

UNIT 5 – SOCIAL NETWORKS

Reading 1

THE ORIGIN OF SOCIAL NETWORKS – AN INFOGRAPHIC

A. Read the infographics below and select the best answer to the questions.

1. Which seemed to be the greatest social network before the end of the decade of 2000s?
2. Which one is older, Facebook or YouTube?
3. Which fundamental Facebook item was introduced before the end of 2000s?
4. Which Facebook feature didn't last more than a year?
5. Which big negotiation took place in 2012?
6. Which big social network began to collapse early in the 2010s?
7. Which social network had more users between 2012 and 2013?

B. Read the following statements. In your opinion, which of these characteristics are important for a social network to be successful?

1. It should connect users around the world.
2. It should have chatrooms.
3. It should limit interaction between people.
4. It should help people build relationships.
5. It should allow people to express themselves.
6. It should have an original purpose and function.
7. It should focus on an attractive design.

