

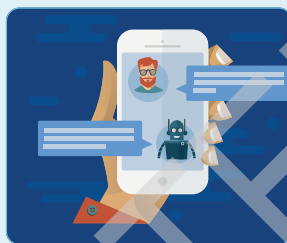
READING Social media bots and you

- 1 Look at the pictures. Then read the title of the article and the first paragraph. What does the word 'real' in the title mean? Choose A, B or C.

A real friends ☐ B real robots ☐ C real people ☐

Real or robot?

You open your social media account. 139 people commented on your last post – it was a success! But are you sure all of the comments are from real people? The answer is that you can't be sure. Online robots called 'bots' are now controlling many social media accounts, so it's often hard to tell who is real and who isn't.



- 1 A bot is a computer program that communicates with users. Some bots are useful. Chatbots on shopping apps, for example, help customers decide what to buy. Bots are also able to send notifications about news stories to your phone, and they can even help you when you're gaming. However, other bots cause problems, many of which are on social media.
- 2 Bots can help social media users. They help them manage their accounts by translating texts, deleting old messages, or sharing what they post to other platforms. It's easy to see these bots, and people who use them know that they aren't real people.
- 3 Bots control thousands of accounts on social media that aren't real. These fake accounts cause certain people or topics to trend by 'liking' and sharing their posts in huge numbers. They also upload and share untrue stories to change people's opinions of something or someone. Some people hire bots to follow them to make them seem more popular than they are.
- 4 It's hard to know what proportion of social media accounts are fake, but it could be as high as 20%. What's more, because bots are very active, up to half of activity on social media might not be real. It's certainly possible that some bots are following you or that you're following them without you even knowing it.
- 5 It can be hard to know if an account is real, but if a profile has very little information and few photos and posts, a bot probably runs it. Bots also often use accounts that have been stolen, with a lot of real photos and posts.
- 6 If someone you don't know starts following or messaging you, check what is on their profile and block them if necessary. Don't post any personal information or click on any links that they send you. When you see a story in your feed, check if it's real before you share it. Bad bots are everywhere, but you can escape them!

- 2 1.1 READING EXPERT Read and listen to the article. Match questions A–H with paragraphs 1–6. There are two questions you don't need.

- A How common are social media bots? _____
 B Who uses bots the most? _____
 C What can you do to avoid bad bots? _____
 D How do social media bots trick people? _____
 E What is a bot? _____
 F How can you create a social media bot? _____
 G How difficult is it to identify a fake account? _____
 H How can bots be useful on social media? _____

- 3 Read the article again. Are the sentences true (T) or false (F)?

- 1 Bots are controlled by users. T / F
 2 Bots can help you read posts in different languages. T / F
 3 Good bots make it clear that they aren't real people. T / F

- 4 You can pay for a bot to make yourself look more popular. T / F
 5 Half of social media accounts aren't real. T / F
 6 If a social media account doesn't have many photos, it must be a bot. T / F

- 4 WORD EXPERT Complete the sentences. Use *what* or *that*. Read the article again and check.

- 1 Bots help customers decide _____ to buy online.
 2 A bot is a program _____ communicates.
 3 Bots share _____ users post to other platforms.
 4 Bots use accounts _____ have been stolen.
 5 Check _____ is on a profile carefully.
 6 Don't click on any links _____ they send you.

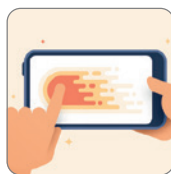
- 5 CRITICAL THINKING How do the statistics and information about social media bots change the way you think about social media?

