



**GCSE**

**3700U30-1A**

**MONDAY, 12 JUNE 2023 – MORNING**

**ENGLISH LANGUAGE**

**UNIT 3**

**Reading and Writing: Argumentation,  
Persuasion and Instructional**

**RESOURCE MATERIAL  
FOR USE WITH SECTION A**

## **TEXT A**

**[Text A is a poster explaining what a digital footprint is.]**

### **A DIGITAL FOOTPRINT: WHAT IS IT?**

**A digital footprint is a trail we leave behind every time we access the internet**

- Every day, millions of people around the world exchange texts, post blogs, search Google, play on Facebook, shop online and do countless other activities with devices that use the internet.**
- More than 4.5 billion people now use the internet globally with over 3.8 billion people using social media.**

**(Turn over)**

### 3

- **Just because we don't see the trail we leave behind does not mean it doesn't exist.**

**What are we leaving for the world to find?**

- **Different from a paper trail that can be destroyed, your digital footprint can follow you around for life.**

**(Turn over)**

**TEXT B**

**[TEXT B is an advert to help new users sign up for a social media account. The text lists four different steps. The steps are not in order.]**

**How to sign up safely for a social media account**

- (a) Once you have activated the account, be careful who you follow and share your information with.**
- (b) When setting up your new account, read the registration information carefully and check your privacy settings. Do not link it to your other accounts as this will make it easy for someone to access your digital footprint.**
- (c) Create a strong password and do not share it with anyone else.**

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- (d) Do some research before joining a social media site. Make sure you understand what the site is used for and how it works.**

**TEXT C**

**[TEXT C is a blog providing information about how to look after your digital footprint. There is one illustration.]**

**How to manage your digital footprint**

**If you are reading this online, you have a digital footprint. Companies, employers and friends may use this information to get a glimpse of who you are. It's the reason that you can search for a product on your desktop computer and then see an advert for that product pop up on social media accounts 10 minutes later. It is essential that you look after your footprint. It will follow you around throughout your life.**

**(Turn over)**



**[The photo shows a group of young people sitting around a table and looking at their laptops and tablets. They are smiling.]**

**(Turn over)**

**There are two kinds of footprints: passive and active. Your passive footprint is where your IP address is logged as you visit websites. It tags your internet provider and your general location. Your active footprint is one where you provide the information yourself. Emails, online shopping, search engine queries and all social media count in this area.**

**Think about what you say or post online in terms of forever, because it will live out there long after you are gone. Even if you go back and delete posts, all it takes is for someone to take a screenshot of it and repost it to give it new life.**

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## **Search for yourself**

**Search for yourself on Google or as a guest on social media platforms. This will give you a good idea of what others see when they search for you. It may be an extremely eye-opening process depending on what you find. Use that awareness to clean up your accounts. Make personal posts private and consider locking down the privacy of your accounts to friends and contacts only. If you want to be safe, share safely.**

## **Linking and a secondary email**

**Many sites give you the option of linking your social media instead of creating a new account every time you join a site or group. It may be faster, but you are giving people access to your information as a result. Create a secondary email address**

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**to use for these types of sites. It keeps your social accounts protected and it will help to reduce unwanted emails in your primary email account.**

## **Be a good internet citizen**

**Not everything about managing your digital footprint has to do with protecting your privacy. When you are online, make a positive impact. Be kind to others and don't troll people or organisations. Your digital footprint reflects who you are to others online. Make sure that it is an image that represents you well.**

**TEXT D**

**[TEXT D is an article explaining how social media can affect someone who is looking for a job.]**

**Digital footprints: how social media can affect your job prospects**

**Employers are stalkers. They know where you went to school, what you studied, what you watched on TV last night and the outfit you wore to a party last week. How? Because they look at your social media when you've applied for a job – and that's unlucky for some candidates because whatever you put onto the internet can be found within minutes. This has resulted in the fact that for many candidates their social media profile has become their new CV. So what impact can this have on your chances when you've applied for a job?**

**(Turn over)**

**How can you minimise the visibility and damage of your ‘digital footprints’?**

**Let’s start with why employers look at your online presence – isn’t your CV enough? Well, there are several good reasons including seeing if you’d fit in with the culture of the team and workplace. It also helps them to check if your qualifications match what is on your CV.**

**In one survey, it was revealed that: “47% of employers check social networking sites to screen prospective employees immediately after receiving their job application”. It helps them to build a clear picture of what you are like. It’s not all bad news. 68% of employers have hired a candidate because of something they saw about them on a social networking site, but it’s still risky to assume your social media is in line with what the employer wants.**

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**With this in mind, it's worth thinking about what sort of impression your social media profiles create. Whilst the odd swear word, spelling mistake or photo of you messing about won't concern most people, you need to bear in mind the image your profile generates. Some employers will be turned off by profiles that have excessive swearing, updates during work hours, controversial opinions or personal attacks.**

## **TEXT E**

**[TEXT E is an article about a person who has chosen to limit his online presence.]**

## **THE MAN WITH (ALMOST) NO DATA TRAIL**

**No Facebook account. No Twitter. No Instagram. No smartphone. No tablet. No internet banking. Just an email account accessed at the local library and a chunky Nokia 3210.**

**Felix, not his real name, lives without the social media accounts that are woven into most of our lives. For many of us it's a love-hate relationship – loving the regular social contact with friends and family, but hating the hours it sucks up. And there's the matter of the digital trail we leave behind us – the information that**

**(Turn over)**

**social media companies gather up and sell on – as we lose track of who knows about our movements, our needs, and our behaviours.**

**Felix, a 33-year-old gardener, has been swimming against the tide for years. It may sound strange to steer away from technology and the internet, but he just never fancied it. As new technologies emerged and became popular, Felix wasn't drawn to them. "They weren't useful to me. I got along without them," he says. Now, a couple of decades later, Felix finds himself something of a curiosity. People treat him with a sort of admiration and amusement. When new people see his Nokia for the first time, they crack up.**

**Don't write off Felix as someone with little knowledge of the modern world – he is aware of today's technology. "I would**

**(Turn over)**

**never say you should throw your Alexa in the bin,” he says. “But it is easier to have a natural human engagement with the world and other people without technology interfering.” He uses the internet at the library about twice a week for an hour at a time. Typically he’ll work through a list of admin tasks, searching for phone numbers, addresses, or finding out about a new band – music is his passion. “When Facebook came out, I was interested as it was becoming so popular. So I had a look at a friend’s profile which highlighted his status and general interests – that was enough for me.” Now he might look up a public event advertised on it or scroll through Twitter, without feeling the need to create his own account.**

**(Turn over)**

**Asked what he does with all the time he saves by avoiding social media, he laughs and calls it a funny question. “Social media is not a fundamental human need. I’m just not sure people were wandering round in 1995 thinking, ‘It’s a crying shame I don’t know what Kim Kardashian had for lunch.’” There are no computers at his family home, and no tablets or Netflix, just a TV.**

**Felix says he has no intention of changing, despite everyone around him, including his older brother, having ‘normal’ attitudes towards technology. But, surely, there must be something he feels he is missing out on? Breaking news updates? Social gossip? Looking through pictures of events he has attended? Still his answer remains an emphatic “No”.**