Vocabulary

1 11.5.2 **Fill in:** *content, posts, media, users, recommendations.*

GENERATION C

The C stands for:

- **connection** – they are multi-screen 1) ..... and 90% sleep with their phone next to them
- **creation** – they love expressing themselves through written 2) ....., music and video: 90% create new material for the Internet every month
- **curation** – they interact with and share 3) ..... they relate to: 85% rely on peer 4) ..... when buying a new product
- **community** – they socialise online: most use social 5) ..... daily, 55% are connected to more than 100 people, and 15% of those to more than 500

LIVEWORKSHEETS