

1 GATHERING

Discussion point

Discuss with a partner.

- 1 Which statistic in the infographic surprises you the most? Why?
- 2 How has social media influenced or changed shopping habits?
- 3 Do you find targeted advertising on social media useful or invasive? Why?

SOCIAL COMMERCE

E-commerce



Over 60% of Internet users around the world bought something online last year.

\$370 billion spent online in 2016.

\$615 billion expected to be spent online by 2020.

4.1 billion social media users on the top 8 social media networks in 2016.

Social media



If Facebook were a country, it'd be the biggest country in the world with 1.7bn users.

\$26bn spent on social media ads in 2016.

35% of people use social media sites to find goods to purchase.

70% of 18–35 year-olds say social media influences their clothing purchases.

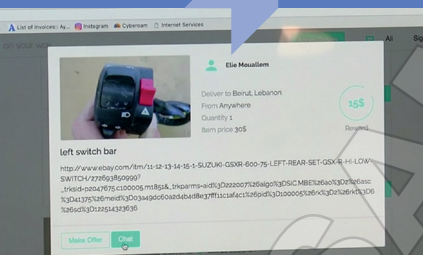
Over 60% of marketers advise their clients to invest heavily in social commerce.

Less than 20% of Americans surveyed say they have used click-to-buy buttons on social media sites.

Social commerce potential



VIDEO



A LEBANESE START-UP

Before you watch

Match the words in bold with the correct definitions.

- 1 **anchor** (n)
a the process of buying and selling something
- 2 **founder** (n)
b a person who reads the news
- 3 **transaction** (n)
c effective, able to succeed
- 4 **viable** (adj)
d someone who starts an organization, business, etc.



A young businesswoman using a smartphone in the city.

While you watch

Watch the video and choose *T* (True) or *F* (False).

- 1 *On Your Way* helps people import Lebanese products. T / F
- 2 The majority of their customers are men. T / F
- 3 *On Your Way* offers its services for free. T / F
- 4 *On Your Way* is a great way for regular travelers to make money when they travel light. T / F

After you watch

Work in a group. Discuss the questions.

- 1 Would a service like *On Your Way* be useful for you?
- 2 Would you be happy to fulfil an *On Your Way* request for somebody? Why / why not?
- 3 Can you foresee any issues a cross-border courier service like this may face?
- 4 What impact do you think a service like *On Your Way* could have on online retailers?

The rise of crowdfunding

A Vocabulary preview

Complete the paragraph with the words in the box.

backers crowdfunding entrepreneur equity
philanthropic start-up tangible venture capital

Less than two decades ago, any ¹_____ with a new idea would have had to go to a ²_____ company or similar to receive funding for their ³_____ project, giving up a significant share of the ⁴_____ in exchange. These days, they have another option—⁵_____—a model that allows small businesses to attract online ⁶_____ who each invest small amounts of money in return for either a ⁷_____ reward, such as a copy of the finished product, or a ⁸_____ reward, such as helping someone in need.

B Before you read

Work with a partner. Discuss the questions.

- 1 Why do you think crowdfunding has become such a popular means of gaining investment?
- 2 What do you think makes a successful crowdfunding campaign?

C Global reading

Read *The rise of crowdfunding*. Complete the interview with the questions (a–f).

- a What else, other than a lack of video and updates, can result in a failed campaign?
- b What should users do to give their start-up the best chance of achieving their targets?
- c Why is crowdfunding a more attractive way of getting investment these days?
- d The Keep-it-all model is clearly more beneficial, but does it work for all campaign types?
- e What type of reward should entrepreneurs offer potential investors?
- f How sure can I be that I'll get that large amount of funding I want?

Activating prior knowledge

Preparing to read

The rise of crowdfunding

Journalist Sarah Finch interviews the economist Thomas Kerr about the rise of crowdfunding and how to run a successful campaign.

Sarah:¹ _____

Thomas: Crowdfunding allows entrepreneurs to bypass venture capital companies and reach a large number of potential investors online; where geography no longer matters. However, it's worth considering what level of investment you need. Last year, crowdfunding raised \$4bn for entrepreneurs in the U.S., yet venture capital firms invested over \$60bn. So, while crowdfunding may be an attractive option, investment from venture capitalists is still much higher. The latter is certainly something I'd recommend to entrepreneurs with large projects, or those who need expertise and support to help get their project off the ground.

