

# 2 GAMES

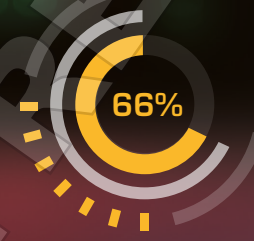
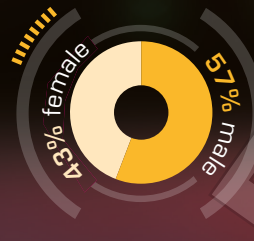
## Gaming by percentages

### Discussion point

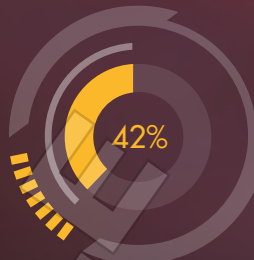
Discuss with a partner.

- 1 Do you think video games have a positive impact on children in your country? Why / why not?
- 2 Do you think video games are socially isolating? Why / why not?
- 3 What effects do video games have on academic performance and health?

Gamers by gender



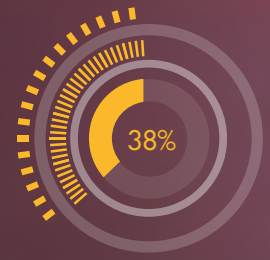
66% of parents say that gaming has a positive effect on their children's development



42% of American households own a games console



75% of teenagers prefer online gaming to playing alone



Gaming can improve decision-making by 38%

### VIDEO



### MOBILE GAMING

### Before you watch

Match the words in bold with the correct definitions.

- |                       |   |
|-----------------------|---|
| 1 <b>console</b> (n)  | a a technology for building software on                             |
| 2 <b>gross</b> (v)    | b judge how much money something could be sold for                  |
| 3 <b>platform</b> (n) | c earn an amount of money before tax is paid and costs are deducted |
| 4 <b>value</b> (v)    | d a device for playing games  |



*Commentators at the DreamHack digital festival.*

### While you watch

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

- 1 The value of the mobile games industry is expected to double by next year. T / F
- 2 People like playing games on mobiles because it is convenient. T / F
- 3 Mobile games are starting to offer a gaming experience that is comparable to a console game. T / F
- 4 Mobile games now have the majority market share of the gaming industry. T / F

### After you watch

Work with a partner. Discuss the questions.

- 1 Why have mobile devices broadened the popularity of video games?
- 2 The gaming industry generates a higher annual revenue than the movie and music industries combined. What possible explanations are there for this?
- 3 The concept of a “game”, from ancient board games to modern mobile gaming, has been popular throughout the ages. Why do you think this is the case?

# Instant satisfaction

## A Vocabulary preview

1 Complete the sentences with the words in the box.

consumption dominate embrace feasible  
norm sector staggering subscription

- 1 \_\_\_\_\_-based streaming services have greatly improved the quality of television.
- 2 Massive online multiplayer games \_\_\_\_\_ the video game industry in my country.
- 3 Streaming is the \_\_\_\_\_ in my country—people rarely, if ever, purchase physical media these days.
- 4 A \_\_\_\_\_ proportion of young people in my country rarely watch traditionally broadcasted television anymore.
- 5 Young people are quicker to \_\_\_\_\_ new technology as they've grown up around it.
- 6 Pioneers of a new \_\_\_\_\_, such as Netflix, are usually the most successful.
- 7 It's \_\_\_\_\_ that streaming will destroy cinema within my lifetime.
- 8 \_\_\_\_\_ of physical media is likely to see a revival over the next decade.

2 Work with a partner. Discuss to what extent you agree with the sentences in Exercise 1.

## B Before you read

Activating prior knowledge

Work with a partner. Discuss how technology has evolved over the past 50 years and the positive / negative impact these changes have had on society.

## C Global reading

Identifying main ideas

Complete *Instant satisfaction* with the paragraph headings (a–f).

- a Media and demographics
- b The origins of media streaming
- c Trends in the gaming industry
- d The death of broadcasting?
- e Transition in all sectors
- f A trend toward digital consumption

# Instant satisfaction

<sup>1</sup> Streaming and on-demand services have demonstrated exponential growth in recent years, largely due to the widespread availability of high-speed Internet connections and improved wireless connectivity. Without the vast improvements in these fields, streaming as we know it simply would not be technologically feasible. While streaming has come to dominate several contemporary industries, its origins can actually be traced back to the early 80s when the hacking community used it for file sharing. Over the following two decades, the technology improved enough to facilitate the video sharing sites that have transformed how we consume media today. This report looks at media consumption trends in several industries and assesses their impact on society as a whole.

