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# Streamlining Online Profiles for Greater Engagement

## Description

In the contemporary digital age, the ascendance of artificial intelligence has instigated a notable shift in public apprehensions regarding online privacy. Individuals like Anita Smith, whose experiences with online vulnerability have been shaped by distressing personal encounters, exemplify the heightened wariness surrounding digital footprints. Following an abusive relationship that culminated in stalking, Ms. Smith took radical measures to obscure her online identity, diminishing the visibility of her presence on platforms from LinkedIn to Facebook.

Emerging research corroborates that a significant portion of the populace harbors trepidations regarding the exploitation of their personal data by corporations. A recent report delineated that approximately 39% of respondents expressed disquiet over data utilization practices, while a quarter acknowledged the deployment of virtual private networks (VPNs) to safeguard their online activities.

Experts such as Vytautas Kaziukonis, CEO of Surfshark, elucidate the chilling ramifications tied to oversharing in an era where artificial intelligence can adeptly mimic individuals using amassed data. Data brokers, proliferating in the online environment, further exacerbate this predicament by commodifying personal information, leaving individuals exposed to potential scams and identity theft.

To mitigate such risks, it is imperative for users to scrutinize the extent of information they disseminate online, ensuring that sensitive details remain confined. Furthermore, leveraging privacy-enhancing measures—such as cookies management, VPN usage, and periodic audits of one's digital presence—can fortify personal security against the myriad threats within the digital landscape. The quest for privacy remains inextricably tied to fostering robust protections through legal and technological frameworks.

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## Vocabulary List:

1. **Ascendance** /ə'sɛndəns/ (noun): An increase or rise in power or influence.
2. **Apprehensions** /,æprɪ'hɛnʃənz/ (noun): Anxiety or fear that something bad or unpleasant will happen.
3. **Corroborates** /kə'rɒbə'reɪts/ (verb): To confirm or give support to a statement theory or finding.
4. **Trepidations** /,trɛpɪ'deɪʃənz/ (noun): A feeling of fear or agitation about something that may happen.
5. **Exacerbate** /ɪg'zæsə'reɪt/ (verb): To make a problem bad situation or negative feeling worse.
6. **Fortify** /'fɔ:rtɪfaɪ/ (verb): To strengthen or reinforce.

## Comprehension Questions



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## Multiple Choice

1. What has instigated a notable shift in public apprehensions regarding online privacy in the contemporary digital age?
  - Option: Rise of social media platforms
  - Option: Introduction of virtual reality technology
  - Option: Ascendance of artificial intelligence
  - Option: Increased access to smartphones
2. How did Anita Smith respond to her distressing personal encounters in the online realm?
  - Option: Enhanced her social media presence
  - Option: Took radical measures to obscure her online identity
  - Option: Became a public advocate for online privacy
  - Option: Deleted all her online accounts
3. What percentage of respondents expressed disquiet over data utilization practices according to a recent report?
  - Option: 10%
  - Option: 39%
  - Option: 50%
  - Option: 75%
4. Which privacy-enhancing measure was NOT mentioned in the text?
  - Option: Cookies management
  - Option: Virtual reality usage
  - Option: VPN usage
  - Option: Periodic audits of digital presence
5. Who elucidated the chilling ramifications tied to oversharing in the digital age?
  - Option: Anita Smith
  - Option: Vytautas Kaziukonis
  - Option: Mark Zuckerberg
  - Option: Tim Cook
6. What can fortify personal security in the digital landscape against threats?
  - Option: Sharing sensitive details openly
  - Option: Reducing privacy measures
  - Option: Leveraging privacy-enhancing measures



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Option: Ignoring digital presence

**True-False**

7. Individuals like Anita Smith exemplify a heightened wariness surrounding digital footprints.
8. Approximately 50% of respondents acknowledged VPN usage to safeguard their online activities.
9. Data brokers help protect individuals from potential scams and identity theft.
10. To mitigate risks, users need to scrutinize the extent of information they share online.
11. Legal and technological frameworks play no role in fostering robust protections for privacy.
12. Enhanced social media presence is recommended to fortify personal security in the digital landscape.

**Gap-Fill**

13. Approximately \_\_\_\_\_ % of respondents expressed disquiet over data utilization practices according to a recent report.
14. Vytautas Kaziukonis is the CEO of \_\_\_\_\_
15. To mitigate risks, users need to scrutinize the extent of information they disseminate \_\_\_\_\_
16. Privacy-enhancing measures, such as cookies management, VPN usage, and periodic audits, can fortify personal security against the myriad threats within the \_\_\_\_\_ landscape.
17. The quest for privacy remains inextricably tied to fostering robust protections through legal and \_\_\_\_\_ frameworks.
18. A recent report delineated that approximately \_\_\_\_\_ % of respondents expressed



disquiet over data utilization practices.

## Answer

**Multiple Choice:** 1. Ascendance of artificial intelligence 2. Took radical measures to obscure her online identity 3. 39% 4. Virtual reality usage 5. Vytautas Kaziukonis 6. Leveraging privacy-enhancing measures

**True-False:** 7. True 8. False 9. False 10. True 11. False 12. False

**Gap-Fill:** 13. 39 14. Surfshark 15. online 16. digital 17. technological

## CATEGORY

1. Business - LEVEL6

### Date Created

2025/03/12

### Author

aimeeyoung99

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