VOCABULARY Social media and the internet

1 What do the icons mean? Complete the words.



1 b _ _ _ _



2 s _ _ _ _



3 u _ _ _ _



4 s _ _ _ _



5 c _ _ _ _



6 l _ _ o _ _



7 s _ _ _ _



8 a _ _ _ _

2 Match verbs 1–9 with phrases A–I.

- | | | |
|------------|---|------------------------------|
| 1 download | — | A a new photo online |
| 2 follow | — | B the icon twice |
| 3 log on | — | C someone's profile |
| 4 post | — | D for a friend online |
| 5 save | — | E someone on social media |
| 6 search | — | F an app |
| 7 tap | — | G to your account |
| 8 type | — | H your work regularly |
| 9 view | — | I a word into the search bar |

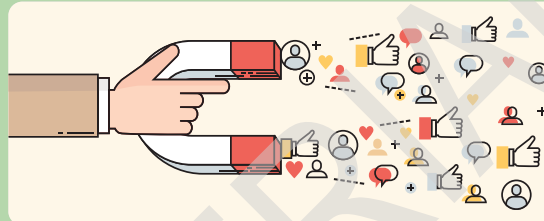
3 Complete the sentences. Use the correct form of the verbs in the box. There are four verbs you don't need.

access browse click download log off
log on post save scroll not swipe

- I don't allow apps to _____ my camera because I'm worried about privacy.
- My friend _____ a news app yesterday. It looks really cool.
- I _____ right on people's photos on Instagram – I never have time to look at them.
- Last night, I forgot to _____ my homework on my laptop, so I lost it all!
- My sister can _____ social media for hours, but I find it boring.
- I usually _____ from my social media accounts at 10 p.m. I need to get some sleep.

4 Complete the text. Use the words in the box. Sometimes there is more than one correct answer.

click follow post scroll search share
trending type upload view



What are engagement scores?

Many companies are competing online to sell products. How do they get more people to look at what they ¹ _____? They try to increase their 'engagement score'. An online company's engagement score is the number of people who react to a post divided by the total number of people who ² _____ the account. Users react to a post when they like it, ³ _____ on a link, or ⁴ _____ a comment. You are more likely to see posts with high engagement scores when you ⁵ _____ through social media. So, if a post has a high engagement score, more people will ⁶ _____ it.

There are other ways to advertise products online. Many companies pay popular social media users called 'influencers' to post about their products. Influencers ⁷ _____ attractive photos and ⁸ _____ stories about how the product has helped them. Companies and influencers also add hashtags that are ⁹ _____, such as #fashion, to their posts so people see their product when they ¹⁰ _____ for a topic.

5 **CRITICAL THINKING** Why do you think people follow influencers? How can this have a positive and negative effect on a person's life?

6 Answer the questions.

- Which social media platforms do you use?

- How many times a day do you log on to social media?

- What kind of content do you post online?

- What type of apps do you usually download?

- Which influencers do you follow? Why?

GRAMMAR Present tense review

1 1.2 Listen to eight people. Choose the correct words.

- 1 She *borrow*s / *is borrowing* a laptop to do homework.
- 2 He *stud*ies / *is studying* at home.
- 3 She *cook*s / *is cooking* with her parents.
- 4 He *sav*es / *is saving* his pocket money.
- 5 She *typ*es / *is typing* fast.
- 6 They *surf* / *are surfing* in Newquay.
- 7 He *wear*s / *is wearing* black clothes.
- 8 She *spend*s / *is spending* a lot of money on her mother.

2 Complete the dialogues. Use the present simple or present continuous form of the verbs in the box.

charge delete do not show sing
sound spend not use watch work

- 1 A: _____ (your laptop)?
B: Yes, but the battery ² _____.
- 2 A: What ³ _____ (you) on your phones?
B: We ⁴ _____ some old photos. We don't want them any more.
- 3 A: ⁵ _____ (your sister) much time on Instagram?
B: Not really. She ⁶ _____ social media very often.
- 4 A: ⁷ _____ (Laura) in that video?
B: Yes, her voice ⁸ _____ great, doesn't it?
- 5 A: ⁹ _____ (you) a lot of movies at the cinema?
B: I do, usually, but the cinema ¹⁰ _____ anything good at the moment.

3 Write present simple or present continuous sentences and questions.

- 1 you / watch / the new series / on TV at the moment / ?

