INSTITUTO FEDERAL
Rio Grande do Norte
Campus Currais Novos
Diretoria Acadêmica

Aluno(a): _____
Turma: Tecnologia em Sistemas para Internet
Data: ___/04/2018
Professora: Cristiane de Brito Cruz

Mark Zuckerberg made his way through a huge grilling from US politicians mostly unscathed. But attention is now turning to some of the more chilling and confusing claims he made during the questioning.

Much of the time was taken up with the Facebook boss apologising and promising to do better. But Mr Zuckerberg also suggested that Facebook is not tracking people around the internet, and that if they wanted to they could simply turn off the collection of data for advertising purposes.

Neither of those things is strictly true, and Facebook itself admits as much on its website. It is not clear if Mr Zuckerberg was unaware of the full scale of his own site's tracking of its users.

Perhaps most chilling, and a little confusing, was a point that Mr Zuckerberg was asked to return to on the tracking of people's browsing history. He claimed that was done – but later, after talking with his team, admitted that it does actually track people's browsing history for ad purposes.

Still, he said that data is only taken temporarily and used to work out people's interests, when it is deleted. That is why browsing data will not show up when people request all the data has on them, he claimed.

'Facebook only tracks people around the internet for security purposes'

ZUCKERBERG: "There may be specific things about how you use Facebook, even if you're not logged in, that we — that we keep track of, to make sure that people aren't abusing the systems."

At a different point in the hearing, he said: "In general, we collect data of people who have not signed up for Facebook for security purposes."

THE FACTS: Facebook collects data on your online habits wherever it can find you, and very little of it appears to be for security purposes.

Facebook pays third-party websites and apps to let it place tracking code across the internet and mobile devices. That code can be embedded in browser files called "cookies," invisible screen pixels, or Facebook's familiar "like" and "share" buttons.

That code then reports back to Facebook on your surfing habits to help it better target ads. Along with Google, Facebook is consistently among the top three data-collectors in the field, said Reuben Binns, an Oxford University computer scientist who researches these beacons.

In February, a Belgian court ruled that Facebook had violated European privacy law with such tracking because it hadn't obtained consent either to collect or store the data.

'Users can just switch off advertising data'

ZUCKERBERG: "There is a setting so if you don't want any data to be collected around advertising, you can turn that off and then we won't do it."

THE FACTS: There is no such single setting on Facebook.

You can limit ad targeting, but it requires several steps, which you may have to repeat from time to time. By default, Facebook shows you ads based on interests you've expressed over the years and the companies you have "interacted" with — for instance, by sharing your email or phone number, visiting their website or using their app.

Turning off those categories is a chore, as you have to select them one by one in settings. And if you like a new page, click on a new ad or add your email to a new business's contact list, the whole thing starts over.

'People can take all the data Facebook has and use it elsewhere'

ZUCKERBERG: "People have the ability to see everything they have in Facebook, take that out, delete that account and move their data anywhere that they want."

THE FACTS: That's only partly true.

You can indeed download a subset of the information it has collected on you. But the resulting file mostly contains a jumble of contacts, messages and advertisers who have been allowed to target you through Facebook.

That makes the information mostly useless if you hoped to use it to join a different social network, because it's incomplete and not organized in a way that another service could easily import.

Experts say Facebook has made it technically untenable to take your data elsewhere. University researchers have tried to figure out how to make that data portable, but failed because Facebook keeps changing the public-facing software required.

There are other issues that make true data portability vexing. Zuckerberg alluded to one on Wednesday: Who owns material shared across a social network to multiple users? "Let's say I take a photo and I share it with you. Now is that my photo or is it your photo?" he said.
https://www.independent.co.uk/news/world/americas/facebook-zuckerberg-hearing-fact-data-browsing-tracking-security-privacy-latest-a8301001.html

QUESTIONS

1) Qual é o assunto do texto?
   a) A entrevista de Mark Zuckerberg a uma TV Americana e o escândalo nas contas do facebook.
   b) Fala detalhes do depoimento do fundador do facebook ao Congresso dos Estados Unidos.
   c) Fala sobre os problemas de privacidade do facebook e como conseguir se prevenir.
   d) O texto é sobre a história de vida do fundador do facebook, Mark Zuckerberg.

2) A frase que fala que não se tem certeza que Zuckerberg não sabia que o seu aplicativo estava rastreando os usuários está na letra:
   a) But Mr Zuckerberg also suggested that Facebook is not tracking people around the internet.
   b) Mark Zuckerberg made his way through a huge grilling from US politicians mostly unscathed.
   c) Mr Zuckerberg was asked to return to on the tracking of people's browsing history.
   d) It is not clear if Mr Zuckerberg was unaware of the full scale of his own site's tracking of its users.

