

How much do you know about social media?

In January 2016, there were more than 2.3 billion active social media users globally, and that number is growing. There is little doubt that social media has become an integral part of many of our lives, but how much do we really know about it?

1 Answers the questions.

1 The maximum number of characters you can use to write a Twitter post is ...

- a 120.
- b 140.
- c 160.
- d 180.

2 *Selfie* was named word of the year by Oxford Dictionaries in ...

- a 2013.
- b 2014.
- c 2015.
- d 2016.

3 There are _____ different language navigation options on YouTube.

- a 23
- b 52
- c 76
- d 108

4 Mark Zuckerberg is the founder of ...

- a Twitter.
- b YouTube.
- c Instagram.
- d Facebook.

- 5 It is estimated that _____ of the world's mobile traffic will be video by the year 2020.
- a 25%
 - b 50%
 - c 75%
 - d 100%
- 6 Periscope is a(n) _____ app owned by Twitter.
- a live video streaming
 - b image messaging
 - c professional networking
 - d gaming
- 7 _____ is a social media site used primarily for sharing images.
- a LinkedIn
 - b Twitter
 - c Instagram
 - d YouTube
- 8 Between 2015 and 2016, the number of social media users worldwide rose by ...
- a 20 million.
 - b 200 million.
 - c 1 billion.
 - d 2 billion.
- 9 In 2015, social networks earned over \$8 billion from ...
- a microblogging.
 - b streaming.
 - c advertising.
 - d broadcasting.
- 10 The top three Instagram hashtags in 2012 were ...
- a #love, #instagood, and #me.
 - b #cute, #happy, and #summer.
 - c #beautiful, #nofilter, and #friends.
 - d #follow, #food, and #sky.

2 Complete the text about live video streaming with the words in the box.

attention	audience	capabilities	connect	content
controversial	graphic	instant	private	unfiltered

Many social media platforms now offer live video streaming (a) _____. There are two main types of (b) _____ being streamed. Firstly, that from major media companies, for example, news; secondly, that from the general public, such as health tips or “how to” guides for anything and everything. Broadcasts can be either public or (c) _____. They can be made available to everyone, or the (d) _____ can be narrowed to specific people – just friends and family, for instance. Live streaming presents users with the opportunity to (e) _____ with their followers in a more engaging way. It tells a story. It captures people’s (f) _____. Comments and Q&A functionalities mean viewers can give (g) _____ feedback. However, as some of this feedback shows, live video streaming throws up some (h) _____ issues. There are mixed opinions about its (i) _____ nature. It is not subject to the same restrictions as traditional broadcasting, and therefore has the potential to be more (j) _____ or shocking.