- 2 she / not understand / the question

- 3 he / think / social media / be / a waste of time

- 4 we / think / of / watching a film tonight

- 5 how much time / you / usually / spend / doing homework / ?

- 6 Be quiet! / I / listen / to a podcast

- 7 every time / they / log on, / they / check / their Instagram accounts

4 Complete the questions. Use the present simple or present continuous form of the verbs in brackets. Then answer the questions so they are true for you.

- 1 Which apps _____ (you / use) every day?

- 2 What sort of posts _____ (you or your friends / share)?

- 3 How _____ (you / use) social media to practise English?

- 4 What news stories _____ (people / talk) about this week?

GRAMMAR CHALLENGE

5 Complete the text. Use the present simple or present continuous form of the verbs in brackets.



UNSOCIAL MEDIA?

Some people ¹ _____ (believe) that social media ² _____ (make) us less sociable right now. Although we usually ³ _____ (connect) with a lot of people online, this often ⁴ _____ (seem) to replace making connections in real life. In fact, recent research shows that more and more people ⁵ _____ (feel) lonely because they're spending too much time on social media, and they ⁶ _____ (not spend) enough time with family and close friends. It's definitely harder to focus on people around us nowadays with all the notifications that we always ⁷ _____ (get). However, maybe the impact of social media ⁸ _____ (depend) on how we use it. Some people regularly ⁹ _____ (use) it to keep in touch with friends and family that live far away, and this can only be a good thing. But many people spend too much time using it without doing anything else, and as a result, they ¹⁰ _____ (develop) bad habits.

SPEAKING Describing a photo (1)

- 1 1.3 Look at the two photos. Complete the description comparing them. Listen and check.



What similarities can I see? Let me think for a moment. Well, the photos ¹_____ they both show people at a concert. ²_____ is that ³_____ there are two people with their hands in the air. One more thing the photos ⁴_____ is that the people are holding things. And the differences? Let me see. ⁵_____ between the photos is that in the first photo the people are holding phones to film the concert, ⁶_____ in the second photo they're holding drinks. ⁷_____ is that in the second photo the people are moving around. ⁸_____ they're dancing. They ⁹_____ quite happy together. ¹⁰_____, the people in the first photo are standing still. Are they friends? I'm not really sure, but I don't think so. Personally, I like going to concerts with my friends. Er, basically, it's a fun way to spend time together, and I can see my favourite bands. I do like to film special events so that I can remember them later, though. ¹¹_____, I'd say the people in the second photo are having a better time. I prefer to enjoy a concert rather than film it because it's a better experience to actually watch the band than to be on a mobile phone.

- 2 Read the description again. Are the sentences true (T) or false (F)?

- The speaker talks about the type of event in the photos. T / F
- She mentions the location of the event. T / F
- She describes the physical appearance of the people in the photos. T / F
- She describes how the people are moving. T / F
- She gives her opinion of the two photos. T / F
- She gives a reason for her opinion. T / F

- 3 Read the sentences. Is the language in **bold** comparing (CM), contrasting (CS), speculating (SP) or concluding (CO)?

- Another **similarity** is that in both photos we can see two people. _____
- A **further difference** is that in the second photo the people are moving around. _____
- They **seem** quite happy together. _____
- On the whole**, I'd say the people in the second photo are having a better time. _____
- One more thing the photos have in common** is that the people are holding things. _____
- In the first photo** the people are holding phones, **while in the second** they're holding drinks. _____
- The photos are similar in that** they both show people at a concert. _____
- It looks as if** they're dancing. _____

- 4 **SPEAKING EXPERT** Complete the 'filler phrases' that the student uses in Exercise 1.

- Let me _____ for a moment.
- Let me _____.
- I'm not really _____.
- Er, _____, ...

- 5 Describe the two photos below.

Remember!

Think about: The similarities and differences between two photos; Buying time to think of what to say next

Key expressions: Comparing; Contrasting; Speculating; Concluding



(Say what both photos show.)

¹ _____

(Say another similarity.)

² _____

(Say one obvious difference.)