3) Observe as palavras em destaque no trecho abaixo:

*"You can limit **ad** targeting, but it requires several steps, which you may have to repeat from time to time. By default, Facebook shows you **ads** based on interests you've expressed over the years and the companies you have "interacted" with — for instance, by sharing your email or **phone** number, visiting their **website** or using their **app**".*

I – as palavras ***ad*** e ***ads*** foram formadas pelo processo de ***backformation***, que é o encurtamento da palavra ***advertising***.
II – a palavra ***phone*** e ***app*** são palavras formadas pelo processo de ***clipping***, que é o encurtamento das palavras ***telefone*** e ***application***.
III – a palavra ***website*** foi formada a partir da junção das palavras ***web*** e ***site***, como não houve perda de letras temos o processo de ***blending***.

Está(ão) correta(s):
a) Apenas a I.
b) Apenas a II.
c) Apenas a III.
d) Apenas a I e a III.

4) Observe o trecho abaixo:

There are other issues that make true data portability vexing. Zuckerberg alluded to one on Wednesday: Who owns material shared across a social network to multiple users? "Let's say I take a photo and I share it with you. Now is that my photo or is it your photo?" he said.

Indique os referentes das palavras em destaque:
a) 1º that _____
b) Who _____
c) I (nas 2 vezes) _____
d) 1º it _____
e) You _____
f) 2º that _____
g) My _____
h) 2º it _____
i) Your _____
j) He _____

5) Indique o processo de formação de palavras abaixo:

Coinage	*Eponym*	*Sufixation*	*Conversion*
Compounding	*Acronym*	*Prefixation*	*Backformation*
Clipping	*Borrowing*	*Blending*	

a) Politicians
b) Unscathed
c) Unaware
d) Face
e) Google
f) Data-collectors
g) Oxford
h) Untenable
i) Portable
j) Public-Facing

6) Como o facebook consegue rastrear o usuário? Qual das respostas abaixo melhor responde esta pergunta?

a) Através do nosso histórico de pesquisas de produtos que interessam os anunciantes, mesmo off-line.
b) Através de nosso ciclo de amizades: eles observam com quem interagimos e aqueles que excluímos.
c) Através de nosso histórico de pesquisas, as curtidas e compartilhamentos e as páginas que seguimos.
d) Através de nosso endereço de e-mail cadastrado e através de nossos compartilhamentos de posts.

7) O autor diz que é possível excluir alguns anúncios, mas:

a) O usuário fica viciado em querer ver e acaba não tendo mais forças para excluir tantas opções dadas.
b) Para limitar os anúncios você segue uma série de passos e deve repetir inúmeras vezes para conseguir.
c) Os anúncios não voltam na medida que você curte uma página, compartilha seu e-mail ou usa outro app.
d) Não é possível excluir nenhum anúncio e apenas através de uma ação judicial você irá conseguir isso.

8) Observe o trecho abaixo:

*Still, he said that **data** is only taken temporarily and used to work out people's interests, when it is deleted. That is why browsing data will not show up when people request all the **data** has on them, he claimed.*

A palavra em destaque:

a) É um falso cognato e significa dias.
b) É um falso cognato e significa dados.
c) É uma cognata idêntica, significa data mesmo.
d) Não é cognata e significa informações, dados.

9) Mark Zuckerberg alega que as informações do seu Face podem ser facilmente deletadas e você tem como importa-las para outros aplicativos. Mas especialistas alegam que ao tentar fazer isto:

a) Você irá obter informações truncadas, desorganizadas e incompletas.
b) Você irá adquirir vírus em seu celular e nunca mais poderá ver estas informações.
c) Você jamais irá conseguir isso por as informações são criptografadas.
d) Você irá receber muito conteúdo como propagandas e coisas inúteis inviabilizando a leitura.

10) Nesta questão você irá ganhar 20 pontos. Você deverá escolher trechos da prova que tenham referentes textuais. Além de dizer os referentes você irá comentar o que diz a frase ou trecho que você escolheu. São 20 exemplos. Utilize palavras diferentes: pronomes sujeitos e objetos; possessivos adjetivos e pronomes; pronomes reflexivos; pronomes relativos; pronomes demonstrativos.

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Leia o texto a seguir e responda:

TED 2018: The smart home that spied on its owner

By Jane WakefieldTechnology reporter

For two months in early 2018, technology journalist Kashmir Hill let innocent household items spy on her.

She had turned her one-bedroom apartment into a "smart home" and was measuring how much data was being collected by the firms that made the devices.

Her smart toothbrush betrayed when she had not brushed her teeth, her television revealed when she had spent the day bingeing on programmes, and her smart speaker spoke to the world's largest online retailer every day.

It was like living in a "commercial, surveillance state" with "not a single hour of digital silence", she said.

Ms Hill, who reports for the technology news website Gizmodo, gave a TED talk describing her experience.

Her colleague Surya Mattu had built a special wi-fi router to monitor the devices listening to her life. They found that she was giving away a lot of information.

