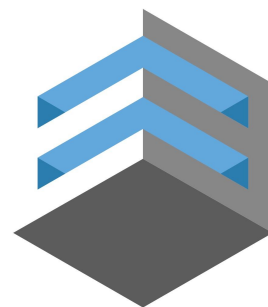


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Vocabulary Builder Reference from...

Finn Lützow-Holm Myrstad: How tech companies deceive you into giving up your data and privacy | TED Talk

https://www.ted.com/talks/finn_lutzow_holm_myrstad_how_tech_companies_deceive_you_into_giving_up_your_data_and_privacy

Advanced Words Only

IMPORTANT

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Session 1: Word List

robin

n. a small bird from the thrush family, typically having a red breast and found across Europe, Asia, and North America

synonym: thrush, red-breast, redbird

(1) **robin** eggs, (2) **robin's** nest

I love listening to the cheerful song of the **robin** in my garden.

app

n. (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC

synonym: application, software

(1) killer **app**, (2) cannot log in to the **app**

The discovery of a critical bug caused the company to delay the **app's** release.

smartphone

n. a mobile phone that functions as a computer and connects to the Internet

(1) **smartphone** app developer, (2) **smartphone** addict

Internet traffic volumes have increased significantly with the advent of **smartphones**.

creepy

adj. causing an uneasy feeling of fear or unease

synonym : eerie, unsettling, spooky

(1) feel **creepy**, (2) **creepy** atmosphere

The old, abandoned house was **creepy** and gave me the chills.

circumvent

v. to go around, avoid, or bypass something, often to achieve an intended goal or objective; to outmaneuver or outsmart a person or obstacle

synonym : evade, bypass, outsmart

(1) **circumvent** rules, (2) **circumvent** authority

I took a back road to work on time to **circumvent** the traffic jam.

germ

n. a very tiny living that causes the disease; a piece of something such as an organism, concept, etc., capable of growing into a new one or part of one

synonym : bacterium, microbe, pathogen

(1) antibiotic-resistant **germ**, (2) a **germ-free** environment

The **germ** of his idea came from watching birds flying in flocks.

uncover

v. to remove the cover from something; to discover something previously unseen or hidden

synonym : disclose, reveal, unveil

(1) **uncover** a potential problem, (2) **uncover** the truth

He continued his investigation and soon **uncovered** another crime.

lull

n. a period of calm or quiet; a temporary cessation of activity, noise, or music; a soothing sound or movement that induces sleep or relaxation

synonym : calm, stillness, tranquility

(1) **lull** in the battle, (2) the **lull** before the storm

The waves crashing against the shore had a soothing **lull** on the listeners.

imbalance

n. a situation in which two or more things are not equal or equally treated

synonym: inequality, asymmetry, instability

(1) trade **imbalance**, (2) symptoms of hormonal **imbalance**

An **imbalance** in certain substances causes problems with brain function.

godfather

n. a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters

synonym: sponsor, mentor, protector

(1) political **godfather**, (2) be my **godfather** at my christening

The wealthy businessman acted as a **godfather** to his protege, helping him to succeed in his career.

industrious

adj. hardworking, diligent, and persistent in effort

synonym: diligent, hardworking, assiduous

(1) **industrious** worker, (2) **industrious** student

He was known to be very **industrious** and would often work late into the night.

snoop

v. to investigate or pry into something in a stealthy or nosy manner; to snoop through someone else's possessions or property

synonym: spy, pry, eavesdrop

(1) **snoop** around the house, (2) **snoop** for information

The nosy neighbor liked to **snoop** around and eavesdrop on other people's conversations.

irrevocable

adj. not able to be changed, reversed, or undone; final and permanent

synonym: irrevokable, irreversible, permanent

(1) **irrevocable** decision, (2) **irrevocable** letter of credit

Some actions can have irreparable and **irrevocable**

consequences.