³ _____

(Say another difference.)

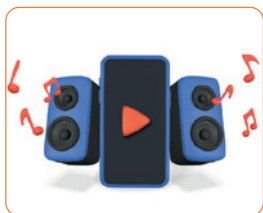
⁴ _____

(Say which of these two situations you prefer, and why.)

⁵ _____

LISTENING A podcast about voice assistants

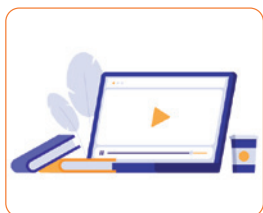
- 1 1.4 Listen and tick (✓) the uses of voice assistants that the speakers mention.



A Playing music ☐



B Shopping ☐



C Homework ☐



D Cooking ☐



E Photography ☐



F Listening to jokes ☐

- 2 1.4 LISTENING EXPERT Listen again. Choose the correct answer (A, B or C).

- Which devices do most young people use to speak to voice assistants?
A electronic devices around the home
B smart speakers
C mobile phones
- What do 20% of young people use voice assistants for?
A getting cinema information
B playing music
C finding information about songs
- What does Sara suggest using a voice assistant for?
A contacting your teacher
B writing essays
C getting support for school work
- How could a voice assistant help an artist, according to Sara?
A by taking beautiful photos
B by providing ideas
C by helping to choose camera settings
- How might we use voice assistants more in the future?
A for browsing apps
B for reaching destinations
C for controlling appliances

- 3 1.4 Listen again. Are the sentences true (T) or false (F)?

- Young people don't use voice assistants as much as older people. T / F
- A fifth of young people often use voice assistants to find the name of a film. T / F
- Voice assistants can help students complete their school work on time. T / F
- Students can use voice assistants to help them revise for tests. T / F
- Photographers can't take good slow motion videos without a voice assistant. T / F

- 4 1.5 WORD EXPERT Make nouns. Use the suffixes -ation, -ion, -sion or -ment. Listen and check.

- navigate _____
- entertain _____
- organize _____
- revise _____
- encourage _____
- decide _____

- 5 Choose the correct words.

- My brother doesn't have any *understand* / *understanding* of the rules of football.
- Can you *organize* / *organization* a party for my birthday, Mum?
- The teacher *encouraged* / *encouragement* the students to be creative.
- It was your *decide* / *decision* to leave the film before the end!
- How many hours a day do you *revise* / *revision* for your exams?
- My dog does tricks if you give him lots of *encourage* / *encouragement*.
- The website is very simple to *navigate* / *navigation*.
- Voice assistants can be used both for work and *entertain* / *entertainment*.

- 6 MEDIATION Read the exchange with a voice assistant. What mistake has the voice assistant made? What would you say to the voice assistant to correct the mistake?

Hey, add tissues to my shopping list.

Two shoes added to your shopping list.

VOCABULARY Apps and what they do

1 Look at the photos. Complete the words.



1 phot_____



2 pro_____



3 navig_____



4 mobile b_____



5 food and d_____



6 art and d_____

2 Choose the correct words.

- 1 stream / look up / track your workouts
- 2 order / stream / draw playlists
- 3 reach / meet / add your destination
- 4 draw / meet / track a deadline
- 5 start / order / add a new relationship
- 6 draw / track / look up a definition

3 Complete the table with phrases from Exercise 2.

1 Dating	2 Music	3 Productivity
_____	_____	_____
_____	_____	_____
4 Health and fitness	5 Reference	6 Navigation
_____	_____	_____
_____	_____	_____

4 Complete the text. Use words formed from the words in the box.

dead destination effect play
relation sketch take work



THE METAVERSE

Have you heard of the metaverse? The metaverse is the internet, but in 3D. It's new technology that allows you to connect virtually with people, or experience real or imaginary places without leaving your home. In the metaverse you don't just stream ¹_____; you go to concerts and watch artists on stages that have amazing special ²_____. You can join your friends for ³_____ in a private gym, and you can draw enormous ⁴_____ in art studios. You could even have holidays in ⁵_____ like Mars, and you can have ⁶_____ with digital people who look like celebrities. However, you can't do everything in the metaverse. You can order ⁷_____ from restaurants, but you can't eat the food there. You can attend school in the metaverse if you want to, but you still have to meet homework ⁸_____ in the real world!

