对外经济贸易大学
University of International Business and Economics

Unit 2 Media

Week 7 Lesson 1

黄婕

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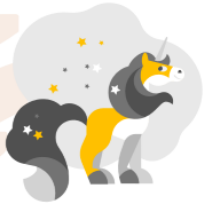
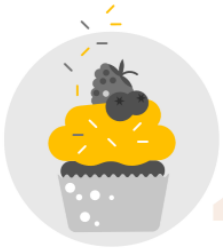
Content

Warming up

Business knowledge

The True So-what of Social Media
(Text 2)





Homework

Warming up

1 Discuss the following questions in groups.

(1) What are the **functions** of the following social media platforms? How would you choose among these platforms?

(2) What other social media apps do you use? Are they **multi-functional** or not?

Content creation **information** **Communication**

Content creation

小红书

- Lifestyle Sharing
- Shopping guide

Bilibili

- Long videos
- Educational content
- ACG community

Douyin

- Short videos
- Live streaming
- Viral trends

information

微博

- Microblogging
- News
- Hot topics
- Celebrity updates

Communication

Wechat

- Messaging
- Social networking
- Mobile payment

QQ

- Instant messaging
- File sharing

Other social media apps

DingTalk

- Workplace communication
- video conferencing

知乎

- Q&A platform
- Content community
- Professional networking

2 Watch a video clip on social media by WUHOO Digital, a marketing agency, about why businesses should utilize new forms of communication. Complete the seven reasons with the expressions you hear.

(1) _____: Social media offers another marketing channel for creating brand awareness, relationship building, or driving new sales.

(2) _____: People enjoy being part of a business that is proactively building a lively community.

(3) _____:Social media is a great feedback source enabling one's prospects to communicate with the company and each other.

(4) _____: Interacting in social networks can significantly increase the online presence.

(5) _____ : Rating social media is a major lead generator as it constantly brings high-volume traffic to the website.

(6) _____ : Listening to one's prospects on social networks can help achieve an increase in sales and also expand the customer base.

(7) _____ : Compared with traditional channels like print advertising, social media marketing is affordable for any business.

Social Media

2 Watch a video clip on social media by WUHOO Digital, a marketing agency, about why businesses should utilize new forms of communication. Complete the seven reasons with the expressions you hear.

(1) showcase your brand: Social media offers another marketing channel for creating brand awareness, relationship building, or driving new sales.

(2) develop a loyal community: People enjoy being part of a business that is proactively building a lively community.

(3) improve customer service:Social media is a great feedback source enabling one's prospects to communicate with the company and each other.

(4) increase digital exposure: Interacting in social networks can significantly increase the online presence.

(5) boost traffic in search engine rating : social media is a major lead generator as it constantly brings high-volume traffic to the website.

(6) expand sales and reach a new audience : Listening to one's prospects on social networks can help achieve an increase in sales and also expand the customer base.

(7) cut marketing costs : Compared with traditional channels like print advertising, social media marketing is affordable for any business.

3 Watch the video clip again and discuss the following questions.

(1) What is search engine optimization (SEO)?

SEO is the practice of improving your website's search engine ranking.

(2) What strategies can businesses employ to build a lively online community on social media?

3 Watch the video clip again and discuss the following questions.

(2) What strategies can businesses employ to build a lively online community on social media?

Be proactive.

Share valuable content.

Create emotional connections.

Listen to your audience.

Encourage interaction.

Provide great customer service.

Business knowledge

The True So-what of Social Media

(Text 2)

Pre-reading Discussion

- In what ways do you think social media influences how people work together or collaborate today?
- Do you think social media can be useful for businesses or workplaces? Why or why not?

社交媒体 (Social Media)
历史与演变 (History & Evolution)
起源 (Origin)
企业界引入 (Corporate Adoption)
近期趋势 (Recent Trend)
当前的三种用法 (Three Current Usages)
(1) 总体术语 (Umbrella Term)
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实现商业价值的关键 (Achieving Business Value)
第一步 (First Step): 理解大规模协作的力量 (Mass Collaboration)
核心要素 (Core Element): 大规模协作 (Mass Collaboration)
六项核心原则 (Six Core Principles)
总结 (Conclusion): 技术本身不重要, 原则才是协作成功的支柱 (Principles are Pillars)

Text 2

1 “Social media” is one of those terms that means different things to different people. Some history: It was originally associated with Web 2.0, the Web’s shift from publishing to a platform for the masses to share content and opinions. Then the corporate world caught on that social media wasn’t just for consumers; the term Enterprise 2.0 emerged to take Web 2.0 inside the enterprise, and the phrase social media expanded to include both.

