

Friends Reunited: an Internet phenomenon

Level

Intermediate

Tasks

Completing a fact file

Reading an article

Discussing who you keep in touch with from school, the concept of the **Friends Reunited** website and other Internet success stories (or failures)

How to use the lesson

- 1 Ask students if they had the chance, would they like to know what their classmates are doing now?
- 2 Find out if they have heard of the **Friends Reunited** website. If not, be prepared to explain what it is/does. (It's a website that enables people to get in touch with old school friends, university friends or colleagues, and to find out what they are doing now. It has just launched in Germany and other European countries.)
- 3 Hand out the worksheet and ask students to complete the fact file. (Note: when you hand out the worksheet, you may wish to fold the sheet in half to hide the text.)

Answers

Founders: Steve & Julie Pankhurst

Based in: the UK

Launched in: 2000

Number of registered users: nine million

Number of schools on website: 46,000

Average number of hits per day: up to ten million

Value of company: £25 million

Potential size of market: practically unlimited

- 4 Once students have read the text and checked their answers, ask them if they were surprised at the figures.
- 5 See if students can guess the meaning of the words in 3 from context. Be prepared to explain the meaning, or ask them to check the words in the dictionary.
- 6 Ask students to discuss the questions in pairs or small groups and report back anything interesting to the class.

Related websites

Send your students to these websites, or just take a look yourself.

www.friendsreunited.com

www.ancestry.com

http://stylusinc.com/website/business_models.htm