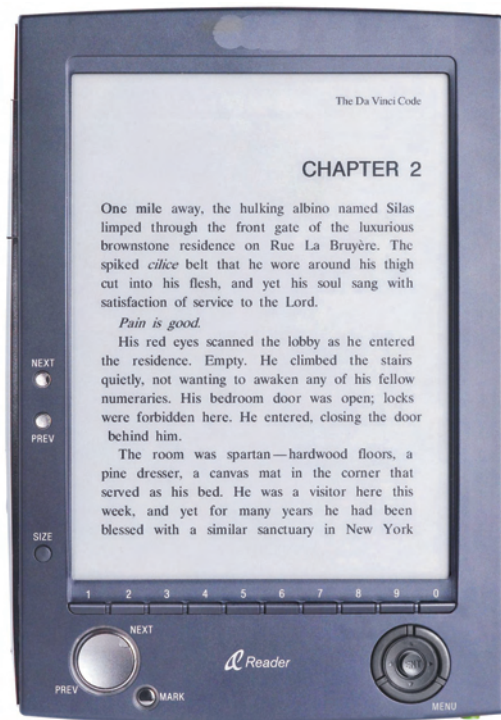


1 Answer these questions.

- a. Do you know what an e-book is?
- b. Have you ever read an e-book?
- c. Do you prefer a printed or an 'e' book?

## A. E-BOOKS

Books and the way they are read have not changed much over the past few hundred years, but a transformation is now under way. E-books are emerging, and they can be a good way of digesting some written material. An e-book, or electronic book, is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices. Sometimes the equivalent of conventional printed books, e-books can also be born digital. The *Oxford Dictionary of English* defines the e-book as “an electronic version of a printed book”, but e-books can and do exist without any printed equivalent. E-books are usually read on dedicated e-book readers. Personal computers and some mobile phones can also be used to read e-books. Usually you can download an e-book using free programs like Adobe® Reader® or you can purchase a CD or DVD copy to be downloaded and then be read off a computer screen, a laptop, e-book readers, or palm pilots and organizers. Some computers, such as Tablets, offer programs to make reading e-books more like reading a book. They feature the ability to “turn pages”, as one would with a regular book. Not all e-books are free. Some libraries, particularly college libraries, offer free access to numerous texts. In general, contemporary popular novels or popular works of non-fiction need to be purchased and are widely available from companies like Amazon.com. E-books are also not necessarily in the public domain. One may gain access to reading them, but must still use citation methods if quoting them, or may need to ask the author if the book can be cited or reproduced.



2 Read the text and find the English form of the following Italian terms.

1. digerire: .....
2. scaricare: .....
3. acquistare: .....
4. presentare: .....
5. disponibile: .....
6. citare: .....

3 Complete the following sentences.

1. An e-book, or electronic book, is a .....
2. An e-book is readable on .....
3. Generally it is the equivalent of a conventional printed book, but sometimes .....
4. Dedicated e-book-readers .....
5. You can usually download an eBook .....
6. You can purchase a CD or DVD copy .....
7. Some Tablets feature the ability to .....
8. E-books are not necessarily in the public domain so you must still use citation .....

4 Before reading the text, look up these words in a dictionary.

- |            |               |
|------------|---------------|
| a. keen    | d. to face    |
| b. fellow  | e. to dismiss |
| c. to hack | f. to enlist  |

## B. THE BIRTH OF FACEBOOK \_\_\_\_\_

Facebook, the popular social network with over one billion active users, was founded in 2004 by a 23-year-old student in psychology at Harvard University. A keen computer programmer, Mark Zuckerberg, had already developed a number of social-networking websites for his fellow students, such as *Coursematch*, which allowed users to view people taking their degree, and *Facemash*, where one could compare two student pictures side-by-side and decide who was more attractive. In order to populate the *Facemash* website, he hacked into Harvard's security network and copied the student ID images used by the dormitories. This led him to charges of breach of security, violating copyrights and violating individual privacy and to the expulsion from Harvard University. ▶



On February 4, 2004, Mark Zuckerberg re-launched with a new website called “TheFacebook”. The name was taken from the book distributed to students at the start of their academic year, profiling students and staff, to help them to get to know each other. Within 24 hours, 1,200 Harvard students had signed up.

Only six days later, Zuckerberg faced trouble again: three Harvard seniors, Cameron Winklevoss, Tyler Winklevoss, and Divya Narendra, accused him of stealing their ideas for an intended social network website called HarvardConnection, and of using their ideas for “TheFacebook”. The case was dismissed in March 2007.

Membership to the website was at first restricted to Harvard College students, but was soon extended to other Boston universities and colleges. Zuckerberg enlisted a few of his fellow students to help grow the website: Eduardo Saverin worked on business, Dustin Moskovitz as a programmer, Andrew McCollum as a graphic artist, and Chris Hughes. In the summer 2004, the investor Sean Parker became the company’s president and “TheFacebook” changed its name to just *Facebook*. In October 2005, *Facebook* began to spread worldwide, reaching foreign universities. In September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site remains free to join and makes a profit through advertising revenue.

### 5 Answer the following questions.

1. What did the first social-networking websites created by Mark Zuckerberg allow their users to do?
2. Where did Zuckerberg get the images to populate Facemash?
3. Where was the name of “TheFacebook” taken from?
4. What was Zuckerberg accused of?
5. Who helped Zuckerberg to grow the website?
6. When did Facebook start to spread outside the US?

### 6 Decide if the following sentences are true or false and correct the false ones.

	TRUE	FALSE
1. Harvard University allowed Mark Zuckerberg to take student images from the security network.	<input type="checkbox"/>	<input type="checkbox"/>
2. Mark Zuckerberg was jailed for having violated individual privacy.	<input type="checkbox"/>	<input type="checkbox"/>
3. It took “TheFacebook” more than a month to have 1,200 users.	<input type="checkbox"/>	<input type="checkbox"/>
4. Facebook was initially restricted to educational institutions.	<input type="checkbox"/>	<input type="checkbox"/>
5. To join Facebook you have to pay for subscription.	<input type="checkbox"/>	<input type="checkbox"/>
6. Facebook is financed by advertising.	<input type="checkbox"/>	<input type="checkbox"/>