Unit 2 **Media**

Week 7 Lesson 2

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Content

Business knowledge
The True So-what of Social Media
(Text 2)

Text 1
How TikTok broke social media?
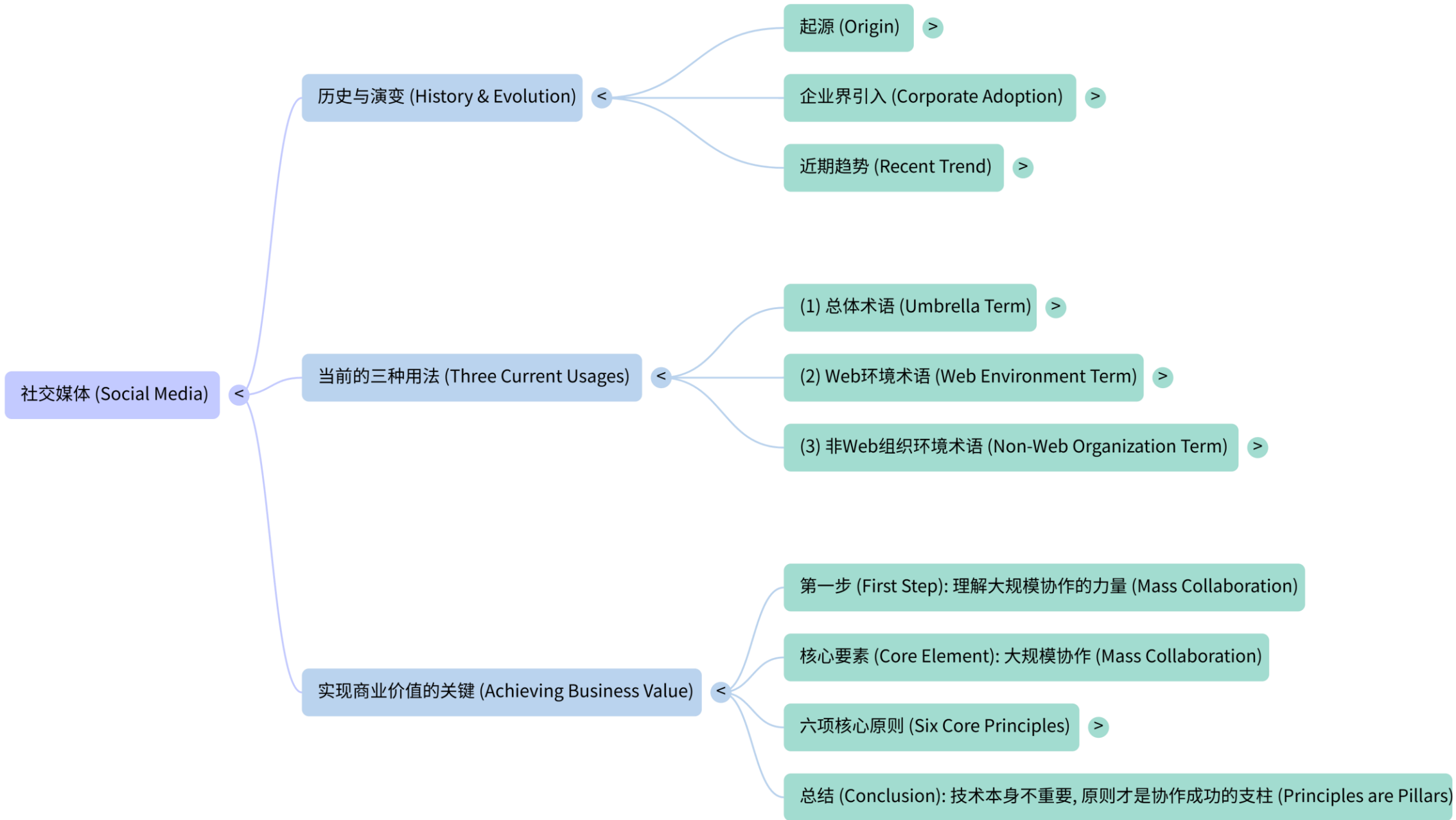
社交媒体 (Social Media)

历史与演变 (History & Evolution)
- 起源 (Origin) >
- 企业界引入 (Corporate Adoption) >
- 近期趋势 (Recent Trend) >

