

HOW TO CHANGE THE WORLD BY BEING AN INFLUENCER (Part 1)

<https://edpuzzle.com/media/65676c85e9334841b6a7bc1b>

I. NUMBERS. Listen to the video and write the missing numbers.

Two and a half	seven	two and a half	350 million	Half	a billion
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- ★ In 2009 Facebook had _____ active users.
- ★ Today Instagram has about _____ active users.
- ★ Facebook has _____ active users.
- ★ _____ of the world is on some kind of social media platform.
- ★ According to research of 2019, we spend _____ hours per day per user
- ★ By the end of our lifetime, the Bureau of Labour and Statistics is predicting that this generation of users will have spent _____ years of their lives on social media that's more than housecleaning, shopping, in-person socialization combined.

II. (1:20) EFFECTS OF SOCIAL MEDIA. Note down the adjectives the speaker uses to describe how people feel after interacting on social media.

- ❖ 50% of social media users would say that they feel : a _____ or e _____ after interacting on social media
- ❖ Other people indicate they feel e _____, depressed, i _____, lonely, d _____ with life.
- ❖ University of Pensilvannia correlated the _____ time we spend on social media the _____ the likelihood of negative effects on our physical health, on our mental health and on our general life satisfaction.

III. (2:20) Listen to this part of the video and answer the question.

What other perspective does the woman want us to take when we log in to social media?

IV. (3:07) Tick the examples the speaker gives to describe how our culture tells us that an influencer is:

- ☐ Visions of a fire festival and boats going to islands that don't exist
- ☐ People sharing their lives
- ☐ Young people playing video games while giving their opinion on different topics
- ☐ Many women or fashion influencers who are showing you what they are wearing in front of a mirror
- ☐ People commenting on what other people do.
- ☐ One person who continually pops to the top of your feed trying to sell you a product you don't want and you don't need

V. (3:37) What does the dictionary say? Fill in the gaps.

Influence:
The _____ to have an _____ on
the character, behaviour, or development of someone or
something.

What is the conclusion the speaker reaches from this definition?

VII. In pairs, discuss what the speaker means when she says we can all be influencers. How?