

## Unit 2: What is Social Media Literacy?

### 1. Pre-reading Exercise

1. Do you use social media for personal use, professional use, or both?
2. Which of these activities do you use social networking for? (check ✓)
 

<input type="checkbox"/> shopping	<input type="checkbox"/> watching videos/listening to music	<input type="checkbox"/> job hunting
<input type="checkbox"/> getting news	<input type="checkbox"/> playing video games	<input type="checkbox"/> chatting with friends
<input type="checkbox"/> dating	<input type="checkbox"/> making new friends	
3. What are the benefits and drawbacks of using social media to do these things?
4. What kind of information do you think is appropriate to share online, and what isn't?
5. How would you define social media literacy?

### 2. Vocabulary    match the words with their definitions:

- |                  |     |  |
|------------------|-----|--|
| a) beneficial    | ___ | a person who makes a formal application for something            |
| b) essential     | ___ | necessary  |
| c) collaborate   | ___ | correctly; properly  |
| d) applicants    | ___ | accepting what happens without being active                      |
| e) evaluate      | ___ | a thing that stops a person from concentrating on something else |
| f) passive       | ___ | good for sth   |
| g) distractions  | ___ | to judge or grade  |
| h) appropriately | ___ | to work together on a project                                    |

Now fill in any blanks possible:

Nouns	Verbs	Adjectives	Adverb
applicant		xxxxxx	xxxxxx
		beneficial	xxxxxx
	collaborate		xxxxxx
xxxxxx	xxxxxx	passive	
	xxxxxx	traditional	
	xxxxxx	essential	
xxxxxx	xxxxxx		appropriately

### 3. While reading

Fill in the blanks with the words from the vocabulary exercise.

#### 4. Discussion questions:

1. Which of the social media literacies does each of these rules represent?

- \_\_\_ Don't keep Facebook friends that continually make you angry or sad.
- \_\_\_ Don't check your Twitter account while in a university lecture.
- \_\_\_ Don't trust every meme or Facebook post you read.
- \_\_\_ Don't tweet something nasty about a coworker after having an argument with them.
- \_\_\_ Learn how to use your networks to get things done.

2. Which of these literacies do you think is most important for young people today?

3. Which of these literacies do you think might be your "weak point" in social media literacy.

4. Do you think you are social media literate? Why or why not?

#### 5. Phrasal Verb Focus

1. Match the meaning of **bring up** with its use in the example sentences:

- a) mention a topic for discussion
- b) to raise; take care of

\_\_\_ I would hate to bring a child up in the city.

\_\_\_ I don't want to bring this up, but we have to talk about it before our next meeting.

2. Match the meaning of **pick up** with its use in the example sentences:

- a) to buy sth (informal)
- b) to meet s.o. with a car, in order to bring them somewhere
- c) to become better; improve
- d) to answer a phone call
- e) to learn something, especially in an informal way
- f) to resume something

\_\_\_ Business has been picking up since we started advertising on the Internet.

\_\_\_ I knew it was my ex-boyfriend calling, so I didn't pick up.

\_\_\_ I need to pick up some milk and eggs on the way home.

\_\_\_ Teacher: "Let's pick up our lesson where we finished last week."

\_\_\_ Can you pick me up at the airport when I come back from my trip?

\_\_\_ Fraser picked up a little Thai while he was vacationing there.

## Article: What is Social Media Literacy?

You may have learned about media literacy in high school or university. Media literacy generally focuses on our ability to evaluate what we watch, read, or listen to. This traditional media literacy is still important, but as social media continues to play a greater role in our lives (it is now the most common thing people use the Internet for), we also need to **pick up** social media literacy skills. Knowing how to use Twitter or Facebook is not showing social media literacy – social media literacy is having the knowledge, skill and attitude to communicate \_\_\_\_\_, and to evaluate, share and create meaningful content within the social media environment.

As more and more universities and employers are starting to use social media to screen \_\_\_\_\_, social media literacy is necessary for students to be college and career ready. Social media literacy can be divided into the following five sub-literacies, and all should be considered in managing your social media life:

- 1. Attention literacy:** There are many attractions (and \_\_\_\_\_) from the online world competing with users' attention in the real world. Many Internet users have not learned how to split their attention effectively. At times, multi-tasking can be a useful skill, but at other times people should give tasks (or other people) their undivided attention.
- 2. Participation literacy:** By posting their own content, Internet users become active citizens rather than \_\_\_\_\_ consumers of media. But users should learn about how to participate in social media in a way that's valuable or \_\_\_\_\_ to others as well as to themselves. We also have to remember that whatever we post online may be around forever.
- 3. Collaboration literacy:** In general, doing things together gives us more power than doing things alone. Social media allows people to \_\_\_\_\_ in ways that were too difficult or expensive to attempt before the Internet. Understanding the best ways to work with others is an important skill in getting the most out of your social media experience.
- 4. Network awareness:** Social networks have always been an \_\_\_\_\_ part of being human. In the past there were limitations on how many people we could include in our networks. With social media, those limitations are gone. But who are you going to include in your networks, and what access do these people have to your personal information?
- 5. Critical consumption:** This is also sometimes referred to as "crap detection" and it refers to the ability to figure out what and who is trustworthy. Because social media doesn't have traditional media fact checking, it is up to Internet users to critically \_\_\_\_\_ the media they are consuming.

Print technology and literacy shaped the historical period we call "The Age of Enlightenment" in the 1700's. For young people **brought up** these days, a new revolution is happening; social media technology is shaping the social and cultural environments of the 21st century. It's up to Internet users to develop the literacies listed here to get the most from this revolution.