Sarah: Let's imagine I decide to go down the crowdfunding route.² _____

Thomas: Firstly, you need to be realistic about how much money people will be willing to invest in your project. Kickstarter—one of the best-known crowdfunding sites—says that of the total projects that have been successfully funded on the site to date, 69% have raised less than \$10,000. Only 3% of projects have raised over \$100,000 and just 0.2% have raised \$1 million. That suggests crowdfunding is more appropriate for smaller projects than large companies, even if it's the latter that get more attention in the media. It's also important to consider that Kickstarter campaigns currently have around a 35% success rate, meaning that 65% of projects fail to get the funding they need.

Sarah:³ _____

Thomas: Research has shown that when it comes to more traditional types of investment, perception of quality is highly significant as investors use it to predict how much of a return they may get on their investment. Research carried out by Mollick at the University of Pennsylvania has indicated that the same is true of crowdfunding projects—those that were perceived to be of a higher quality were far more likely to hit their investment goals. Successful campaigns were also aided by videos explaining the product and frequent updates, particularly in the early stages. In fact, for many projects, a well-produced video pitch is a necessity. For example, I recently saw a campaign for a product called Flic—a small button in your house that allows you to wirelessly control apps on your phone. Now, read or hear that description and it means very little, but watch the video and within the first ten seconds you know exactly what it is and how it can benefit you. Of course, it's important to remember that not all campaigns involve start-ups—existing entrepreneurs have been known to turn to crowdfunding to get funding for new ideas. There are notable examples in gaming where designers wanted to pursue passion projects that publishers didn't want to make. There are also experienced scientists looking to fund research.

Sarah:⁴ _____

Thomas: Mollick found that spelling errors, asking for too much investment, and having too long a deadline gave the perception that the project was low in quality and this reduced the success rate. However, it's not just quality that has an impact. Several studies have shown that without an effective

network, an entrepreneur is likely to be unsuccessful in his or her campaign. This is true whether you're seeking venture capital or crowdfunding. With the latter, it's your social, online network that can make the difference. 30% of a crowdfunding campaign's investment comes from friends and family, showing just how vital they are. They start off the bidding and then tell others about it. If you don't know enough people to do that for you, your campaign won't develop much momentum.

Sarah:⁵ _____

Thomas: There are four types of campaigns, not all of them offering a tangible benefit. Lending-based campaigns and donation-based campaigns are more philanthropic, especially the latter where the money goes towards scientific research or humanitarian projects. Equity-based campaigns, where investors get a share of the company in return for their investment, and reward-based campaigns are those which offer tangible rewards. The latter are the most common type and generally offer the investor a copy of the product they've backed or the opportunity to consume it; for example, to see the film that was produced. Researchers from the University of North Carolina have found that offering different tiers of rewards also helps to attract funding. Tiers give people the opportunity to decide how much money to invest and what they'd like to receive in exchange. For example, backers at higher tiers often receive limited editions of the product or promotional merchandise. Interestingly, a study in Asia found that people motivated by helping others tended to invest early, whereas those motivated by the promise of reward were late investors, so adding late rewards in the final days of the campaign can help projects get across that investment goal line.

Sarah:⁶ _____

Thomas: With a Keep-it-all model, entrepreneurs keep any money invested, even if the target investment isn't reached. Although this sounds more beneficial to the entrepreneur, these campaigns are perceived as riskier and tend to be less successful as a result. Backers invest on the understanding that if the project doesn't reach its target, the product may never be made and they will lose their money. All-or-nothing campaigns are perceived as less risky as investors know that if the campaign doesn't achieve its target, they get their money back. I'd say that it's worth selecting the Keep-it-all model for small projects, but I would definitely recommend the All-or-nothing model for larger projects that are looking for greater investment.



