

Title:	Facebook accused of putting profits before people
First Broadcast:	Mar 2022
Source:	ABC 7.30 REPORT
Minutes:	5:46
Video & Script:	<a href="https://www.abc.net.au/7.30/facebook-accused-of-putting-profits-before-people/13811594">https://www.abc.net.au/7.30/facebook-accused-of-putting-profits-before-people/13811594</a>
Summary:	Facebook's parent company is facing a lot of pressure after whistle-blower Frances Haugen gave evidence to the US Congress saying Facebook knew it could make its product safer but put its profits before people.

### KEY WORDS

*Below is a list of words which appear in the report - can you match the words with their correct definition? Use a dictionary to help you if you aren't sure.*

break up, break into pieces	
confirm, establish the truth or accuracy of something	
dive, fall suddenly	
equivalent, a person or who corresponds to or has the same function as another person	
make easier, make possible	
make known, reveal	
not usual, very great in degree, radical	
obtain, bring out	
responsible, answerable	
stop, halt, stop making progress	
uncover, reveal	
violation, breaking	

<b>expose</b> the workings (v)
<b>extreme</b> ideas (adj)
<b>elicit</b> a reaction (v)
<b>accountable</b> (adj)
<b>plunge</b> (v)
growth <b>stalled</b> (v)
<b>disclose</b> (v)
international <b>counterpart</b> (n)
<b>facilitate</b> (v)
data <b>breach</b> (n)
<b>fragment</b> (n)
independently <b>verify</b> (v)



## SUMMARY

Facebook's parent company is facing a lot of pressure after whistle-blower Frances Haugen gave evidence to the US Congress saying Facebook knew it could make its product safer but put its profits before people.

## FOCUS QUESTIONS

- What is the new name of Facebook's parent company?
- Frances Haugen says Facebook uses engagement-based ranking - what is that?
- What is a whistle-blower?
- Why is Facebook's parent company under pressure from governments around the world? How have they been putting profits before people? What are they under pressure to change? How could it make its product safer?
- Frances Haugen says she thinks that "Mark Zuckerberg ... is responsible for having set-up a corporate structure where information that is needed to govern the company does not get to the top." What does she mean?
- What do you think about Facebook? Should the company and other social media giants be more tightly regulated?

## COMPREHENSION QUESTIONS

*After watching the report, try to answer the following questions*

1. What does former data analyst with and now whistle-blower Frances Haugen say Facebook is addicted to?
2. Why did Facebook's share price drop this year?
3. What does Frances Haugen believe investors would have done if they had known how Facebook was really operating?
4. According to Angelene Falk, Australia's Information and Privacy Commissioner who has been fighting Facebook in the courts, Facebook failed to take reasonable steps to protect the personal information of how many Australians from the risk of disclosure, monetisation and deployment for political profiling purposes?
5. What does she hope new laws will bring for data breaches?
6. What does Frances Haugen hope regulators will soon force Facebook and other social media companies to review?
7. What does she say Australia has to help other countries to do?

## CLOZE

Use the words to complete the sentences

The form of the word may need to be changed

expose	extreme	elicit	accountable	plunge	stall
disclose	counterpart	facilitate	breach	fragment	verify

1. Hundreds of people had died as a result of the \_\_\_\_\_ heat.
2. Many people believe parents cannot be held \_\_\_\_\_ for all their children's actions.
3. Support for the country's 2 main political parties began to \_\_\_\_\_ with more people turning to smaller, independent parties like the Greens.
4. The \$10,000 art prize \_\_\_\_\_ a lot of interest from local artists.
5. The company has an open plan office which is meant to \_\_\_\_\_ communication and the sharing of ideas between employees from different departments.
6. The country's health minister held a meeting with her New Zealand \_\_\_\_\_ to discuss strategies to control the spread of COVID-19.
7. The man was sacked for a \_\_\_\_\_ of the employee code of conduct after he verbally abused one of his colleagues.
8. The payment couldn't be processed until credit card \_\_\_\_\_ had been completed.
9. The politician was criticized for not making a full \_\_\_\_\_ about her financial interest in the company that had just won a big contract with the government.
10. The politician was \_\_\_\_\_ as a liar and fraud by the newspaper.
11. The young tennis player's career had \_\_\_\_\_ after a serious leg injury kept her out of the game for 12 months.
12. When the pandemic started, share markets around the world \_\_\_\_\_. But within 6 months, they'd recovered most of the losses.

## ANSWER KEY

1. extreme content
2. it announced user growth had stalled
3. would not have chosen to invest
4. more than 300,000
5. bigger penalties
6. their algorithms
7. join together to fight the social media giants

uncover, reveal	expose
not usual, very great in degree, radical	extreme
obtain, bring out	elicit
responsible, answerable	accountable
dive, fall suddenly	plunge
stop, halt, stop making progress	stall
make known, reveal	disclose
equivalent, a person or who corresponds to or has the same function as another person	counterpart
make easier, make possible	facilitate
violation, breaking	breach
break up, break into pieces	fragment
confirm, establish the truth or accuracy of something	verify

1. Hundreds of people had died as a result of the **extreme** heat.
2. Many people believe parents cannot be held **accountable** for all their children's actions.
3. Support for the country's 2 main political parties began to **fragment** with more people turning to smaller, independent parties like the Greens.
4. The \$10,000 art prize **elicited** a lot of interest from local artists.
5. The company has an open plan office which is meant to **facilitate** communication and the sharing of ideas between employees from different departments.
6. The country's health minister held a meeting with her New Zealand **counterpart** to discuss strategies to control the spread of COVID-19.
7. The man was sacked for a **breach** of the employee code of conduct after he verbally abused one of his colleagues.
8. The payment couldn't be processed until credit card **verification** had been completed.
9. The politician was criticized for not making a full **disclosure** about her financial interest in the company that had just won a big contract with the government.
10. The politician was **exposed** as a liar and fraud by the newspaper.
11. The young tennis player's career had **stalled** after a serious leg injury kept her out of the game for 12 months.
12. When the pandemic started, share markets around the world **plunged**. But within 6 months, they'd recovered most of the losses.