

1 Read the text and complete it with the words given below.

apps • deleted • forth • free • location • messages • mobile • photo • privacy • username

Instant Messaging Applications

Facebook Messenger	It organises all your private 1. from your inbox in a way that is very familiar to regular texting.
WhatsApp	It allows users to chat back and 2. with individuals and in groups. It's available on all major mobile platforms and lets anyone send unlimited text, photo, audio and video messages.
WeChat	It promises free crystal-clear voice and video calls along with individual and group instant messaging. It's a unique and convenient walkie-talkie mode that lets you talk to up to 40 other friends with integrated real-time 3. sharing.
Kik Messenger	It lets you use a 4. to chat with others. You can even see when another user is typing back to you in real time.
Snapchat	It lets you send a self-destructing 5. or video message with a short text-based caption. After the recipient has opened the message, it will automatically be 6. after a few seconds. It also offers a feature to post longer messages through Snapchat stories.
Telegram	It is a good choice for those who want to ensure that their data and 7. is kept secure. Telegram messages are encrypted.
LINE	It offers all the various features needed for instant messaging. You can send unlimited text, images, video and audio messages using almost any device since the service is available on almost all major 8. and even computer platforms. Video calls are also available.
Viber	It lets you send free unlimited text and photo messages to your friends all around the world. HD video calls can be made for 9. as well, and groups can have up to 100 participants.
Google Hangouts	You can chat instantly either from your desktop or via the iPhone and Android 10. to send text or photo messages. You can also hold video calls with individuals or groups.

2 Read the following text and answer the questions.

Social Media Trends in Italy 2022

Facebook is still one of the favourite social networks for the Italian online population. In particular, people between the ages of 57 and 64 are the most involved with the platform, while much younger generations have gradually and consistently neglected Facebook and migrated to other platforms. However, Zuckerberg has announced that he is in the process of re-equipping Facebook with tools and features that will attract and **retain** younger users, while at the same time trying to fight back TikTok's growing popularity with **awesome** Instagram additions.

Aside from Facebook itself, the Italian online population has been consistently active on Instagram, WhatsApp, and YouTube. Both Instagram and YouTube have been growing consistently by up to 90% across Italy, with nearly 30 million Instagram users and over 35 million YouTube users. According to a report conducted by Hootsuite and We Are Social, more than 85% of surveyed Italians, whose age range went from 16 to 64 years, confirmed that they use YouTube and WhatsApp on a daily basis. Users between 16 and 23 years of age seem to prefer using Instagram, whereas users between 24 and 56 usually opt for WhatsApp.

What about TikTok, then? Nearly 24% of Italians use TikTok regularly, and this figure is only expected to keep growing steadily. Very young Italians are those more likely to be found posting and sharing video content on TikTok, in keeping with the platform's worldwide demographic usage data. However, in Italy, older generations are also gradually getting interested in TikTok, as well as brands and entrepreneurs who are taking to the platform to promote their products and services.

Job-hunting in Italy is notoriously challenging, as the country has been dealing with a consistent economic crisis for at least a decade now. And this is where LinkedIn may come to the rescue. More and more Italians, in fact, are turning to this popular social network for professionals in order to connect with recruiters, companies, and employers, on a **quest** to **land** their dream job. Even though the current number of active LinkedIn users in Italy is not as astounding as the one for Facebook or Instagram – at the moment of writing, LinkedIn counts around 16 million users in Italy – it is likely that this figure will keep increasing.

Adapted from: <https://www.gaasly.com/blog/social-media-trends-in-italy-2022>

1. What can be inferred about Facebook's current strategy according to the text?

- A. Abandoning older users to focus exclusively on youth
- B. Implementing new features to recapture younger demographics
- C. Merging with TikTok to increase market share
- D. Reducing its presence in the Italian social media market

2. Which demographic trend regarding social media usage in Italy is supported by the text?

- A. Users aged 57-64 are increasingly abandoning Facebook
- B. Young Italians are consistently loyal to a single platform
- C. Different age groups show distinct preferences for specific platforms
- D. Most Italian social media users prefer LinkedIn to Instagram

3. The text suggests that TikTok's growth in Italy is characterized by:

- A. A plateau in user numbers among younger demographics
- B. Exclusive popularity among teenagers with no interest from other groups
- C. Rapid adoption by business professionals but rejection by younger users
- D. Expanding appeal beyond its traditional young user base to include businesses

4. What nuanced relationship between economic conditions and social media usage does the text establish?

- A. Economic prosperity has led to increased social media consumption
- B. Financial hardship has prompted Italians to utilise LinkedIn for professional opportunities
- C. The economic crisis has caused Italians to spend less time on social platforms
- D. Job seekers are abandoning traditional platforms in favour of TikTok

5. Based on the text, which statement most accurately reflects the comparative standing of various platforms in Italy?

- A. WhatsApp has the highest percentage of daily users across all age groups
- B. YouTube has more users than Instagram but fewer than Facebook
- C. LinkedIn has achieved parity with Facebook in terms of user numbers
- D. TikTok is used by approximately one-quarter of the Italian population

6. What subtle shift in social media dynamics is implied but not explicitly stated in the text?

- A. The fragmentation of user attention across multiple specialized platforms
- B. The declining relevance of video content across all demographics
- C. The complete dominance of Meta-owned platforms in the Italian market
- D. The resistance of Italian users to adopt internationally popular platforms

7. The author's tone when discussing LinkedIn's position in the Italian social media landscape could best be described as:

- A. Dismissive of its potential for growth
- B. Cautiously optimistic about its future prospects
- C. Highly critical of its business model
- D. Enthusiastically certain of its imminent dominance