

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

3

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.

Read aloud the underlined section of the text in English and then translate it into Italian.

Leave big tech behind! How to replace Amazon, Google, X, Meta, Apple – and more

A growing backlash against big tech has prompted calls for users to abandon dominant platforms such as Amazon, Google, Meta, Apple and X in favour of more ethical alternatives. Critics argue that these companies have amassed unprecedented control over digital life, extracting vast amounts of personal data while contributing to environmental damage, misinformation and market monopolies.

The appeal of big tech, experts note, lies in the apparent convenience and low cost of its services. However, this accessibility comes with a trade-off: users effectively “pay” with their data, attention and privacy, enabling companies to generate enormous profits and reinforce their dominance.

Despite this, viable alternatives exist across nearly every sector. In search, privacy-focused engines and independent providers offer options beyond Google’s near-monopoly. Browsers and email services developed by non-profit or European organisations emphasise security and reduced data tracking. Open-source software provides substitutes for widely used office tools, while smaller smartphone manufacturers promote sustainability and ethical production.

Online shopping and social media also present opportunities for change. Consumers are encouraged to support independent retailers or cooperative platforms instead of relying on Amazon, while decentralised social networks offer environments with less misinformation and algorithmic manipulation.

Analysts suggest that the shift away from big tech is not only a matter of individual choice but part of a broader reassessment, particularly in Europe, of reliance on US-based digital infrastructure. While switching platforms may require effort, proponents argue that it is increasingly feasible—and necessary—for those seeking greater privacy, transparency and control over their digital lives.