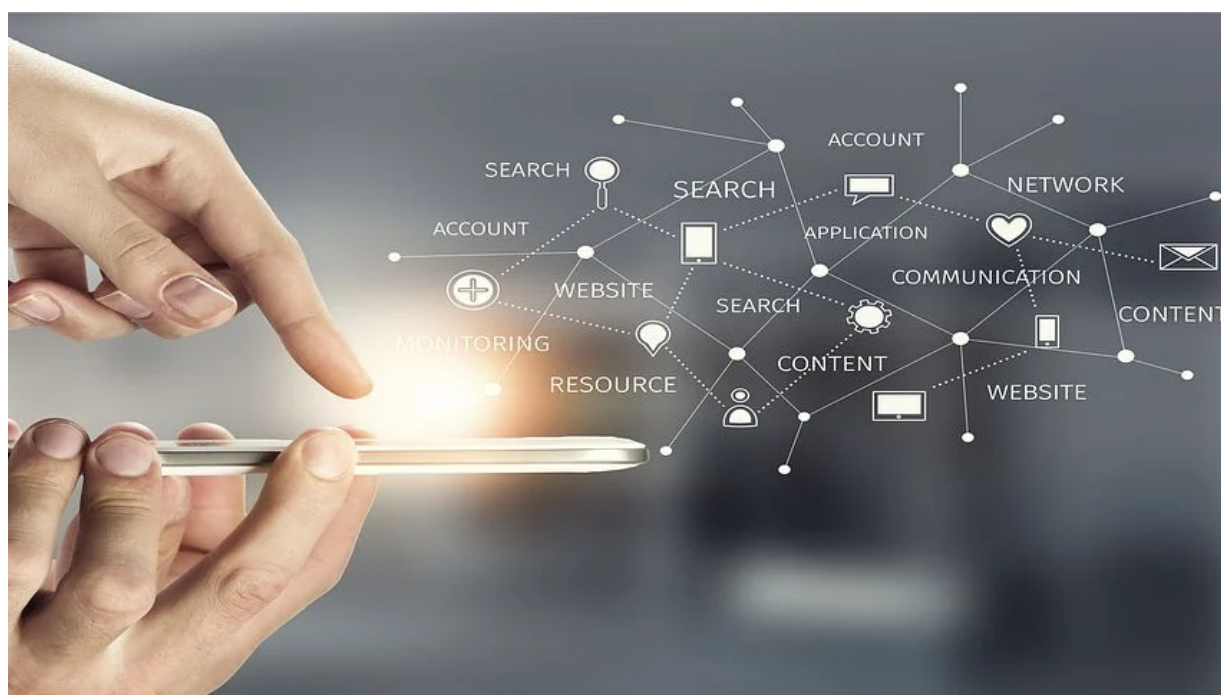




# Data



# Instant Lessons

EXAMPLE

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## Lesson Plan: Data **EXAMPLE**

**Lessons:** Introduction, reading, listening, speaking (seminar) and writing.

**Time:** 1-1.5 hours + homework task.

**Level:** \*\*\*\*[B1/ B2/C1].

### Lesson Aim:

*To focus on one key topic and develop a range of key academic skills based on this topic.*

### Introduction [5 minutes]

- Introduce the topic 'data'.
- Give out the '**Reading Text Worksheet**' and discuss the lead in questions.

### Reading: Test-Type Questions [20-30 minutes + feedback]

- Students read the text. Check words & meanings with a dictionary.
- Answer the questions.
- Feedback: distribute or project **ANSWERS**.

### Listening: Lecture & Test Questions [30-40 minutes + feedback]

**Video:** Available in paid download

**MP3:** Available in paid download

- Give out the '**Listening: Mini Lecture Worksheet**'.
- Students check key vocabulary.

#### **Option 1**

- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project **ANSWERS**.


#### **Option 2 (harder)**

- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project **ANSWERS**.

### Speaking: Seminar [10-15 minutes]

- Give out the '**Speaking Worksheet**'.
- Students revise content from the reading & lecture texts.
- Students hold a seminar discussion using the question prompts.  
How to run a seminar: <https://www.academic-englishuk.com/seminars>

### Writing: Summary [20 minutes + tutor feedback]

- This can be a homework task if limited time.
- Students use the two texts (reading and listening) to write a 150-word paragraph on 'the '.
- Tutor to error correct & return: <https://www.academic-englishuk.com/error-correction>

## Reading Text Worksheet

### Task 1: Lead In

1. What kind of data do you think companies find valuable?
2. \_\_\_\_\_
3. Look at the title of the reading text – what do you think it is about?

