

4 Express Yourself

Reading

A What is the purpose of social networking sites? Tick the reasons that are true for you from the list.

- kill time
- feel part of a community
- surf profiles
- keep up with friends and family
- meet new people
- personal branding and narcissism
- make plans with friends
- get information about events

B With a partner, discuss which reason you think is the most popular with young adults today. Justify your opinion with examples.

C Quickly read the article. How did the first test differ from the later tests?

Six degrees of separation: pop culture myth or a fact of life?

A friend of a friend ... We've all said it or something similar. These words reveal our connection to a whole host of other people beyond our immediate social circles. Theoretically then, it should be possible for us to connect to any individual in the world. The question is, how many links in the chain would it take to connect you to, say, a Nepalese goatherd, a Kenyan coffee grower, a world leader, or a software billionaire? A hundred? A thousand? 'Not many' is the answer according to the 'six degrees of separation' theory. It's the idea that anyone in the world can be connected to any other person through a chain of acquaintances in six steps or fewer.

I'm speaking with Evan Hardy, a network theory expert, who comments, 'Conceivably, the Queen of England is a friend of a friend of a friend of a friend of a friend of mine.'

⁹⁰ The notion is mind-boggling and I begin to entertain thoughts that the President of the United States could be my friend's sister's boyfriend's teacher's cousin's former classmate. While it's fun to speculate about connections to the great and the good, or indeed to anyone across class, race, economics or geography, the theory, Hardy points out, is infinitely more important than its Wow! factor suggests.

⁹¹ First proposed in 1929 by the Hungarian writer, Frigyes Karinthy, in a short story called *Chains*, the theory has fascinated people for nearly a century. To the man in the street, it confirms what we already knew intuitively – that it really is a small world. For mathematicians and sociologists, it has laid the foundation for network theory and the new discipline of network science.

But to be a true science, it ⁹² has to stand up to empirical testing. This wasn't done until the 1960s, when Harvard professor, Stanley Milgram, devised a way to do so. Hardy explains, 'It was quite clever. He randomly selected people to send a package to the same 'target' – someone they didn't know. They couldn't do it directly, only via someone they knew on a first-name basis, ⁹³ who in turn forwarded it on to someone in their network, and so on until the package was finally delivered.' Expecting the chain to include at least a hundred intermediaries, the participants were amazed to discover it had only taken between five and seven links to achieve the objective.

Milgram's findings inspired the phrase 'six degrees of separation' and it was popularised ⁹⁴ in the title of a play. 'The findings were later dismissed,' Hardy informs me, 'because his conclusion was based on a small number of packages. In science, you need large samples to back up your findings.' Despite this, six degrees of separation gained acceptance in pop culture when the parlour game *Six Degrees of Kevin Bacon* caught on. The game requires players to link other actors to Bacon, in a maximum of six films. Bacon has since revealed he initially thought the game was a huge joke at his expense, and that strangers would approach, touch him and say, 'I'm one degree!' This unlikely phenomenon among film fans led to the launch, in 1997, of a website called SixDegrees.com – the precursor to Facebook and Twitter, and to all intents and purposes, the first social networking site.

Variations on Milgram's method to test the theory continued. In 2001 thousands of participants had to connect to a random ⁹⁵ person via e-mail by creating a human chain. Once analysed, the data revealed there were six degrees of separation. Microsoft used an enormous database of 30 billion instant messages in 2008. They found that a slightly



higher average of 6.6 links were required to connect two

people. According to Hardy, 'A constant was emerging and researchers were keen to know if the phenomenon was applicable outside of the social networking world'.

It turns out that it is. Hardy elaborates, 'Network theory can examine serious problems like disease transmission, and how financial markets or power grids fail – anything, in fact, with steps or components. It can even help us to understand how ideas spread or how fads catch on. Consider a successful product. You think it owes its popularity to some inherent quality. But as a network theorist, I say success is driven by a type of social chain reaction where more and more people buy a product because other people are buying it. It's the herd mentality'.

Armed with this knowledge, advertisers use social networks to promote products in viral marketing campaigns. 'The beauty of network theory,' explains Hardy, 'is that it could allow us to pinpoint the weakest link, the part of the network most vulnerable to marketing and most likely to spread the word. Once ⁹⁶ the 'right' kind of people are targeted, a product can take off.' Intrigued, I ask Hardy how this advertiser's dream demographic can be identified out of the billions of people online. 'Every click, every like, every comment you make and every connection you have is used by your social networking site to build up a profile that's sold to the brands. You've become a commodity,' he replies, a bit too ⁹⁷ cheerily for my liking.

And with that answer, all the fun of six degrees is gone, to be replaced by a stark and unwelcome reality: in our increasing online connectedness, I am a product and no longer a person.

D Read the *Exam Close-up*. Then look at question 1 in the *Exam Task*. Which option states an indisputable fact? Does it actually answer question 1?

