



Skills:

- Can scan quickly through texts, locating relevant details.
- Can account for and sustain his/her opinions in discussion by providing relevant explanations, arguments and comments.

Adults

Group

1 Discuss in pairs:

- Do you use Facebook? If so, how often and what for? If not, why?
- Which social media platform do you use the most and why?
- What do you think about the impact of social networks on how people interact with each other?

2 In the text below, find words and phrases that match the following definitions:

1. start or introduce something new, like a product or service - _____
2. grow quickly in a short amount of time - _____
3. big companies with significant influence and power in the business world - _____
4. the state of being shown to a large audience or group of people - _____
5. harmful language that promotes discrimination or violence against a particular group - _____
6. incorrect details or facts that are not true - _____
7. material that goes against the law or regulations - _____
8. a space where goods or services are bought and sold - _____
9. make something greater in size, number or importance - _____
10. making money or earning a financial gain - _____
11. gathering information or facts for analysis or research - _____
12. engagement or communication between individuals using a platform or system - _____



The social network TheFacebook.com was launched in February 2004 by Mark Zuckerberg, a 19-year-old Harvard student, for students from his school. Harvard students who signed up for the service could post photographs of themselves and personal information about their lives, such as their class schedules and the clubs they belonged to. Its popularity increased rapidly, and soon students from other prestigious schools, such as Yale and Stanford universities, were allowed to join. By June 2004, more than 250,000 students from 34 schools had signed up, and that same year major corporations, such as the credit card company MasterCard, started paying for exposure on the site.

Facebook was the first social network to be used by many people of different ages and backgrounds all over the world. It changed how people interacted, how they organized social movements, and how they got news.

The founder of Facebook, Mark Zuckerberg has been criticized for not doing enough to stop hate speech and false information on the site. Now, Meta (the new name for Facebook's parent company) has to make sure there is no false information or illegal content on its platforms.

Zuckerberg has changed the platform a lot since 2019. He added more videos, a marketplace, and messaging features. Now, Facebook looks very different from before. It has features from other social media sites like Reddit, TikTok, Twitter, and Snapchat.

As for Facebook's mission, Zuckerberg has expanded the platform's features to maintain a profitable business model, prioritizing making money through advertising and collecting data over real user interaction.

3 Look at this list of facts about Facebook - all the facts contain false information. Correct these facts to make them accurate according to the text.

- Initially Facebook users could only post text-based information about themselves.
- The website was originally created by a Harvard student Mark Zuckerberg for prestigious schools like Harvard, Yale and Stanford.
- Mark Zuckerberg has been criticized for promoting illegal content on his website.
- Meta is the name of another Zuckerberg's project that he started much later than Facebook.
- Nowadays Facebook's main priority is to focus on connecting people globally.

4 Fill in the gaps with the words from Exercise 2.

- It is important to fact-check before sharing any _____(1) online.
- Websites must remove _____(2) as soon as possible to avoid legal consequences.
- Facebook and Instagram provide great _____(3) for small businesses.
- _____(4) invest heavily in advertising on social media.
- The company _____(5) a new social media campaign last week.
- User _____(6) is key to building a strong social media following.
- Meta is now trying hard to prevent _____(7) to create a safer online environment for the users.
- Facebook has become a _____(8) for buying and selling goods.
- Companies are constantly collecting _____(9) to improve user experience online.
- The company _____(10) its online presence to reach more customers.
- The number of internet users _____(11) during the pandemic.
- Influencers can make social media platforms _____(12) through sponsored posts.

5 In small groups, think about the role of social media platforms like Facebook in our personal and professional lives 10-20 years ago and today, and then brainstorm ideas about the role it will have in the future. Use the vocabulary from Exercise 2 for help and inspiration.

Correct answers

1 Made in “Discussion Questions”

2 Made in “Word-Definition Matching”

1. launch
2. increase rapidly
3. major corporations
4. exposure
5. hate speech
6. false information
7. illegal content
8. market place
9. expand
10. profitable
11. collecting data
12. user interaction



3 Created in “True or False”. The text is based on the articles from Euronews and Britannica

- Initially, Facebook users could post not only text-based information but also photographs of themselves and personal details like their class schedules and club memberships.
- The website was initially created by Mark Zuckerberg, a Harvard student, for students from his school, but it rapidly expanded to include students from other prestigious schools like Yale and Stanford universities.
- Mark Zuckerberg has been criticized for not doing enough to stop hate speech and false information on the site, not for promoting illegal content.
- Meta is not another Zuckerberg project started much later than Facebook; it is the new name for Facebook's parent company.
- Nowadays, Facebook's main priority is not solely focused on connecting people globally; it has evolved to prioritize making money through advertising and collecting data over real user interaction.

4 Created in the “Sentences with the target vocabulary” + “Fill in the Gap” tools

- | | |
|-----------------------|-----------------------|
| 1. false information | 7. hate speech |
| 2. illegal content | 8. marketplace |
| 3. exposure | 9. data |
| 4. major corporations | 10. expanded |
| 5. launched | 11. increased rapidly |
| 6. interaction | 12. profitable |

5 Inspired by “Lead-in activities”



[image source](#)



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