### Task 2: Reading Text    **Data: revolutionising and transforming the business world**

By M. Jackson (2022)

Data, derived from the Latin *datum* meaning something given, is the term used to describe information such as \_\_\_\_\_ on a computer to be analysed and considered for future reference or decision-making. Big data meanwhile, refers to the large volumes of various amounts of data from \_\_\_\_\_ machines as well as people, which is deemed to be valuable by a company.

The immense value of data has increased significantly over the last two decades, particularly for business. According to EBM (2020), \_\_\_\_\_ technologies has several advantages for a business. Firstly, in industries where mistakes are critical, quality monitoring and standardisation through unlimited access to various sets of data can generate in-depth and \_\_\_\_\_, resulting in more effective solutions quickly and a more proactive approach in general. Secondly, data \_\_\_\_\_ any business is instantly aware of both its overall state within an industry and that of their competitors, so that decisions can be made as swiftly as the information is received. This is also supported by CQL (2020) who \_\_\_\_\_ to isolate which of its areas are of strength or weakness, meaning that resources are allocated only where they are needed and not system-wide. Moreover, \_\_\_\_\_ resulting in fewer costs and allowing for data to be retained for longer.

Perhaps the biggest advantage of all is through monitoring and interpreting developing trends intentions, and thus \_\_\_\_\_, businesses are able to understand their customer base more and more. Data leveraging allows a firm to not only ascertain a \_\_\_\_\_ they receive the right product, but also to realise how the balance of demand affects its own \_\_\_\_\_ more accurate purchase predictions (EBM, 2020). This is further supported by *Reply*, as stated in the Harvard Business Review (2020), who states that through \_\_\_\_\_ with a brand, purchasing habits can be identified and new services or customizations of products can be created. *Reply* argues further that a \_\_\_\_\_, which \_\_\_\_\_ such as what other products they buy or the context they live in, makes it possible to define a more advanced and sustainable model for distribution and allocation.

### References

European Business Magazine., (2020). *Why Is Big Data So Important?* [online]. Available at: <https://europeanbusinessmagazine.com/editors-choice/big-data-important/> [Viewed 23.02.2022].  
Harvard Business Review., (2020). *How Shared Data Can Help Companies to Better Understand Their Customers* [online]. Available at: <https://hbr.org/sponsored/2020/06/how-shared-data-can-help-companies-to-better-understand-their-customers> [Viewed 23.02.2022].  
The Council on Quality and Leadership (CQL)., (2020). *12 Reasons Why Data Is Important* [online]. Available at: <https://www.c-q-l.org/resources/guides/12-reasons-why-data-is-important/> [Viewed 23.02.2022].

## Reading Text Questions

### Task 3: Headings

Choose a subheading for each paragraph. One title is not needed.

1		A	How does data benefit a company?
2		B	
3		C	What issues does data bring about?
		D	

\_\_\_ / 3

### Task 4: True, False or Not Given

Decide if these statements are true (T), false (F) or not given (NG). Highlight the answer in the text.

		T / F / NG
1		
2	Data quality monitoring can only solve existing problems.	
3		
4	Data collection is more accurate than assumptions and observations.	
5		
6	The one advantage of data leveraging is meeting customer needs.	
7	A B2B2C	
8	Leveraging data benefits both the customer and the company overall.	

\_\_\_ / 8

### Task 5: Vocabulary

**Key language** – search for the word(s) in the text that mean(s):

Paragraph		Word(s)
2	A process that ensures data quality on each data instance created, utilized and maintained within an organization.	
2		
2	A process of analysing raw data to find trends and answer questions.	
2		
2	Stored, managed, and processed on a network of remote servers over the Internet.	
3		
3	Customers' purchasing patterns e.g. how, where, when they shop.	

\_\_\_ / 7

**Total Score** \_\_\_ / 18

## Listening: Mini Lecture Worksheet

### Task 1: Key Vocabulary

Check these words and phrases before listening:

		data breach		fraud	
retrieve		distort		scope	scarce

### Task 2: Lecture Listening

Listen to the lecture on big data and privacy and answer the questions:



#### 2.1 Gap Fill

Complete the definition of big data. The first letter is already given.

