

SOCIAL MEDIA (PART 2) answers

I) Complete the following sentences with the following words and expression: *appealing, distract, buzz, keeping up with, urging, roughly, barely, boomed*

- a. Social networking sites are very useful for *keeping up with* what is happening in the world.
- b. Addiction to such sites can *distract* students from their studies.
- c. Nowadays, younger generations *barely* know what it means to write, send and receive letters.
- d. There is a real *buzz* around the topic of social networking sites.
- e. The popularity of hashtags has *boomed* as they help people find posts and messages about a specific issue on social media.
- f. *Roughly* 70% of Facebook users access the site on their smart phones.
- g. Social media has become very *appealing* to businesses as it allows them to post advertisements and reach their customers easily.
- h. Many schools and universities are *urging* teachers to use technology in their classes.

II) Listening.

1. Listen to part 1 of the recording and answer the questions.

- a. Combien de sites de réseaux sociaux peut-on trouver sur internet? *Il y en a beaucoup.*
- b. Tous les sites de réseaux sociaux ont-ils le même statut parmi les utilisateurs d'internet? *Non, car certains sont plus populaires et ont plus d'utilisateurs que d'autres.*
- c. Que nous disent les statistiques sur les sites des réseaux sociaux? *Ils nous disent beaucoup sur leur rôle dans la vie des utilisateurs.*
- d. Combien de minutes par jour un utilisateur passe-t-il en moyenne sur les réseaux sociaux? *Il passe en moyenne 100 minutes par jour.*
- e. Combien de comptes de réseaux sociaux ont en moyenne les 16-24 ans ? *Ils en ont 3 en moyenne.*

2. Complete the script.

How many social *networking* sites are there on the internet? 20? *50? 100?* Well, there are certainly *a lot!* However, some are more *popular* and have more *active* users than others.

The statistics related to social media use and its *popularity* reveal a lot about its *role* in people's lives. In *2015*, for example, *worldwide* social media users spent more than *100* minutes per day on social media. This doesn't mean they spent this time doing one *activity* on one social networking site. When we look at the *United Kingdom*, we find that 16–24-year-olds have an average of *three* social media *accounts* per user, followed by 25–34-year-olds with an average of a little above *2.5* accounts per user. What these numbers tell us is that social media users enjoy being in different places at the same time.

3. Listen to part 2 of the recording. Then, complete the following sentences.

Number of social networks users in 2010	<i>1 billion</i>	Number of QQ active users	<i>832 million</i>
Number of social networks users in 2015	<i>2 billion</i>	Number of Twitter active users	<i>316 million</i>
Number of social networks users in 2018 (projected estimate)	<i>2.4 billion</i>	Number of Skype active users	<i>300 million</i>
Number of Facebook active users	<i>1.5 billion</i>	Number of Google+ active users	<i>300 million</i>
Number of Facebook Messenger active users	<i>700 million</i>	Number of Instagram active users	<i>300 million</i>
Number of WhatsApp active users	<i>800 million</i>	Number of LinkedIn active users	<i>97 million</i>

4. Complete the last part of the script.

These social media sites serve **different** types of users by targeting different **needs** and **interests**. WhatsApp is **popular** among instant messaging **fans**. It also **offers** other services like **sharing** pictures, videos and location, as well as voice calls. In this regard, WhatsApp is very **similar** to Viber, although the latter specializes in instant messaging and voice calls. Professionals who are interested in finding like-minded people with professional **interests** turn their heads towards LinkedIn. On this platform, they can discuss their **business** and professional interests away from the general topics that are **usually** popular on other social networks.