

# Vocabulary

- 1 **11.5.2** Fill in: *content, posts, media, users, recommendations.*

## GENERATION C

### The C stands for:

- **connection** – they are multi-screen
  - 1) ..... and 90% sleep with their phone next to them
- **creation** – they love expressing themselves through written
  - 2) ....., music and video: 90% create new material for the Internet every month
- **curation** – they interact with and share
  - 3) ..... they relate to: 85% rely on peer
  - 4) ..... when buying a new product
- **community** – they socialise online: most use social
  - 5) ..... daily, 55% are connected to more than 100 people, and 15% of those to more than 500