E Now complete the *Exam Task*.

Exam Close-up



Answering the actual question

- The answer choices may include statements that are factually true, or that you personally believe to be true, but which do not answer the specific question.
- Read the question carefully and think about the answer without looking at the options, then locate the answer in the text.
- Choose the option that is closest in meaning to the answer you found in the text.

Exam Task

You are going to read an article about a theory. For questions 1 – 6, choose the answer (A, B, C or D) which you think fits best according to the text.

- What claim does the writer make about social connections in the first paragraph?
 - Our closest friends are in our immediate social circles.
 - We are not as removed from each other as we think.
 - Every individual shares the same social connections.
 - Some people have more unlikely connections than others.
- In line 25, what does *the great and the good* mean?
 - popular figures
 - powerful leaders
 - important people
 - friendly individuals
- What is true about Stanley Milgram's experiment?
 - It had its own dedicated website.
 - The results can be applied to films.
 - It became the subject of a popular play.
 - The scientific community rejected the conclusion.
- What can we infer about the experiments carried out in the 2000s?
 - They supported Milgram's six degrees theory.
 - The results of the experiments were exactly the same.
 - They generated greater interest in Milgram's study.
 - The human chains needed to connect two people were longer.
- According to the writer, financial markets and power grids are
 - alike because they both regularly fail.
 - more successful when network theory is applied.
 - both made up of individual but connected parts.
 - dissimilar to transmittable diseases.
- What are the practical implications of network science?
 - It could explain how epidemics spread.
 - It may prevent financial markets from crashing.
 - It will identify the intrinsic value of a product.
 - It could be used to predict popular trends.

F Replace the words in bold in the sentences (1–6) with these phrases.

at my expense display herd mentality gain acceptance the beauty of the man in the street
to all intents and purposes

- It's easy for **ordinary people** to relate to the six degrees theory. _____
- I've often wondered how some silly trends **become popular**? _____
- When I fell, my friends all had a good laugh **and I was the victim**. _____
- In essence**, the six degrees theory led to social networking sites. _____
- The best thing about** this site is it lets you find anyone in any location. _____
- Teenagers often **all do the same thing** by dressing and acting alike. _____

- Is it right for social networking sites to sell your personal information? Why? / Why not?
- How do you feel about being seen as a commodity? Is it the trade-off you must make in order to maintain an online presence?

Ideas Focus



4 Express Yourself

Vocabulary

A Choose the best answer.

- Deep in the Amazon rainforest live _____ who have no contact with the outside world.
a clans b kin c tribes d races
- All of the organisation's directors were present for the last meeting of the _____.
a board b cabinet c faction d lobby
- Celebrities feel special when they are surrounded by a(n) _____ of loyal followers.
a brigade b entourage c fraternity d squad
- The Ptolemaic _____ of Egypt ended with the death of Queen Cleopatra in 30 BC.
a cartel b syndicate c union d dynasty
- An angry _____ stood outside parliament, shouting and threatening violence.
a cast b crew c flock d mob
- 'I have a reservation for a _____ of six. The name's Jones.' 'I'll show you to your table.'
a band b circle c party d platoon
- Millions of people left Italy for the USA during the Italian _____ of the nineteenth and twentieth centuries.
a clique b diaspora c horde d troupe
- Faye sang in the school _____ but she didn't think her voice was particularly good.
a choir b pack c posse d throng

B Circle the correct words. Use the words in *italics* to help you.

- Clara's *long-lost* / *long-missing* uncle, who she hadn't heard from in years, suddenly turned up on her doorstep.
- Growing up, Ben and Tyson were as *heavy* / *thick* as thieves, but they grew apart as they got older.
- My boyfriend gets *along* *infamously* / *famously* with my whole family; even my cranky old grandfather.
- I can't invite both Chris and Julie to the wedding because they are *not on* *speaking* / *talking* terms.
- Unfortunately, I got on the *bad* / *wrong* side of Matt and he won't return my calls.
- I only have a *nodding* *acquaintance* / *friendship* with my neighbours as I don't know them well.
- Lydia and Penny, who are the *best friends* / *best of friends*, have decided to share a flat.
- Nobody wants to be in a *one-sided* / *one-to-one* relationship, so it's best you try to be less selfish.

C Complete the dialogues with these words.

avatar bio clickbait crowdfunding emoticon meme tag trending

- A: How is Matt going to raise the money he needs for his film?
B: He's started a _____ campaign online.
- A: What are you looking for?
B: A funny picture of a dog. I'm going to make a _____!
- A: Did you _____ the photo?
B: Yes, I did, everyone's name has been added.
- A: Are you in the chat room? Which is your _____?
B: I'm the blue monkey.
- A: Did you read this article, 'Pass Any Exam, Any Time'?
B: No! It's _____. They just want you to visit their web page.
- A: What's _____ online today?
B: The Champions League, of course. Everyone's talking about that red card.
- A: You need to update your _____. It says you're still at university.
B: Oops! I'll put in my new job position now.
- A: What does :-|| mean?
B: It's called an _____, Gran. That one means 'angry'.



