

READING

Before you read the article, guess the answers to the questions in the comprehension section. Then read the article to check your answers.

**Online Advertising**

There are more than four billion internet users in the world and over three billion users of social media, according to Simon Kemp (We Are Social website, 2019). Companies spend more than \$50 billion per year to advertise their products on social media. Many companies are spending less each year on TV and radio advertising and more on online advertising.

How does online advertising work? First, the types of ads you see online are connected to the words you use in your internet searches. For example, if you often look for information about pets, many of the ads that you see on your screen are for products for pets. Second, advertisers have very specific information about internet users, like age, where you live, job, and interests. That means that they can post ads for products that are interesting to each internet user.

We usually think that companies use online advertising only to sell products on the internet. However, online advertising also works for stores. When a store advertises online, more people visit the store.

Is online advertising good or bad for internet users? A lot of people do not like the idea that social media sites sell their personal information to advertisers, but other people like seeing ads for the types of products and stores that they are interested in.

ad (n): an advertisement on television, radio, the internet, etc.

post ads (v): to put up ads on the internet to make them public

VOCABULARY

Complete the sentences with the words from the box.

advertising connected internet search products users

- 1 My phone is _____ to my Wi-Fi service.
- 2 To find information, do a/an _____.
- 3 Read reviews before you buy _____ online.
- 4 Most young people are social media _____.
- 5 Companies use _____ to sell their products.

COMPREHENSION

Scan the article and choose the correct option.

- 1 The number of internet users in the world is more than ...
a one billion. b three billion. c four billion.
- 2 The number of social media users in the world is more than ...
a one billion. b three billion. c four billion.
- 3 The amount of money that companies spend for advertising on social media each year is more than ...
a \$800 million. b \$10 billion. c \$50 billion.
- 4 The types of ads that you see online are connected to your ...
a internet searches. b personal information. c both
- 5 Online ads advertise ...
a products. b stores. c both

THINKING

Are you a good customer for online advertisers? How often do you buy products or visit stores that you see online?

READING

Read the article about the internet and tourism. How do many people choose their destinations now?

Social Media and Tourism

The internet is changing tourism and the tourism industry. People now use the internet and social media more than they use services like travel agencies to make decisions about where to travel and what to do when they arrive. There are several big changes in how people make travel decisions.

People go online to read reviews of places, tourist activities, and services before they choose a destination. Most young people now plan their vacations based on the reviews of their social media contacts or reviews on online travel sites. They read about travel experiences and look at pictures that travelers post online. They usually don't choose their trips based on advertising or suggestions from a travel agent.

Because almost all young people post pictures and videos of their travel experiences, many hotels and resorts are now using social media to post real pictures and videos of their guests. They use these in place of traditional advertising, so the internet is really a free advertising service for them.

The internet also helps tourism businesses have better customer service. Businesses can read reviews of their services or products on their social media sites. This gives them information about things that customers really like and don't like. Social media also gives tourist destinations information about why people are visiting them and what they like doing there.



make decisions (v): to make choices after thinking about different options

based on (adj): using ideas or facts to make a decision

VOCABULARY

Complete the definitions with the words from the box.

customer service review tourism industry travel agency travel agent

- 1 _____: a business that helps people plan trips
- 2 _____: the part of a company that gives information to customers and helps with problems
- 3 _____: a type of article that gives a person's opinion of a product or service
- 4 _____: all of the different types of businesses that sell services to tourists
- 5 _____: a person who helps people plan trips

COMPREHENSION

Answer the questions.

- 1 What do people use the internet to make decisions about?

- 2 What do people read online before they choose a destination?

- 3 Why are many hotels and resorts now using social media?

- 4 What does the internet help tourism businesses do?

- 5 What kind of information does social media give tourist destinations?

THINKING

Which of the following things do you usually post on social media? Pictures? Your experiences? Reviews of products or places?

READING

Read the blog from a social scientist. How has social media changed your friendships?



Karina Walters, PhD
Social Sciences Research Group

Friends or “Friends”?

Today, I’m writing about friendship and social media. How many “friends” do you have on social media? Ten? Fifty? Hundreds? Are most of your social media friends also your friends in real life?

There are a lot of good things about social media, but there are also some problems with it. First, the time that you are on social media each day is time that you are not talking to friends or family face-to-face. Second, communication of feelings can be hard on social media because we can’t see body language. This can be a problem. Third, you have to be careful with your personal information on social media. It can be dangerous to give information about where you live, where you go out with friends, or even where you go to school.

However, social media can be very positive for friendships. You can talk to friends or family members who live in other

places. You can meet and talk to people in other areas of your country or in other countries. This is a very good way to learn about other cultures. If you are learning a language, you can talk to people who speak that language. Finally, social media is a good way to meet people in your profession and to find out about possible jobs.

So have fun with social media, but save time for face-to-face communication, too. It’s important to have friends and not just “friends.”

VOCABULARY

Complete the sentences with the words and phrases from the box.

body language communication face-to-face friendship on social media

- 1 When you talk to someone in person, not on the phone or on social media, you are talking _____.
- 2 To be friends with someone is to have a/an _____.
- 3 When you are *using* social media, you are _____.
- 4 Writing and talking are forms of _____.
- 5 When you move your arms or your face to express feelings, you are using _____.

Going Viral

COMPREHENSION

Match to complete the sentences.

- | | |
|--|---|
| 1 Many social media friends _____ | a communicate feelings. |
| 2 If you are on social media, _____ | b for friendships. |
| 3 Body language helps us _____ | c you are not talking to people face-to-face. |
| 4 On social media, you shouldn't give too much _____ | d are not friends in real life. |
| 5 Social media is positive _____ | e personal information. |

THINKING

Think about the questions in the first paragraph of the blog. What are some differences between a friend and a social media "friend"?