① **Read the article about technology trends in 2021. Some parts are missing. Choose the correct part (A-I) for each gap (1-6). There is one extra part you should not use. The first one (0) has been done for you.**

Technology Trends That Will Lead The Way In 2021
by Mark Schlesinger. Jan 22, 2021

As we enter the new year, several promising technologies are _poised_ to lead the way by improving how businesses and consumers (0)___use and experience__ the digital world. Here are some of the most important technologies and (1)_____ they will provide in the year ahead.

5G Networks
The (2) _____ of the mobile internet is going to bring the kind of speed most people _associate_ with Wi-Fi to uploading and downloading data from remote locations. This will lead to (3) _____ in the way applications can be written, deployed and interacted with by mobile users. This also includes the development of data-intensive applications and the Internet of Things (IOT) — physical objects with sensors that connect to and share data with the internet, autonomous vehicles and similar projects. Faster data _transmission_ _combined_ with increased bandwidth will be a powerful _catalyst_ for innovation.

Cybersecurity
There's an increasing focus on using data-driven policing and finding different ways of dealing with (4) _____. At the same time, consumers are much more aware of vulnerabilities, how _breaches_ happen and the impacts associated with them.

As businesses become more digital, the growth rate of the data and content being created is significant. According to Gartner, nearly 70% of businesses will engage in personal data archiving, a rapid jump from 10% in 2018. As a result, data-driven technologies will be a big growth area. This increases the importance of ensuring new technologies are being developed that protect data as businesses grow their digital footprint.

At the same time, security companies are building analytics to identify attacks in progress or breaches that have already happened. They are also looking for (5) _____ so that the owners of that data can react as quickly as possible.

Artificial Intelligence Services
Artificial intelligence is rapidly gaining a foothold in the corporate world, with over half (54%) of financial services firms planning to increase investments in AI, according to my company's Next-Gen Technology Survey. That's expected to lead to a huge increase in the number of goods and services that are connected to the internet and woven into the Internet of Things. (6) _____ to develop AI is very difficult to manage and expensive. Cloud providers are increasingly providing AI as a service, so it's no different than using a public cloud provider to stand up a Unix or Windows OS.

There will be growth in AI platform services that you can _subscribe_ to that promise ease of use because they're already _configured_ and up and running. Users of the service can then focus on writing their own unique code to solve their business problems. This is changing the way we write AI code and getting it to market quicker. It's about ease of use, speed to

Data Analytics

People now generate so much data that there is more of it than data analysts can make use of with current technology. As data analytics becomes more of a _priority,_ companies are loo-king at how people interact with their available technology. Companies that want to under-stand (7) _____ are looking at what social media apps they visit most, what their profiles say about them and what kinds of pictures they post.

There is a tension between consumers who enjoy customized products built through access to their data and their privacy concerns. Consumers are increasingly aware that their data has value to businesses, and it's especially important to them that their data is managed ap-propriately. Having (8) _____ is important for how companies mana-ge data. Companies are realizing that giving customers "privacy by design" can make them more privacy-friendly. This creates a value proposition based on that trust. As companies look at opportunities to monetize data, is there an opportunity for individuals to _monetize_ their data, too? 2021 will certainly be another year of firsts and unknowns.

Source: https://www.forbes.com/sites/forbestechcouncil/2021/01/22/technology-trends-that-will-lead-the-way-in-2021/?sh=625440c3ca35 (28 June 2021)

A how their customers make spending decisions   F data and assets on the dark web

B data breaches and cyberattacks   G sharp improvements

C practical solutions   H this transparency and traceability

D the infrastructure and base code   I fifth generation

E use and experience   J how hackers operate

> ② **Reflection questions:**
> 1) What was/is the function of telecommunication technologies?
> 2) Do these new technologies still fulfill that basic function or has the field expanded?
> 3) How do you think would a 5G network change people's lives here in Austria (min 4 points)?

3 **Change the word class of the underlined vocabulary items in the text. If necessary look up unknown words in a dictionary. Example: to apply -> application**

to poise -> _____

to associate -> _____

a transmission -> _____

to combine -> _____

a catalyst -> _____

a breach -> _____

to subscribe -> _____

to configure -> _____

to mutualize -> _____

the commodified -> _____

a priority -> _____

to monetize -> _____

4 **Match the technical terms used in the text with the right explanation.**

a) data monetization

b) bandwidth

c) Internet of things

d) cybersecurity

e) privacy by design

f) data analytics

1. The application of technologies, processes and controls to protect systems, networks, programs, devices and data from cyber attacks.

2. A concept that integrates privacy solutions in the early phases of new devices, IT systems, networked infrastructure to identify any potential problems at an early stage.

3. The data transfer capacity of a computer network in bits per second.

4. The science of analyzing raw data in order to make conclusions about that information.

5. The process of using data to create profit.

6. The system of internet-connected objects that are able to collect and transfer data over a wireless network.