In this unit, you will ...  
• Talk about media use, computer equipment, and online business.
• Use thinking skills: analyze and evaluate.
• Read about social media use and employment.
• Use strategies to keep talking by showing interest and asking follow-up questions.
• Use critical thinking skills to analyze the pros and cons of a digital detox.
• Follow a social media marketing manager to learn about this job and the skills needed for this industry.

1 Think of words about social media and the internet. Write the words or draw the icons of apps you use.
2 In pairs share and compare your information. Add more words to your lists.

In this unit, you will...  
• Talk about media use, computer equipment, and online business.
• Use thinking skills: analyze and evaluate.
• Read about social media use and employment.
• Use strategies to keep talking by showing interest and asking follow-up questions.
• Use critical thinking skills to analyze the pros and cons of a digital detox.
• Follow a social media marketing manager to learn about this job and the skills needed for this industry.

WHAT DO YOU ALREADY KNOW?  
If you notice students are struggling to understand what to do, you can provide one or two examples to help them get started:
• Gadgets: smartphone, tablet, webcam
• Popular apps: WhatsApp, Facebook, Twitter, Instagram

Before viewing, ask:
How does Sonya like to stay connected? online and on her phone
How does Alex like to stay connected? face-to-face

After viewing, put the continuum on the board.

devices —— face-to-face
Have students mark the continuum and explain how they stay connected.
LESSON 1 You and Social Media

READING
A IN PAIRS: Discuss the social media apps you use and how often you use them.

A: I use ... every day. B: I never use ...

B 6.01 READING SKILL—Predict Information: Read the article and guess the missing information. Then check your answers below.

Social Media Use and Employment

Do some things on social media make you feel good? Young adults are spending a lot of time on social media these days. According to Statista, about 1.2 billion people use social media. Are you surprised? That's about one-third of the world's population. In the US, around 2.6 billion people aged 16 to 24 have social media accounts. On average, they spend 162 minutes per day—almost two hours—on social media. China has more social media users than any other country—596 million. That number is growing all the time.

Many people are afraid that employers are getting information about them from social media. This information can make them feel embarrassed. A study by Statista from 2017 shows that 61% of employers look at social media profiles on a first impression. So, be very careful and check your settings. Keep your social media profiles for family and friends only.

Reading more

VOCABULARY

A Read the sentences (1–4) and match the words in bold to the emojis (a–d). Write the letter.

1. 2.5 billion people use social media! Really?
   a. 😃
   b. 😳
   c. 😡
   d. 😈

2. I'm embarrassed when I tell people I don't use social media...
   a. 😖
   b. 😃
   c. 😭
   d. 😤

3. I'm mad when there are ads on social media sites all the time ...
   a. 😖
   b. 😄
   c. 😡
   d. 😞

4. Don't be afraid to take a break from social media ...
   a. 😖
   b. 😄
   c. 😅
   d. 😃

B THINKING SKILL—Analyze: Which of these opinions do you agree with? Why?

1. Social media friends are not real friends.
2. Social media is a great way to share information.

MAKE IT YOURS

Which emojis do you use most often? Send an emoji to a classmate to say how you are feeling. Ask that person to say in English how you are feeling.

VOCABULARY

Ask students what other emojis they use to communicate emotions. Additionally, ask them about shorthand. What shorthand do they use to communicate emotions—for example, LOL (laughing out loud)? Do they use shorthand in their own language, or have they adopted English shorthand in their everyday lives?

Some popular social media apps are:
- Facebook: for keeping up with friends.
- Instagram: for posting photos.
- Snapchat: for sending pictures and messages.
- Twitter: for posting short messages, photos, and videos.

Students should be aware of their settings on social media: they should activate privacy settings so only those they know will be able to see their information. You may like to discuss other apps that students use every day.

GRAMMAR present progressive

Young adults are spending a lot of time on social media these days. Employers are now using social media sites. They're getting information about future employees.