<sup>2</sup> Perhaps one of the biggest changes of the past 20 years is the shift away from physical media. No industry exemplifies this change more so than the music industry. Sales of physical singles and albums have dropped dramatically since the inception of digital media services such as iTunes and Spotify. Today the bulk of music is consumed digitally, although overall, the rate of digital downloads and streamed music has started to flatten out. As evidenced in Figure 1.1, income from digital sales, in all formats, now constitutes in excess of 50% of the market and has remained consistently higher than physical sales for the past three years. While an increasing number of people are choosing to buck this trend—sales of vinyl are at a 25-year high—the vast majority are embracing all forms of digital media. Should this trend continue, physical media may well become a thing of the past sooner than we think.

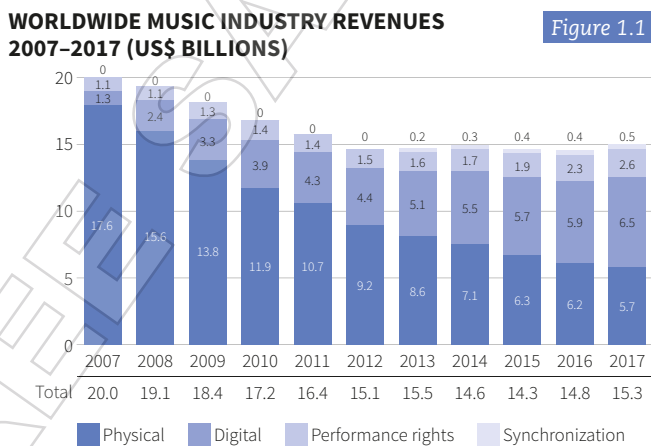
<sup>3</sup> There has also been a significant rise in online subscription video and on-demand TV services such as Amazon Prime and Netflix. Digital TV Research—a London-based media research company—forecasts that revenues from video streaming services will reach \$32 billion in 2021, up from just under \$2 billion in 2010. Countries such as China will see increases from just \$37 million in 2010 to \$3 billion in 2020. Without doubt, the leading video sharing site in the world is YouTube. A staggering 300 hours of video footage is uploaded to YouTube

every minute and 5 billion videos are watched daily—1 billion of which are accessed via a mobile platform. Companies are also increasingly using it to advertise their products and to communicate directly with consumers. In terms of popularity, YouTube is second only to Google, and viewing figures far outstrip those of its direct competitors. Should growth rates continue in this way, on-demand and subscription viewing could surpass traditional broadcasting as the primary source of television.

<sup>4</sup> There are, however, distinct generational differences in media consumption. According to Ericsson (2015), 82% of 60–69-year-olds watch traditionally broadcasted television on a daily basis, while only 60% of 16–34 year olds consume media this way. Just over half of this younger generation watches all videos on a smartphone, laptop, or tablet. Broadly speaking, 90% of YouTube viewers are under 50—a statistic replicated across virtually all paid-for media platforms. People aged 14–25 are more likely to subscribe to a video streaming channel than to pay TV. In comparison, about a third more people over the age of 49 are likely to subscribe to pay TV. Newspapers, either in print or digital formats, appeal only to a minority of younger people, whereas approximately five times the number of pensioners consume news this way. Consequently, this is seen by many in the industry as an area of potential growth as it becomes the norm for the proportion of users in new formats to dominate traditional ones.

<sup>5</sup> Though it may seem counterintuitive, the trend towards digital media is far less pronounced in the video game sector. According to PwC (2016), physical sales still dominate the market, with digital media being outsold by 4 to 1. However, cross-platform games—those that can be available on desktops, consoles, and mobile devices—and massively multiplayer online games (MMOG), like *World of Warcraft*, look set to fuel an explosion in growth. Another key revenue stream for the industry is in-game purchases of supplementary content that, while not essential to the core gameplay, may enhance or personalize the overall experience.

<sup>6</sup> In many industries, sales of digital media are rapidly outstripping their physical counterparts. CD sales have been steadily declining for the past decade, and in the past three years, sales of digital media have dominated the market. Access to subscription TV services has also risen dramatically in recent years, with many predicting 1,000% growth over the next decade. This trend is likely to be exacerbated by the younger generation's preference for digital forms of media. However, sales of physical media in the gaming industry remain buoyant, arguably due to the huge file size of most digital games, which can be up to 16 times that of a standard movie. However, growth in in-game purchases and MMOG markets is likely to transform the industry in the years to come.



## D Close reading

Graphs and charts are an efficient way for an author to communicate large amounts of information using little space and few words. Interpreting graphs can give you a better understanding of the bigger picture behind the article.

