

# How to spot fake news

## TESTO 1 (200 PAROLE)

Every time you're online, you are bombarded by pictures, articles, links and videos trying to tell their story. Unfortunately, not all of these stories are true. Sometimes they want you to click on another story or advertisement, other times they want to upset people for political reasons. These days it's so easy to share information. These stories circulate quickly, and the result is ... fake news.

### 1. Check the source

Look at the website where the story comes from. Does it look real? Is the text well written? Are there a variety of other stories or is it just one story? Fake news websites often use addresses that sound like real newspapers, but don't have many real stories about other topics. If you aren't sure, click on the 'About' page and look for a clear description of the organisation.

### 2. Watch out for fake photos

Many fake news stories use images that are Photoshopped or taken from an unrelated site. Sometimes, if you just look closely at an image, you can see if it has been changed. Or use a tool like Google Reverse Image search. It will show you if the same image has been used in other contexts.

### DOMANDA:

- How can you tell if the news you are reading about is actually fake news?

## How to spot fake news (PART 2)

### TESTO 2 (186 PAROLE)

Every time you're online, you are bombarded by pictures, articles, links and videos trying to tell their story. Unfortunately, not all of these stories are true. These stories circulate quickly, and the result is ... fake news.

#### 1. Check if the story is in other places

Look to see if the story you are reading is on other news sites that you know and trust. If you do find it on many other sites, then it probably isn't fake (although there are some exceptions), as many big news organisations try to check their sources before they publish a story.

#### 2. Look for other signs

There are other techniques that fake news uses. These include using ALL CAPS and lots of ads that pop up when you click on a link. Also, think about how the story makes you feel. If the news story makes you angry, it's probably designed to make you angry.

If you know these things about online news, and can apply them in your everyday life, then you have control over what to read, what to believe and most importantly what to share.

#### DOMANDA:

- What is the best fake news you have ever heard about?

## How to be a safe and smart searcher

### TESTO 3 (149 PAROLE)

Several keywords will help you find better results. Use more than one keyword when you are doing a search. If you want to find out about seagulls, for example, search for 'bird seagull' and not just 'seagull' – because seagull might also be the name of just about anything else, from a hotel to a documentary film.

Exact references can help you find what you're looking for. If you are looking for an exact phrase or sentence, e.g. "seagulls are very clever", type it between inverted commas (""") and only exact matches will be shown. This is useful when you want to find something you've already seen but lost.

Avoid common words like 'a' or 'the' in a search. These aren't always helpful and are usually unnecessary.

Remove unwanted results by adding a minus symbol (-). For example, 'seagull -hotel -film' would leave out all references to hotels and films.

#### DOMANDA:

- Why are words like 'an' unhelpful in a search?

## How to be a safe and smart searcher (PART 2)

### TESTO 4 (150 PAROLE)

Check your spelling. Make sure that you spell every word in the search box correctly. The smallest typing mistakes can bring unwanted results – especially when the mistyped word exists.

Have a filter. It's a good idea to filter your online searches, especially when you are searching for pictures. Ask an adult to help you add a filtering system. There are lots of filtering software options available.

Experiment with different search engines until you find the one that's best for you. Some search engines personalise the results, so check out the option of using a search engine that doesn't do this and you will get different results.

Reliability is very important when you are searching on the internet. Always ask yourself, 'Is this reliable?' Don't make the mistake of believing everything you see. Some websites are unreliable and some information is false. Check your information on other websites before accepting it.

#### DOMANDA:

- Why are even small spelling mistakes important?

## Digital habits across generations

### TESTO 5 (191 PAROLE)

Sheila, aged 59, says, 'I joined Facebook to see what my grandchildren are doing, as my daughter posts videos and photos of them. It's a much better way to see what they're doing than waiting for letters and photos in the post. That's how we did it when I was a child, but I think I'm lucky I get to see so much more of their lives than my grandparents did.'

Ironically, Sheila's grandchildren are less likely to use Facebook themselves. Children under 17 in the UK are leaving the site – only 2.2 million users are under 17 – but they're not going far from their smartphones. Chloe, aged 15, even sleeps with her phone. 'It's my alarm clock so I have to,' she says. 'I look at it before I go to sleep and as soon as I wake up.'

Unlike her grandmother's generation, Chloe's age group is spending so much time on their phones at home that they are missing out on spending time with their friends in real life. Sheila, on the other hand, has made contact with old friends from school she hasn't heard from in forty years.'