perpetual

adj. continuing for an extended period in the same way without stopping or being interrupted

synonym : enduring, unchanging, incessant

(1) **perpetual** motion machine, (2) **perpetual** struggle

The company employs a **perpetual** inventory system.

sublicense

v. to grant a license for the use of one's property, rights, or technology to another party, who can then grant subsequent licenses to others

synonym : sublet, grant, authorize

(1) **sublicense** patent, (2) **sublicense** obligation

The company decided to **sublicense** its technology to another company for a fee.

forego

v. to precede or go before something in time or order; to give up, relinquish or do without something, usually by choice or obligation

synonym : antecede, precede, relinquish

(1) **forego** dessert, (2) **forego** the privilege

The company decided to **forego** the expensive advertising campaign and instead rely on word of mouth.

hereafter

adv. from this point forward; in the future; beyond the present time or circumstance

synonym : henceforth, hereinafter, subsequently

(1) as **hereafter** defined, (2) mentioned **hereafter**

The author's works will be remembered **hereafter** as some of the most influential of the 21st century

sassy

adj. rude and showing a lack of respect; energetic, bold, and full of spirit

synonym : impudent, audacious, rude

(1) a **sassy** child, (2) talk **sassy** to the teacher

My son has been getting **sassy** recently.

subconscious

adj. relating to or concerning the part of the mind that is not fully conscious but still influences thoughts, feelings, and behavior

synonym : unconscious, latent, hidden

(1) **subconscious** influence, (2) **subconscious** behavior

The **subconscious** mind is said to hold our deepest desires and fears.

malign

v. to speak or write about someone or something in a harmful or critical way; (adjective) evil or harmful in nature or influence

synonym : defame, vilify, (adjective) evil

(1) **malign** influence, (2) **malign** the politician in the media

The article **maligned** the company's reputation with false accusations.

haunt

v. to frequent or visit repeatedly, often in a way that is disturbing or unsettling; to occupy or fill the mind, often in a way that is unpleasant or persistent

synonym : stalk, spook, obsess

(1) **haunt** memories, (2) **haunt** my conscience

The crowd's boos and jeers continued to **haunt** the performer long after the show ended.

prioritize

v. to assign a higher level of importance to something compared to other things

synonym : rank, order, arrange

(1) **prioritize** tasks, (2) **prioritize** people over cars

The organization **prioritized** the needs of the community in its decision-making.

Session 2: Spelling

1. ro__n's nest *n.* a small bird from the thrush family, typically having a red breast and found across Europe, Asia, and North America
2. sn__p for information *v.* to investigate or pry into something in a stealthy or nosy manner; to snoop through someone else's possessions or property
3. ha__t my conscience *v.* to frequent or visit repeatedly, often in a way that is disturbing or unsettling; to occupy or fill the mind, often in a way that is unpleasant or persistent
4. pri_____ze people over cars *v.* to assign a higher level of importance to something compared to other things
5. ind_____us student *adj.* hardworking, diligent, and persistent in effort
6. talk sa__y to the teacher *adj.* rude and showing a lack of respect; energetic, bold, and full of spirit
7. be my go_____er at my christening *n.* a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters
8. pe_____al motion machine *adj.* continuing for an extended period in the same way without stopping or being interrupted

ANSWERS: 1. robin, 2. snoop, 3. haunt, 4. prioritize, 5. industrious, 6. sassy, 7. godfather, 8. perpetual

9. antibiotic-resistant g__m *n.* a very tiny living that causes the disease; a piece of something such as an organism, concept, etc., capable of growing into a new one or part of one
10. pe_____al struggle *adj.* continuing for an extended period in the same way without stopping or being interrupted
11. un_____r a potential problem *v.* to remove the cover from something; to discover something previously unseen or hidden
12. sma_____ne addict *n.* a mobile phone that functions as a computer and connects to the Internet
13. killer a_p *n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC
14. l__l in the battle *n.* a period of calm or quiet; a temporary cessation of activity, noise, or music; a soothing sound or movement that induces sleep or relaxation
15. trade im_____ce *n.* a situation in which two or more things are not equal or equally treated
16. ma___n influence *v.* to speak or write about someone or something in a harmful or critical way; (adjective) evil or harmful in nature or influence
17. irr_____le decision *adj.* not able to be changed, reversed, or undone; final and permanent
18. sub_____ous influence *adj.* relating to or concerning the part of the mind that is not fully conscious but still influences thoughts, feelings, and behavior