An Egyptian papyrus painting of Cleopatra

Word formation

D Complete the table.

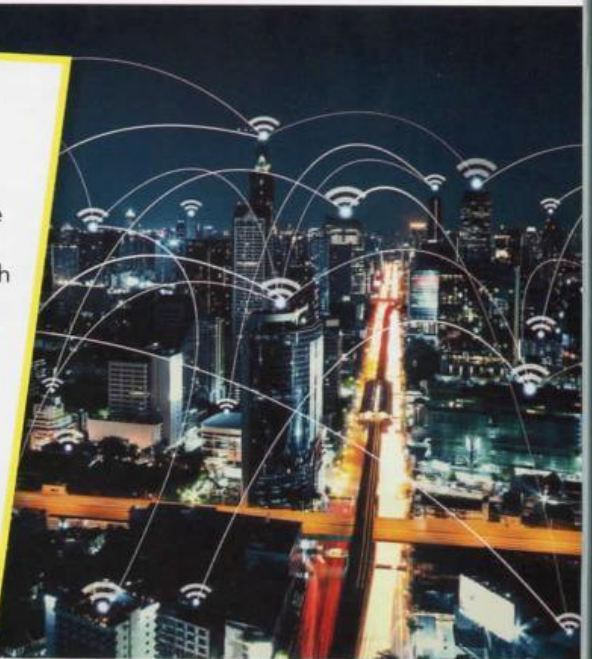
Verb	Noun	Adjective
-	analogy	(1)
contradict	(2)	(3)
detract	(4)	-
diversify	(5)	(6)
dominate	(7)	(8)
homogenise	(9)	(10)
-	(11)	proximate
shrink	(12)	(13)

E Use some of the words from the table in D to complete the text.

The Global Village

The term 'global village' seems to be a (1) _____. How can something be as all-encompassing as 'global' would suggest, yet at the same time as small as a village? The answer is that the world is getting smaller. This (2) _____ isn't physical, of course. We have become closely connected by modern telecommunications and the whole world is now interdependent economically, socially and politically. That's why it is (3) _____ to a village where everyone relies on each other and people live in close (4) _____.

But globalisation, as it's known, has its (5) _____. They maintain that there is now one culture that (6) _____ all others and because of this we have become too similar. It has resulted in culturally (7) _____ societies where the long-held traditions that make us different to other cultures are dying out. (8) _____ is important because the differences between us make for a more interesting world; but can it survive this new age of connectivity?



Phrasal verbs

F Match 1–6 with a–f to make sentences. Use the words in *italics* to help you.

- | | |
|---|--|
| 1 We met at a nice café to <i>catch</i> | a <i>in</i> and see my friend Julie. |
| 2 It was agreed that we would <i>meet</i> | b <i>together</i> and finish the preparations. |
| 3 On my way home, I want to <i>drop</i> | c <i>in with</i> a bad crowd at university. |
| 4 I was sure Chris would <i>get</i> | d <i>up</i> and have a gossip! |
| 5 I don't want my brother to <i>tag</i> | e <i>along</i> when we go to the club. |
| 6 Lucy's idea was for us to <i>band</i> | f <i>up</i> at my place later that day. |

Collocations & Expressions

G Choose the best answer.

- | | |
|--|--|
| 1 Jack isn't here; he's at work. You can _____ in touch with him there.
a keep b get c lose | 4 Through Facebook, I managed to touch _____ with some old friends.
a base b place c face |
| 2 I can't get _____ of Gary; he must have his phone turned off.
a hold b touch c contact | 5 Can you _____ me in touch with your cousin the lawyer? I need some advice.
a make b put c set |
| 3 I won't be involved in the planning, but _____ me in the loop.
a bring b find c keep | 6 After he became famous, people from his past tried to _____ contact with him.
a get b find c make |

4 Express Yourself

Exam Close-up



H Read the *Exam Close-up*. Then look at the *Exam Task* and read all the options carefully.

I Now complete the *Exam Task*.

Exam Task

Choose the word or phrase that best completes the sentence.

