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| Spot on facts |
| Digital presence |
| Word/phrase | Translation | Usage/memory aid |
| presence  | Präsenz; Anwesenheit | presence to be present (v) |
| to interact  | kommunizieren | * The internet has given us new ways to interact.
* to interact = to communicate
 |
| to edit  | überarbeiten; bearbeiten | The teacher wasn’t happy with my essay, so I had to edit it. |
| to be concerned  | beunruhigt sein; besorgt sein | * to be concerned = to be worried
* to be concerned concern (n)
 |
| to access sth  | auf etw. zugreifen | * I you don’t protect your personal data, everyone can access it.
* Lat. accedere
 |
| to remove  | entfernen | to remove = to take away |
| to tag  | markieren | You can tag your friends in photos online. |
| entire  | ganz | * entire = whole
* Fr. entier/entière
 |
| to document  | dokumentieren | to document document (n) |
| data *(pl)*  | Daten | Don’t forget to save your data! |
| to contribute (to sth)  | (zu etw.) beitragen | * We all contributed to this project.
* to contribute (to) contribution (n)
* Fr. contribuer; Lat. contribuere
 |
| unless  | außer wenn | unless = if not |
| Digital footprint |
| to refer to sth  | sich auf etw. beziehen | * What does your comment refer to?
* to refer to sth reference (n)
 |
| trail  | Spur | Hunters can read the trails animals leave on the ground. |
| device  | Gerät; Apparat | A tablet PC is a mobile device. |
| to store  | speichern | We store our data on our computers. |
| unlike  | ungleich; unähnlich | unlike like |
| to eliminate  | beseitigen; entfernen | Some dangerous illnesses have been eliminated. |
| to delete  | löschen | Delete this sentence! It is wrong. |
| trace  | Spur | * He disappeared without a trace.
* Fr. trace (f)
 |
| corporation  | Unternehmen | corporation = company |
| to monitor  | überwachen; beobachten; kontrollieren | to monitor = to watch |
| concern  | Sorge | * His biggest concern at the moment is his mother’s illness.
* concern to be concerned (v)
 |
| lack (of)  | Fehlen (von); Mangel (an) | Your lack of motivation surprises me. |
| according to  | nach; nach Aussage von | According to a study, teenagers regularly use social networks. |
| previous  | vorig; vorherig | In previous times we didn’t have computers. |
| poll  | Umfrage | * The latest opinion poll says that teens are worried about privacy.
* poll = survey
 |
| Tracking consumers |
| to track sb  | jmdn. verfolgen; jmdn. aufspüren | * The police were able to track down the driver of the hit-and-run accident.a tracking device
* to find sb after an intensive search; to follow sb
* to track tracks (n)
 |
| consumer  | Konsument/-in | consumer to consume (v) |
| to target sb  | sich jmdn. als Zielgruppe nehmen | * This ad targets young people.
* to target target (n)
 |
| to enable sb to do sth  | jmdm. ermöglichen, etw. zu tun | * My English skills enable me to communicate with foreigners.
* to enable sb to do sth ability (n)
 |
| to be based on sth  | auf etw. basieren | The film is based on a true story. |
| to disable sth  | abschalten; blockieren | I’ve disabled tags on Facebook. |
| increasing  | wachsend; zunehmend | * increasing = growing
* increasing increase (n) to increase (v)
 |
| method  | Methode | There are different methods of studying for a test. |
| random  | zufällig; wahllos | without a specific pattern or purpose |
| to what extent  | inwiefern; inwieweit | To what extent do you agree with the author? |
| candid camera  | versteckte Kamera |  |