"社交媒体"这个词对不同的人有不同的理解。回顾一下历史：这个概念最初与 Web 2.0 联系在一起，当时网络正从单向的信息发布平台转型为让普通大众分享内容和表达观点的平台。后来，企业界发现社交媒体不只是给普通消费者用的；于是"企业 2.0"的概念应运而生，把 Web 2.0 的理念带入了企业内部应用，"社交媒体"的含义也随之扩展，涵盖了消费者端和企业端两个方面。

Into the text

Find in this paragraph the synonyms for the underlined expressions.

- Electronic communication has become a platform for advertisements. **Social media**
- The professional landscape related to large companies is doing ever more to address the loss of female talent and the difficulty of combining work with child care. **Corporate world**

Text 2

2 Now with the huge and growing popularity and influence of Facebook, Twitter and, more recently, Google+, **common use of social media is swinging back to the Web**, but with a more limited scope—synonymous with consumer-side social networking.

如今，随着 Facebook、Twitter 以及最近的 Google+ 的广泛且不断增长的普及度和影响力，社交媒体的常见用途正在回归到网络平台，但范围更加有限——**等同于消费者端的社交网络。**

Into the text

Find in this paragraph the synonyms for the underlined expressions.

Today, our number of weak-tie acquaintances has exploded due to the Internet—to the phenomenon of creating and maintaining personal or business relationship.

Social networking

Text 2

3 For some clarity, let's look at the three ways the phrase social media is used today:

(1) As an umbrella term that covers all uses of the new social technologies—aka social collaboration, community collaboration, and social computing. It connotes an online environment established for the purpose of **mass collaboration**. But it must have a purpose—e.g., Facebook is an online environment for the purpose of interacting with a large number of friends.

作为**统称/umbrella term**（**概括性术语**），涵盖所有新型社交技术的应用——包括社交协作、社区协作和社交计算。这个含义指的是为实现**大规模协作**而建立的在线环境。但这种环境必须有明确的目的——比如，Facebook 就是一个专门用于与大量好友互动的在线环境。

Into the text

Find in this paragraph the synonyms for the underlined expressions.

The term "programmer" is also relatively vague but in the scope of this article I'm viewing its context as a broad or general term for front-end and back-end web developers.

Umbrella term

Text 2

3 …

(2) As a term for environments on the Web—aka social Web, collaborative Web, ReadWrite Web and Web 2.0—referring to social sites open to the general public. This usage gets most of the press, with the 700 million or so users on Facebook, massive Twitter traffic and the huge Web **blogosphere**. It's becoming standard for large organizations to maintain a marketing communications presence on the major social sites on the Web.

（2）指**网络上的社交环境**——也叫做社交网络、协作网络、读写网络和 Web 2.0——特指那些面向普通大众开放的社交网站。这是**最受媒体关注**的用法，比如 Facebook 拥有约 7 亿用户、Twitter 流量巨大、以及庞大的**网络博客圈**。如今，大型企业在主流社交网站上建立营销传播形象已经成为**标准配置**。

Into the text

What does the term "**blogosphere**" refer to in this context?

It refers to the large community or network of web blogs, which is part of the social Web.

Text 2

4 How to achieve real business value from social media? One of the first steps on this path is understanding how to tap into the power of what we call mass collaboration. We believe that achieving this distinctive kind of collaboration is the true so-what of social media. Success involves adhering to six core principles:

- **Participation.** Mobilize the masses to contribute. The value comes not from the technology itself but from user participation and the user-generated content this facilitates.
- **Collective.** People must **swarm** to the effort. This act of going to the content to contribute is a fundamental shift in behavior that enables the scale of mass collaboration.

Into the text

What is the significance of "**swarming**" in the Collective principle?

Swarming, which means people actively gathering to contribute, is a fundamental change in behavior that makes large-scale mass collaboration possible.

Swarm (n. & vi.) 群，成群结对地移动

a **swarm** of bees

一群蜜蜂

The crowd **swarmed** out of the stands onto the field.

群众从观众席上蜂拥而出,涌入赛球场

Text 2

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- **Collective.** People must **swarm** to the effort. This act of going to the content to contribute is a fundamental shift in behavior that enables the scale of mass collaboration.

