

Social networking

Level

Pre-intermediate and above

Tasks

Finding out if students have visited social networking sites like MySpace
 Scanning and reading the transcript of a business programme about social networking
 Matching words to create collocations
 Discussing points arising from the transcript

How to use the lesson

- 1 Tell students that this lesson is about 'social networking'. Give an example of a social networking site which the students may know, such as MySpace. Hand out the worksheet. Ask students to tick any of the sites they have visited and compare their answers with a partner. Elicit the student's experiences of using these sites e.g. has anybody posted a personal page? Has anybody watched videos on YouTube? etc.
- 2 Ask students to scan the transcript and underline any of the websites from exercise 1.

Answers

Mark mentions Facebook, Bepo, LinkedIn, Orkut and MySpace in his first answer
 Jenny's second question mentions Facebook
 Mark's answer mentions MySpace again
 Janet mentions YouTube

- 3 Students read the transcript. Ask students how 'social networking' sites help businesses (e.g. help promote bands / find a job / expand contacts). Ask what problems there are with such sites (e.g. identity theft / untrue information / breaking copyright). You may wish to look at any useful vocabulary, such as: *acquaintances / effective / beneficial / entrepreneurs*.
- 4 Ask students to match the words to create collocations from the transcript.

Answers

(a) generate revenue	(b) break copyright	(c) promote a company	(d) access information
(e) identity theft	(f) music world	(g) contact information	(h) video clips
(i) small businesses	(j) solid marketing	(k) personal profile	(l) traditional route

- 5 Ask students to read the statements and circle the number (1–5) which best shows their reaction. Students then work in pairs or small groups to discuss the questions. When they have finished, ask for feedback on anything interesting the groups spoke about. Encourage students to explain their choices. Collate the numbers on the board to see what the class as a whole think. Finish the lesson by providing language feedback.

Related websites

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

www.myspace.com

http://en.wikipedia.org/wiki/List_of_social_networking_websites

http://www.linkedin.com/static?key=company_info&trk=gfoot_about