Understanding assumptions
in questions

D Close reading

Interviewers often use assumptions in questions to encourage the interviewee to give a desired answer. Sometimes this works, and the interviewee confirms the assumption. However, sometimes the assumption is false and the interviewee corrects it. For example;

Q: *How can women compete successfully against men when running a crowdfunding campaign?*

(assumes that women are less able to run a successful campaign)

A: *Research shows women attract less venture capital funding. However, one study suggests they are around 10% more likely to achieve their target investment than men when crowdfunding.*

(interviewee corrects the false assumption using research and a statistic)

- 1 Read the questions in *The rise of crowdfunding* again. Identify the assumption the journalist makes in each.
- 2 Read the economist's response to each question.
 - 1 In which does he correct the journalist's assumptions?
 - 2 What evidence does he provide to support each correction?
- 3 Complete the sentences below with one word from the interview.
 - 1 Crowdfunding makes _____ irrelevant when finding possible backers.
 - 2 Research indicates that crowdfunding best suits _____ campaigns.
 - 3 Effective campaigns include video pitches and regular updates in the _____ stages.
 - 4 An entrepreneur needs a good _____ to help promote and invest in their campaign.
 - 5 Studies suggest that having reward _____ makes a campaign more attractive.
 - 6 Investors see Keep-it-all campaigns as _____ than All-or-nothing campaigns.

E Critical thinking

In a group, discuss why you think women are less successful than men at attracting capital investment, but more successful at attracting crowdfunding.

Study skills Proof-reading

STUDY SKILLS

When writing, you should edit your draft until you are happy with it. Then do some final proof-reading.

- Read it once again aloud—does it make sense?
- Look for mistakes such as typing and spelling errors. Look up doubtful spellings.
- If you used a spellchecker, check for words that are not misspellings but which are not the word you want to use (e.g., there/their).
- When proof-reading for grammar, punctuation and spelling, it can help to work backwards through your writing to avoid drifting into skim-reading.
- Note down certain errors you make regularly and be particularly careful in checking them.

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- 1 Read the excerpt below aloud. Does it make sense? Does reading aloud help you to answer this question more easily?

The rise of crowdfunding has positively contributed to the economy. Mollick (2016) surveyed 61,654 Kickstarter projects that had achieved their target investment of over \$1,000 between 2009 and 2015. He found that, 5,135 full-time jobs has been created by these projects in addition to the creator's jobs. Furthermore, around 4,994 new companies or partnerships has been created with around 4,130 still in operation in 2016. While no further revenue was generated by 30.8% of projects once their campaign had finished, the other 59.2% generated a total revenue of \$3.4bn outside of Kickstarter. This means that, for every dollar that was bid in Kickstarter, an average of \$2.46 revenue were raised outside of the site. As these statistics represent just one of many crowdfunding sights and only 30% of the 61,654 projects responded to Mollick's survey, they demonstrate that crowdfunding has had a significant economic impact since it's inception.

- 2 Read the paragraph again and correct the eight errors. Categorize them into:

- 1 grammar errors
- 2 punctuation errors
- 3 spelling errors
- 4 words spelled correctly but incorrectly for the sentence context (e.g., *there / their*).

- 3 Work with a partner. Discuss the questions.

- 1 Did you find the strategies in the skills box useful when proof-reading the paragraph? Why / why not?
- 2 How can you approach this when proof-reading your own work?

Are online “friends” a threat to development?

A Vocabulary preview

Complete the definitions with the words in bold.

- 1 I'd actually class him as more of an **acquaintance** than a friend.
 - 2 Research links smartphone addiction to **anti-social** behavior in adolescents.
 - 3 Critics are concerned that social media is turning us into **narcissists**.
 - 4 **Ties** between families have strengthened in the social media age.
 - 5 **Adolescents** are negatively influenced by their online peers.
 - 6 It's important to **nurture** both our online and offline relationships.
 - 7 Despite living in a **hyper-connected** society, we are more alone than ever.
 - 8 I'd argue that social media actually promotes **empathy**.
- a _____ (n) relationships or connections with a person or place
- b _____ (v) to help someone or something to develop
- c _____ (n) someone you know a little, who isn't a close friend
- d _____ (adj) always linked to people via technology
- e _____ (n) people who admire themselves too much
- f _____ (n) children who are changing into young adults
- g _____ (adj) showing a lack of care for others or society in general
- h _____ (n) the ability to understand or imagine how someone feels

B Before you read

With a partner, discuss the advantages and disadvantages of young people using social media. Then decide whether the former outweigh the latter.

