READING An online article

4 Read the online article. What doesn't the writer mention?

1. the algorithms that influence what we see on social media
2. the educational benefits of social media
3. a historic social media event

Ice Bucket Challenge

SOCIAL MEDIA: Use It Well

It's not a good idea to cook chicken in cough medicine, set alcohol on fire, or climb steps made of plastic boxes. These are among the **dangerous** social media challenges which have caused injuries. In fact, only a tiny percentage of social media's billions of users try these kinds of things. Before social media, risky challenges also made their way around the world. In the 1950s, one challenge was seeing how many people could fit into a public phone box – but not many people attempted it.

The difference today is that as a result of our global Internet connections, challenges and trends circulate faster and far wider. Most are harmless, fun and **creative**, and build a sense of community, such as dance challenges. During the Covid pandemic, imaginary trips were popular, and people were able to create a holiday atmosphere at home.

Through social media, we can also find all kinds of people who we might not know in our daily lives. For example, it's a way for people with special needs to connect with one another and to educate others. Many have become social media stars – like Lucy Edwards, whose TikTok profile says *British Blind Girl*. Her account has got nearly two million followers and more than 300 million views of amusing videos showing how she does things such as cook and put on eye make-up.

In addition, social media may be a helpful tool for charities. The first thing to show this was the Ice Bucket Challenge. This effort to raise money for researching a disease called ALS went viral on Facebook and YouTube in 2014. More than 17 million people in over 140 countries uploaded videos showing themselves pouring a bucket full of cold water and ice over their heads.

According to a recent survey, 75% of TikTok users in their teens and early 20s become aware of news and social topics through posts on the app. Moreover, nearly one-third said that they'd wanted to learn more about a topic after seeing a post about it.

There are definitely problems with social media. But with responsible use, it can be a positive influence in our lives.

Lucy Edwards

Linguistic

Look at the adjectives *dangerous* and *creative* in bold in the article. The suffixes *-ous* and *-ive* are used to form adjectives from nouns and verbs. Add *-ous* or *-ive* to the words below to form adjectives. Pay attention to spelling.

1. act 2. fame 3. attract 4. courage

5 Are the sentences below true or false? Which words or sentences in the text tell you the correct answers?

1. Billions of social media users try dangerous challenges.
2. Most of the challenges on social media are risky.
3. Lucy Edwards has become popular on social media.
4. Using social media for charities was a new phenomenon in 2014.
5. About half of TikTok users in their teens learned more about a topic after they had seen a post about it.

6 Answer the questions.

1. Why does the article mention setting alcohol on fire?
2. How are today's challenges and trends different from those before the time of social media?
3. What is Lucy Edwards an example of?
4. What was the purpose of the Ice Bucket Challenge?
5. What is one benefit that teens get from using TikTok?

Reflection

What issues have you learned about through social media?

Digital INFOGRAPHIC

1. Look at the infographic. What social media site was launched a year before Facebook? What could users do?
2. How was Instagram different from the social media sites before it?

LIVEWORKSHEETS