

NAME : _____

CLASS : _____

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Social media is any digital tool that allows users to quickly create and share content with the public. It is designed to allow people to share content quickly, efficiently, and in real-time. Social media encompasses a wide range of websites and apps. While many people access social media through smartphone apps, this communication tool started with computers, and social media can refer to an internet communication tool that allows users to broadly share content and engage with the public. **A**

Anyone with internet access can sign up for a social media account. Most social media sites start with a user creating a profile, usually by providing a name and an email address. Once a profile has been created, users can create and share content. For instance, an Instagram user with a new account can take a picture and share it on their profile with a caption. They can use that account to share whatever content they choose to, and the content they share reaches anyone who visits their page or profile. **B**

Social media often uses "feed" that allow users to scroll through content. Social media companies use algorithms, based on a user's profile data, to determine the content that appears and the order that it appears in. The feed will include content from "followed" users, as well as from entities that pay to promote their content. **C**

There are many different types of social media, and many services could fit into multiple categories. Social networks specialize in connecting and exchanging thoughts, ideas, and content with other users—often with users who share tastes and interests for example like Facebook, Twitter, and LinkedIn. Media networks specialize in distributing content like photographs and videos. Instagram and YouTube are examples of this. While Discussion networks like Reddit are the ideal outlets for posts that can spark in-depth discussion among users. **D**

(adapted from : <https://www.thebalancesmb.com/what-is-social-media-2890301>)

A. The text above has four paragraphs (A-D). Which paragraph contains the following information. Write the correct letter.

1. The user of social media _____
2. How social media works _____
3. How to create an account in social media _____
4. The definition of social media _____
5. Types of social media _____

B. True or False. Read the statements below. If the statement is true, write T beside the sentence. If it is false, write F.

1. Social media initially can be accessed only through computers _____
2. We can share content on social media without registering an account _____
3. The substance that appears on social media are based on the popularity data that trending in particular area _____
4. We can use Instagram and YouTube to share a depth discussion among users _____
5. The content that you share on social media can be accessed by those who Visit your page _____

C. Choose the correct answer!

1. From the text we know that . . .
 - We have limitation to engage with the content share in social media
 - Internet communication is main requirement to access social media
 - Social media doesn't have feature to allow its user to explore the content
 - What is showed in our social media based on our profile data and user that promote their content
 - There is only one type of social media which use to share content like video and photographs

2. The second paragraph mainly discussed about. . . .
 - The features of social media
 - The types of social media
 - The important of social media
 - The accessibility of social media
 - The impact of social media towards its users
3. The writer purpose of the text is
 - To inform readers about how to use social media
 - To entertain the readers by describing social media
 - To explain how social media works
 - To persuade readers to create account for social media
 - To describe about social media in general
4. "... to determine the content that appears and the order that it appears in." (paragraph 3)
 The underlined word refers to
 - Social media platforms
 - Social media applications
 - Social media users
 - Social media contents
 - Social media usages

D. Match the words on the left with the correct meaning on the right

- | | |
|----------------|-----------------------------------|
| 1. Thought | ○ widely, openly |
| 2. Content | ○ involve, participate |
| 3. Engage | ○ procedure for solving a problem |
| 4. Encompasses | ○ idea, notion |
| 5. Allows | ○ decide , establish |
| 6. Algorithm | ○ arrive, extend, come |
| 7. Entities | ○ unit, object, form |
| 8. Broadly | ○ subject, topic |
| 9. Determine | ○ provide, enable |
| 10. Reach | ○ cover |

E. Choose the correct word from the left column above to complete the following sentences.

1. The aim of our study was to _____ what is true, not what is practicable
2. As a senior university students, He _____ in various activities
3. The new regulation is _____ applied in all regions to prevent the spread of the virus
4. I haven't given it much _____ about what I'm going to do after graduation
5. Though I have read that poem several times, I still don't understand its _____
6. A fog of mystery _____ this fraternal organization, which is known for its secret rituals