如何从社交媒体中获得真正的商业价值？第一步是要理解如何挖掘"大规模协作"的力量。我们认为，实现这种独特的协作模式才是社交媒体的真正价值所在。要取得成功，需要遵循六大核心原则：

- **参与原则（Participation）**
动员大众积极贡献。价值的来源不是技术本身，而是**用户的参与**以及由此产生的**用户生成内容（UGC）**。
- **集体原则（Collective）**
人们必须**群聚参与**。用户主动去寻找内容并做出贡献，这种行为方式的根本性转变，才能实现大规模协作。

Text 2

4 …

- **Transparency.** Allow the community to validate and organize content. Through this transparency, the community improves content, unifies information, self-governs, self-corrects, evolves, creates emergence, and propels its own advancement.
- **Independence.** Participants can contribute independent of any other—no matter where they are or whoever else may be posting content at that time; **no coordination of collaboration** or pre-existing relationship is required.
- **Persistence.** Contributions must endure for scaled value, captured in a persistent state for others to view, share, and augment.

Into the text

Why is "**no coordination of collaboration**" important in the Independence principle?

It allows participants to contribute freely and flexibly, without relying on others to organize or approve their input, which scales collaboration.

Text 2

4 …

- **Transparency.** Allow the community to validate and organize content. Through this transparency, the community improves content, unifies information, self-governs, self-corrects, evolves, creates **emergence**, and propels its own advancement.
- **Independence.** Participants can contribute independent of any other—no matter where they are or whoever else may be posting content at that time; **no coordination of collaboration or pre-existing relationship is required.**
- **Persistence.** Contributions must endure for scaled value, captured in a persistent state for others to view, share, and augment.

- **透明原则（Transparency）**
让社区来验证和组织内容。通过这种透明机制，社区能够自主改进内容、整合信息、自我管理、自我修正、不断演化、产生**涌现效应**，并推动自身发展。
- **独立原则（Independence）**
参与者可以**独立自主地贡献**，不受他人影响——无论身处何地，也无论同时还有谁在发布内容；**不需要事先协调或已有关系。**
- **持久原则（Persistence）**
贡献内容必须**长期保存**才能实现规模化价值，以持久的形式留存下来，让其他人可以查看、分享和完善。

Text 2

4 …

• **Emergence.** Communities self-direct for greater **productivity**. Emergence is what allows these communities to come up with new ways of working or new solutions to seemingly **intractable** problems.

Intractable (adj.) 难驾驭的,顽固的,倔强的

- Intractable materials 不易加工的材料
- Intractable pain 难消除的疼痛
- Intractable problems 难题

• **涌现原则（Emergence）**

社区通过**自我引导**实现更高生产力。正是涌现机制让社区能够创造出**新的工作方法**，或找到解决**看似无解难题**的新方案。

Text 2

5 These are the pillars of collaborative success. **The technology itself is not what matters; no social technology is great enough to save efforts that ignore the fundamental principles of mass collaboration.**

这些就是**协作成功的支柱**。真正重要的不是技术本身；如果违背了大规模协作的基本原则，再先进的社交技术也救不了你。

Into the text

Paraphrase the highlighted sentence.

The significance lies not in the technology itself but rather in the recognition that no social technology can succeed if it disregards the fundamental principles of **collective collaboration.**

Text 2 Exploring the text

1 **Read the text and answer the following questions.**

1 How has the meaning of social media evolved over time, and how is the phrase currently understood?

The meaning of “social media” has evolved from the Web’s shift from publishing to a platform for the masses to share content and opinions, to including consumer-side social networking. Currently, it encompasses three main usages related to social technologies, environments on the web, and environments created by non-web organizations.

2 In what way does the text imply that mass collaboration is essential for the true success of social media in the business context?

The text implies that “mass collaboration” is essential for social media success in business by emphasizing active user engagement, which generates valuable content. Collective action enhances productivity, while transparency fosters trust and improvement. Participants’ independence allows for diverse contributions, and the persistence of content ensures ongoing access to valuable information. Finally, self-directed communities can innovate, driving transformational value. Together, these principles show that “mass collaboration” is foundational for effective social media use in business.

Text 2 Exploring the text

2 **Work in pairs. Discuss the six core principles that contribute to the success of mass collaboration according to the following directions.**

Student A Identify one core principle that resonates most with you and explain why.

Student B Name a social media platform you are familiar with and describe how to apply the core principles based on the specific features of each platform.

Compare notes Engage in a discussion that compares and contrasts the selected principles, highlighting key aspects and potential impacts outlined in the text.

Discussion Reflect on how these principles can be applied in real-world scenarios to enhance mass collaboration and achieve business value.

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Homework

Homework (Friday)

- Watch Unit 2 Lead-in Video
- Learn the new words and phrases in Unit 2 Text 1

END