### 1 Look at Figure 1.1 in *Instant satisfaction* again and complete the summary.

The graph shows changes in revenue streams in the music industry from 2007 to 2017. From 2007 to 2011 sales of physical media <sup>1</sup>*exceeded / were lower than* combined revenue from all other areas. Synchronization—revenue from the use of music in advertising, film, TV, etc.—provided <sup>2</sup>*no / some* income until 2011. Between 2007 and 2017 the income from performance rights <sup>3</sup>*doubled / halved*. There has been a <sup>4</sup>*steady / slow* rise in digital sales and today it is the main income stream.

### 2 Look at Figure 1.1 again and complete the sentences.

- 1 In 2007, the total revenue generated from sales, performance rights, and synchronization was \$\_\_\_ billion.
- 2 In 2010, the industry generated \$\_\_\_ billion from physical sales.
- 3 In 2014, the combined revenue generated by physical and digital sales was \$\_\_\_ billion.
- 4 Between 2012 and 2017, revenue from digital sales increased by \$\_\_\_ billion.
- 5 In 2017, physical sales generated \$\_\_\_ billion less than they did a decade earlier.

### 3 Work with a partner. Discuss the questions.

- 1 In terms of total revenue, physical sales, and digital sales, what general trends are indicated in Figure 1.1?
- 2 What factors may have caused these changes?

## E Critical thinking

Work in a group. Discuss the questions.

- 1 What do you think are the main reasons for the increased popularity of streaming and online gaming?
- 2 What are some of the disadvantages of streaming services? How can these affect performers?

## Study skills Questioning numbers and statistics

Numbers may appear to be convincing, but they may not be as reliable as they seem. When using any set of data, be objective and critical.

Consider:

- Do these data measure what they purport to measure?
- How were they collected? Might this have led to mistakes and inaccuracies?
- Who wanted them collected? Why?
- Are they representative? Or do they refer only to particular sets of people or particular circumstances?

© Stella Cottrell (2013)

### 1 Read the descriptions of three data sets. What weaknesses might there be with each?

- 1 Data supporting the health benefits of the bacteria in yogurt. Research commissioned by a large dairy company.
- 2 Data on employee motivation focusing on accountants in one firm in America.
- 3 Survey data collected only on a smartphone app.

### 2 Read the descriptions of three more data sets and how students have interpreted them. What are the weaknesses of each interpretation?

- 1 A survey of Italian lawyers found that money was the greatest motivator at work.

*Money is clearly the greatest motivator and therefore all companies should pay higher salaries.*

- 2 A survey showing the health benefits of cereals. Sponsored by a large cereal firm.

*The survey clearly shows the importance of eating a high-fiber diet for breakfast.*

- 3 Research showing that farming methods of New Zealand lamb minimize the carbon footprint.

*Clearly it is better for the environment to import New Zealand lamb than to purchase local lamb.*

### 3 Work with a partner. Discuss the questions.

- 1 Would you trust research commissioned by a company? Why / why not?
- 2 What would you want to know about the research methods before trusting the data?

## STUDY SKILLS



# Gaming, society, and the individual

## A Vocabulary preview

1 Complete the questions with the words in the box.

aggression analytical awareness deficit  
interaction isolation peers prolonged

- 1 Do you think children who play video games are more likely to have better social skills than their non-gaming \_\_\_\_\_?
- 2 Do you agree that regular gaming increases levels of \_\_\_\_\_ in young people?
- 3 Does gaming have a positive or negative impact on social \_\_\_\_\_?
- 4 To what extent do you agree that \_\_\_\_\_ periods of online gaming could lead to health issues?
- 5 In what way might gaming improve cognitive and \_\_\_\_\_ ability?
- 6 How might playing video games improve your spatial \_\_\_\_\_?
- 7 What are the long-term health implications of a sleep \_\_\_\_\_ caused by gaming?
- 8 Is social \_\_\_\_\_ an inevitable consequence of gaming?

2 Work with a partner. Discuss the questions in Exercise 1.

## B Before you read

Activating prior knowledge

Work in a group. Discuss whether gaming has a largely positive or negative impact on both individuals and society as a whole.

## C Global reading

Identifying main ideas

Read *Gaming, society, and the individual*. Match the main ideas (a–f) with paragraphs (1–6).

