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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 |  |