5 Complete the questions. Then answer them so they are true for you.

- 1 What was the last definition that you had to _____?

- 2 What was the last playlist that you _____?

- 3 What is the next deadline that you have to _____?

- 4 How do you _____ your fitness?

- 5 How often do you _____ a takeaway?

GRAMMAR Gerunds and infinitives

- 1 **1.6** Listen and complete the sentences. Use the gerund or infinitive form of the verbs in the box.

call catch dance get
read revise stand take

- The girl in the bus agrees _____.
- The man suggests _____ something.
- The girl avoids _____ wet.
- The boy forgot _____.
- The girl suggests finding your phone by _____ your number.
- _____ is the boy's favourite activity.
- The girl thinks it's important _____ breaks.
- The boy is walking fast _____ the train.

- 2 **1.7 PRONUNCIATION** Listen and complete the table. Use the words in the box.

choose pleasure seat should
stream sure revision use

/s/	/z/	/ʃ/	/ʒ/

- 3 Write sentences and questions.

- you / enjoy / shop / online?

- I / never / risk / walk / home alone late at night

- Jayde / always / choose / sit / at the back of the cinema

- I / sometimes / revise / by / type up / my notes

- please / try / answer / all the questions

- give / presents / is more fun than / receive / them

- it's dangerous / share / passwords

- you / save / your money / these days / buy / anything?

- 4 Complete the sentences so they are true for you.

- If possible, I'd like to stop _____
- I usually meet friends by _____
- Before I'm an adult, I hope _____
- At the moment I'm trying _____
- I'm seriously considering _____

GRAMMAR CHALLENGE

- 5 Complete the text. Use the gerund or infinitive form of the verbs in brackets.



Missing my phone

I'm worried I depend too much on my phone. Yesterday, I got home from my friend's house and realized I didn't have it. I remembered ¹ _____ (put) it down on the kitchen table, so I thought it was probably still there. I considered ² _____ (walk) back to get it, but it was dark, and Mum suggested ³ _____ (wait) until the next day. So, I waited, but I hated ⁴ _____ (be) without my phone. I started ⁵ _____ (imagine) terrible things. I worried that my friend was looking at my messages, or that all my friends were having conversations without me. I also knew I risked ⁶ _____ (miss) a message from a girl I liked. After an hour, I decided ⁷ _____ (go) back to my friend's house ⁸ _____ (get) it. Mum agreed ⁹ _____ (take) me there. When we arrived, I found the phone quickly. There were no messages at all. ¹⁰ _____ (have) that experience definitely made me think about how much I depend on my phone, and I felt guilty about ¹¹ _____ (think) so badly of my friends. What's my phone doing to me?

- 6 **SOCIAL AND EMOTIONAL AWARENESS**

Read the text in Exercise 5 again. How do you think the writer's dependence on his mobile phone is affecting his relationships?

WRITING A 'for and against' essay

1 Read the essay. Put points A–C in the order they are made.

- A Gaming is beneficial. ☐
 B Children are not all the same. ☐
 C Gaming stops you doing important things. ☐



Should there be legal limits on gaming for young people?

A recent survey showed that the average young person spends around three hours a day playing computer games. Due to this, a number of governments have made it illegal for people under eighteen years of age to spend too much time gaming. But is it right to control gaming with legal limits?

On the one hand, there are good reasons why there should be laws limiting gaming. Playing too much can lead to a range of issues, particularly for young people. **Firstly**, they may not sleep or eat enough because they are so keen to continue playing. **In addition**, if they spend all their time gaming, they may not have time to see friends, do homework, or have other hobbies. It is hard for parents to control what their children are doing all the time, so some parents would be happy for the government to limit the amount of screen time children can have.