- a Online multiplayer games may actually enhance social skills \_\_\_\_
- b Research indicates both positive and negative effects on academic performance \_\_\_\_
- c The impact on physical and mental health is mixed \_\_\_\_
- d Gaming has come to dominate our culture \_\_\_\_
- e The link between gaming and violence is unfounded \_\_\_\_
- f Despite many positives, continued research is necessary \_\_\_\_

# GAMING, SOCIETY, AND THE INDIVIDUAL



<sup>1</sup>Traditionally, gaming was solely the pursuit of a hardcore minority, but the rise of mobile gaming over the past five years has significantly expanded this user base. While there remains a dedicated core that plays anything up to 40 hours a week—the equivalent to a full-time job—hundreds of millions now play for a more leisurely half an hour to an hour a day. From the early arcade games of the 70s and console wars of the 90s, to the current boom in massively multiplayer online games (MMOG) and virtual reality, gaming has become ingrained in all aspects of modern society. While gaming is often reputed to have a negative impact on child development and behavior, an emerging body of research suggests we may have been a little quick to judge.

<sup>2</sup>Perhaps the most well publicized concern is that gaming is causally linked to increased levels of violent behavior, especially amongst children and adolescents. The general perception is that violent video games incite real-world violence,

yet frankly there is considerable evidence to the contrary. Przybylski and Mishkin (2015) found that it is in fact the duration of game play, not the content of the game itself that is likely to have a detrimental influence on behavior. Furthermore, according to Ferguson (2010), many studies are purely observational and use measures to evaluate aggression that do not correspond to real-world violence, and that it is consequently impossible to demonstrate a cause-and-effect relationship. In this area at least, it seems there simply isn't enough robust data to support common wisdom.

<sup>3</sup>Another commonly held belief is that gaming leads to the social isolation of our youth. It is largely perceived as an insular activity that has a profoundly negative impact on the individual's ability to interact with their peers. While a superficially attractive theory, it fails to consider the role and prominence of massively multiplayer online gaming (MMOG). These games, by definition, require interaction; in

fact it is often impossible to succeed in them without the cooperation of others. Rather than being socially isolating, they may actually improve real-world social skills—a notion that seems to be supported by the research. Kovess-Masfety et al. (2016) found that children who frequently play video games are actually more likely to have superior intellectual and social skills than those who play no games at all. Furthermore, in a review of recent research, Granic et al. (2014) concluded that gaming encourages both collaborative behavior and social interaction. While gamers undoubtedly spend less time socializing offline, the perception that gaming is socially isolating, simply isn't borne out by the research.

<sup>4</sup>However, one issue that is a little less clear-cut is the impact of gaming on academic performance.



A wealth of studies has identified a strong correlation between excessive gaming and poor performance on standardized testing. While no causal link has been clearly demonstrated, researchers attribute the effect to sleep deficit and a propensity to skip class. Gamers also tend to demonstrate higher levels of aggression to their peers, and are generally more hostile towards teachers, neither of which correlate with good grades.

Yet perhaps somewhat counter-intuitively, gaming has been shown to be of benefit to children with attention deficit disorder (ADD). Furthermore, Bavelier et al. (2014) found that habitual action gamers are actually better analytical decision makers and can work faster and with a higher level of accuracy than their non-gaming counterparts—all of which are hugely beneficial in an academic environment.

<sup>5</sup>Another key area for discussion is the impact of gaming on physical and mental development. Gamers have repeatedly demonstrated greater hand-eye coordination, improved dexterity, and better spatial awareness than their non-gaming counterparts—largely due to the sheer speed at which they are expected to interpret and react to visual stimulus. Furthermore, gaming is arguably beneficial to mental

health (Kovess-Masfety et al. 2016) and, according to a study by the Max-Planck Institute (2013), may even help prevent neurodegenerative diseases.

However, as the vast majority of games require little to no physical movement, one might reasonably claim them to be a contributory factor in childhood obesity. However, children also spend prolonged periods of time watching TV and using mobile devices, both of which contribute to a more sedentary lifestyle. It would therefore be unjust to infer that gaming alone is the direct cause of obesity.

<sup>6</sup>In conclusion, while there is research to suggest that gaming can have a negative impact on academic performance and our physical health, the commonly held beliefs that video games lead to violent behavior and are socially isolating simply aren't borne out by the evidence. In fact, collaboration and, by extension, social interaction, are intrinsic parts of massively multiplayer online gaming. Furthermore, gaming can enhance fine motor skills and may well prevent a range of mental health issues. However, as gaming continues to encroach on all aspects of society, one thing remains clear—we must continue to study its impact on all aspects of our lives.