ANSWERS: 9. germ, 10. perpetual, 11. uncover, 12. smartphone, 13. app, 14. lull, 15. imbalance, 16. malign, 17. irrevocable, 18. subconscious

19. ma___n the politician in the media *v.* to speak or write about someone or something in a harmful or critical way; (adjective) evil or harmful in nature or influence
20. un_____r the truth *v.* to remove the cover from something; to discover something previously unseen or hidden
21. sma_____ne app developer *n.* a mobile phone that functions as a computer and connects to the Internet
22. ha__t memories *v.* to frequent or visit repeatedly, often in a way that is disturbing or unsettling; to occupy or fill the mind, often in a way that is unpleasant or persistent
23. fo___o dessert *v.* to precede or go before something in time or order; to give up, relinquish or do without something, usually by choice or obligation
24. cir_____nt rules *v.* to go around, avoid, or bypass something, often to achieve an intended goal or objective; to outmaneuver or outsmart a person or obstacle
25. sub_____se patent *v.* to grant a license for the use of one's property, rights, or technology to another party, who can then grant subsequent licenses to others
26. cannot log in to the a_p *n.* (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC
27. mentioned he_____er *adv.* from this point forward; in the future; beyond the present time or circumstance

ANSWERS: 19. malign, 20. uncover, 21. smartphone, 22. haunt, 23. forego, 24. circumvent, 25. sublicense, 26. app, 27. hereafter

28. a g__m-free environment *n.* a very tiny living that causes the disease; a piece of something such as an organism, concept, etc., capable of growing into a new one or part of one
29. fo___o the privilege *v.* to precede or go before something in time or order; to give up, relinquish or do without something, usually by choice or obligation
30. as he_____er defined *adv.* from this point forward; in the future; beyond the present time or circumstance
31. cr___y atmosphere *adj.* causing an uneasy feeling of fear or unease
32. sub_____ous behavior *adj.* relating to or concerning the part of the mind that is not fully conscious but still influences thoughts, feelings, and behavior
33. sub_____se obligation *v.* to grant a license for the use of one's property, rights, or technology to another party, who can then grant subsequent licenses to others
34. symptoms of hormonal im_____ce *n.* a situation in which two or more things are not equal or equally treated
35. ind_____us worker *adj.* hardworking, diligent, and persistent in effort
36. feel cr___y *adj.* causing an uneasy feeling of fear or unease
37. sn__p around the house *v.* to investigate or pry into something in a stealthy or nosy manner; to snoop through someone else's possessions or property

ANSWERS: 28. germ, 29. forego, 30. hereafter, 31. creepy, 32. subconscious, 33. sublicense, 34. imbalance, 35. industrious, 36. creepy, 37. snoop

38. a sa__y child *adj.* rude and showing a lack of respect; energetic, bold, and full of spirit
39. political go_____er *n.* a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters
40. irr_____le letter of credit *adj.* not able to be changed, reversed, or undone; final and permanent
41. pri_____ze tasks *v.* to assign a higher level of importance to something compared to other things
42. cir_____nt authority *v.* to go around, avoid, or bypass something, often to achieve an intended goal or objective; to outmaneuver or outsmart a person or obstacle
43. ro__n eggs *n.* a small bird from the thrush family, typically having a red breast and found across Europe, Asia, and North America
44. the l__l before the storm *n.* a period of calm or quiet; a temporary cessation of activity, noise, or music; a soothing sound or movement that induces sleep or relaxation

