

Social media and online communication

Online chatting 1

 Discuss these questions

- a. Are you an active social networks user?
- b. How many social media accounts do you have?
- c. Which social network is your favourite?
- ?d. How often do you check your social media accounts

The value of social media 2

A Read the text and then answer the following questions

1. How do digital natives and digital migrants see the world today?
2. What does keeping up with friends require nowadays??
3. Who dominates the use of social networks in the UK?
4. In what social media activity do adults come before younger users?
5. What do you think of the criticism levelled at those who overuse social media?

Social media are *computer-mediated* technologies that allow people to create, share or exchange information, ideas and pictures, videos in virtual communities and networks. Social media is defined as “a group of internet-based applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of user-generated content.

For digital natives who never knew life before social media, the world seems like it has always been the same but for digital migrants, the present looks nothing like the past. If you were born in the late 1990s onwards, just try to imagine what your life would be like without Facebook, Twitter or Instagram. Does it look appealing to you? Probably not. Your social interaction depends so much on social media and keeping up with friends requires you to be online most, if not all, of the time. This is why your parents and friends probably keep urging you to get away from your computer or put your smart phone down and spend more time with them.

The use of social media has boomed in recent years and statistics show that nowadays, there are more than three billion social network users in the world. Social media is an ever-changing and ever-evolving -web-based platform, most of its users are teenagers and young adults. This obsession with social media is well reflected in statistics. According to Statista, a website specializing in statistics, 51% of worldwide Facebook users who make new friends at least once a week are between 18 and 33 years of age. However, when it comes to younger users between 13 and 17 years of age, 72% of them make at least one new friend per week. This percentage gains more significance when we learn from Facebook that its monthly active users worldwide as of the second quarter of 2020 reached some 2.7 billion. This number barely reached 750 million monthly active users in the second quarter of 2015. In the same period of 2011, this number was roughly 750 million. As you see, these numbers speak for themselves but the more information we learn about the use of social media, the more interesting it gets.

In the UK, for instance, the use of social networks is dominated by the 90% of young people between 16 and 24 years old who are on social media and the 75% of those between the ages of 25 and 44 who use Facebook. Add to this the fact that, in 2017, Facebook and YouTube were the top social media sites accessed by 8–15-year-olds in Great Britain. What do young users spend their time doing on social media? There are a number of things but the top activities are finding out what friends are doing, sending them messages and knowing what they are watching or listening to. This is for 16–24 year olds, followed in second place by 25–34 year olds, who come first in keeping in touch with relatives.


In the midst of this entire buzz about social media, alarming voices warning of the dangers of such a situation can be heard. Some people argue that young people's overuse of social media represents an addiction that threatens their real-life communication skills. Moreover, this addiction can distract them from their studies and affect their concentration, especially given the many cases of use of social media during class that have been reported. Meanwhile, overuse of social networks by adults can harm their relationships. Other disadvantages include wasting time, identity theft, cyber bullying and crimes against children.

Now, where do you stand in all this? Are you a social media addict? Do you think social networking is worth all the importance people give to it?

B Find words or expressions from the text with the following meanings.

- a. attractive
- b. staying in touch with
- c. trying persistently to persuade someone to do something
- d. grown or developed rapidly
- e. hardly
- f. approximately
- g. excited interest or talk about something
- h. get someone's attention and prevent them from concentrating on something

Listening 3

 **Listen to a recording about social media tips and complete the following passage with the missing words.**

Teens today are spending (1)of time on social media. They are (2)..... their friends' status (3)....., posting their own, IMing, video (4)....., sharing photos and more. Here are five social media (5).....to share with your teens before they post.

First, use privacy settings. Most websites and (6)..... allow you to control who sees your (7)..... and locations. It's a good idea to limit it to people you know.

Next, think before you post. Even the best privacy settings aren't (8)..... . Friends can tag, copy, take a (9), forward and (10).....what you post. And you never know where things will (11)..... . Third, be respectful. Never forward (12).....messages or embarrassing photos, and (13)other people is a definite no-no.

Fourth, be careful about (14)..... your location. Although it might be (15)..... to use location (16).....to connect with friends or (17).....about where you are, it's not always a (18).....move.

And finally, watch the clock. Social media can be (19).....but it's also a real time (20)..... Hours and hours can go by, which isn't great for getting anything else done.

4 *Language work:* Compound Nouns and compound adjectives

A Underline in the text 'the value of social media' some compound nouns and compound adjectives.

Help box 1

1 *compound nouns*

A compound noun consists of two or more words that express a complete thought. It consists of a headword and one or more modifiers used to refer to people or things more specifically in terms of what they are for (1), what they are made of (2), what work they do (3), what kind they are (4), or where and when they happen or are used (5).