当前的三种用法 (Three Current Usages)
- (1) 总体术语 (Umbrella Term) >
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实现商业价值的关键 (Achieving Business Value)
- 第一步 (First Step): 理解大规模协作的力量 (Mass Collaboration)
- 核心要素 (Core Element): 大规模协作 (Mass Collaboration)
- 六项核心原则 (Six Core Principles) >
- 总结 (Conclusion): 技术本身不重要, 原则才是协作成功的支柱 (Principles are Pillars)

3 …

(2) As a term for environments on the Web—aka social Web, collaborative Web, ReadWrite Web and Web 2.0—referring to social sites open to the general public. This usage gets most of the press, with the 700 million or so users on Facebook, massive Twitter traffic and the huge Web **blogosphere**. It's becoming standard for large organizations to maintain a marketing communications presence on the major social sites on the Web.

（2）指**网络上的社交环境**——也叫做社交网络、协作网络、读写网络和 Web 2.0——特指那些面向普通大众开放的社交网站。这是**最受媒体关注**的用法，比如 Facebook 拥有约 7 亿用户、Twitter 流量巨大、以及庞大的**网络博客圈**。如今，大型企业在主流社交网站上建立营销传播形象已经成为**标准配置**。

Into the text

What does the term "**blogosphere**" refer to in this context?

It refers to the large community or network of web blogs, which is part of the social Web.

4 How to achieve real business value from social media? One of the first steps on this path is understanding how to tap into the power of what we call mass collaboration. We believe that achieving this distinctive kind of collaboration is the true so-what of social media. Success involves adhering to six core principles:

• **Participation.** Mobilize the masses to contribute. The value comes not from the technology itself but from user participation and the user-generated content this facilitates.

• **Collective.** People must **swarm** to the effort. This act of going to the content to contribute is a fundamental shift in behavior that enables the scale of mass collaboration.

Into the text

What is the significance of "**swarming**" in the Collective principle?

Swarming, which means people actively gathering to contribute, is a fundamental change in behavior that makes large-scale mass collaboration possible.

Swarm (n. & vi.) 群，成群结对地移动

a **swarm** of bees
一群蜜蜂

The crowd **swarmed** out of the stands onto the field.
群众从观众席上蜂拥而出,涌入赛球场

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如何从社交媒体中获得真正的商业价值？第一步是要理解如何挖掘"大规模协作"的力量。我们认为，实现这种独特的协作模式才是社交媒体的真正价值所在。要取得成功，需要遵循六大核心原则：

• 参与原则（**Participation**）
动员大众积极贡献。价值的来源不是技术本身，而是**用户的参与**以及由此产生的**用户生成内容（UGC）**。

• 集体原则（**Collective**）
人们必须群聚参与。用户主动去寻找内容并做出贡献，这种行为方式的根本性转变，才能实现大规模协作。

Text 2

4 ...

• **Transparency.** Allow the community to validate and organize content. Through this transparency, the community improves content, unifies information, self-governs, self-corrects, evolves, creates emergence, and propels its own advancement.

• **Independence.** Participants can contribute independent of any other—no matter where they are or whoever else may be posting content at that time; **no coordination of collaboration** or pre-existing relationship is required.

• **Persistence.** Contributions must endure for scaled value, captured in a persistent state for others to view, share, and augment.

Into the text

Why is "**no coordination of collaboration**" important in the Independence principle?

It allows participants to contribute freely and flexibly, without relying on others to organize or approve their input, which scales collaboration.

4 …

- **Transparency.** Allow the community to validate and organize content. Through this transparency, the community improves content, unifies information, self-governs, self-corrects, evolves, creates **emergence**, and propels its own advancement.

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- **Persistence.** Contributions must endure for scaled value, captured in a persistent state for others to view, share, and augment.

• **透明原则（Transparency）**
让社区来验证和组织内容。通过这种透明机制，社区能够自主改进内容、整合信息、自我管理、自我修正、不断演化、产生涌现效应，并推动自身发展。

• **独立原则（Independence）**
参与者可以**独立自主地贡献**，不受他人影响——无论身处何地，也无论同时还有谁在发布内容；不需要事先协调或已有关系。

• **持久原则（Persistence）**
贡献内容必须**长期保存**才能实现规模化价值，以持久的形式留存下来，让其他人可以查看、分享和完善。

4 ...