- 1 That account no longer exists; it has been _____.
 - a disassembled
 - b deactivated
 - c dismissed
 - d discontinued
- 2 On most social networking sites, you can _____ videos to your page.
 - a raise
 - b place
 - c post
 - d make
- 3 I read the _____ under the photo and laughed out loud.
 - a capture
 - b captive
 - c captain
 - d caption
- 4 The greatest thing about online gaming is that it's _____.
 - a interactive
 - b communal
 - c two-sided
 - d associated
- 5 It's always a good idea to _____ friendships at work.
 - a harvest
 - b manage
 - c cultivate
 - d nourish
- 6 I hope virtual friendships are not the _____ of things to come.
 - a scheme
 - b form
 - c shape
 - d frame
- 7 Sonya tells her close _____ everything.
 - a comrade
 - b confidant
 - c confederate
 - d counsellor
- 8 The country's telecommunications _____ needs an overhaul.
 - a infrastructure
 - b framework
 - c support
 - d underpinning



Telecommunication masts in Washington, USA

- 'Using emoticons is childish and lazy.' Do you agree? Why? / Why not?
- Do you think that you should always ask someone's permission before tagging them in a photo on social media? Why? / Why not?
- Do you think the positives of globalisation outweigh the negatives? Why? / Why not?

Ideas Focus





Review 2

Units 3 & 4

A

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap.

The social basis of human survival

Humans live in interdependent societies where people (1) ___ together in groups for mutual aid and protection. We have always had a (2) ___ awareness that group survival means personal survival, that the individual benefits by supporting the group, because the group reciprocates by supporting the individual.

Our primitive ancestors worked collectively to hunt for food and to fight off (3) ___ of dangerous animals. They were nomads who lived in (4) ___ and followed seasonally available wild plants and game for their subsistence. These hunter-gatherers (5) ___ when food resources became scarce or the environment less hospitable.

When they learnt how to farm they were finally able to (6) ___ away with their nomadic lifestyle. They formed small permanent settlements where they (7) ___ crops for their sustenance and kept (8) ___ of livestock. Over time, the settlements grew. Now, super cities with millions of inhabitants dot the planet, but many people feel a greater sense of isolation and a very real disconnect from their fellow human beings.

- | | | | |
|----------------|-------------|-------------|-------------|
| 1 A form | B hold | C make | D band |
| 2 A conscience | B mindful | C conscious | D sensible |
| 3 A packs | B clans | C squads | D throng |
| 4 A factions | B tribes | C races | D unions |
| 5 A migrated | B journeyed | C emigrated | D evacuated |
| 6 A keep | B run | C do | D get |
| 7 A managed | B harvested | C nourished | D yielded |
| 8 A hordes | B crowds | C masses | D herds |

B

For questions 9–16, read the text below and think of the word which best fits each space. Use only one word in each space.

The digital divide

We are becoming over-exposed to technological gadgets. Parents are coming (9) _____ attack for unashamedly using tablets to babysit very young children or to (10) _____ them calm and settled. These little ones (11) _____ attracted by the easy-to-use interface and colourful, engaging apps. They soon develop the need for a constant feed of entertainment and (12) _____ be pacified without it. In (13) _____ likelihood, a crying fit will ensue if you try taking the iPad away from them.

All you (14) _____ to do is watch a group of grown-ups sitting around a table in a wi-fi-enabled restaurant or café to see that they are as addicted as their own children. The (15) _____ are they are not talking to each other, not in the real world at least. Technology has slowly eased its way into our lives and formed walls between individuals who (16) _____ communicate with each other but instead choose not to. If human communication is disrupted by this digital divide, what will become of us? What kind of adults will the tablet-wielding toddlers of today grow up to be?



Review 2

Units 3 & 4

C

For questions 17–24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the space in the same line.

Animal exploitation

Many people become vegetarians because they believe it is (17) _____ to kill animals. They argue that if we consider ourselves to be highly intelligent and (18) _____ beings who see killing as an (19) _____ act, then we should also defend the right of animals to live, and to do so free from pain and suffering. However, as the (20) _____ species on earth, we have denied other creatures the rights that we expect to have for ourselves. Animal rights (21) _____ are vocal in their condemnation of any form of animal exploitation. They strive to expose some of the (22) _____ practices employed in food production. They also make the valid point that human beings do not need meat in order to survive as there is a (23) _____ range of other food sources on the planet. Their (24) _____, on the other hand, claim that medical research, for example, would be held back without animal testing, and that in regard to food, it is only natural that we eat meat.

JUST
BENEVOLENCE
LAWFUL

DOMINATE

ACTIVE
BRUTE

DIVERSIFY
DETRACT

D

For questions 25–30, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between three and eight words, including the word given.

- 25 Cancelling his membership is the only thing we can do.

OPTION

We _____ his membership.

- 26 She's worried that if she quits, she won't find other work.

DARE

She _____ not finding other work.

- 27 I'm having trouble getting through to Faye's landline.

HOLD

I can't seem _____ on her landline.

- 28 We managed to do all the work by five o'clock.

GET

We managed to _____ by five o'clock.

- 29 There is a chance he hasn't checked his emails.

MAY

He _____ his emails today.

- 30 Brad and Ryan are very good friends indeed.

FAMOUSLY

Brad _____ Ryan.