1. Use the present progressive for things that are happening every day. For example:
   - They're getting information about future employees.
2. Form the present progressive with the verb be + ing / infinitive. For example:
   - They're getting information about future employees.
3. When a verb ends in –y, remove –y and add –ing. For example:
   - I'm thinking about the exam tomorrow.
4. When a verb ends in a vowel + consonant, double the last consonant and add –ing. For example:
   - I'm becoming older. I'm becoming older.
5. When a verb ends in –e, change the –e to –ing. For example:
   - I'm looking at things online.

Complete the conversation with the present progressive.

Jenny: Hi, Gemma. 1 What are you doing / doing / doing / doing? Gemma: Oh, I'm / I'm looking at things online.
Jenny: Why aren't you studying / not studying / doing / not doing? Gemma: I'm / I'm taking a break. So what's up?
Jenny: I'm / I'm calling / calling / calling / calling you because I need help.
Gemma: Are you worried about the exam tomorrow?
Jenny: No, I'm / I'm buying / buying / buying / buying some new shoes online. Can you look at them?
Gemma: Sure!

C IN PAIRS: Role-play a phone conversation. Talk about what you are doing now and how you are feeling.

SPEAKING

A Complete the table with the things you usually do at these times and days.

<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B IN PAIRS: Ask and answer questions about what you are doing at these times. Use the Confident Communicator box to help you.

A: It's 7 a.m. on Sunday. What are you doing?
   B: I'm sleeping.

A: And how are you feeling?
   B: I'm relaxed.

C: To ask about feelings, say: Are you OK? Is everything all right?
   D: What's the matter?

To describe how you are feeling, say: I'm feeling ... today / I'm sad about ... / I'm happy about ... / I'm tired / I'm sleepy / I'm hungry.

Extra Practice

To practice the present progressive further, have students work in pairs and wonder out loud what people they know are doing right now. For example, I know my mom is working. She's probably answering emails and talking on the phone. My dad is probably having lunch, and so on. Have them look for coincidences. For example, A: My dad is traveling to work. He's driving now. B: Mine, too!
**LESSON 2**

**Vlogging**

**VOCABULARY**

<table>
<thead>
<tr>
<th>technology equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>microphone</td>
</tr>
<tr>
<td>headphones</td>
</tr>
<tr>
<td>keyboard</td>
</tr>
<tr>
<td>webcam</td>
</tr>
<tr>
<td>mouse</td>
</tr>
</tbody>
</table>

**LISTENING**

A IN PAIRS Match vlog types from the box to the pictures.

- computer gaming
- food
- product reviews
- travel

**GRAMMAR**

**Extra Practice**

Listen to the vloggers and match them to the vlog types in A.

1. Speaker 1: food speaker
2. Speaker 2: travel speaker
3. Speaker 3: computer gaming speaker
4. Speaker 4: product review speaker

C 6.03 LISTENING SKILL—Listen for fact and opinion. Listen and choose Fact or Opinion.

1. Fact / Opinion
2. Fact / Opinion
3. Fact / Opinion
4. Fact / Opinion

D THINKING SKILL—Evaluates. Discuss the statement. Do you agree? What do you think makes a good vlogger?

A good vlogger is like the boy or girl next door—someone who feels like I do about things.

**CULTURE NOTE**

You may want to define vlogging for the class. A vlog is a video blog that is posted online.
Lesson 3  Buying and Selling Online

Listening

A  Check (/) the things you like to buy and sell in online stores.

- books
- clothes
- electronics (smartphones, headphones)
- music, movies, video games
- sports equipment (soccer balls, athletic shoes, baseball bats)
- other...

B  6.04 Listening Skill—Listen for the main idea. Listen to an interview with an internet business owner. Then answer the question.

1. What does he buy and sell?
2. How old is he?
3. Where does he buy and sell items?
4. How much money does he make per item?
5. What is his day job?

C  6.04 Listen again and answer the questions.  
1. How old is Luca?
2. Where does he buy and sell things?
3. How much money does he make per item?
4. What is his day job?

