¹⁶ about stealing great ideas.”

SMART THINKING

After the iMac, Apple revolutionised the design of **unwieldy**¹⁷ tablets with the iPad, and ugly mp3 players with the iPod. A **clever**¹⁸ move into content with the launch of iTunes saw Apple's success **soar**¹⁹ even higher. With the iPhone, Apple's world domination was complete and Jobs was its leader. His vision of changing the world had become a reality.

MOVING ON

Steve Jobs died in 2011, months after **appointing**²⁰ Tim Cook as the new Chief Executive Officer. Jobs' legacy is the **blueprint**²¹ of the company's **enduring**²² appeal: user-friendly technology that looks **gorgeous**²³ and makes life easier. Cook has **upheld**²⁴ the company's success and brand loyalty remains as high as ever. According to a poll by Forbes, it is today the world's most-admired company. ☺



Clockwise from opposite page: Tim Cook at an Apple keynote event; the Apple Piazza Liberty store in Milan, designed by Norman Foster and Partners; Jonathan Ive and Tim Cook in 2018; Steve Jobs and the Apple II in 1977.



GLOSSARY

- 6 **typewriter-style device:** dispositivo simile a una macchina da scrivere
- 7 **to stick:** appiccarsi
- 8 **spirited:** vivace
- 9 **to suit:** adattarsi
- 10 **to go public:** essere quotato in borsa
- 11 **to lead:** condurre, portare
- 12 **fired:** licenziato
- 13 **to hook into:** collegare
- 14 **hallmark:** caratteristica distintiva
- 15 **to steal:** rubare
- 16 **shameless:** spudorato, sfacciato
- 17 **unwieldy:** poco maneggevole
- 18 **clever:** intelligente
- 19 **to soar:** alzarsi
- 20 **to appoint:** nominare
- 21 **blueprint:** piano, modello
- 22 **enduring:** duraturo
- 23 **gorgeous:** splendida
- 24 **to uphold:** mantenere

