

THE AGE OF INFLUENCE ▶ 14



1 Work with a partner and discuss the questions.

- 1 How much time do you spend on social media?
- 2 What do you like and dislike about it?

2 ▶ 14 Watch the video and circle the correct word.

- 1 In the first decade of the twenty-first century, Facebook, YouTube and Twitter *transformed* / *changed* the internet.
- 2 Instead of going online to find information or *order a product* / *buy things*, we began logging on to connect with others.
- 3 Today, we spend much of our *life* / *time* on social media platforms.
- 4 The smartphone has turned the internet into something we are never *away* / *separated* from.
- 5 Doesn't social media simply give us the opportunity to do what we most want to do: *meet* / *connect with* other people?
- 6 We are living through a period of *great* / *extraordinary* change.

3 ▶ 14 Read the text. Watch the video again and complete the gaps with the correct word or phrase.

As our use of the internet became more (1), so its effects on our society and behaviour became more significant. In (2), our language, and therefore our thought processes, have been shaped by this interactive technology. Social media gives everyone a chance to voice their view (3) But social networking is not new; it goes back to the very early days of (4) But the role of (5) in our lives has only increased, with some suggesting that it has become a (6) Critics say that all we do is upload selfies and filtered photos of our (7) For these reasons, the idea of a digital detox might be welcome: a period when we (8) But is that really the (9) and is there *really* a problem in the first place? Social media has turned everyone into travellers in a strange land and all we know for sure is that as much as we will be (10) by what we find there, we ourselves will influence it.

? ABOUT YOU

4 Work with a partner. Ask and answer the questions.

- 1 Do you follow any social media influencers?
- 2 Have you ever bought something after seeing it advertised by an influencer?
- 3 Do you create original content (videos, memes, etc.)?