Note : Compound nouns are written as two separate words (**web site**), as two words joined with a hyphen (**web-site**) or as one word (**website**). Unfortunately, there are no rules. Some compounds change over time.

- | | | | |
|---|----------------------|---|--------------------------|
| 1 | Can opener | - | application form |
| 2 | Paper plates | - | glass tube |
| 3 | History teacher | - | airline safety inspector |
| 4 | Health food magazine | - | detective story |
| 5 | University library | - | summer holidays |

A Compound noun patterns

B Plural forms of compound nouns

In general we make the plural of a compound noun by adding **s/es** to the headword.

Note: * A **woman** can be anything except an adjective.

2 Compound adjectives

A compound adjective is a group of two or more words linked with a hyphen when they are before a noun (acting as a single idea describing something) but not after a noun.

E.g She is a **well-recognized** expert in technology. (with a hyphen)

The expert is **well recognized** in technology. (no hyphen)

Compare the meaning in these following sentences:

1 I saw a **man-scanning** machine.

2 I saw a **man scanning** machine.

A Compound adjectives patterns

B Compound adjectives with numbers, colours and proper names

When numbers are used as the first part of a compound adjective, use a hyphen to connect them to the noun that follows them. This applies whether the number is written in words or in digits.

E.g. The student gave a 20-minute presentation to his classmates.
However, a hyphen is not required if the number is the second word in the compound adjective.
E.g. He is a victim of type 2 diabetes.

When using a fraction as part of a compound adjective, it should be hyphenated.

E.g. A quarter-million dollars is still a large amount of money.

In compound adjectives about **age**, **distance** and **time**, the plural noun becomes an adjective and so it is invariable.

E.g. This girl is 5 years old	She is a five-year-old girl
E.g. The tower is 300 feet high	It's a 300-foot-high tower
E.g. The exam lasts 2 hours	It's a two-hour exam

In colour combinations, modifiers are hyphenated.

E.g. a blue-green solution

Compound Adjectives made from Proper nouns don't need a hyphen though must have capital letters.

E.g. I bought the James Jackson tickets for us.

James Jackson is a compound adjective describing the tickets (What type of tickets? James Jackson tickets). Since the adjective is a Proper noun, we don't need a hyphen between the two names.

A Choose the correct compound noun for the following phrases from 1 to 8.

B Choose the correct compound nouns in the following phrases.

a room for stores	a storeroom / a storesroom .1
a tape for measuring up to 300 cms	a 300-cm tape measure / a 300-cm measure tape .2
size of cables	cables size / cable size .3
reduction in cost	reduction cost / cost reduction .4
two periods of three months	two three-month periods /three two-month periods .5
plugs with 3 pins	three-pin plugs / three-plug pins .6
two steel boxes for tools	two steel-tool boxes / two steel toolboxes .7
/ the assistant manager of the office	the assistant manager office .8
the assistant office manager	

C Using the words in the box, form compound adjectives and then complete the following sentences.

driven	oriented	free	powered	alone	activated	saving
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- 1 Objectprogramming is based on objects and their effects on each other, rather than on a series of instructions.
- 2 Space PCs take up little desktop space.
- 3 A menuprogram lets you select a command from a menu.
- 4 A stand computer or business can operate on its own.
- 5 A handsdevice doesn't require the hands for operation.
- 6 A voiceproduct is activated by the user's voice.
- 7 A batterycomputer is a computer that runs on batteries.

D Replace the underlined parts of the following sentences with compound words

Users typically access social media services via technologies (1) that are relating the web on desktop computers or laptops, or download services that offer social media functionality to their devices (2) that are made for portability. When engaging with these services, users can create platforms (3) that allow Interaction to a high degree, through which individuals, communities and organizations can share, co-create discuss and modify content (4) which is created by users or (5) created in advance and posted online

5 ARE WE LOOSING THE ART OF CONVERSATION?

A Read the following passages and then do the tasks

We asked four people who watched an online talk on technology and communication by Sherry Turkle for their opinion

A The talk certainly gave plenty of food for thought about the way we communicate these days and how technology is changing our behaviour. People are constantly multitasking whether it be emailing during meetings or texting in the checkout queue. I really believe it's affecting the way we relate to each other and it's not just in the workplace. Kids fade into the background as parents message at the dinner table or post on social networking during the school run. It's as if we can't bear to miss out on what our online buddies are up to, so we juggle the real and the online world. My greatest concern is that we don't give our brain a chance to switch off. It's these precious moments when we actually process information that helps us make important decisions