C Global reading

Identifying the writer's position

To identify if the writer agrees or disagrees with a viewpoint, look for:

- positive or negative adjectives or adverbs (e.g., *not credible, interestingly*)
- opinion language (*agree, disagree, true, untrue, believe, view*)
- linking phrases and signposts (*however, therefore, although, in fact*)

Read *Are online “friends” a threat to development?* Which two statements describe the writer's position on social networking?

- 1 Young people are losing their face-to-face friends.
- 2 There are advantages to having online friends.
- 3 People reveal too much information online.
- 4 Social networking is changing young people's personalities.

Are *online* “*friends*” a *threat* to development?

READING 2

› An excerpt from *Nurturing a Child's Emotional Development*
by psychologist Dr. Kristel Sharpe

¹Chapter two comprised a discussion on how vital childhood friendships are for a person's emotional development. They help us to build trust with people outside of the family and learn how to compromise, share, and manage conflict. When growing up, our friends provide the support we need to allow us to experiment with who we are. They give us feedback which helps us to change our behavior, and the people we ultimately become.

²The impact of technology on the nature of our friendships has been a much-debated topic since the meteoric rise of social networks. Advancements in mobile technology and social networking sites mean we spend more time online than ever before. After all, if Facebook were a country, it would be the largest in the world by population (World Economic Forum, 2016). According to the Nielson Group (2016), 22% of our overall online media time is spent on social media. It is therefore not surprising that so many psychologists, sociologists, and others are eager to give their thoughts on how this is impacting negatively on our society. It is only now, however, that we are starting to see the kind of empirical evidence necessary to differentiate fact from fiction.

³The biggest criticism levelled at social networking is that our young people are losing their offline friends to online friends who are unable to provide the same level of emotional support and satisfaction. In fact, there is a lot of research that shows these criticisms are generally unfounded. Psychologist Kelly Allen believes that it is socially adjusted adolescents who are more likely to have a social networking profile than those who are not and that people are not substituting offline friends with online companions, but are instead using them to support their offline relationships. There is also evidence that social networks allow people to have a much more diverse set of friends. One study conducted by the Pew Internet and American Life Project (2009) found that people seek knowledge from, and share knowledge with, people from a wider variety of backgrounds online.

⁴It is certainly true that our definition of friendship is evolving. An acquaintance we saw twice a year is now a friend we regularly talk to online. Yes, this tie is weaker than a relationship in the real world, but there is evidence that young people still have a lot to gain from it. A study conducted by Michigan State University (2010) concluded that our virtual friendships provide social benefits and improve our psychological well-being. Our weaker ties contribute to this in particular. So, teenagers do not appear to be losing their face-to-face friends, and the additional connections provided by social networking have proven to be beneficial.

2 READING

⁵But there is one element of social networking that is deeply worrying and that is the fact that we find ourselves in a hyper-connected world: one where people access social media day and night, excited to make announcements about the tiniest details of their lives. Research is starting to show that this culture is negatively affecting not our friendships, but our character. Professor Larry D. Rosen, in his book *iDisorder*, presents evidence that social networking is turning us into narcissists. He says that young people who overuse social networking sites can become vain, aggressive, and display anti-social behavior in their offline lives. He says that sitting behind a screen makes them harsher and more mean-spirited. But perhaps an even more disturbing repercussion is that one of our most basic emotions seems to be disappearing—empathy. This is the emotion that bonds us together; it allows us to see the world from our friends’ points of view. Without it, we are far less able to connect and form meaningful adult relationships. And yet a study has found that college students are actually 40% less empathetic than college students 30 years ago, with the largest decline occurring from the year 2000. In the 2010 study, fewer students described themselves

as “soft-hearted” and more claimed that they are not affected when friends have bad fortune (O’Brien, 2010).

⁶Sherry Turkle, a professor of social sciences at MIT, has made a fascinating observation about the impact of being constantly plugged into your smartphone. She has noticed that these devices permit us to have complete control over our friendships. She has seen that young people determine who they communicate with, when, and how as social networks allow them to tidy up and manage friendships, even though in the real world they are unpredictable and difficult to deal with. She has observed teenagers eradicate the need for a lengthy, awkward conversation to resolve an issue by simply clicking a button and unfriending that person.