"The Amazon Echo [a smart speaker] talked to Amazon servers every three minutes and the TV was sending information about every show we watched on Hulu, which was in turn shared with data brokers."

But perhaps more worrying than the data she could track, was the vast amount that she could not.

"With the other data I don't know ultimately where it was shared," she said.

The lack of transparency about what happens to the huge amount of consumer data that is sucked out of smart devices and social networks every day has been in sharp focus in the last few weeks.

Facebook remains under intense scrutiny after it was revealed that up to 87 million Facebook users may have had their profile information accessed by marketing firm Cambridge Analytica without their knowledge.

But while some consumers are prepared to part with their data for the convenience of access to free services such as Facebook and Google, Ms Hill did not feel this was true of her smart experiment.

"My smart home was not convenient. Things didn't work, the smart coffee was horrible, Alexa didn't understand us and my take-away was that the privacy trade-off was not worth it."

Facebook may currently be in the spotlight, but it is by no means the first to be caught out over the mishandling of user data.

In 2017, smart TV manufacturer Vizio agreed to pay $2.2m to settle a lawsuit brought by the US Federal Trade Commission over charges that the company installed software on 11 million of its smart TVs to collect viewing data, without informing customers or seeking their consent.

In addition, it also gathered each household's IP address, nearby wi-fi access points and postcode, and shared that information with other companies to target advertisements at Vizio TV owners.

And in August 2016, in a particularly intimate example of data misuse, hackers at the Def Con security conference revealed that Standard Innovation's We-Vibe smart vibrators transmitted user data - including heat level and vibration intensity - to the company in real time.

"It is interesting that the issue has coalesced around Facebook but it is a much wider issue," said Ms Hill.

"We use platforms on our smartphones and social networks that introduce us to third-party apps and we haven't yet come to terms with what this means, and how much responsibility the companies have to vet these apps and keep us and our data safe."

That is all about to change in Europe with the introduction of the General Data Protection Regulation (GDPR), which promises consumers far greater control over their data.

Currently the situation in the US is very different. Citizens do not have the right to access the information that companies have stored on them.

However, California, which is home to most of the biggest tech giants, is currently considering a law that would give users access to their data and let them ask firms not to sell it.

For Ms Hill, the changes in Europe cannot come soon enough.

"I absolutely hope that GDPR has a trickle-down effect on the US," she said.

Meanwhile, she is not willing to totally abandon her smart home experiment.

"We will keep the Echo and the smart TV. I don't love all this stuff but it is going to stay in our home.

"What I hope is that we can make better products in future - devices with privacy protections built-in."

http://www.bbc.com/news/technology-43747421

11) Qual é o assunto do texto?

a. Fala da jornalista que foi vítima de espiões na Síria.
b. Fala da jornalista que denunciou o Facebook por espionagem.
c. Fala da jornalista que ganhou o prêmio Nobel da paz.
d. Fala da jornalista que por ter uma casa "inteligente" foi vítima de espionagem pelos aplicativos.

12) A jornalista ao final do texto:

a. Resolveu abandonar a tecnologia em sua residência todos os equipamentos hi-tech.
b. Descobriu que iria pagar uma alta indenização ao Facebook por falsas alegações.
c. Negou a premiação ao qual tinha sido homenageada e não foi ao evento também.
d. Decidiu continuar com a tecnologia apesar do que lhe tinha acontecido, mas espera mudanças.

13) Indique o processo de formação das palavras abaixo:

a. Toothbrush
b. Gizmodo – Gizmo is a usually small mechanical or electronic device; a gadget. (https://www.merriam-webster.com/dictionary/gizmo)
c. Surveillance -
d. Mishandling – handle
e. Manufacturer
f. IP adress
g. Face
h. Citizens do not have **the right** to... (right is an adjective)
i. Vizio - The **Vizio** family name was found in the USA, and the UK between 1880 and 1920.
j. Over 115 million Americans (…) are breathing dangerous levels of ***smog*** pollution.— Kathryn Watson, CBS News,5 Apr. 2018.
k. The championship game will be played in late April and be ***televised*** on CBS. — Stephen Ruiz, OrlandoSentinel.com, 7 Apr. 2018

a. _____
b. _____
c. _____
d. _____
e. _____
f. _____

g. _____
h. _____
i. _____
j. _____
k. _____

14) Nesta questão você irá ganhar 20 pontos. Você deverá pesquisar os textos e anotar os processo de formação de palavras estudados em 20 exemplos (no mínimo 6 processos diferentes). Você deverá justificar cada um deles – o porquê daquela palavra ter aquela formação, por exemplo se for SUFIXATION faça a palavra original e depois acrescente o sufixo na palavra derivada, por que é sufixo? Lembre-se de **não** utilizar nenhum exemplo das questões da prova, mas sim palavras novas que você vir no texto.

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