ESL Brains
Web experience

1. **Brainstorm the words that you associate with the lesson title. Think of three nouns, three verbs and three adjectives.**

2. **Watch a video [https://youtu.be/sAakch9kTWU] and say what it advertises.**

3. **Match the halves to create examples of the things people often do on websites.**

   A. agree to get notifications about

   B. provide

   C. disable an ad

   D. accept

   E. ask a question in

   F. subscribe to

   G. accept terms and

   H. block pop-up

   1. blocker

   2. special offers

   3. personal data

   4. cookies

   5. conditions

   6. windows

   7. a newsletter

   8. a live chat box

4. **Watch the video again and tick the things in ex. 3 that the woman is asked to do.**

5. **Discuss the questions.**

   - Which part of the video was the funniest?

   - Do you sometimes get irritated by the things presented in the video? What annoys you the most?

   - Are websites more user-friendly than they were in the past? Give examples.

   - In your experience, when do you have to do the things below? How useful are they? What happens if you don't do them?
     - accept cookies
     - subscribe to a newsletter
     - provide personal data
     - disable an ad blocker

6. Read the comments and decide what kind of website each of them might refer to. Ignore the gaps for now.

A. Last month I subscribed to get full _____ to the website but I soon realised I prefer reading print. I tried to _____ but I couldn't find that option anywhere.

B. I forgot my password, so I used the live chat box to ask what to do. I think I talked to a _____ because I kept getting the same message: "I'm not sure I understand. Did you mean 'How to apply for a passport?'". I still don't know how to change my password.

C. I'm really glad I discovered your website. It's _____ and full of interesting _____ . I've also subscribed to your newsletter and I love the learning tips you've been sending me.

D. I like your website, it's very easy to _____ . But I don't understand why I have to create an account if I just want to order something. I really don't want your company to _____ my personal data.

7. Complete the gaps in ex. 6 with the words in the boxes.

| access | bot | content | navigate | store | user-friendly | unsubscribe |

8. Discuss the questions.

- Have you had similar experiences to those described in the comments in ex. 6? What happened exactly?

- How often do you rate websites or apps or leave online comments?

- When you use an online service, do you check the reviews? Why/Why not?

- What type of content do you usually look for online? Consider topics and different media.

- Think of a website which is easy to navigate. How do you find information there?