## REFERENCES:

Bavelier, D. et al. (2014) Action video game play facilitates the development of better perceptual templates. *Proceedings of the national academy of sciences*. 111(47)

Ferguson, C.J. (2010) Blazing Angels or Resident Evil? Can Violent Video Games Be a Force for Good? *Review of General Psychology*. 14(2), 68-81

Granic, I., Lobel, A. and Engels, R. C. M. E. (2013) The benefits of playing video games. *American Psychological Association*. 69(1), 66-78

Kovess-Masfety, V. et al. (2016) Is time spent playing video games associated with mental health, cognitive and social skills in young children? *Soc Psychiatry Psychiatr Epidemiol*. 51(3), 249-357

Kühn, S. et al. (2014) Playing Super Mario induces structural brain plasticity: gray matter changes resulting from training with a commercial video game. *Molecular Psychiatry*. 19(2), 265-271

Przybylski, A. K., & Mishkin, A. F. (2016) How the quantity and quality of electronic gaming relates to adolescents' academic engagement and psychosocial adjustment. *Psychology of Popular Media Culture*. 5(2), 145-156

## D Close reading

In order to properly evaluate an argument or claim, it's important to distinguish the writer's opinion from others presented in the text. Although writers often explicitly state their attitude toward something, they also use a range of adverbs to indicate stance;

*Admittedly, it's unclear whether there is a direct causal link between the two.*

*It is obviously too soon to assess the true impact of gaming on society.*

Writers may also use adverbs in the middle of a clause to distance themselves from what they're saying;

*The researchers were apparently unable to determine the exact cause of the phenomenon.*

Read *Gaming, society, and the individual* again. Do the following statements agree with the views of the writer? Write *Y* (Yes) if they agree, *N* (No) if they disagree, and *NG* (Not Given) if it's impossible to say what the writer thinks of this.

- 1 Research supports the commonly held belief that gaming incites violence. \_\_\_\_
- 2 On the surface, the notion that gaming leads to social isolation is appealing. \_\_\_\_
- 3 Gamers almost certainly socialize less in the real-world than their peers. \_\_\_\_
- 4 Prohibiting mobile devices in the classroom would improve academic performance. \_\_\_\_
- 5 Gaming has an unexpectedly positive impact on behavioral disorders. \_\_\_\_
- 6 Non-gamers perform better in tests of agility and physical strength. \_\_\_\_
- 7 Arguing that gaming plays a role in childhood obesity is unjustified. \_\_\_\_
- 8 The general perception that games are too violent is unjustified. \_\_\_\_

## E Critical thinking

Work with a partner. Discuss the questions.

- 1 Based on the text, do you think the effects of gaming are mainly positive or negative?
- 2 What else would you like to know about the studies mentioned in the reading? How might this change your stance on question 1?

# Vocabulary development

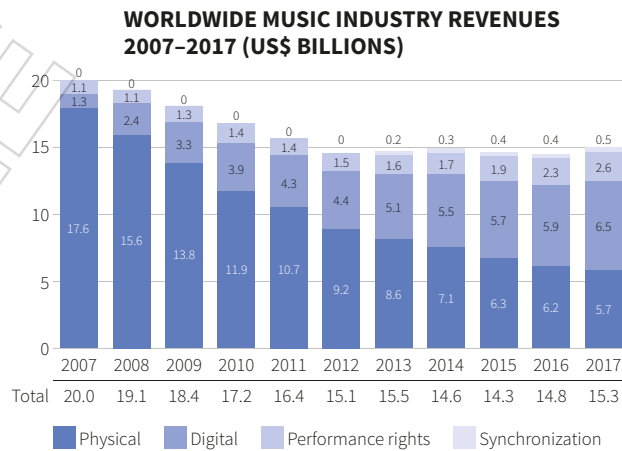
## Vocabulary for the description of data

1 Complete the definitions with the words and phrases in the box.

account for exceed flatten out negligibly overwhelming majority  
 significant proportion sizable vastly

- 1 \_\_\_\_\_ (v) to be greater than a given number or amount
- 2 \_\_\_\_\_ (n) a powerfully large proportion of
- 3 \_\_\_\_\_ (adv) of little importance or size
- 4 \_\_\_\_\_ (adj) fairly large
- 5 \_\_\_\_\_ (phr v) to explain the cause of something
- 6 \_\_\_\_\_ (phr v) to stop increasing and remain at the same level
- 7 \_\_\_\_\_ (adv) to a great degree
- 8 \_\_\_\_\_ (n) a noticeably large percentage of

2 Complete the description of the bar chart with words from Exercise 1. Change the form if necessary.



IFPI. (2016). *Global Music Report*. Available at: [www.ifpi.org/downloads/GMR2016.pdf](http://www.ifpi.org/downloads/GMR2016.pdf) Accessed 15/05/2017

Physical sales <sup>1</sup> \_\_\_\_\_ <sup>2</sup> \_\_\_\_\_ digital sales in 2007, however, by 2014 they <sup>3</sup> \_\_\_\_\_ less than half of all income from music. Although income from synchronization has grown in recent years, as a proportion it has grown <sup>4</sup> \_\_\_\_\_ when compared to digital sales. Digital sales have been a <sup>5</sup> \_\_\_\_\_ of all sales since approximately 2010 and now the <sup>6</sup> \_\_\_\_\_ of income comes from digital sales. Performance rights are another area of growth and formed a <sup>7</sup> \_\_\_\_\_ section of all income, however, the growth appears to be <sup>8</sup> \_\_\_\_\_.