#### DOMANDA:

- Do Grandparents typically use Facebook less than their grandchildren?

## Digital habits across generations (PART 2)

### TESTO 6 (168 PAROLE)

Teenagers might have their parents to thank for their smartphone and social media addiction as their parents were the early adopters of the smartphone. Peter, 38 and father of two teenagers, reports that he used to be on his phone or laptop constantly. 'I was always connected and I felt like I was always working,' he says. 'How could I tell my kids to get off their phones if I was always in front of a screen myself?'

In the evenings and at weekends, he now takes his SIM card out of his smartphone and puts it into an old-style mobile phone that can only make calls and send text messages. 'I'm not completely cut off from the world in case of emergencies, but the important thing is I'm setting a better example to my kids and spending more quality time with them.'

Is it only a matter of time until the generation above and below Peter catches up with the new trend for a less digital life?

#### DOMANDA:

- 1- Why has Peter changed how much he uses his phone?

# Innovation in business

TESTO 7 (172 PAROLE)

What does it mean to be innovative in business?

In order for a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs and make our processes more effective and efficient. Innovation is key to increasing profits.

There are several ways a company can be innovative with their products and services. Today we will look at four of them.

1. Using the latest technology to improve your product/service

When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how the technology can improve our product/service and make a difference to our customer. Companies that produce cars, toiletries, household appliances, etc. often have a large R&D department to work on making their products better.

DOMANDA:

- Why is innovation so important in business?

## Innovation in business (PART 2)

### TESTO 8 (188 PAROLE)

Innovation is key to increasing profits. There are several ways a company can be innovative with their products and services. Today we will look at some of them.

#### 1. Responding to customer demands by changing what is on offer

By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with the times. When fast-food restaurant McDonald's realised that the market wanted healthier choices, they introduced fruit and salads, while removing the 'super-size' option from their menus.

#### 2. Offering a new product/service to reach new customers

Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Cooking Mama and Brain Training.

#### DOMANDA:

- Why is it so important to reach new customers?



# Robot teachers

TESTO 9 (171 PAROLE)

If you think of the jobs robots could never do, you would probably put doctors and teachers at the top of the list. It's easy to imagine robot cleaners and factory workers, but some jobs need human connection and creativity. But are we underestimating what robots can do? In some cases, they already perform better than doctors at diagnosing illness. Also, some patients might feel more comfortable sharing personal information with a machine than a person. Could there be a place for robots in education after all?

British education expert Anthony Seldon thinks so. And he even has a date for the robot takeover of the classroom: 2027. He predicts robots will do the main job of transferring information and teachers will be like assistants. Intelligent robots will read students' faces, movements and maybe even brain signals. Then they will adapt the information to each student. It's not a popular opinion and it's unlikely robots will ever have empathy and the ability to really connect with humans like another human can.

DOMANDA:

- Who thinks that robots will replace teachers by 2027?

## Robot teachers (PART 2)

TESTO 10 (198 PAROLE)

It's easy to imagine robot cleaners and factory workers, but some jobs need human connection and creativity. Could there be a place for robots in education after all?

A robot teacher is better than no teacher at all. In some parts of the world, there aren't enough teachers and 9–16 per cent of children under the age of 14 don't go to school. That problem could be partly solved by robots because they can teach anywhere and won't get stressed, or tired, or move somewhere for an easier, higher-paid job.

Those negative aspects of teaching are something everyone agrees on. Teachers all over the world are leaving because it is a difficult job and they feel overworked. Perhaps the question is not 'Will robots replace teachers?' but 'How can robots help teachers?' Office workers can use software to do things like organise and answer emails, arrange meetings and update calendars. Teachers waste a lot of time doing non-teaching work, including more than 11 hours a week marking homework. If robots could cut the time teachers spend marking homework and writing reports, teachers would have more time and energy for the parts of the job humans do best.

DOMANDA:

- How could robot assistants help teachers?

# Social media influencers

TESTO 11 (178 PAROLE)

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

DOMANDA:

- Why are companies asking influencers to promote their products on social media?

## Social media influencers (PART 2)

TESTO 12 (199 PAROLE)

More and more people are keen to become influencers nowadays. Here are a few tips on how to do it.

### 1. Choose your medium and write an interesting bio

Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting way.