ANSWERS: 38. sassy, 39. godfather, 40. irrevocable, 41. prioritize, 42. circumvent, 43. robin, 44. lull

Session 3: Fill in the Blanks

1. The article _____ the company's reputation with false accusations.
v. to speak or write about someone or something in a harmful or critical way;
(adjective) evil or harmful in nature or influence
2. The old, abandoned house was _____ and gave me the chills.
adj. causing an uneasy feeling of fear or unease
3. Some actions can have irreparable and _____ consequences.
adj. not able to be changed, reversed, or undone; final and permanent
4. The crowd's boos and jeers continued to _____ the performer long after the show ended.
v. to frequent or visit repeatedly, often in a way that is disturbing or unsettling; to occupy or fill the mind, often in a way that is unpleasant or persistent
5. The nosy neighbor liked to _____ around and eavesdrop on other people's conversations.
v. to investigate or pry into something in a stealthy or nosy manner; to snoop through someone else's possessions or property
6. He continued his investigation and soon _____ another crime.
v. to remove the cover from something; to discover something previously unseen or hidden
7. The company decided to _____ the expensive advertising campaign and instead rely on word of mouth.
v. to precede or go before something in time or order; to give up, relinquish or do without something, usually by choice or obligation

ANSWERS: 1. maligned, 2. creepy, 3. irrevocable, 4. haunt, 5. snoop, 6. uncovered, 7. forego

8. The _____ of his idea came from watching birds flying in flocks.
- n.* a very tiny living that causes the disease; a piece of something such as an organism, concept, etc., capable of growing into a new one or part of one
9. The organization _____ the needs of the community in its decision-making.
- v.* to assign a higher level of importance to something compared to other things
10. The _____ mind is said to hold our deepest desires and fears.
- adj.* relating to or concerning the part of the mind that is not fully conscious but still influences thoughts, feelings, and behavior
11. I took a back road to work on time to _____ the traffic jam.
- v.* to go around, avoid, or bypass something, often to achieve an intended goal or objective; to outmaneuver or outsmart a person or obstacle
12. I love listening to the cheerful song of the _____ in my garden.
- n.* a small bird from the thrush family, typically having a red breast and found across Europe, Asia, and North America
13. The company employs a _____ inventory system.
- adj.* continuing for an extended period in the same way without stopping or being interrupted
14. The waves crashing against the shore had a soothing _____ on the listeners.
- n.* a period of calm or quiet; a temporary cessation of activity, noise, or music; a soothing sound or movement that induces sleep or relaxation
15. The author's works will be remembered _____ as some of the most influential of the 21st century
- adv.* from this point forward; in the future; beyond the present time or circumstance

ANSWERS: 8. germ, 9. prioritized, 10. subconscious, 11. circumvent, 12. robin, 13. perpetual, 14. lull, 15. hereafter

16. He was known to be very _____ and would often work late into the night.

adj. hardworking, diligent, and persistent in effort

17. The wealthy businessman acted as a _____ to his protege, helping him to succeed in his career.

n. a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters

18. Internet traffic volumes have increased significantly with the advent of _____.

n. a mobile phone that functions as a computer and connects to the Internet

19. My son has been getting _____ recently.

adj. rude and showing a lack of respect; energetic, bold, and full of spirit

20. An _____ in certain substances causes problems with brain function.

n. a situation in which two or more things are not equal or equally treated

21. The discovery of a critical bug caused the company to delay the _____ release.

n. (abbreviation for application) software designed to run on smartphones and other mobile devices or inside a web browser on a PC

22. The company decided to _____ its technology to another company for a fee.

v. to grant a license for the use of one's property, rights, or technology to another party, who can then grant subsequent licenses to others

ANSWERS: 16. industrious, 17. godfather, 18. smartphones, 19. sassy, 20. imbalance, 21. app's, 22. sublicense