

### Text 3

Read the text below and answer the questions.

#### The #Hashtag

When Twitter co-founder Jack Dorsey (@jack) sent the first Tweet on March 21<sup>st</sup>, 2006 by posting "just setting up my twttr" Dorsey and his colleagues were simply looking for a way to send text messages on their cell phones.

There was no need for any sort of organisation or classification system for posts on the newly launched social networking site, that's how Twitter was designed.

Fast forward to 2011, where almost 200 million worldwide users send over 140 million tweets daily, the need for some sort of tool to bring order to all of this information is clear as there were 340 million Tweets a day in March, 2012.

Thanks to a Tweet by Chris Messina (@chrismessina), a Twitter user from the early years, the hashtag was successfully pitched to the online community as a way to organise messages into meaningful groups. Hashtags have since been embraced by users worldwide as a way to classify the often frantic exchange of thoughts and information on the social networking site.

Today, the use of hashtags on Twitter continues to be an evolved practice, growing in much the same way it began. Users of this social media site continue to explore the different applications of hashtags, collectively controlling the future of channel tagging on Twitter.

21. **When was the first tweet sent?**

- March 26<sup>th</sup> 2001
- March 22<sup>nd</sup> 2001
- March 21<sup>st</sup> 2006

22. **What was happening in 2011 for twitter?**

- The hashtag has been in use for 5 years already
- There were 200 million users, over 140 million tweets per day
- Jack Dorsey sent a tweet saying "just setting up my twttr"

23. **How many tweets were there per-day by March 2012?**

- 340 million
- 200 million
- 140 million

24. **What is meant by 'Hashtags have since been embraced by users':**

- The users cannot use the hashtag on Facebook
- People have been using hashtags
- Nobody likes the hashtag

25. **Define 'frantic exchange':**

- Discussing ideas and thoughts in an excitable way
- Getting angry at twitter users tweets
- Slow connections on twitter

26. **In paragraph 5, which word is incorrectly used in the past tense?**

- applications
- continue
- evolved