● **Emergence.** Communities self-direct for greater **productivity**. Emergence is what allows these communities to come up with new ways of working or new solutions to seemingly **intractable** problems.

Intractable (adj.) 难驾驭的,顽固的,倔强的

- Intractable materials 不易加工的材料
- Intractable pain 难消除的疼痛
- Intractable problems 难题

● 涌现原则（**Emergence**）

社区通过**自我引导**实现更高生产力。正是涌现机制让社区能够创造出**新的工作方法**，或找到解决**看似无解难题**的新方案。

5 These are the pillars of collaborative success. **The technology itself is not what matters; no social technology is great enough to save efforts that ignore the fundamental principles of mass collaboration.**

这些就是**协作成功的支柱**。真正重要的不是技术本身；如果违背了大规模协作的基本原则，再先进的社交技术也救不了你。

Into the text

Paraphrase the highlighted sentence.

The significance lies not in the technology itself but rather in the recognition that no social technology can succeed if it disregards the fundamental principles of **collective collaboration.**

1 **Read the text and answer the following questions.**

1 How has the meaning of social media evolved over time, and how is the phrase currently understood?

The meaning of "social media" has evolved from the Web's shift from publishing to a platform for the masses to share content and opinions, to including consumer-side social networking. Currently, it encompasses three main usages related to social technologies, environments on the web, and environments created by non-web organizations.

2 In what way does the text imply that mass collaboration is essential for the true success of social media in the business context?

The text implies that "mass collaboration" is essential for social media success in business by emphasizing active user engagement, which generates valuable content. Collective action enhances productivity, while transparency fosters trust and improvement. Participants' independence allows for diverse contributions, and the persistence of content ensures ongoing access to valuable information. Finally, self-directed communities can innovate, driving transformational value. Together, these principles show that "mass collaboration" is foundational for effective social media use in business.

2 **Work in pairs. Discuss the six core principles that contribute to the success of mass collaboration according to the following directions.**

Student A Identify one core principle that resonates most with you and explain why.
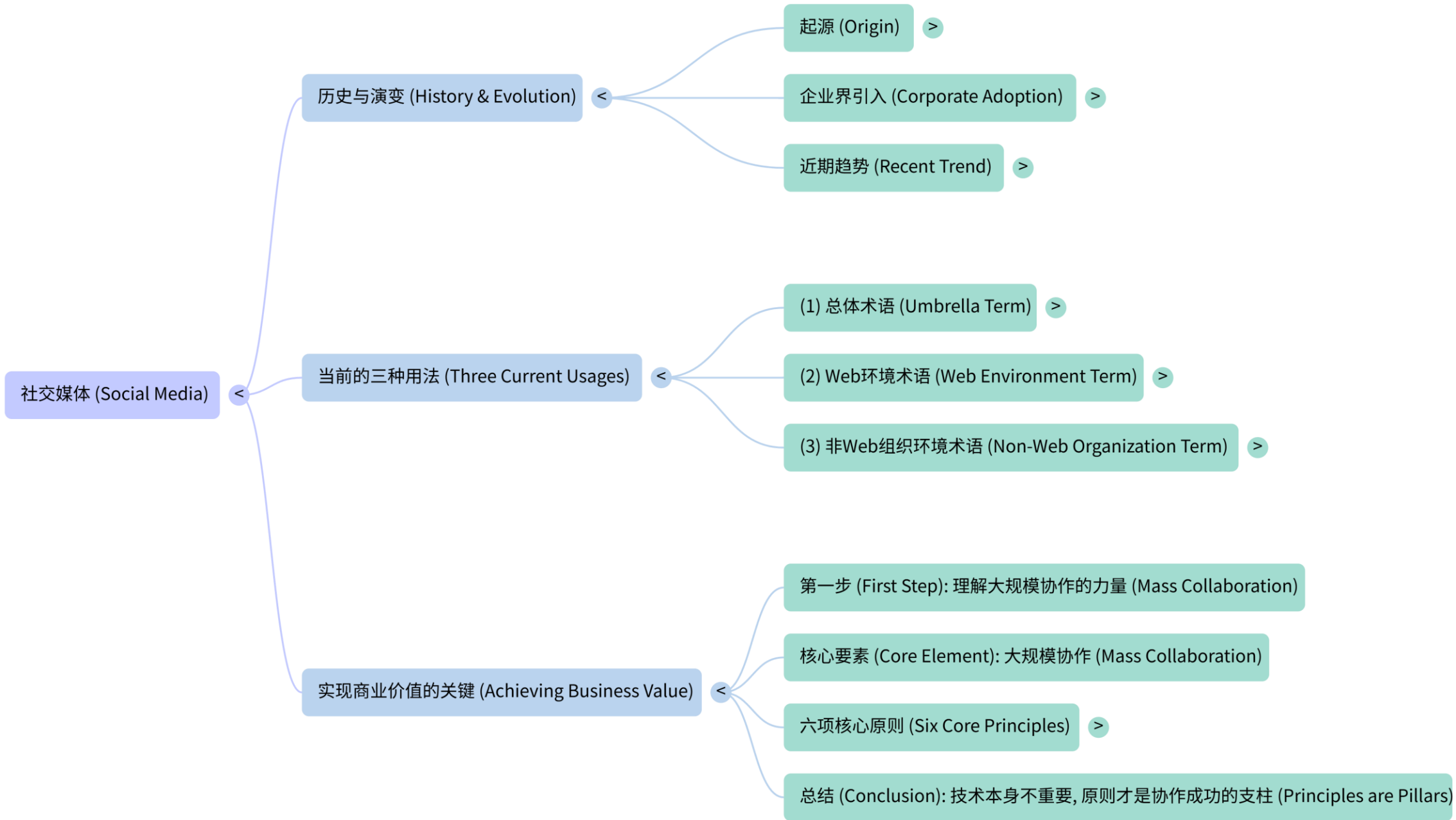
Student B Name a social media platform you are familiar with and describe how to apply the core principles based on the specific features of each platform.

