

Queen Victoria English Centre

First Partial Exam

Reading Comprehension

Reading text: Social media influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

1. Choose your niche

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

2. Choose your medium and write an interesting bio

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

3. Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

4. Tell an interesting story

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

5. Make sure people can easily find your content

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

Task 1

Choose the best answer.

1. A social media influencer is not someone who ...
 - a. guides the decisions of their followers.
 - b. is an expert in a particular area.
 - c. pays their followers to buy products.
 - d. has many followers who pay attention to their opinions.
2. Companies want to use influencers to help ...
 - a. sell their products to their followers.
 - b. develop new products.
 - c. write their blogposts.
 - d. design their websites.
3. If you want to be an influencer, your bio on your social media account shouldn't ...
 - a. say who you are.
 - b. talk about your niche area.
 - c. be interesting.
 - d. be the same as other people's bios.
4. You should make sure that you post ...
 - a. once a month.
 - b. every day for the first month and then once a month after that.
 - c. about similar subjects.
 - d. about all sorts of different things.
5. You can make sure that people find your post by ...
 - a. using hashtags.
 - b. using funny or memorable titles.
 - c. using different social media to link to your post.
 - d. doing all of the above.
6. What should the title of this blogpost be?
 - a. Five ways to influence people
 - b. Five ways to use influencers in marketing
 - c. Five tips on becoming a social media influencer
 - d. Five tips on making money as an influencer

Task 2

Are the sentences true or false?

	Answer	
1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc.	True	False
2. Companies are paying some influencers up to \$25,000 to post about their products.	True	False
3. Most influencers write regular posts on their blogs or micro-blogs.	True	False
4. You can chat with your followers using your bio.	True	False
5. Your posts should not only be attractive but should tell a story.	True	False
6. You can become a social media influencer in a short time.	True	False

Reading text: How to spot fake news

Every time you're online, you are bombarded by pictures, articles, links and videos trying to tell their story. Unfortunately, not all of these stories are true. Sometimes they want you to click on another story or advertisement at their own site, other times they want to upset people for political reasons. These days it's so easy to share information. These stories circulate quickly, and the result is ... fake news.

There is a range of fake news: from crazy stories which people easily recognise to more subtle types of misinformation. Experts in media studies and online psychology have been examining the fake news phenomenon. Read these tips, and don't get fooled!

1. Check the source

Look at the website where the story comes from. Does it look real? Is the text well written? Are there a variety of other stories or is it just one story? Fake news websites often use addresses that sound like real newspapers, but don't have many real stories about other

topics. If you aren't sure, click on the 'About' page and look for a clear description of the organisation.

2. Watch out for fake photos

Many fake news stories use images that are Photoshopped or taken from an unrelated site. Sometimes, if you just look closely at an image, you can see if it has been changed. Or use a tool like Google Reverse Image search. It will show you if the same image has been used in other contexts.

3. Check the story is in other places

Look to see if the story you are reading is on other news sites that you know and trust. If you do find it on many other sites, then it probably isn't fake (although there are some exceptions), as many big news organisations try to check their sources before they publish a story.

4. Look for other signs

There are other techniques that fake news uses. These include using ALL CAPS and lots of ads that pop up when you click on a link. Also, think about how the story makes you feel. If the news story makes you angry, it's probably designed to make you angry.

If you know these things about online news, and can apply them in your everyday life, then you have the control over what to read, what to believe and most importantly what to share. If you find a news story that you know is fake, the most important advice is: don't share it!

Task 1

Circle the best title for the text.

- a. Experts share dangers of fake news
- b. Experts share top tips for resisting fake news
- c. How to create fake news: a guide
- d. Tips on how to read the news online

Task 2

Circle the correct answers.

1. Which reason is NOT given for an online fake news story?
 - a. To convince people of a political view
 - b. To make people angry or sad
 - c. To plant a virus in your computer

2. The text says some fake news ...
 - a. is easy to recognise as fake.
 - b. is funny.
 - c. comes from the political right.
3. Which of these may mean that a news site should not be trusted?
 - a. The text is well written.
 - b. The site has a variety of other stories.
 - c. The site's 'About' page does not clearly describe the organisation.
4. Some images on fake news ...
 - a. are real images, but come from a different website.
 - b. are images that have been changed.
 - c. both the above
5. Fake news stories ...
 - a. are usually only on fake news sites or social media.
 - b. are not on any websites, only in social media.
 - c. are often hidden on real news sites.
6. Many fake news stories are written ...
 - a. without capital letters and with terrible spelling.
 - b. in a way that makes people upset.
 - c. inside of advertisements that pop up on your screen.
7. What should you do with fake news?
 - a. Report it to the police
 - b. Make a note of it for reference
 - c. Not show it to other people online
8. What is the purpose of this article?
 - a. To complain
 - b. To inform
 - c. To entertain