

C2.2

Unit 8

Exercise 1

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

The so-called sharing economy is often celebrated as a **(0) progressive** reimagining of ownership, one that promises flexibility, efficiency and community. Yet critics contend that this narrative relies on a carefully **(1)** _____ portrayal of platforms whose operations are anything but benign. While companies emphasise empowerment and choice, their business models frequently depend on the systematic **(2)** _____ of risk onto workers, who remain excluded from traditional labour protections.

Participation in such systems is routinely framed as voluntary; however, the growing **(3)** _____ of platform-mediated services makes disengagement increasingly impractical. What appears to be a decentralised marketplace is, in reality, marked by an extraordinary **(4)** _____ of control, with algorithms dictating visibility, pricing and access. This dynamic fosters a climate of **(5)** _____ trust, in which users feel autonomous while surrendering vast quantities of personal data.

Moreover, the rhetoric of “sharing” serves to **(6)** _____ the extent to which profit extraction has intensified rather than diminished. Far from disrupting entrenched power structures, the sector has arguably **(7)** _____ them, allowing a small number of corporations to consolidate economic influence while avoiding meaningful accountability. As regulatory scrutiny grows, the sustainability of this model remains **(8)** _____, both economically and ethically.

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|---|------------------|-------------------|-----------------|-------------------|
| 1 | A. selective | B. partial | C. sanitized | D. economical |
| 2 | A. displacement | B. delegation | C. diffusion | D. transference |
| 3 | A. penetration | B. saturation | C. expansion | D. proliferation |
| 4 | A. concentration | B. centralization | C. accumulation | D. monopolisation |
| 5 | A. misplaced | B. unfounded | C. illusory | D. superficial |
| 6 | A. disguise | B. understate | C. obscure | D. eclipse |
| 7 | A. entrenched | B. reinforced | C. stabilized | D. cemented |
| 8 | A. contentious | B. ambiguous | C. precarious | D. questionable |

Exercise 2

Use the word given in CAPITALS to form a word that fits each gap.

A Level Playing Field?

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| <p>Many proponents of platform-based models highlight their capacity for (1) _____, arguing that decentralised systems naturally correct for inequalities. Yet this notion rests on a profound (2) _____, presupposing that participants engage on an even footing. In reality, users are subject to opaque (3) _____, which govern visibility and access through grading criteria that remain resolutely undisclosed.</p> <p>What complicates matters further is the (4) _____ with which platforms rebrand profit-driven strategies as acts of communal solidarity. This clever marketing has fostered a climate of (5) _____, in which individuals blame their own lack of success on personal failings rather than a rigged system. The result is a growing digital (6) _____, whereby we become increasingly tied to the very platforms that limit our true autonomy.</p> | <p>ADAPT</p> <p>MISCONCIEVE</p> <p>METER</p> <p>SLICK</p> <p>ADEQUATE</p> <p>DEPEND</p> |
|--|---|

Exercise 3

Use only one word in each space.

The language surrounding the sharing economy has proved remarkably resilient, even (1) _____ mounting evidence that the model is far less egalitarian than advertised. Users are encouraged to believe that convenience should (2) _____ precedence over privacy, and many do so willingly, unaware of the cumulative risks that are building up (3) _____ time. What is seldom acknowledged is the degree to (4) _____ these systems depend on unpaid emotional labour: ratings must be curated, profiles maintained, and disputes managed — all tasks that are tacitly outsourced to participants (5) _____ remuneration.

Far from existing on the margins, such demands have (6) _____ firmly entrenched in everyday interactions in recent years. If the sharing economy is to live (7) _____ to its emancipatory promises, it will require (8) _____ technological innovation but a fundamental rethinking of the power structures that currently underpin it.

Exercise 4

Use the word given in **CAPITALS** to form a word that fits each gap.

Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between **three and eight words**, including the word given.

1. Many users fail to notice how substantially their behaviour is shaped by platform design.

UNAWARE

Many users _____ the extent to which platform design shapes their behaviour.

2. The company refused to accept any responsibility for the consequences of its recommendation algorithms.

SHOULDER

The company _____ responsibility for the consequences of its recommendation algorithms.

3. Only when workers compared notes did they realise how similar their experiences of the platform were.

UNTIL

It _____ notes that they realised how similar their experiences of the platform were.

4. The platform's terms were so confusing that users had no chance of understanding them.

TOO

The platform's terms _____ for users to have any chance of understanding them.

5. It's possible the company released the policy early so as to pre-empt criticism. **MAY**

The company _____ the policy early in order to pre-empt criticism.

6. The redesign completely changed how users interacted with the service. **BROUGHT**

The redesign _____ in how users interacted with the service.