⁷It appears that people are no longer comfortable being alone and yet, Turkle asserts that being alone is a time when we self-reflect and get in touch with who we really are. It is only when we do this that we can make meaningful friendships with others. She believes, as is the title of her 2011 book, that we are simply *Alone Together*. The impact of being “alone together” is one that should concern parents. I have spoken to children who have expressed frustration at losing their parent’s attention to a mobile phone. One child highlighted the fact that their mother would once stand and chat to other parents at the school gate, but now just stands and spends that time in the virtual world. This is teaching children how not to connect with others.

⁸These changes in both our behavior and character are rather disconcerting, so it is clear that we need to place our focus here when nurturing a child’s development. Our young people may still have good offline relationships and may only use social networking for fostering face-to-face friendships. However, if they continue to develop the narcissistic tendencies outlined above, along with a reduction in empathy, a fear of the unpredictability of friendships, and an inability to self-reflect, our young people could well be in trouble. It is therefore here that I would like to move on to making suggestions about ways to encourage our young people to modify their online behavior so that they can develop the kinds of friendships that are required to grow into well-adjusted and happy adults.



D Close reading

Read the text again and choose the correct answer (a, b, c, or d).

- 1 According to the author, children modify their conduct when friends
 - a force them to give up things they want.
 - b provide comments on their actions.
 - c start arguments with them.
 - d demonstrate confidence in them.
- 2 According to 2009 research, one effect of social networking is that people
 - a replace offline friends with online acquaintances.
 - b become better able to manage friendships.
 - c expand their offline friendship network.
 - d learn from a wide range of other users.
- 3 Larry D. Rosen believes that social networking has
 - a a negative impact on our offline behavior.
 - b improved our emotional bonds.
 - c given us a better understanding of others.
 - d given away too much of our privacy.
- 4 Sherry Turkle believes that technology has resulted in people
 - a going online to solve relationship issues.
 - b thinking more carefully about their lives.
 - c interacting with friends in a less emotional manner.
 - d building more challenging friendships.

E Critical thinking

Work in a group. Discuss the questions.

- 1 Is social networking good for our emotional health? Why / why not?
- 2 Has social media had a negative impact on our offline character? Why / why not?
- 3 What can young people, parents, schools, and the government do to reduce the problems associated with social networking?

Vocabulary development

Synonyms and register

A large part of academic writing is choosing language that is appropriate to your intended reader. Vocabulary that is appropriate in one context may not be appropriate in another. Learning a broad range of synonyms will help you adapt the register of your text.

- 1 Skim read *Are online “friends” a threat to development?* Find more formal synonyms of the words in bold. Use the paragraph number in parentheses to help you.

| | | | | | |
|---|-------------------------|-------|----|--------------------------|-------|
| 1 | included (1) | _____ | 7 | happening (5) | _____ |
| 2 | developments (2) | _____ | 8 | let (6) | _____ |
| 3 | ask for (3) | _____ | 9 | decide (6) | _____ |
| 4 | shown (4) | _____ | 10 | remove (6) | _____ |
| 5 | part (5) | _____ | 11 | states firmly (7) | _____ |
| 6 | effect (5) | _____ | 12 | worrying (8) | _____ |

- 2 Replace the underlined words with the more formal synonyms in the box.

are able to asserts comprehend derived disconcerting distant diverse
element establish gravity manage permits...to repercussions seek strategy

- Many sociologists find the negative effects of our hyper-connected world worrying.
- Social media lets us connect, even when physically far apart.
- A worrying part of social media is the ability to start friendships with people you have not met in person.
- With social media, we can look for friendships among a more varied group of people.
- It's difficult to understand the seriousness of social media's impact.

- 3 Replace repeated words in the text with suitable formal synonyms.