# Academic words

## 1 Match the words in bold with the correct definitions.

- |                          |   |
|--------------------------|---|
| 1 <b>attribute</b> (v)   | a to be or form something   |
| 2 <b>bulk</b> (n)        | b the form that a film, program, or recording is produced in; the way something is designed or produced |
| 3 <b>constitute</b> (v)  | c a part or share of a whole  |
| 4 <b>format</b> (n)      | d to say that something is the result of a particular situation, event, or person's actions             |
| 5 <b>infer</b> (v)       | e involving nothing except the person or thing mentioned  |
| 6 <b>intrinsic</b> (adj) | f to form an opinion about something based on the information available                                 |
| 7 <b>proportion</b> (n)  | g the largest part or majority of something   |
| 8 <b>solely</b> (adv)    | h the essential qualities or features of something or someone   |

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

Technology has become <sup>1</sup> \_\_\_\_\_ to most aspects of society. The <sup>2</sup> \_\_\_\_\_ of the changes that have occurred over the last 20 years can largely be <sup>3</sup> \_\_\_\_\_ to technological advancement. While many of the changes have been positive, there are areas of concern such as increased incidence of cybercrime which, in some countries <sup>4</sup> \_\_\_\_\_ approximately 40% of all crime committed—a disturbingly large <sup>5</sup> \_\_\_\_\_ of the total. From the available research, it seems reasonable to <sup>6</sup> \_\_\_\_\_ that this increase is, in part, due to the trend toward digital <sup>7</sup> \_\_\_\_\_ and the rise of streaming technology. In fact, many adolescents surveyed stated that they obtained music/media <sup>8</sup> \_\_\_\_\_ via illegal torrent sites.

## 3 Work with a partner. Discuss the questions.

- 1 To what extent do you agree that the bulk of technological advancements are positive?
- 2 In what ways has technology diminished our levels of privacy?
- 3 To what do you attribute increased levels of cybercrime?

## Critical thinking

### Evaluating supporting data: 1

Data can be a simple way to support a claim or argument. However, it's important to assess whether the writer has deliberately misrepresented the data in order to strengthen the appearance of their argument. Some common ways to do this are;

- Using percentages to make small sample sizes sound more impressive (e.g., 25% instead of 1 in 4)
- Omitting results that contradict the main argument
- Manipulating the presentation of a graph (e.g., presenting an axis ranging from 20–25, rather than 0–100).

- 1 **Work in a group.** Read the argument and supporting data. Then discuss the questions.

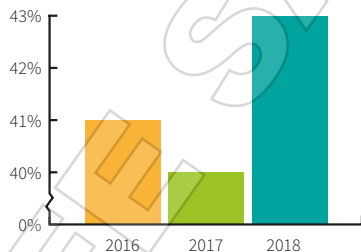
Playing video games clearly leads to an increase in violence in children. In one study those that played violent games for more than two hours per day showed much higher levels of aggression toward peers and teachers. Therefore, it can be said that there is a clear cause-and-effect relationship between violent game time and violent behavior.

- 1 How large was the sample size? Why is it important to know this?
- 2 How was the level of aggression measured? Why is it important to know this?
- 3 What other information, such as the children's background, might influence our assessment of the data?
- 4 Do you agree with the writer that the data clearly indicates a cause-and-effect relationship?

- 2 **Work in pairs.** Read the arguments 1–3 and assess whether the data offered is sufficient.

- 1 In a case study of five boys, two showed much higher levels of aggression after playing video games. It is clear that over 40% of all children become more aggressive after playing video games.
- 2 As evidenced in Figure 1.1, there has been a huge spike in the number of violent crimes committed.
- 3 It was found that 30% of children failing at school play video games for in excess of two hours per week. Clearly, academic performance is hindered by video games.

