

TikTok in Business and Social Life

Skills:

- Can understand articles and reports concerned with contemporary problems.
- Can understand most TV news and current affairs programmes.
- Can give clear, detailed descriptions on a variety of subjects related to their field of interest.

Adults/Teens

Group



1 In pairs, discuss the following questions.

1. How would you describe TikTok in three words?
2. What do you think makes TikTok so popular?
3. Do you think TikTok is more for entertainment or business? Why?
4. How do you use TikTok in your daily life? What types of content do you enjoy watching?
5. Can TikTok be harmful, or does it have only positive effects on society and businesses?

2 Match these words and phrases to their definitions.

unique referral links

sponsorship

revenue stream

commission

partnerships

1. a source of income generated from various activities or services over time - _____
2. a payment made to someone for helping to sell or promote a product or service - _____
3. special web addresses that track who referred a customer, often used to reward the referrer - _____
4. agreements between two or more parties to work together towards common goals - _____
5. financial support given by a company or individual in exchange for advertising or promotion - _____

3 Read the text about TikTok.

TikTok has become a significant part of our daily lives and society, offering various opportunities for people to earn money. One popular method is through affiliate partnerships. This involves creators promoting products or services on their accounts and earning a commission for each sale made through their unique referral links. It's a win-win for both the creators and the companies, as it helps increase brand awareness while providing creators with a revenue stream.

Another way to profit from TikTok is to join the TikTok Creativity Program. This program is designed to reward creators who consistently produce engaging and original content. By meeting certain criteria, such as follower count and content quality, creators can earn money based on the performance of their videos, such as views and interactions. This incentive encourages users to focus on creativity and quality, ultimately enhancing the content available on the platform.

Brand partnerships and sponsorships also play a crucial role in how people make money on TikTok. Brands look for influencers with a significant following and a strong engagement rate to promote their products or services.

These partnerships can vary from one-time posts to long-term collaborations, offering a substantial source of income for creators. In exchange, brands gain access to the creator's audience, which can lead to increased sales and brand loyalty.

The impact of TikTok on society goes beyond just financial opportunities. It has changed the way we consume content, with its fast-paced and visually appealing format capturing our attention more than traditional media. The platform has become a cultural phenomenon, influencing trends in fashion, music, and even language. On the flip side, the pressure to produce engaging content continuously can be overwhelming for some creators, leading to burnout or mental health issues.

TikTok's role in shaping public opinion cannot be understated. With millions of users worldwide, videos that go viral can spark conversations and influence societal views on various topics. As TikTok continues to grow, its influence on both the digital economy and societal norms is likely to expand, making it an essential tool for individuals and businesses alike.

4 Decide if the sentences about the text are True or False.

1. TikTok offers creators a way to earn money through affiliate partnerships.
2. The TikTok Creativity Program rewards creators based solely on their follower count.
3. Brand partnerships on TikTok can provide a significant income for creators.
4. TikTok has no impact on societal trends or public opinion.
5. The platform encourages users to produce high-quality and engaging content.
6. Creators on TikTok often feel no pressure to continuously create content.
7. TikTok has changed how people consume media compared to traditional formats.

5 In small groups, brainstorm and list at least three points for each category below. Be ready to share your ideas with the class.

How do businesses use TikTok for marketing?	How does TikTok influence social life and trends?	Why would some governments want to ban TikTok?
---	---	--

6 Watch the video and answer the questions.



1. What is the main reason cited by the US government for banning TikTok?

- a) Concerns about national security
- b) Lack of user interest in the app
- c) Technical issues with the app's functionality
- d) Compliance with data privacy regulations

2. What message was displayed to users when TikTok was temporarily shut down in the US?

- a) A message crediting President Trump for the app's resurgence
- b) A message explaining the national security concerns
- c) A message apologizing for the technical issues
- d) A message informing users of the regulatory compliance requirements

3. What does the expert suggest as a solution to the concerns about TikTok?

- a) Banning the app completely in the US
- b) Implementing stricter data security measures
- c) Selling TikTok to an American company
- d) Doing nothing, as the concerns are unfounded

4. What does the expert say about the difference in data requirements between the US and China?

- a) They are the same in both countries
- b) They are more strict in the US compared to China
- c) They are more strict in China compared to the US
- d) They are not discussed or compared

5. According to the expert, how could a 13-year-old's social media posts impact their future?

- a) The posts will have no impact on their future
- b) The posts could be used against them when they are 40 years old
- c) The posts will be deleted after they turn 18
- d) The posts will be irrelevant by the time they are 40

7**Create a character description of a popular TikTok influencer.**

Include details about their personality, style, the type of content they create and the possible challenges they would face if TikTok was banned permanently.

Correct answers

1 Created in the “Discussion Questions” tools.

2 Created in “Word-Definition Matching” .

1. revenue stream
2. unique referral links
3. unique referral links
4. partnerships
5. sponsorship

3 Created in “Create a Text” .

4 Created in “True or False Statements” .

1. True - The text states that creators can earn money through affiliate partnerships by promoting products.
2. False - The text mentions that the program rewards creators based on both follower count and content quality.
3. True - The text explains that brand partnerships can be a substantial source of income for creators.
4. False - The text indicates that TikTok does influence societal trends and public opinion.
5. True - The text highlights that the program encourages users to focus on creativity and quality.
6. False - The text mentions that some creators feel overwhelmed by the pressure to produce content continuously.
7. True - The text states that TikTok has changed the way we consume content compared to traditional media.

5 Inspired by “Lead-in Activities”

6 Created in the “ABCD Questions” tool.

1. a
2. a
3. c
4. c
5. b

7 Created in the “Creative Writing” tool.