B It was a fascinating talk and the speaker hit the nail on the head with a couple of things. Take parental influence, for instance. How can we expect teenagers not to text while doing their homework when they witness their parents posting on social media while cooking the evening meal or waiting at the red light? She also made a valid point about people wanting to be in two or several places at once. So they switch back and forth between their real-life and online conversations. I see it all the time with my teenage daughter and her friend. They arrange to meet and then sit together in silence while each one engages in a different conversation online

C So much of what the speaker said rang true. I honestly believe there's a danger that the more connected we are, the more isolated we feel. I don't think this is such an issue for my generation who've lived without technology for so long. We know how to be alone and, more importantly that it's ok to be alone. But the under 20s are another kettle of fish. They are so busy communicating that they never experience the feeling of solitude and run the risk of not learning how to enjoy their own company. In addition, they're learning conversation through messages that can be edited and changed at the expense of learning the art of conversation in real time with the person in front of you

D I'm not sure to what extent I agree that people are more alone, but the way we communicate has certainly evolved. We send tiny snippets of conversation or emoticons to each other and I wonder how much this actually allows us to really understand one another. This superficial conversation is replacing in-depth face-to-face interaction with its pauses, intonation and sentiment. The speaker makes a good point about how we're getting used to conversing with machines like Siri or robots, which are totally devoid of any experience of human life. But despite such limitations, we seem to be expecting more from technology and less from each other

Task 1. Check your understanding

Which person, A, B, C or D ...

1. shares A's view that we simultaneously spend our time in different worlds?

-
2. has a similar opinion to C about the importance of conversational skills without technology?
.....
3. gives an example of how people can be simultaneously together and alone?
.....
4. agrees with B that online communication is having an impact on family relationships?
.....
- ?disagrees with C about people feeling more isolated .5
.....
- is the only person who mentions how decision-making skills are affected by technology .6
.....
- ?shares D's opinion that the nature of conversation has changed .7
.....
- ?agrees with A that times without any communication are valuable .8
.....

.Task 2: Check your vocabulary

.Find in the text expressions with the following meanings

- 1 Say exactly how something is.
- 2 Seemed to be true.
- 3 Are less important than before.
- 4 The first thing harms the second thing.
- 5 Completely different from something else.
- 6 Change between two ideas.
- 7 Not having something that you would normally expect it to have.
- 8 Made you think.

?listening: How false information spreads 6

.A Listen to the recording and circle the best answer to these questions

?Which statement about circular reporting is true .1

- .a. It is the spread of true information
- .b. It is when false information is validated by one other source only
- .c. It only occurs with information on Wikipedia
- .d. It may involve several publications

?Which statement is true about journalists .2

- .a. They are not permitted to copy information from Wikipedia
- .b. They refuse to copy information from Wikipedia
- .c. As soon as they include information in an article, they verify the information
- .d. Many journalists may publish inaccuracies in several articles

?Which statement is correct .3

- .a. Another name for a coati is a Brazilian aardvark
- .b. The American student changed the information on Wikipedia to what he believed to be the truth
- .c. Many people believed that a Brazilian aardvark was the same as a coati
- .d. When writers wrote about the Brazilian aardvark they knew it was a joke

?Which statement is true about Wikipedia .4

- .a. Some people add false content to a Wikipedia entry intentionally
- .b. Updating information on Wikipedia is against the law
- .c. There is hardly any true information on Wikipedia
- .d. Many true facts on Wikipedia initially appear as false information

?What is true about childhood vaccines and autism .5

- .a. There is a clear connection between childhood vaccines and autism
- .b. Circular reporting incited many parents not to vaccinate their children
- .c. The claims that they were connected first appeared on Wikipedia
- .d. The media proved early on that the claims about vaccines and autism were false

?Which statement is correct .6

- .a. Generally speaking, it's easy to identify false information
- .b. If the original source is Wikipedia or the media, the information is almost always false
- .c. Reflecting critically on what we read is something most people often do
- .d. Lack of time to think and investigate can cause us to believe things that aren't true

.B Complete the expressions with a phrase from the audio

using as few words as possible), it's the confirmation of false)1

.information

.and(not at all) is obvious as being false2

.(then he forgot about it and (spent no time thinking about it3

.(That's not to say that all information on Wikipedia is false (not at all .4

unsupported claims were picked up by the media and (became5

.(known by lots of people very quickly

We often (accept things as they appear, rather than thinking carefully .6

(.about them

Writing 7

What changes in the way we communicate with technology do you think are most important? Why? Do you prefer to communicate face-to-face or online? Why?