On the other hand, governments must recognize the benefits of gaming. **First of all**, gaming encourages cooperation with others, and this can help people who are shy or who lack confidence to build relationships. **Secondly**, gaming requires skills such as problem solving and hand-eye coordination, and gamers often improve in these areas, which can help them in real life. **Furthermore**, gamers often develop an interest in computers and coding, and this can improve an individual's career options.

In conclusion, there are arguments for seeing computer games both as a problem and as an opportunity. My opinion is that it depends on the person. Gaming may harm some people, **but** it can benefit others. **However**, legal limits on gaming would affect every young person equally. Therefore, on balance, it is likely that they would hurt more people than they would help.

2 Read the essay again. Complete the summary.

Some governments are limiting the amount of time that young people can play computer games because gaming can cause a lot of ¹ _____. Young people may play games instead of going to ² _____, eating meals, meeting ³ _____ or doing school work. However, gaming also allows young people to develop ⁴ _____ with others, learn useful skills, or even lead to a ⁵ _____. Gaming can be both a problem and an ⁶ _____. It is therefore important to look at the effects of gaming on individuals rather than imposing a legal limit for all.

3 **WRITING EXPERT** Complete the table with the words in bold from the essay in Exercise 1.

Sequencing	Firstly, _____
Adding arguments	In addition, _____
Expressing contrast	On the one hand, _____
Concluding	To sum up, _____

4 **MEDIATION** In your notebook, answer the following questions:

- What effect does gaming have on your life?
- Is it a positive or negative effect, and why?

5 You are planning an essay on the following question: *Should teenage boys and girls compete together or separately in esports?* Which TWO ideas A–F support the argument that they should compete together?

- ☐ A Teenage boys' greater strength or size is not an advantage in computer games.
- ☐ B Some people believe girls have slower reaction times than boys.
- ☐ C Boys and girls often enjoy playing different computer games.
- ☐ D Few girls win the biggest competitions.
- ☐ E Separating boys and girls makes people believe that girls are not as good as boys.
- ☐ F Some girls feel uncomfortable when they play with boys.

6 Look at the **WRITING GUIDE** on page 126. In your notebook, write a 'for and against' essay on the question in Exercise 5.

Remember!

Grammar: Present simple and present continuous; Gerund and infinitive

Vocabulary: Social media and the internet; Apps and what they do

Linkers: Firstly, Furthermore, On the one hand, etc.

Spelling: Check and correct

Structure: Four paragraphs

1 Global Goals

The power of connection

- 1 1.8 Complete the infographic. Use the words in the box. Listen and check.

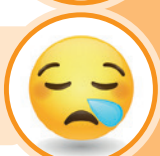
blind celebrate confusing foreigners
gender say simple unkind

How to make everyone feel welcome on social media

- 1 Add descriptions to your pictures. This is called alt-text and it helps _____ people.



- 2 Avoid _____ emojis, or too many emojis. Some people don't understand them.



- 3 Use 'people first' expressions, which are more friendly:
X _____
✓ people from other countries

- 4 Report any _____ or offensive content.



- 5 Post information about days that _____ our differences, e.g. Juneteenth.

- 6 Use _____-neutral language so that both men and women feel included.
X policeman / he
✓ police officer / they



- 7 Keep your language _____. This helps people who can't read English easily.



- 8 Don't post anything about people that you wouldn't _____ to them.



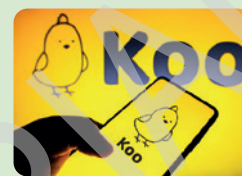
- 2 Read the article. Who does Koo aim to include?

