

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

Possible answers: nouns – website, browser, data; verbs – search, browse, click; adjectives: valuable, irritating, fast

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

A company which helps design user-friendly websites.

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

- | | | |
|-------------------------------------|---|--------------------|
| A. agree to get notifications about | 2 | 1. blocker |
| B. provide | 3 | 2. special offers |
| C. disable an ad | 1 | 3. personal data |
| D. accept | 4 | 4. cookies |
| E. ask a question in | 8 | 5. conditions |
| F. subscribe to | 7 | 6. windows |
| G. accept terms and | 5 | 7. a newsletter |
| H. block pop-up | 6 | 8. a live chat box |

4. Watch the [video](https://youtu.be/sAakch9kTWU) again and tick the things in ex. 3 that the woman is asked to do.

A. agree to get notifications about special offers [01:23]; D. accept cookies [00:57]; E. ask a question in a live chat box [00:30]; F. subscribe to a newsletter [00:09] G. accept terms and conditions [00:19]

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
 - provide personal data
 - subscribe to a newsletter
 - 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.

Possible answers:

- 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. **an online magazine**
- 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. **a government website**
- 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. **a website for English learners**
- 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. **an online shop**

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

access

bot

content

navigate

store

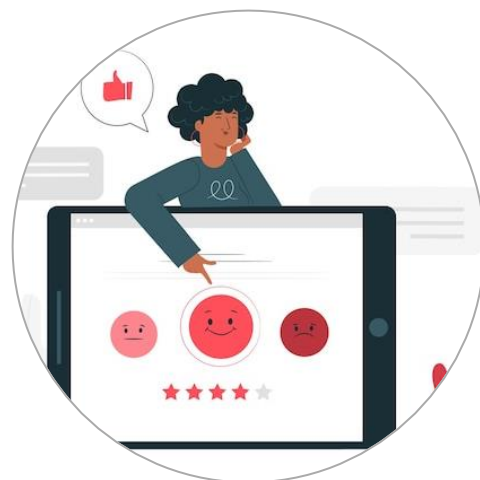
user-friendly

unsubscribe

A. access, unsubscribe; B. bot; C. user-friendly, content; D. navigate, store

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?



T

This worksheet includes an additional task that you can use as homework or revision. It's only available in the teacher's version of the worksheet. Print it, cut it up and hand it out to your students.

ESL Brains

Web experience

Think about how each pair of words and phrases might be connected.

EXAMPLE: access, ad blocker

Sometimes you have to disable an ad blocker to get access to a website.

- A. notifications, unsubscribe
- B. terms and conditions, cookies
- C. pop-up, accept
- D. difficult to navigate, user-friendly
- E. content, subscribe
- F. live chat box, easy to navigate
- G. provide personal data, newsletter
- H. reject, store your email address

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