Figure 1.1

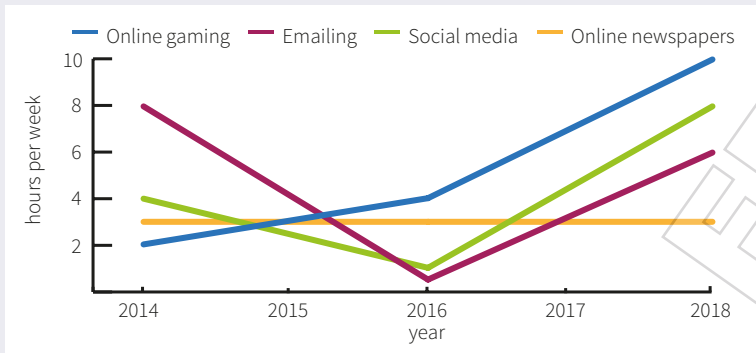


## Writing model

You are going to learn about using inverted real and unreal conditionals, and using data to support opinions. You are then going to use these to write a short report about trends in the gaming industry.

### A Analyze

Look at the graph and add an introductory sentence to the model below.



### B Model

Read the model and answer the questions.

In 2010 people spent vastly more time on email and it accounted for over 50% of the time spent online. It continued to take the overwhelming majority of people's time, as approximately twice as many hours were spent on email in comparison to all other activities until 2014. At this stage, a significant proportion of time was spent using social media. The rise in the number of hours spent on social media hours continued until 2016 when it flattened out at marginally more time than the hours spent on email. Were this trend to continue, technology would likely play an increasingly important social role. Perhaps the most significant change is the vastly increased number of hours spent gaming online. Between 2016 and 2018 the number of hours spent gaming roughly doubled to exceed ten hours per week. Proportionally speaking, online gaming was also increasing, whereas reading online newspapers only negligibly changed. Although the graph does not state this, we could infer that this might be attributed to the increased bandwidth and better wireless technology that gaming requires. Should technology continue to accelerate in this way, physical games may become obsolete.

- 1 Which sentences describe single factors and which ones combine factors?
- 2 Which verbs are used to describe change?
- 3 Which adverbs are used to describe the verbs?
- 4 How does this graph compare to your own online use?

# Grammar

## Inverted conditionals: real and unreal present

Conditional sentences can be made to sound more formal using the following inverted constructions;

### **should + subject + base form**

*Should this trend continue, DVDs will become obsolete by the end of the decade.*

*Should consumers not choose to adopt mobile gaming, the industry may collapse.*

### **were + subject + to + base form**

*Were it easier to access high-speed Internet connections, more consumers would adopt Netflix.*

*Were companies not to adapt, they would risk losing out to competitors.*

## 1 Invert the following sentences using the verbs in bold.

- 1 Companies may stop investing in e-books if sales continue to stagnate.

**Should** \_\_\_\_\_

- 2 Traditionally broadcasted TV may become a thing of the past if people continue to stream content on mobile devices.

**Should** \_\_\_\_\_

- 3 Investors might well lose faith in the project if sales were to decline any further.

**Were** \_\_\_\_\_

- 4 If companies choose not to invest in mobile gaming, they may well see a decline in revenue over the next decade.

**Should** \_\_\_\_\_

- 5 E-readers would undoubtedly be more popular among consumers if they were easier to navigate.

**Were** \_\_\_\_\_

- 6 If consumers don't adopt early, the product might fail in its first year.

**Were** \_\_\_\_\_

## 2 Work with a partner. Make predictions about the following using inverted conditionals.

- DVD sales
- Online gaming
- Music streaming

# Writing skill

Data is often used to support an argument in academic writing. There are two main ways to do this;

- 1 State the opinion first then justify it with supporting data.
- 2 Present the data first as a basis for the opinion that follows.

*Use of email for personal correspondence has declined steadily since 2010, while social media has seen a rise to prominence. This strongly indicates that social media has become the preferred method of communication.*

Note that your choice of adverb shows the degree to which you believe in the data.

**1 Work with a partner. Discuss what data sets might be used to support the following arguments;**

- 1 Social media has become the primary way to share photos.
- 2 The gaming industry is still primarily rooted in physical media.
- 3 Young people are no longer interested in physical media.
- 4 Mobile gaming is the main reason for the growth in female gamers.