The human brain is constantly changing, and neuroscientist Gary Small says new technologies are changing it further. He also says that technology is improving our decision-making skills. One study carried out with people aged between 55 and 76 showed that the brains of those that could already use the Internet showed much greater activity than those who could not. As many older people find they are unable to keep the same level of brain function as they age, Gary believes using the Internet may help them keep good brain function throughout their lives. However, he is also aware of the danger of using the Internet, such as a fall in empathy levels. He suggests people avoid this fall by developing their face-to-face relationships without the use of technology.

Academic words

1 Complete the definitions with the words in bold.

- 1 Social networks **aid** the reunion of old school friends and distant family.
 - 2 Most people are unable to **differentiate** between social media and social networking.
 - 3 There is **empirical** evidence to show that social media has a negative impact on character.
 - 4 The military first developed the system that would **evolve** into the Internet.
 - 5 People should **modify** their use of technology when in the company of others.
 - 6 The **perception** that only young people use social media is largely unfounded.
 - 7 Many use social media to **pursue** friendships with like-minded individuals.
 - 8 Crowdsourcing is a popular way of getting people together to **resolve** an issue.
- a _____ (v) to see or show a difference between things
- b _____ (n) the way you think about or understand something
- c _____ (v) to gradually develop or change
- d _____ (v) to find a satisfactory way of dealing with a problem
- e _____ (v) to change something slightly in order to improve it
- f _____ (v) to help
- g _____ (v) to try to achieve something
- h _____ (adj) based on real experience or scientific experiments

2 Complete the questions with words from Exercise 1. Change the form if necessary.

- 1 How sensible is it to _____ friendships with people you've never met face-to-face?
- 2 How do you think social networking both _____ and harms relationships with family?
- 3 Would you ever ask people online to help you _____ a serious issue?
- 4 How important is it to provide _____ evidence when making an academic argument?
- 5 How can a YouTube vlogger _____ their content from others?
- 6 How much do you _____ your use of technology when in class or with other people?
- 7 How important are people's _____ of you online?
- 8 How might social networks _____ in future?

3 Work with a partner. Discuss the questions from Exercise 2.



Critical thinking

Identifying types of evidence

An academic argument needs to be supported by evidence. Evidence can be in the following form:

1 Data, statistics, or research from credible and unbiased sources

You need to be realistic about how much money people will invest in your project. 69% have raised less than \$10,000.

2 An opinion from a credible and unbiased expert

All-or-nothing campaigns are perceived as less risky.
(Economist, Thomas Kerr)

3 Anecdotal evidence

I recently saw a campaign for a product called Flic—a small button in your house that allows you to wirelessly control apps on your phone ... watch the video and within the first ten seconds you know exactly what it is and how it can benefit you.

- 1 Read *Are online “friends” a threat to development?* again. Find and underline arguments in the text that match sentences 1–8. Use the paragraph number in parentheses to help you.
 - 1 Technological developments have resulted in people being on the Internet for longer. (2)
 - 2 Claims that social networking causes people to lose friends are not supported by evidence. (3)
 - 3 Young people can talk to a wider range of people online. (3)
 - 4 Social networking can be advantageous for teenagers’ emotional health. (4)
 - 5 Social networking is causing young people to think only of themselves. (5)
 - 6 Technology allows users to determine the nature of our friendships. (6)
 - 7 People do not want to be on their own anymore. (7)
 - 8 Parents ought to worry about the effect of using technology in the company of others. (7)
- 2 Skim the text again and decide whether the arguments in Exercise 1 are supported by statistics (S), research (R), an expert opinion (EO), or anecdotal evidence (AE).
- 3 Work with a partner. Assess the strengths and weaknesses of each type of evidence used to support the arguments in Exercise 1. Which do you think is the most effective type? Why?

Writing model

You are going to learn about concessive clauses, contrastive structures, and how to analyze essay questions. You are then going to use these to write an essay about the social and economic impacts of social media.

A Model

1 Match the essay introduction to the question it is answering.

Since the inception of social media in the mid-2000s, its popularity has grown exponentially. Often defined as platforms such as Facebook and YouTube, the term *social media* most accurately describes the content which people share via those platforms (Taylor et al. 2015). Sharing content in this way has evolved to become an integral part of our social fabric, determining the way we communicate with each other, share and receive news, and work. Although some of these advancements will no doubt prove to be positive, understanding any detrimental effects will allow us to pursue solutions. This essay will therefore examine both the potential positive and negative impacts of social media use on our physical and mental well-being and assess their significance on society.

