

TWO MILLION FOLLOWERS?

Fill in the blanks with the correct form of the root word on the right.

Some users of Twitter have thousands of followers. Clearly, they are (1) _____ people. But some of their followers are pretty silent and (2) _____; in fact, they don't seem remotely interested in the (3) _____ of the person they are following. And there's a reason for this: they are (4) _____, added to the person's account by companies that sell fake social media followers to anyone hoping to boost their reputation. The number of followers a user has is often seen as an indicator of their social influence or (5) _____. Therefore, people such as artists or aspiring musicians might not find the idea (6) _____. Having thousands of followers could enhance their image as a (7) _____ commodity and even lead to offers of work. Although it's not (8) _____ to sell followers and it can be lucrative, somehow it feels (9) _____ and unsatisfying. If your followers are fake, they don't care about you - and certainly don't read your comments. So what's the point of tweeting at all?

(1) fascinate

(2) respond

(3) contribute

(4) fabricate

(5) popular

(6) appeal

(7) desire

(8) legal

(9) ethic

