

Worksheet 3.1A:

Big Data Key Vocabulary Matching Activity



Match the following key concepts with the correct description below:

Tip: Research the key concepts using online search tools

Key Concept

- A. Data
- B. Artificial Intelligence
- C. Generated
- D. Cookies
- E. Targeted Advertising
- F. General Data Protection Regulation (GDPR)
- G. Analyse

For example: D = 1

D

1. A tiny file that's stored on your computer. It allows websites to keep track of what you're doing when you visit their site e.g. if you've visited the site before, how long you spent on each page within the site, what links you click.

2. Facts, figures, information collected together and stored in or used by a computer.

3. To study or examine something carefully and in detail to discover essential features or meaning.

4. The ability of a computer program or a machine to think and learn.

5. An EU law on data protection and privacy which gives you more rights to know how your data is being used and why.

6. To study or examine something carefully and in detail to discover essential features or meaning.

7. When apps or websites use information they have collected about you to show you certain types of advertisements for products they predict you will like.