

## Unit 2: Online Advertising: Making Our Lives Better?

### Cookies That You Can't Eat

#### Keywords

award	benefit	blame	campaign	factor
mass	opportunity	promote	resource	technique

Internet cookies might sound delicious, but they're actually very small pieces of computer data! When you visit a website, cookies are created by that site to remember **factors** about you. Imagine you're playing a game online, and you have to leave. When you come back, the game remembers where you were—that's thanks to cookies! They're like little helpers that make sure the website knows who you are and what you like. This way, every time you visit, the website can be more helpful and fun for you.

In 1994, a smart man named Lou Montulli, working at a company called Netscape, came up with the idea of internet cookies. He created them as a **technique** to help websites remember who you are. Think of it like having a secret handshake with a website. Every time you visit, the website recognizes you and says, "Hey, I remember you!" This **benefitted** users. Websites could remember what users liked. Montulli's invention was like a magic spell for websites to remember their visitors!

Over time, internet cookies became much more than just a way to remember your information. They started to learn what you like to do on the internet. For example, if you love watching funny cat videos, cookies might tell websites so they can show you more cat videos! This is how cookies help in showing you things you're interested in. It's like having a friend who knows what you like and shows you a **mass** of stuff based on that. This change made cookies very important for how websites work today.

Cookies are like special agents for websites, especially for showing you ads. When you look at things online, like fashion items or games, cookies remember that. Later, when you're using the internet, these cookies tell websites and advertisers, "Hey, this person likes these clothes and games." Then, you see ads that **promote** clothes and games you might like. It's like having a billboard that shows only the stuff you're interested in. Cookies help you see ads for things you like.

While cookies can be helpful, we can also **blame** them for raising privacy concerns. Imagine someone keeping a secret note of everything you do online, like the websites you visit or the games you play. This is what some cookies do. They collect information about you. Sometimes people worry that too much information is collected. It's important to know that while cookies can be useful, they should also respect our privacy and not share too much information about us.

There are two main types of cookies: first-party and third-party. First-party cookies are like your personal assistants. When you visit a website, they remember the things you are interested in. Third-party cookies, on the other hand, are like guests from other websites you haven't visited. They are used by companies to follow you across different websites. It's like having someone following you.

Big companies like Google and Meta (Facebook) use cookies in a special way. They use them to learn what kind of things you like on the internet. This helps them show you ads that are about stuff you're really interested in. For example, if you spend a lot of time looking at cameras online, these companies might show you an ad **campaign** for cool new cameras! They use cookies to make sure the ads you see are things you might want to know about.

Finding the right combination between using cookies for ads and protecting people's privacy is not easy. It's like a balance. On one side, cookies are a **resource** that can help show ads about things we might like. On the other side, we need to make sure our private information is safe and not shared too much. The goal is to have a fair balance.

To keep everyone's internet experience safe and enjoyable, laws and rules are being made about how cookies should be used. This is like having rules in a game to make sure everyone plays fair. These laws help make sure that our private information is protected and not shared too much. They also ensure that companies using cookies are being responsible and respect our privacy. It's like having a referee in the game of the internet, making sure everyone follows the privacy rules. Perhaps there should be **awards** for companies who always follow the rules.

In summary, internet cookies are important for remembering what you like online, but it's also very important to keep your information safe. Like players in a game, cookies can make the internet more fun by showing you ads you might like. But, just like in a game, there need to be rules to make sure everyone plays fair and keeps your private information protected. Users should always have the **opportunity** to turn cookies off. Understanding cookies helps us be smart and safe while exploring the exciting world of the internet.

## Questions

1. What are internet cookies?
  - A) Small pieces of computer data
  - B) Delicious snacks
  - C) Secret handshakes
  - D) Magic spells
2. Who invented internet cookies and in what year?
  - A) Tim Berners-Lee in 1989
  - B) Mark Zuckerberg in 2004
  - C) Steve Jobs in 1976
  - D) Lou Montulli in 1994
3. How did cookies affect websites in the 1990s?
  - A) They helped websites to remember visitors.
  - B) They helped websites to be more visually appealing.
  - C) They increased the speed of the internet.
  - D) They secured websites from hackers.
4. How do cookies improve your internet experience?
  - A) By slowing down your internet connection
  - B) By deleting your online data
  - C) By remembering your preferences and activities
  - D) By charging you for website access
5. What role do cookies play in online advertising?
  - A) They prevent all ads from showing.
  - B) They show you ads unrelated to your interests.
  - C) They block all third-party ads.
  - D) They track your activities to show relevant ads.
6. What is a major concern associated with cookies?
  - A) They make websites load faster.
  - B) They enhance online security.

- C) They delete important files from your computer.
  - D) They raise privacy concerns.
7. What are first-party cookies?
    - A) Cookies from websites you don't visit
    - B) Cookies from the website you are currently visiting
    - C) Cookies that delete your data
    - D) Cookies that speed up your internet connection
  8. How do third-party cookies differ from first-party cookies?
    - A) They track your behavior across multiple websites.
    - B) They are only used by the website you visit.
    - C) They increase your internet speed.
    - D) They protect your online privacy.
  9. Why is finding a balance in using cookies challenging?
    - A) It's easy to ensure privacy without cookies.
    - B) Cookies are not useful for advertisers.
    - C) There is a need to balance advertising interests with privacy.
    - D) Cookies only serve to slow down websites.
  10. What measures are being taken to address concerns about cookies?
    - A) Abolishing the use of cookies entirely
    - B) Implementing laws and regulations on cookie use
    - C) Ignoring privacy concerns
    - D) Encouraging websites to use more cookies

## Vocabulary Review

**award:** a prize or recognition given for achievement

Example: *Perhaps there should be **awards** for companies who always follow the rules.* (Paragraph 9)

**benefit:** to provide a helpful or good effect

Example: *This **benefitted** users.* (Paragraph 2).

**blame:** assigning responsibility for a fault or wrong

Example: *While cookies can be helpful, we can also **blame** them for raising privacy concerns.* (Paragraph 5)

**campaign:** a planned series of activities toward a goal

Example: *For example, if you spend a lot of time looking at cameras online, these companies might show you an ad **campaign** for cool new cameras!* (Paragraph 7)

**factor:** an element or component that contributes to a result

Example: *When you visit a website, cookies are created by that site to remember **factors** about you.* (Paragraph 1)

**mass:** a large number or quantity of something

Example: *It's like having a friend who knows what you like and shows you a **mass** of stuff based on that.* (Paragraph 3)

**opportunity:** a favorable circumstance for progress or success

Example: *Users should always have the **opportunity** to turn cookies off.* (Paragraph 10)

**promote:** to actively support or encourage

Example: *Then, you see ads that **promote** clothes and games you might like.* (Paragraph 4)

**resource:** a supply or source of help or support

Example: *On one side, cookies are a **resource** that can help show ads about things we might like, which is helpful for companies and can be interesting for us.* (Paragraph 8)

**technique:** a method or way of doing something

Example: *He created them as a **technique** to help websites remember who you are.* (Paragraph 2)