

TEACHER'S NOTES

click farm

www.macmillandictionary.com

Overview: Suggestions for using the **Macmillan Dictionary BuzzWord** article on *click farm* and the associated worksheets

Total time for worksheet activities: 35 minutes

Suggested level: intermediate and above

1. If you intend to use the worksheets in class, go to the *BuzzWord* article at the web address given at the beginning of the worksheet and print off a copy of the article. Make a copy of the worksheet and the *BuzzWord* article for each student.
 2. If the members of your class all have internet access, ask them to open the worksheet before they go to the *Buzzword* article link. Make sure they do not scroll down to the Key until they have completed each exercise. You might find it helpful not to print a copy of the Key for each student but to check the answers as a class.
 3. Encourage the students to read through the Find the information questions before they look at the article. When they have completed the exercise, ask them to compare their answers with a partner. Then check the answers in open class. Note that the definitions in the Key are examples. There are longer definitions in the text.
 4. In Exercise 2, make sure that the students know that the words in numbers 1 and 2 are in the order in which they appear in the text and can be found in the introduction and in paragraphs 1 to 4 of the main body of the text. The remaining words in the exercise appear in the same order in which they appear in paragraphs 1 and 2 of the main body of the text.
 5. When your students have completed Exercise 3, ask them to correct the false statements (see the Key for the corrections).
 6. Encourage the students to do Exercise 4 without looking at the text. When they have matched the verbs and noun phrases, ask them to check their answers in the text.
- Note that 'give your approval' also works but that there is only one solution for all six collocations.
7. In Exercise 5, ask the students to complete the exercise and then discuss their answers with a partner. Check the answers in open class. Point out that businesses 'spring up' (appear) but words and expressions 'pop up' (occur). The meanings of these two phrasal verbs are very similar.
 8. Encourage students to try to complete Exercise 6 without looking at the text. When they have finished, ask them to check their answers by looking in the text.
 9. As a winding-up activity, ask the students to say if they approve of the practice of *click farming* to boost a product's image. Ask them why or why not.

WORKSHEET

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Go to the **Macmillan Dictionary BuzzWord** article at:
<http://www.macmillandictionary.com/buzzword/entries/click-farm.html>

1 Find the information

Read the *BuzzWord* article on the word *click farm* and answer the questions.

1. What is a *click farm*?
2. How many consumers regularly check ratings and reviews before they choose to buy something online?
3. What is a *sweat shop*?
4. How much do workers typically earn for generating 1,000 'likes'?
5. When was the expression *click fraud* first used?
6. What is the secondary meaning of the word *farm*?

2 Find the word

Look in the text and find the words that match the definitions. The first letters of the words are given. The answers to numbers 1 and 2 can be found in the introduction and in the first four paragraphs of the main part of the text. The answers to numbers 3 to 6 can be found in the first two paragraphs of the main part of the text.

1. three verbs which all mean *to increase* i _____, e _____, b _____
2. two adjectives which mean *not real, although pretending to be real* b _____, p _____
3. a three-word noun phrase meaning *a reaction that shows you like something such as a plan or idea, or that you will accept it* t _____ t _____ -u _____
4. an adjective meaning *present everywhere* u _____
5. a verb meaning *to do or cause something that has a very powerful or harmful effect* u _____
6. an adjective meaning *willing to do things that are unfair, dishonest or illegal* u _____

3 Comprehension check

Are these statements true (T) or false (F) according to the text?

1. 'Likes', 'stars' and other visible representations of approval may be the product of a *click farm*.
2. People working on *click farms* only work at night.
3. There are thousands of *click farms* around the world.
4. Most *click farms* are in South America.
5. If you use the term *click farmer*, you are critical of people who run *click farms*.
6. The term *click fraud* appeared before the term *click farm*.

WORKSHEET

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4 Collocations

Match the verbs in the left-hand column with the nouns or noun phrases in the right-hand column.

- | | |
|-------------|-----------------------|
| 1. give | a. a comment |
| 2. pursue | b. your approval |
| 3. maximize | c. someone's advice |
| 4. retweet | d. a leisure activity |
| 5. accept | e. profit |
| 6. register | f. the thumbs-up |

5 Phrasal verbs

Match the phrasal verbs from the text with their meanings.

- | | |
|---------------|--|
| 1. go ahead | a. to try to stop someone from doing something harmful |
| 2. spring up | b. to end something bad or unpleasant by taking strong and determined action |
| 3. fight back | c. to occur suddenly |
| 4. sniff out | d. to appear suddenly and quickly |
| 5. stamp out | e. to start or continue to do something |
| 6. pop up | f. to discover something |

6 More words and expressions

Complete the definitions using the words and expressions from the text.

pejorative	in the wake of	shed-load
toil	seal of approval	needy

1. A _____ is a lot of something.
2. If you give something your _____, you say or do something that shows you admire or like it.
3. If something happens _____ something else, it happens after it or as a result of it.
4. A _____ person is one who does not have enough money, food, clothing etc.
5. A _____ word or phrase expresses criticism or a bad opinion of someone or something.
6. To _____ is to work very hard doing something difficult and tiring, especially physical work.

KEY

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KEY

1 Find the information

1. an organized group of low-paid workers employed to click on approval buttons on web pages
2. over a third
3. a place that employs people for long hours in poor conditions for very low pay
4. one US dollar
5. in the early 2000s
6. a place involved in mass production to maximize profit at the expense of quality

2 Find the word

1. inflate, enhance, boost
2. bogus, phoney
3. the thumbs-up
4. ubiquitous
5. unleash
6. unscrupulous

3 Comprehension check

1. T
2. F. They work day and night.
3. F. There are hundreds of such companies.
4. F. Most are in Asia.
5. T
6. T

4 Collocations

1. f
2. d
3. e
4. a
5. c
6. b

5 Phrasal verbs

1. e
2. d
3. a
4. f
5. b
6. c

6 More words and expressions

1. shed-load
2. seal of approval
3. in the wake of
4. needy
5. pejorative
6. toil