D  Thinking Skill—Evaluate some of the differences between shopping online and shopping in a store. What do you prefer? Why?

Vocabulary  Technology Phrases

- send a text message
- upload pictures
- post comments
- update my profile
- take a selfie
- go viral

B  Match the phrases from A (1–6) to the definitions (a–f). Write the number.

a. take a picture of yourself on a smartphone
b. write your opinion about something online
  1. communicate by typing on your smartphone
  2. copy a picture to the internet
  3. put new information about yourself on a social media site
  4. use /ŋ/ sound
  5. thin thing

Listening

A  6.05 Listen and complete the phrases with words from the box.

- go
- send
- post
- take
- update
- upload

1. send a text message
2. upload pictures
3. post comments
4. update my profile
5. take a selfie
6. go viral

B  Listen to an interview with an internet business owner. Then answer the question.

1. How old is he?
2. Where does he buy and sell items?
3. How much money does he make per item?
4. What is his day job?

C  Write A or B.

This ad...
1. uses positive adjectives
2. doesn’t use complete sentences
3. doesn’t use the same phrases for every sentence
4. gives information that isn’t important

D  Write a social media ad for something you want to sell online in your notebook.

Writing

A  Check (/) the details to include when you want to sell a product online.

- information about the product (name, type, color)
- what it does (takes pictures, plays music, etc.)
- condition (new, excellent, used, never used, etc.)
- where it is from
- why you’re selling it
- the price

B  Read and compare the two social media ads. Then discuss the questions.

1. Which ad do you like more?
2. Which ad makes you want to buy the headphones?

C  Write A or B.

This ad...
1. uses positive adjectives
2. doesn’t use complete sentences
3. doesn’t use the same phrases for every sentence
4. gives information that isn’t important

D  Write a social media ad for something you want to sell online in your notebook.

Speaking

A  Write sentences in your notebook about how you use technology and how often you use it.

1. I upload pictures to my social media profile about once a week.
2. I don’t take selfies on my smartphone.
3. I check my notifications on my smartphone.

B  In Group: Discuss your online activity and how you use technology. Use the Confident Communicator box to help you.

Discuss online purchasing disasters you and your students have had. Ask Have you bought something that didn’t fit and had trouble returning it? Have you bought something that arrived damaged? What about quality? Have you bought something that looked very different in real life from how it looked in the photo?

Listening Skill—Listen for the main idea

In English, the main idea usually comes early in the conversation, and then supporting details follow. This can be different in other languages. In Spanish, often the supporting details lead up to the main idea.

Value Practice saying the phrases with the correct intonation. Then have them use the phrases in Who– questions. For example, How many times a day do you send text messages?

Before starting this section, encourage students to doodle, draw icons and charts, and write sentences about how they use technology and how often they use it. Encourage them to jot down as many ideas as they want to. Draw students’ attention to the vocabulary on the previous page and let them know they can use the phrases they learned. Tell them they don’t have to use all the ideas they wrote down—it will become clear to them which ideas are the best ones for the speaking activity.

Writing

After completing the writing exercises, do a gallery walk. Ask students to post their social media ads around the room and have everyone circulate, reading them as if they were viewing exhibits in an art gallery. You may want to give students play money and they could bargain for the things they want to “buy.”
Critical Thinking – A Digital Detox

### Digital Detox

**How to Do a Digital Detox**

**June 21 12:10**

Marcia Estefan (DJ Blade), 23, is a club DJ from Brasilia. She is also studying to be a doctor. “I use my smartphone. You learn to leave your phone at home sometimes. I never go out without my phone. I often take my phone to the bathroom. I send messages while I have breakfast. I check social media before I get out of bed. Did you check three or four? Then, it may be time for a digital detox. Mandy Morgan, a social media expert, gives us this advice…”

Marcia doesn’t use her phone often. She rarely takes it out with her in the evening. “It makes me think about how I use technology and that’s a good thing.”