- 1 Evaluate the impact of social media on the health of its users today.
- 2 Justify the future use of social networking in education.
- 3 Outline the social and economic impacts of social media in the last decade.
- 4 Examine the impact of social media on society or on business and illustrate with examples.
- 5 Identify key social and economic impacts of teenagers owning smartphones.

2 Work with a partner. Discuss the questions.

- 1 What are some positive effects of social media on our physical and mental well-being?
- 2 What are some negative effects of social media on our physical and mental well-being?
- 3 Do you think the positives outweigh the negatives or vice versa? Why?

B Analyze

1 Read the introduction more carefully. Which sentence(s):

- 1 give any useful definitions?
- 2 introduce the main topic of the essay?
- 3 give an outline of what the essay will say?
- 4 state why the topic is important?

2 Order the items in Exercise 1 to create a logical essay introduction. More than one answer may be possible.



Grammar

Concessive clauses and contrastive structures

Concessive clauses—those beginning with *although*, *though*, or *even though*—allow writers to acknowledge an alternative point of view, before presenting their own, often contrary position:

Even though purchases can be made via social media, the feature is yet to catch on.

Other structures which can be used to contrast information include:

It is true that there are positives to social media. Nevertheless, there are also negatives.

Much as social media takes up a lot of our time, it does help to strengthen relationships.

Note that *despite* and *in spite of* can be followed by either a noun or a gerund.

1 Match (1–6) to (a–f) to concede or contrast ideas.

- 1 Despite many adolescents using Facebook and YouTube,
 - 2 Even though many parents monitor their children's online activity,
 - 3 Although many of us take care to protect our privacy online,
 - 4 Much as social media can be a useful tool,
 - 5 It is true that social media can cause feelings of anxiety.
 - 6 While traditional advertising can be expensive,
- a its impact on our offline character is hugely disconcerting.
 - b promoting products on social media is not.
 - c it is impossible to protect them at all times.
 - d not all young people want to engage with social media.
 - e identity theft is still a prominent issue.
 - f Nevertheless, it has done a great deal to raise awareness of mental health.

2 Write sentences giving your opinions on the topics in bold, using the prompts provided and the words in parentheses.

- 1 **Children and smartphones:** necessary for safety / dangerous for health (Even though)
- 2 **Smartphones in schools:** can enhance education / can distract (although)
- 3 **Smartphones and sleep:** disrupt sleep / some apps aid sleep (in spite of)
- 4 **Social media in the workplace:** can increase productivity / can reduce productivity (It is true that / Nevertheless)
- 5 **Social media and privacy:** privacy issues / benefits—which are greater? (despite)

3 Compare sentences with a partner. How do your views differ?

Writing skill

Before writing an essay, follow these steps to analyze the question:

- 1 Identify the key words in the question as this will help you to understand the main subject area and its particular focus.
- 2 Identify restricting words which limit what you should write (e.g., time periods, particular areas of a subject, number of things to write about).
- 3 Identify the meaning of the instruction word or phrase (e.g., *analyze, to what extent, discuss*).

1 Underline the key words in the essay questions below.

- 1 Evaluate the impact of social media on the health of its users today.
- 2 Justify the future use of social networking in education.
- 3 Outline the social and economic impacts of social media in the last decade.
- 4 Examine the impact of social media on society or on business and illustrate with examples.

2 Identify the restricting words in the essay questions in Exercise 1.

3 Match the instruction words in the box with their meanings.

analyze describe discuss evaluate examine illustrate justify outline

- 1 _____ = give details about how and why something happens.
- 2 _____ = give examples to support an idea or argument.
- 3 _____ = present an argument while exploring both sides of the issue.
- 4 _____ = look at the facts and issues in close detail and investigate what they mean.
- 5 _____ = provide evidence for an argument, considering alternative views too.
- 6 _____ = make a judgment about something.
- 7 _____ = give the main points of something but not the small details.
- 8 _____ = look at the component parts of something, discuss them, and show how they relate to each other.