Big data refers to valuable information available in both the p\_\_\_\_\_ and private sector which is \_\_\_\_\_ p\_\_\_\_\_ and how they could improve.

\_\_\_\_ / 2

#### 2.2 Name ONE reason why data must be protected.

--

\_\_\_\_ / 1

#### 2.3 Open Questions

Answer these questions about what has already been done regarding data privacy.

i.	Why is it more vital than ever to protect data?	
ii.		
iii.	What can ICO help companies with?	
iv.		
v.	What is data anonymisation?	

\_\_\_\_ / 5

#### 2.4 Multiple Choice

Answer these questions about the future of data privacy. Select ONE answer only per question.

i.	Why are so few UK residents concerned about how their data is used?	A. _____
		B. A lack of understanding surrounding data.
		C. _____
ii.	_____ privacy policies?	A. People do not know they exist.
		B. They are not up-to-date.
		C. _____
iii.	What _____ to moving forward?	A. Transparency re access, storage, uses and effects.
		B. _____
		C. Both of the above.
iv.	What role do governments play, according to Deloitte?	A. New policies in line with the current climate.
		B. _____
		C. New procedures for those who misuse data.

\_\_\_\_ / 4

#### 2.4 Gap Fill

What does the lecturer say about the overall paradox of data and privacy? Complete the gaps.

Big data can have a \_\_\_\_\_ in terms of \_\_\_\_\_ efficiency, productivity, and customer satisfaction, but we cannot allow other \_\_\_\_\_

\_\_\_\_ / 2

**Total Score** \_\_\_\_ / 14

## Speaking Worksheet

### Discussion

Use the two texts (reading and listening) to discuss these questions:

### Key Sources:

Reading: **Jackson (2022)**

EMB (2020) / [REDACTED]

Lecture: **Watts (2022)**

Privacy International (2018) / Deloitte (2020) / Royal Society (2020)

### Seminar Questions

- 1) What is data and how it is used?
- 2) What are the [REDACTED] to a company?
- 3) What are the wider issues raised through the use of big data?
- 4) What steps [REDACTED] be done to preserve privacy?
- 5) Summarise your discussion.  
(Each person summarises one main interesting point discussed).

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## Writing Task

### Summary

Use the two texts (reading and listening) to write a paragraph on 'the arguments for and against [REDACTED]'

Write 150 words:

## Reading **ANSWERS**

### Task 3: Headings

Choose a subheading for each paragraph. One title is not needed.

1	<i>B</i>	A	How does data benefit a company?
2	<i>A</i>	B	What is data?

\_\_\_ / 3

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**

## Listening **ANSWERS**

### 2.1 Gap Fill

Complete the definition of big data. The first letter is already given.

Big data refers to valuable information available in both the *public* and private sector which is used by companies to assess how well they *perform* and how they could improve.

\_\_\_ / 2

**ALL ANSWERS ARE INCLUDED IN PAID VERSION...**

### Big data and privacy: a complex balancing act

by C. Watts (2022)

*Hello and welcome to this short lecture about big data and privacy. Big data are large data sets, which includes information both publicly available and also from the private sector, used by companies to gain further insights into performance, such as innovation, promotion and customer satisfaction. According to The Royal Society, big data....*

**THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION...**

## Appendix: PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

<h3>Big Data</h3>   <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>Data Protection &amp; Privacy</h3>  <p>Data protection</p>  <p>Privacy International</p> <ul style="list-style-type: none"> <li>Retrieved.</li> <li>Stored.</li> <li>Shared.</li> <li>Used.</li> </ul> <ul style="list-style-type: none"> <li>Customer consents to data use.</li> <li>Big data analytics.</li> <li>Use of data not always stated.</li> <li>Data misuse, excessive data collection and data breaches raise ethical issues.</li> </ul> <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>Laws, Guides &amp; Tools</h3>     <ul style="list-style-type: none"> <li>Data Ethics Framework</li> <li>National Statistician's Data Ethics Advisory Committee.</li> </ul> <p>Attribute Exchange</p> <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>More needs to be done</h3>    <ul style="list-style-type: none"> <li>How data is collected and used.</li> <li>How it affects the individual.</li> </ul> <p>Deloitte.</p> <p>Safeguarding data</p> <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	