In a pair, discuss and answer the following questions.



) Which of these social media logos do you:

a) recognize?
b) use regularly?

B Note answers to the questions below. Then discuss with a partner.

USIN(
VOCA

1. What are the most **popular** social media **sites** in your country?

_____

2. Do you often read **news** online? Which websites do you use?

_____

3. Which websites can you **visit** to find out about **available** jobs in your country?

_____

LIVEWORKSHEETS

C Work with a partner. Guess the answers to the questions below. Then scan the reading passage to check your guesses.

1. What percentage of the world's population uses social media regularly?

_____

2. How much time does an average person spend on social media each day?

_____

3. What do people do on social media?

_____

LIVEWORKSHEETS

A CONNECTED WORLD

2

A Do you know what your friends watched on TV last night? Do your friends know what you had for breakfast today? Do you think you're using social media too much?

B Social media is now a part of many people's everyday lives. Estimates[1] suggest that around 2.8 billion people use social media regularly. That's almost 40 percent of the world's population. But how much time do we really spend on social media? And what exactly do we spend that time doing?

C Research shows that, worldwide, the average person spends two hours and 19 minutes on social media each day. People in the Philippines are the most active users. An average person there spends four hours and 17 minutes a day on social media. Research also suggests that women use social media more than men. In the United States, for example, women spend around two hours more per week than men on social media.

LIVEWORKSHEETS

D What do most people do on social media? In general, it seems we spend more time looking at other people's pages than adding to our own. According to one survey, the most common social media activities are visiting friends' pages, reading their news, and commenting on their posts.

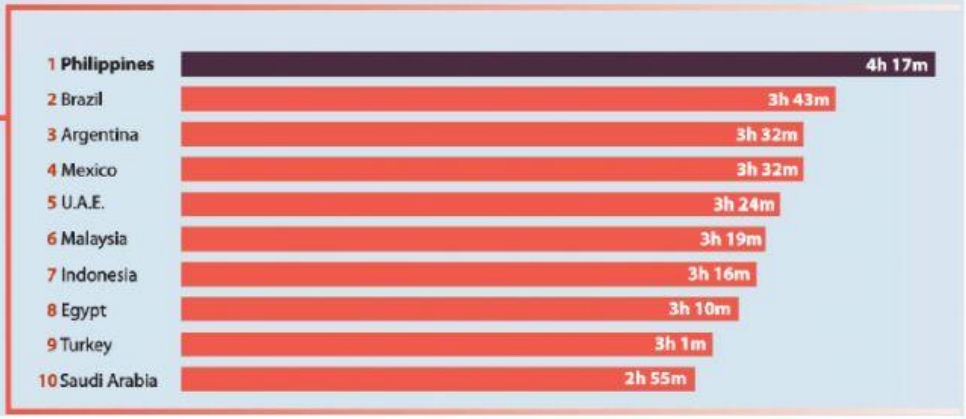
E The most popular social media site is Facebook, with over 2 billion users. In second place, however, is the Chinese site Qzone. In 2017, Qzone was China's most popular social media site, with around 600 million users worldwide. That's more than Twitter and Instagram.

F Social media continues to grow. Right now, there are five new Facebook profiles every second. And as Internet access[2] becomes available to even more people around the world, this growth won't stop anytime soon.

