

Unit 2:

What is Social Media Literacy?

A Warm up

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 ✓)
 shopping watching videos/listening to music job hunting
 getting news playing video games chatting with friends
 dating 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*?

B Vocabulary

1. Match the words from the Academic Word List with their definitions.

- | | |
|------------------|---|
| a) traditional | ___ typical; normal |
| b) appropriately | ___ necessary; important |
| c) beneficial | ___ correctly; properly |
| d) assist | ___ accepting what happens without being active |
| e) crucial | ___ the conditions that surround something |
| f) environments | ___ good for something |
| g) evaluate | ___ to judge or grade |
| h) passive | ___ help |

2. 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?
___ Mark picked up a little Thai while he was vacationing there.

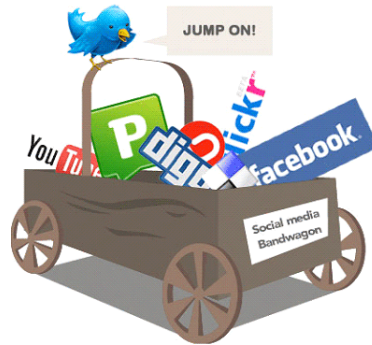
C While Reading

- Fill in the blanks with the words from the vocabulary exercise.
- Find the phrasal verb *bring up* in the text. What is its meaning in this article? _____
- Find the phrasal verb *pick up* in the text. What is its meaning in this article? _____

Social Media: The Five Literacies



You may have learned about media literacy in high school or university. Media literacy is our ability to think critically about what we watch, read, or listen to. This _____ media literacy is still important, but as social media continues to become a bigger part of our lives, we also need to pick up social media literacy skills. Knowing how to use Twitter or Facebook is not social media literacy – social media literacy is the knowledge, skill and attitude to communicate _____, and to evaluate, share and create meaningful content on the Internet.



More and more employers are starting to use social media to check up on applicants, so social media literacy is _____ for students to be ready for their careers after they finish school. According to Howard Rheingold, an American social media expert, social media literacy can be divided into five sub-literacies, and you should think about all of these to manage your social media life:

1. Attention literacy: There are many attractions online competing with our 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 complete attention.

2. Participation literacy: By posting their own content, Internet users become active citizens rather

than _____ consumers of media. But users should learn how to use social media in a way that's _____ to others as well as to themselves.

3. Collaboration literacy: Doing things together gives us more power than doing things alone. Social media allows people to collaborate in ways that were too difficult or expensive before the Internet. Understanding the best ways to work together and _____ each other online is an important skill in having a positive social media experience.

4. Network awareness: Social groups (networks) have always been an important part of being human. In the past there were limits on how many people we could include in our networks. With social media, those limits 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 the ability to decide what information we can trust. Social media doesn't have traditional media fact checking, so Internet users must critically _____ the media they are consuming.

Print technology and literacy shaped the historical period we call “The Age of Enlightenment” in the 1700's. These days, a new revolution is happening - social media technology is shaping the social and cultural _____ of the 21st century. Internet users need to develop these social media literacies to get the most from this revolution.

Notes

literacy/literate

social networks

personal information

critical

crap detection

fact checking

age of enlightenment

get the most from

D Check Your Understanding

Circle true (T) or false (F) for the following statements about the article.

- | | |
|---|-------|
| 1. Social media's role in our lives is growing. | T / F |
| 2. Some companies check the social media accounts of people who apply for jobs. | T / F |
| 3. Social media users are generally passive Internet users. | T / F |
| 4. These days there are more limits on the number of people we can have in our social networks. | T / F |
| 5. Printed media also had a big impact on the world when it was invented. | T / F |

E What Do You Think?

How often do you use social media for these things? Circle your answers then ask a classmate for their answers.

...chatting with friends	everyday	often	sometimes	rarely	never
...shopping	everyday	often	sometimes	rarely	never
...checking restaurant reviews	everyday	often	sometimes	rarely	never
...getting news	everyday	often	sometimes	rarely	never
...sharing photos or videos	everyday	often	sometimes	rarely	never
...blogging	everyday	often	sometimes	rarely	never
...games	everyday	often	sometimes	rarely	never
...for school	everyday	often	sometimes	rarely	never
...(your idea)	everyday	often	sometimes	rarely	never

Ask a classmate these questions:

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

_____ Don't keep Facebook friends who always make you angry or sad.

_____ Don't check your Twitter account while in a university class.

_____ Don't trust every Facebook post you read.

_____ Don't tweet something negative 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?