

# Unit 8: Society

## SOCIAL NETWORKING

### Words

Look for the following words as you read the passage. Match each word with its correct definition.

#### Words

1. acquaintance
2. adolescent
3. apparently
4. carry out
5. community
6. consequence
7. contact
8. eradicate
9. exchange
10. explode
11. immense
12. impose
13. interact
14. post
15. pursue
16. statistics
17. susceptible
18. trend
19. undergo
20. unfold

#### Definitions

- A. v., to remove completely
- B. adv., seemingly
- C. n., information in the form of numbers; data
- D. n., a friend you do not know well
- E. adj., easily affected
- F. n., result
- G. n., communication, connection
- H. n., person between the ages of thirteen and nineteen
- I. n., movement in a certain direction, popular fashion
- J. adj., very big; huge
- K. v., to trade something
- L. v., to experience, suffer
- M. n., a social group
- N. v., to display information in a public place
- O. v., to grow suddenly and rapidly
- P. v., to do, perform
- Q. v., to develop; open up
- R. v., to force
- S. v., to communicate with
- T. v., to hunt for; seek

Unit 8

**Reading****Social Networking****A**

During the first decade of the twenty-first century, the phenomenon of social networking on the Internet exploded across the globe. Online social networking sites are websites that allow people to post personal information about themselves and to connect with people who have similar interests. It is a way of forming **community**, but a community that exists online rather than in physical space. Facebook, MySpace, LinkedIn, and Twitter are examples of some of the most commonly used social networking sites.

**B**

Recent statistics show that 75 percent<sup>1</sup> of Internet users around the world use social networking sites to some extent and that 22 percent of all time spent online is spent on these sites. Of all the countries in the world, Italy is apparently the place where social networking is most popular. Italians spend an average of six and a half hours per month per person on social networking sites, followed by Australians, with an average time of just over six hours a month. In comparison, the Japanese are much less interested in social networking, spending an average of just two and a half hours per person per month on these sites. The global average is close to five and a half hours per month. The social networking trend has increased among people of all ages.

**C**

The phenomenon of social networking sites may present unanticipated consequences for people's lives in the future. The immense popularity of these sites is evidence that they contribute to users' lives in positive ways, but there are drawbacks as well. Social networking sites allow people to broaden their social reach both personally and professionally. These sites allow users to stay in contact with friends and relatives and reconnect with old friends from the past. The sites also provide opportunities for people to connect with strangers in far-distant places who share similar interests or to seek support when undergoing difficulties such as a grave illness. In the business world, people use social networking sites to **carry out business**, pursue employment opportunities, or seek new business clients. Students of all ages discuss homework assignments and future educational and career plans. Social networking sites **eradicate** the limits **imposed** by the physical world and make it possible to communicate and exchange information with people everywhere.

<sup>1</sup>BrE: per cent

**D**

On the other hand, concerns are growing about online social networking. As people spend more time interacting with each other online, they spend less time in face-to-face communication. Social networking can actually lead to separation as families and neighbors<sup>2</sup> spend less time together while they are busy using the Internet. There are also potential risks. Social networking involves making personal information available online, which means that, unless the user is careful, anyone can have access to that information. Adolescents may be particularly susceptible to this danger. It is also impossible to know anyone's true identity online. Acquaintances found on the Internet may not be who people think they are. The effects that social networking will have on our social relationships and sense of safety remain to be seen as the future unfolds.

Answer the questions about **Social Networking**.

**Questions 1–4**

The reading passage contains six paragraphs, **A–D**.  
 Which paragraphs discuss the following information?  
 Write the correct letter, **A–D**.

- \_\_\_\_\_ 1. The different reasons people pursue contacts on social networking sites
- \_\_\_\_\_ 2. Possible negative consequences of social networking
- \_\_\_\_\_ 3. The amount of time people spend interacting on social networking sites
- \_\_\_\_\_ 4. When the social networking trend became big

<sup>2</sup>BrE: neighbours

### Questions 5–9

Complete the summary using words from the list below.

Recently, the popularity of social networking sites has 5..... There are 6..... advantages to these sites. People use these sites to post information about themselves, seek new 7..... and 8..... professional opportunities. There are also drawbacks. Social networking online may mean that people 9..... less with the people around them. It also gives strangers access to personal information.

acquaintances  
exchanged  
exploded

immense  
interact  
pursue

statistics  
susceptible  
undergo

## My Words

Write the words that are new to you. Look them up in the dictionary and write their definitions.

## Word Families

<b>noun</b>	adolescence	As children enter adolescence, they start spending more time on the Internet, pursuing both educational and social activities.
<b>noun</b>	adolescent	These days, adolescents are used to making new acquaintances on the Internet.
<b>adjective</b>	adolescent	Parents need to be aware of how their adolescent children spend time on the Internet.

<b>noun</b>	eradication	Internet communication could lead to the eradication of face-to-face communication in many aspects of our lives.
<b>verb</b>	eradicate	The Internet eradicates the need for face-to-face communication.
<b>adjective</b>	eradicable	Internet communication has made the limits of the physical world eradicable.

<b>noun</b>	explosion	Countries around the world are experiencing the explosion of online social networking.
<b>verb</b>	explode	Interest in online social networking has exploded everywhere.
<b>adjective</b>	explosive	The explosive growth of online social networking has rapidly changed the way we communicate.

<b>noun</b>	immensity	The immensity of the effects that online social networking will have on our lives remains to be seen.
<b>adjective</b>	immense	Online social networking will have immense effects on the way we communicate.
<b>adverb</b>	immensely	Adolescents are immensely interested in online social networking.

<b>noun</b>	interaction	Online interaction is very different from face-to-face interaction.
<b>verb</b>	interact	The Internet makes it possible to interact with people in faraway places.
<b>adjective</b>	interactive	Some computer games are highly interactive.
<b>adverb</b>	interactively	Some sites allow users to communicate interactively.

<b>noun</b>	statistics	We can learn a lot from statistics, but we need to be careful about how we interpret them.
<b>noun</b>	statistician	Statisticians tell us that online social networking communities have grown explosively.
<b>adjective</b>	statistical	Statistical information is important, but it doesn't give us a complete picture.
<b>adverb</b>	statistically	The differences in the data were not statistically significant.

## Word Family Practice

Choose the correct word family member from the list below to complete each blank.

These days, many people are spending more time in online **1**..... than they do in face-to-face communication with the people around them. The **2**..... of interest in online social networking is especially prevalent among the **3**..... age group. **4**..... who study this trend report that a significant number of teenagers spend a large percentage of their free time online and that much of this time is spent on social networking sites. The Internet has apparently **5**..... limits to communication. It is too soon to tell how **6**..... this will affect teenagers' lives as they grow up. For now, experts recommend that parents impose restrictions on the amount of time their children spend on the Internet.

1. interactions	interacts	interactive
2. explosion	exploded	explosive
3. adolescence	adolescent	adolescents
4. Statistics	Statisticians	Statistical
5. eradication	eradicated	eradicable
6. immensity	immense	immensely