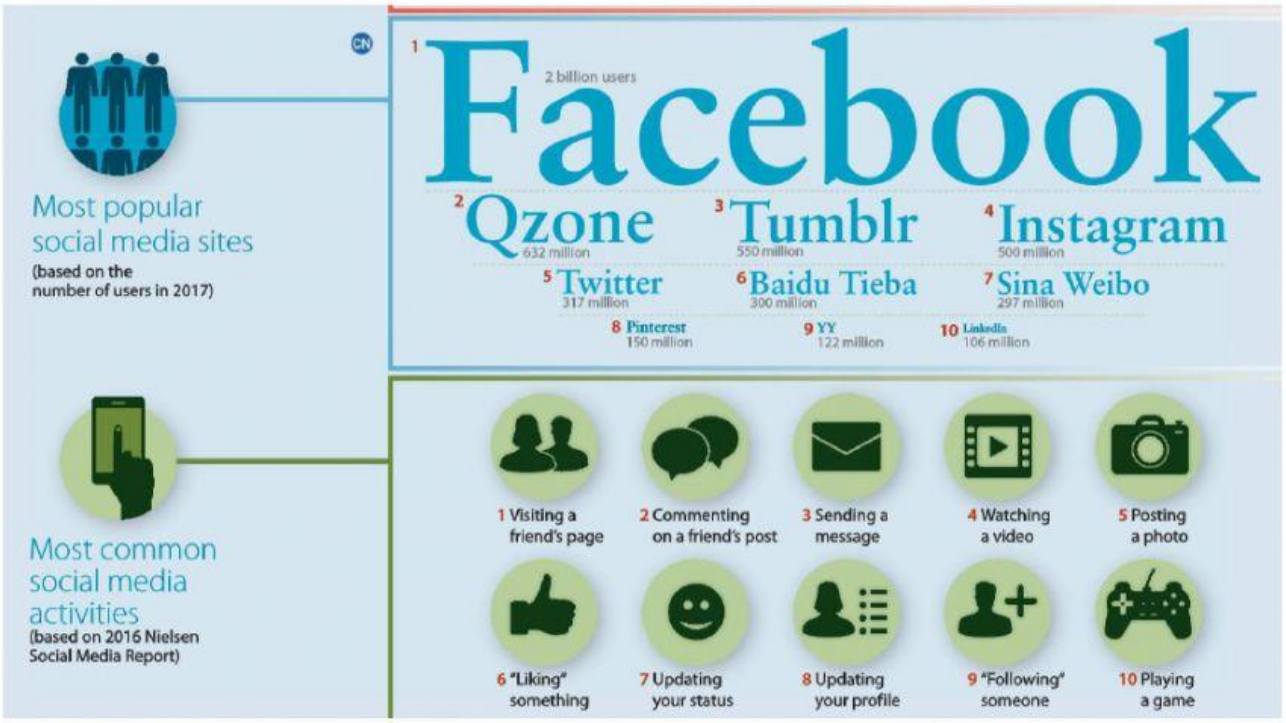
[1]An estimate is a good guess based on facts.
[2]If someone has Internet access, they are able to connect to the Internet.



The world's most active social media users
(average time spent on social media per day)



LIVEWORKSHEETS



UNDERSTANDING THE READING

UNDERSTANDING MAIN IDEAS

A **Match each of these main ideas with a paragraph (A–F) from the reading.**

_____ 1. Facebook and Qzone are popular social media sites.
_____ 2. The amount of time people spend on social media varies by country and by gender.
_____ 3. On social media, people spend most of their time on friends' pages.
_____ 4. Many people around the world use social media regularly.

INTERPRETING VISUAL DATA

B **Use the reading passage and infographic on pages 12–13 to answer the questions.**

1. Which social media sites have 500 million users or more?

_____

2. In how many countries does the average user spend more than three hours a day on social media?

_____

3. How many more users did Facebook have than Twitter in 2017?

_____

4. On social media, is it more common for someone to post a photo or look at a friend's photo?

_____

LIVEWORKSHEETS

C Find and underline the following words in the reading on pages 12–13. Use the context—the words around the word—to help you understand their meanings. Complete the definitions.

regularly (paragraph B) **active** (paragraph C) **survey** (paragraph D)

1. If someone is _____, they are always doing things.
2. If you do a _____, you find out information by asking people questions.
3. If you do something _____, you do it often.

CRITICAL THINKING: PERSONALIZING

D Discuss your answers to these questions with a partner.

1. How much time do you spend on social media?

_____

2. What do you usually do on social media?

_____

3. Are your habits similar to or different from the ones in the infographic on pages 12–13?

_____

LIVEWORKSHEETS