4 Read the essay outline below. Which question in Exercise 1 is it answering?

Intro: Define social media, mention commercial impact, state essay purpose.

Main body: State how social media has impacted on advertising and revenue, client/colleague communication, and productivity. Suggest what each one means for companies.

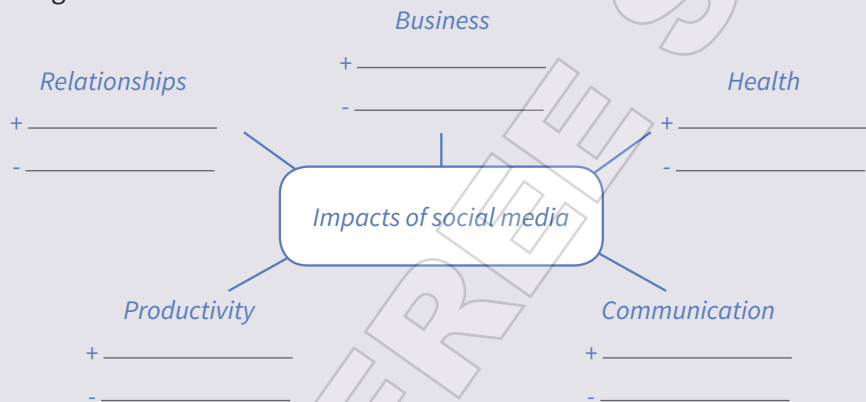
Conclusion: Both benefits and issues. Benefits largely outweigh issues.

Writing task

You are going to write an essay in response to the following question:
 “Outline the social and economic impacts of social media.”

Brainstorm

What are some key social and economic impacts of social media? Complete the spidergram.



Plan

Read the essay question carefully. What exactly do you have to do? Decide which information you should include in your essay. Order the ideas so they are presented logically in your text. Check that your plan will help you to answer the essay question correctly.

Write

Use your plan to make sure you organize your ideas effectively and answer the question clearly. Remember to use concessive clauses and contrastive structures where appropriate and to select more formal academic words when choosing synonyms to bring a variety of vocabulary to your essay.

Share

Exchange your essay with a partner. Use the checklist on page 189 to help you provide feedback to your partner.

Rewrite and edit

Consider your partner’s comments and write your final draft. Think about:

- whether you answered the question clearly
- whether you used concessive clauses and contrastive structures appropriately
- whether you analyzed the question sufficiently.

Review

REVIEW

Wordlist

MACMILLAN
DICTIONARY

Vocabulary preview

| | | | |
|-------------------|------------------|-----------------------|---------------------|
| acquaintance (n) | crowdfunding (n) | hyper-connected (adj) | start-up (n) |
| adolescent (n) * | empathy (n) | narcissist (n) | tangible (adj) |
| anti-social (adj) | entrepreneur (n) | nurture (n) | tie (n) ** |
| backer (n) | equity (n) | philanthropic (adj) | venture capital (n) |

Vocabulary development

| | | | |
|-----------------|------------------|---------------------|------------------|
| advancement (n) | comprise (v) ** | detriment (n) | repercussion (n) |
| assert (v) ** | derive (v) ** | disconcerting (adj) | |
| comprehend (v) | determine (v) ** | eradicate (v) | |

Academic words

| | | | |
|---------------------|-------------------|-------------------|---------------|
| aid (v) ** | empirical (adj) * | modify (v) * | pursue (v) ** |
| differentiate (v) * | evolve (v) ** | perception (n) ** | resolve (v) * |

Academic words review

Complete the sentences using the correct form of the words in the box.

aid differentiate empirical perception pursue

- 1 When Ed graduated, he wanted to _____ his dream of becoming a film director.
- 2 When reading a text, it is important to _____ between fact and opinion.
- 3 Some people think the government should spend less on overseas _____.
- 4 It is important to gather _____ evidence to support your argument.
- 5 The public's _____ of crowdfunding has changed as people have become more familiar with it.

Unit review

- Reading 1 I can understand assumptions in questions.
- Reading 2 I can identify the writer's position.
- Study skill I can edit my draft.
- Vocabulary I can use synonyms and different registers.
- Grammar I can use concessive clauses.
- Writing I can analyze essay questions.