### 2. Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

### 3. Tell an interesting story

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

### 4. Make sure people can easily find your content

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

DOMANDA:

- How can your posts be attractive to your followers?

## eBay tips for selling successfully

### TESTO 13 (166 PAROLE)

Getting that first bid is critical, as buyers are more likely to jump in if there are already bids on auction. Buyers may lose interest if they assume an item is overpriced. Many successful sellers set a low opening bid to jumpstart bidding and increase their final selling price.

Specifying reasonable shipping and handling costs in your listing is essential for smart selling. eBay's free Shipping Calculator provides real-time shipping costs to buyers all over the world, so you can increase your chances of success.

Maximizing your item title is a must if you want to sell your product. Be sure to include key words that buyers will search for, such as unique or descriptive attributes, and always check your spelling. Your item title is critical in helping users find your items, so use each character wisely.

A good description is concise, well organized, and easy to read. Create bold section headlines, bulleted lists, and be sure to include item style/type, brand, condition, and other attributes.

#### DOMANDA:

- Why should you always watch out for mistakes when writing your item title?

## eBay tips for selling successfully (PART 2)

TESTO 14 (152 PAROLE)

A picture really is worth more than a thousand words! Use clear, well-lit photos from a variety of angles to accurately showcase your item. Use good lighting and an uncluttered background to get the most out of your photo. Add additional photos to showcase details and unique features of your item.

Always respond quickly to any buyer questions. Include extras or a handwritten note in the box to really surprise and delight your customers. Make sure to leave feedback for your buyer so they'll do the same for you. Successful communication is one of the keys to successful business.

After the sale, make sure that you pay for shipping, print labels on your home printer, and schedule free carrier pick-up-all online and at no additional charge – so you can save money, time, and a trip to the post office! We make it easy for you, so please make it easy for us.

DOMANDA:

- Are product pictures essential when you sell online?

# Skills for the 21st-century workplace

## TESTO 15 (180 PAROLE)

We need to develop all kinds of skills to survive in the 21st century. Some, like ICT skills and knowledge of the digital world, are taught explicitly in schools in the UK. Here are five less obvious ones for you to think about.

**Imagination:** in the age of technology that we are living in now, it is no longer enough to keep on making the same products. Employers need people who can imagine new approaches and new ideas.

**Problem solving:** employers will value workers who are able to see problems before they happen and come up with creative solutions.

**Communication skills:** workers will have to be good communicators. They will have to be able to negotiate and discuss key issues and also write in a clear way without using too many words.

**Critical analysis:** employers want workers who are able to recognise the difference between information that can be believed and false information.

**Decision making:** individual workers have a growing amount of responsibility. It is important to be able to evaluate a situation and be confident in making a decision.

### DOMANDA:

- Do employers like workers to be original when solving problems?

# RoboCup

TESTO 16 (155 PAROLE)

RoboCup is a football competition that has taken place every year since 1997. But the players are not human; they are robots. The competition's full name is 'Robot Soccer World Cup,' and the aim is to create, by the middle of the 21st century, a team of robot footballers that are able to play against and beat the winners of the real World Cup.

In order for robots to play football, robotics companies have had to develop special technologies. A robot can't just run onto the field and start kicking the ball. So each robot is fitted with a webcam which is connected to a computer inside the robot. The robot is able to see where the other players are, where the goal is and, most importantly, where the ball is. They are programmed to make their own decisions and during the match the robots' creators are not allowed to tell them what to do.

DOMANDA:

- What is the aim of the "Robot Soccer World Cup"?



## Robocup (PART 2)

TESTO 17 (182 PAROLE)

RoboCup is a football competition. But the players are not human; they are robots.

The robots are able to communicate with other members of their team, via a wireless network. They might, for example, communicate a message like this to a team-mate: 'I'm nearest the ball. I'm going to kick it. You go and defend the goal.' They know who to pass to and how best to get the ball past an opponent. Australian, German and American teams dominate the competition, though teams from twelve countries competed at the last tournament.

There is a long way to go before robots will be able to compete against humans. They need to become more intelligent and become able to react more quickly and anticipate the game. But the technologies that are being developed for scoring goals have other uses as well. It may be possible to develop robots that can be used in search and rescue, for example, finding people trapped in buildings after earthquakes.

They may not be as fun to watch as real footballers, but at least they don't demand enormous salaries!

DOMANDA:

- What are the possible other uses of the technologies that are being developed for scoring goals?