Morgan says that a seven-day detox helps with your sleep, your studies, and how you feel. She asks people to check their screen time and count how many times a day they pick up their phone. When you do a digital detox, you don’t have your phone all the time. For seven days, you practice when and where you use your smartphone. You learn to leave your phone at home sometimes.

### Before the Digital Detox

- Screen Time Per Day: 3 hours 20 minutes
- Picks Up Her Phone: 16 times a day

### After the Digital Detox

- Screen Time Per Day: 1 hour 50 minutes
- Picks Up Her Phone: 2 times a day

| 1 | Mandy Morgan says tech devices are bad for your health. | Yes / No |
| 2 | You do a digital detox for one month. | Yes / No |
| 3 | A digital detox can help you in different areas of your life. | Yes / No |
| 4 | Marcia thinks that doing a digital detox is a good idea. | Yes / No |

### Pros (+)

- We know what our family/friends are doing
- The internet helps us study/learn

### Cons (–)

- It’s difficult to do a digital detox
- We play games instead

### CULTURE NOTE

In Latin America, smartphones have proliferated. Some advantages to everyone carrying a phone in their pocket is that when crimes are spotted, often video evidence is taken. The downside of it is that there can be grave invasions of privacy. Trolling, fake news, and cyberbullying are the worst elements of the social media age.

### MAKE IT DIGITAL

Record a video on your smartphone about how you feel after a digital detox. Share your videos as a class. What did your classmates think?
UNIT REVIEW

Vocabulary Review

A. Choose the correct option.

1. Do you want to play / go / take a selfie with me?
2. I’m very afraid / mad / embarrassed. My new printer doesn’t work.
3. Please post / download / take a comment after you read my blog.
4. I always use my smartphone to play / send / do a text message.
5. Please use my laptop to create / play / go on an online profile.
6. It’s easy to download an app with this headphones / tablet / webcam.
7. I sometimes use my desktop to go / read / upload a picture.
8. I’m surprised / afraid / embarrassed. She is giving away her new song.
9. I be / use / update my profile online once or twice a month.
10. Look into your mouse / webcam / keyboard to make a video.

Grammar Review

A. Complete the conversation with the correct simple present or present progressive form of the verb in parentheses.

Clare: Hey! What 1 ______ (are) you doing (do)?
Matt: Not much. I 2 ______ (am watching) (watch) a movie. You?
Clare: I 3 ______ (am studying) (study) at the library.
Matt: Again?
Clare: You know I usually 4 ______ (come) (come) here after class. Quick question: 5 ______ (do) you use (use) headphones with your laptop?
Matt: Sure. I 6 ______ (am using) (use) them right now.
Clare: What kind?
Matt: They’re called AudioPlus. Electronics World 7 ______ (sells) (sell) them.
Clare: Good to know. I need some. The people here are noisy! They 8 ______ (are talking) (talk) a lot. They 9 ______ (aren’t studying) (not study)!
Matt: Well, get these. They always 10 ______ (work) (work) great!
Clare: Thanks! Gotta go—see you tomorrow.

TOTAL SCORE: / 20

WHAT DO YOU KNOW NOW?

Look back at page 57 and add the words you know now to the box.

FOLLOW A PRO

Marketing

Take the quiz about marketing. Go to Follow A Pro on page 132 to find the answers. Then learn more about the marketing field.

1. In New York, around ______ people work in marketing full-time.
   a 17,000 b 31,000 c 52,000
2. More customers go to a website when the company has a regular blog.
   a true b false
3. How do 90% of businesses respond when customers complain?
   a by email b by phone c by social media
4. When customers have a bad experience with a company, about 4% complain. What do the other 96% do?
   a They buy the product again. b They tell their friends. c They never buy from that company again.

FURTHER DISCUSSION

Put students in groups of three and ask the following questions for them to discuss:

• Are you addicted to your gadgets?
• Do you have all your information backed up?
• What would you do if your phone was stolen?
• Do you follow any vloggers?
• What do you spend most of your online time doing?
• Are you concerned about the health effects of excessive screen time?