**2 Write sentences to support the following arguments using data from the graph.**

**Age and media preference—% of Europeans ranking the three most important paid for media services**

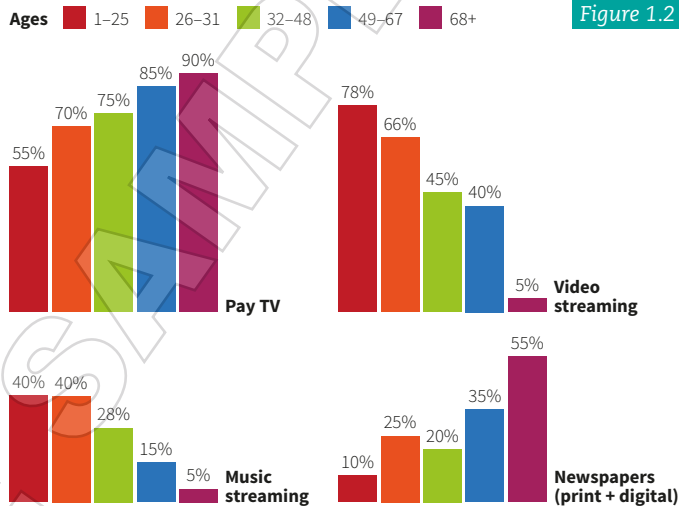


Figure 1.2

- 1 Video streaming is far more popular among young people than pensioners.
- 2 Music marketing should be targeted squarely at adolescents.
- 3 Young people simply aren't interested in newspapers.
- 4 Pay TV will become obsolete within the next decade.

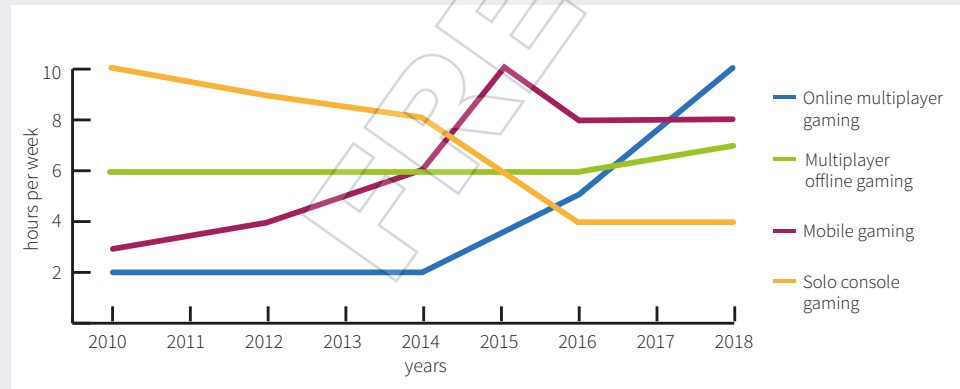


## Writing task

You are going to write a short report in response to the following:  
 “The graph shows current and predicted trends in the gaming industry.  
 Summarize the information by selecting and reporting the main features,  
 and make comparisons where necessary.”

### Brainstorm

Look at the graph and make notes about the main trends.



### Plan

- 1 What are the main trends you will focus on?
- 2 What conclusions can be drawn about the data?
- 3 What might happen if these trends persist?

### Write

Use your plan to help you write your report. Write 250–350 words. Remember to use inverted conditionals as appropriate and to use data to support your opinions.

### Share

Exchange your report 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 summarized the most relevant features
- whether you used inverted conditionals appropriately
- whether you used data to support your opinions.

# Review

## Wordlist

### Vocabulary preview

aggression (n) **	deficit (n) **	interaction (n) **	prolonged (adj)
analytical (adj) *	dominate (v) **	isolation (n) **	sector (n) **
awareness (n) **	embrace (v) **	norm (n) **	staggering (adj)
consumption (n) **	feasible (adj) *	peer (n) **	subscription (n) *

### Vocabulary development

account for (phr v) ***	negligibly (adv)	significant proportion (phr)	vastly (adv)
exceed (v) **	overwhelming majority (phr)	sizable (adj)	
flatten out (phr v)			

### Academic words

attribute (v) **	constitute (v) **	infer (v) *	proportion (n) ***
bulk (n) **	format (n) **	intrinsic (adj)	solely (adv) **

## Academic words review

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

bulk   constitute   modify   proportion   resolve

- 1 Adnan was extremely disappointed with his exam results, so he \_\_\_\_\_ to work harder in future.
- 2 The captain maneuvered the ship's vast \_\_\_\_\_ skillfully into the port.
- 3 Sales of e-books declined by 18.7% in the U.S. last year, and this \_\_\_\_\_ a downward trend as consumers switch to tablets and cell phones to download digital books.
- 4 Crowdfunding has become increasingly common as a means to \_\_\_\_\_ funding issues for business ventures.
- 5 A significant \_\_\_\_\_ of the students at the college were dissatisfied with their study programs.

## Unit review

- Reading 1  I can interpret visual data.
- Reading 2  I can identify perspective.
- Study skill  I can question numbers and statistics.
- Vocabulary  I can use phrases for change.
- Grammar  I can use inverted conditionals in the real and unreal present.
- Writing  I can use data to support opinions.