

Live Lesson Notes

Social Media

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What you will learn

1. Introduction - why we use social media
2. Vocabulary
3. Debate: Pros and cons of social media
4. Listening skills
5. Idioms

Some useful Links

My wall to share some posts

<http://linoit.com/users/keithohare/canvases/Keith%27s%20Social%20Media%20Wall>

Improve your Pronunciation for IELTS with this app - ELSA

<http://bit.ly/ElsaxEnglishSpeakingSuccess>

An exclusive offer for my students from ELSA:

<https://elsaspeak.com/inf/englishspeakingssuccess/>

Click to get a complete **Mock IELTS** Test.

<https://takeielts.net/the-path-to-success-in-the-ielts-test/>

Use the CODE: **keith10** to get a 10% discount.

Find a teacher on **italki** so you can start practicing all the language you are learning here. Practice is the key!

<https://bit.ly/IELTSSpeakingitalki>

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<https://www.facebook.com/keithspeakingacademy>

<https://www.facebook.com/groups/KeithIELTSMastermind/>

<https://www.youtube.com/channel/UCiVm8XcbwS8-pcDEa5IFXIA>

Introduction

*'Social media are primarily Internet-based **tools** for sharing and discussing information...'*

'Social Networking is more an act of engagement'

Reasons we use social media

- Chatting with friends
- Sharing things
- Meeting people
- Being part of a group
- Playing games
- Studying
- For entertainment
- For business - brand building
- For marketing - advertising

IELTS Speaking Vocabulary: Social Media

To **go viral** = *to spread quickly (videos or posts)*

To **scroll** = *to move up and down (on a screen)*

To **swipe** = *to move left and right (on a screen)*

A **vlogger** = *person sharing their personal life on video*

A **blogger** = *person sharing their personal life by writing a blog*

A **meme** = *a funny way to spread ideas and behaviour*

Cyberbullying = *to attack and intimidate on the Internet*

A **troll** = *someone who flames and upsets other people on the internet*

An **influencer** = *someone with a large following on the Internet who can have influence over others*

Phishing = *Pretending to be someone else so you can steal their ID, credit card, personal info....*

Streaming = *the continuous transmission of audio or video files*

Data privacy = *keeping your data (personal information private)*

Social Media: Debate and Discussion

The Pros / The Advantages

Below we have a variety of reasons why social media could be a good thing:

Keep in touch with family

Keep in contact with....

Keep up to date with...(the news, family...)

Making friends online, especially during lockdown

Broaden your circle of friends

To gain/acquire/get knowledge

Learn new cultures

It's convenient to get news / get the latest news / get breaking news

You can get good recommendations for products and ideas

Develop a business

You can sell products and advertise your business on many platforms

Build a brand / influence

The Cons / The Disadvantages

Here we have some reasons why social media might be a bad thing:

It can be **addictive**

A **waste of time** / wasting time

It's **time-consuming**

We can **lose track of time** when looking at social media

You can **waste a lot of money** buying unnecessary things online

Fake news / incorrect information

It easily **distracts** us

Intellectual property violations

It can lead to **mental health issues**

Many young people get a **negative body image** after comparing themselves to models with **perfectly filtered bodies** online

Too much comparison can **lead to low self-esteem**, especially in teenagers

You can get a **stiff neck** if you are **staring at screens** and scrolling all day

It can lead to eyesight problems

Cyberbullying is **rife** (=common) in many social media platforms

Listening Task

In this live lesson you will listen to someone talking about social media, can you guess what these numbers might represent.

1. *There are 2.5 billion Facebook _____ worldwide*
2. *The new kid on the block, _____ has 500 million users*
3. *There are 3.6 billion active social _____*
4. *A total of 3 hours a day is the _____ time we spend on social media*
5. *Actually, 81% of _____ feel social media has a _____ effect*

Listen to the audio in the live lesson and fill in the gaps

Answers at bottom of PDF

Listening Task - SCRIPT

Social Media is not only here to stay, it is a growing phenomenon, with new platforms **cropping up** (= *appearing*) every year.

An old favourite **Facebook, has just under 2.5 billion users**, whilst the relatively **new kid on the block**, **TikTok**, has just 500 million.

There are an incredible **3.6 billion active social media users**, that's about half the world's population.

How much time do we spend **glued to screens**? (= *stuck to /watching screens a lot*)

Well, 74% of Facebook users **check their feed** everyday, and spend an average of 35 minutes a day there.

But that's just Facebook, in fact our **addiction to** social media goes much deeper. It seems we are **scrolling, posting** and **using social media platforms for an average of 3 hours per day.**

It seems crazy, but people worldwide now watch 1 billion hours of Youtube videos every single day.

Social media goes beyond entertainment, it seems to be becoming a **one-stop-shop** (= *one place to get everything you need*) for all our daily needs including, keeping in touch with friends and family, **getting news**, sharing ideas, even shopping.

Let's look at the impact of social media on young people.

Many users are teens and in a recent survey in the USA, **81% of teenagers said social media was having a positive effect on their lives.**

So despite the parental worries of **trolling, body image** and **FOMO**, (= *fear of missing out*) many teens feel more connected to friends and think social media exposes them to different viewpoints.

So that's social media.

What about you, how do you feel about social media?

References:

<https://blog.globalwebindex.com/trends/2019-in-review-social-media/>

<https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/>

<https://www.pewresearch.org/internet/2018/11/28/teens-social-media-habits-and-experiences/>

Idioms to talk about Social Media

You can get **hooked on** social media (=addicted to)

It **rubs** some people **up the wrong way** = *it annoys or irritates*

I don't like everything about it, but I **put up with** it = *to tolerate*

It's great for **spreading the word** or **getting the word out** = *giving a message/ information*

Tik Tok has really **taken off** (*become successful*), it's **all the rage** (=it's very fashionable)

When a new platform becomes popular, everyone **jumps on the bandwagon** = *follows the fashion*

I like to **while away the hours** (=spend time in a relaxed way) scrolling on instagram

Answers:

1. *There are 2.5 billion Facebook **users** worldwide*
2. *The new kid on the block, **Tik Tok** has 500 million users*
3. *There are 3.6 billion active social **media users***
4. *A total of 3 hours a day is the **average** time we spend on social media*
5. *Actually, 81% of **teenagers** feel social media has a **positive** effect*