Communications and the Internet

VOCABULARY PRACTICE

ADVANCED | C1

Name: _____ **Date:** _____

1 Match each advanced platform-governance concept with its meaning.

1 information integrity	____	a value of a service increasing as more people use it
2 coordinated inauthentic behaviour	____	b duty of online services to explain and answer for their decisions
3 algorithmic amplification	____	c manipulation by linked accounts concealing their real identity or purpose
4 network effect	____	d reliability and trustworthiness of an information environment
5 context collapse	____	e legal responsibility of a service for material posted by users
6 surveillance capitalism	____	f automated increase in the visibility and reach of material
7 intermediary liability	____	g traceable record of a digital item's origin and modifications
8 content provenance	____	h different audiences merging into one online setting
9 epistemic polarisation	____	i business model based on collecting behavioural data to predict and shape conduct
10 platform accountability	____	j groups becoming divided over what counts as knowledge or credible evidence

2 Complete the platform-governance collocations.

accountability | **amplification** | **appeal** | **integrity** | **liability** | **provenance** | **reach** | **transparency**

1 preserve information _____

2 disclose algorithmic _____

3 limit the viral _____ of content

4 document content _____

5 provide a meaningful _____

6 clarify intermediary _____

7 publish a _____ report

8 establish platform _____

3 Choose the concept that best captures the distinction.

1 Hidden linked accounts manufacture apparent support: *coordinated inauthentic behaviour / network effect*.

2 A post intended for friends reaches employers: *context collapse / amplification*.

3 Engagement ranking gives outrage greater visibility: *algorithmic amplification / liability*.

4 Users dispute which institutions deserve trust: *epistemic polarisation / information integrity*.

5 A label records when and how an image was edited: *content provenance / transparency*.

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4 Complete the platform-governance review with terms from the box.

algorithmic amplification | content provenance | coordinated inauthentic behaviour | epistemic polarisation | information integrity | intermediary liability | network effect | platform accountability | surveillance capitalism

The review treats **1** _____ as a system-level objective rather than a claim-by-claim exercise. It examines how **2** _____ increases the reach of divisive material and how a strong **3** _____ concentrates communication on a few services. Investigators detect **4** _____ through behavioural patterns, while **5** _____ helps authenticate media. The report links data extraction to **6** _____ and considers how unclear **7** _____ weakens incentives. It recommends independent scrutiny to strengthen **8** _____ and interventions sensitive to **9** _____.

5 Read the text and answer the questions concisely.

Auditing a recommendation system

An independent team audited a platform during an election. Researchers created controlled accounts with different viewing histories, documented recommendations over time and compared exposure across groups. They found that divisive material was not always created by coordinated actors, yet ranking systems sometimes rewarded it because it generated prolonged engagement. The auditors distinguished speaker reach from algorithmic distribution, published uncertainty ranges and protected user data. They recommended researcher access, risk assessments and appealable moderation decisions.

1 How did researchers vary the controlled accounts? _____

2 What did they document and compare? _____

3 Why could divisive material be rewarded? _____

4 What two kinds of reach did auditors distinguish? _____

5 How did they communicate uncertainty and protect people? _____

6 Name two proposed accountability measures. _____

6 Paraphrase using the expression in capitals.

1 Different online audiences merged unexpectedly. **CONTEXT** ___

2 The service increased the post's visibility automatically. **AMPLIFIED** ___

3 The origin and edits of the media are traceable. **PROVENANCE** ___

4 The platform must answer for its systemic decisions. **ACCOUNTABLE** ___

OVER TO YOU

Write a **160-190 word** governance proposal for a major communication platform. Address integrity, amplification, coordinated manipulation, provenance, privacy, transparency, appeals and independent scrutiny.

[ ] Use at least ten target terms or collocations. [ ] Separate speaker conduct from system effects. [ ] Define accountability mechanisms.

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ANSWER KEY

1 Advanced platform-governance concepts

1 **d** 2 **c** 3 **f** 4 **a** 5 **h** 6 **i** 7 **e** 8 **g** 9 **j** 10 **b**

2 Platform-governance collocations

1 **integrity** 2 **amplification** 3 **reach** 4 **provenance** 5 **appeal** 6 **liability** 7 **transparency** 8 **accountability**

3 Conceptual distinctions

1 **coordinated inauthentic behaviour** 2 **context collapse** 3 **algorithmic amplification**
4 **epistemic polarisation** 5 **content provenance**

4 Platform-governance review

1 **information integrity** 2 **algorithmic amplification** 3 **network effect** 4 **coordinated inauthentic behaviour**
5 **content provenance** 6 **surveillance capitalism** 7 **intermediary liability** 8 **platform accountability** 9 **epistemic polarisation**

5 Reading - suggested answers

1 Their viewing histories. 2 Recommendations over time and exposure across groups. 3 It generated prolonged engagement.
4 Speaker reach and algorithmic distribution. 5 Uncertainty ranges and data protection. 6 Researcher access, risk assessments or appeals.

6 Paraphrasing - possible answers

1 There was **context collapse**. 2 The service algorithmically **amplified** the post. 3 The media has documented **provenance**.
4 The platform must be **accountable**.

Over to you: Answers will vary. Check systemic analysis, proportional safeguards, transparency and contestability.