- A people who can't hear
B people who don't understand English
C elderly people

☐
☐
☐

AN APP FOR ALL

More than half of everything that is written for the internet is in English. However, only 18% of the world's population are English speakers. What's more, although there are about 6,500 languages in the world, most websites only allow you to write in a few. That means that people who don't speak one of the world's 'majority languages' (a language used by most of the people in a given population) can't take part in online communications. In India, where nearly 400 languages are spoken, this is a particular problem. To help solve it, entrepreneurs Aprameya Radhakrishna and Mayank Bidawatka invented a social media app called Koo. It allows users to post messages in different languages, some of which can't be used on other websites. These languages include Hindi and Tamil. Koo also supports 'speech to text' in these languages. This means that people who can speak a language, but who are unable to type it, as well as people who can't read or write, are able to see their words appear on the screen. Koo is also becoming popular in other countries. The app not only allows users to translate their messages into other international languages, but also to read messages in other languages. This means that someone from Germany can chat with someone in Brazil, for example. The Koo app currently has users in 100 countries.



- 3 Read the article again. Are the sentences true (T) or false (F)?

- 1 Almost half of the written content on the internet uses English. _____
2 About 6,500 different languages are spoken in India. _____
3 Koo only features international languages. _____
4 You don't need to type to use Koo. _____
5 Koo is quite popular outside India. _____

- 4 **MEDIATION** Look at the photo in the article. Write some alt text for it so that a blind person can understand it.

REVIEW Unit 1

1 Complete the text. Use one or two words in each gap.

How to send photos online

There are different ways you can send a photo. On a laptop you can ¹_____ to your email or social media account. Then attach a photo to a message or post. ²_____ on the icon for attaching files and ³_____ through the photos you have saved before choosing one. You can usually ⁴_____ with a key word to ⁵_____ your files for images of a certain person, for example. If you want to send a new photo, it is often quicker to use your phone. ⁶_____ on the camera button, take an image and ⁷_____ it directly into a chat. If you forget to ⁸_____ a comment with the photo, you can often ⁹_____ the image to the right and add one then.

2 Complete the table. Use the words in the box.

check design destination look up
meet music photography reference
sketch workouts

App type	App task
¹ _____	stream a playlist
mobile banking	² _____ your balance
³ _____	⁴ _____ a definition
art and ⁵ _____	draw a ⁶ _____
⁷ _____	add a filter
productivity	⁸ _____ a deadline
navigation	arrive at your ⁹ _____
health and fitness	track your ¹⁰ _____

3 Write present simple or present continuous sentences and questions.

- my friend / make / money by selling Pokémon cards

- how many social media groups / you / belong to / ?

- social media / not seem / like a safe place nowadays

- my friends / write / songs, but / they / usually / not post / them online

- Hi! you / call / me / from the Comicon exhibition / ?

- right now / she / practise / English / on an app

- you / own / an Android phone at the moment / ?

4 Complete the advice about learning English. Use the gerund or infinitive form of the verbs in the box.

ask attend correct do
keep practise talk use

- Try _____ a record of vocabulary.
- Avoid _____ in your native language.
- Agree _____ online exercises.
- Improve fluency by _____ conversations in English.
- Learn _____ your own mistakes.
- Consider _____ extra classes.
- Be sure _____ for help if you need it.
- Start _____ the writing guide at the back of your book.

5 Choose the correct words.

CHOOSING AVATARS>>>>

When people use social media, they often ¹use / are using an electronic image to represent them. This is their avatar.

But how do people choose ²showing / to show themselves?

At the moment, a lot of people

³create / are creating cartoon images of themselves.

This is easy ⁴doing / to do with an app like Lensa Editor. The app takes photos of you, but instead of ⁵adding / to add a filter, it creates a cartoon image based on what you look like. Then you can change the cartoon's colours and clothes. If you want to look friendly online, avoid ⁶creating / to create avatars that have sunglasses, hats or even black hair.

Other people, however, prefer not to use avatars at all. They think ⁷keeping / to keep their real face online is better ⁸making / to make it clear who they are.



LEARNING EXPERT Now I can ...

- talk about using social media and the internet ☐
- talk about apps and what they do ☐
- use the present simple and present continuous ☐
- use gerunds and infinitives ☐
- compare and contrast photos ☐
- write a 'for and against' essay ☐