Compare notes Engage in a discussion that compares and contrasts the selected principles, highlighting key aspects and potential impacts outlined in the text.

Discussion Reflect on how these principles can be applied in real-world scenarios to enhance mass collaboration and achieve business value.
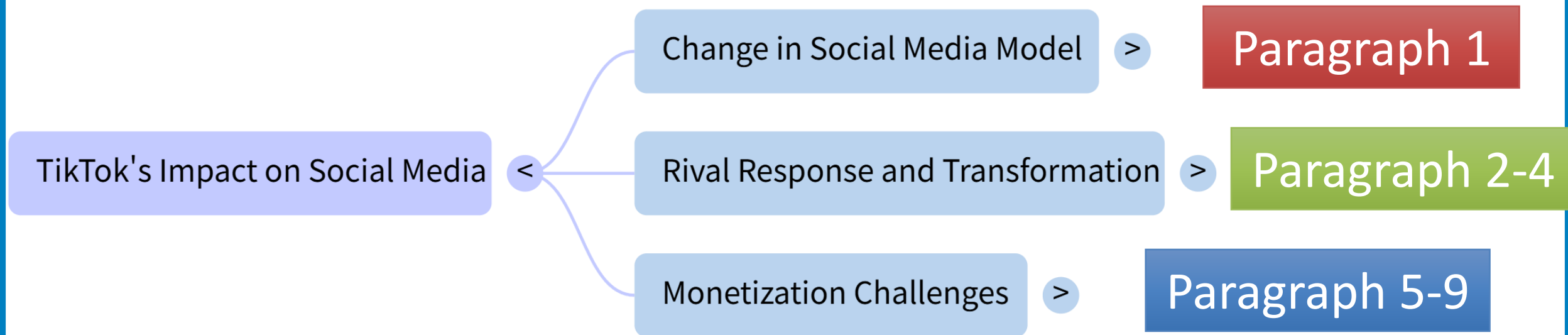
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Text 1

How TikTok broke social media?

Background: TikTok

TikTok, known in mainland China and Hong Kong as Douyin, is a social media and short-form online video platform owned by Chinese Internet company ByteDance. It hosts user-submitted videos, which may range in duration from three seconds to 60 minutes. It can be accessed through a mobile app or through its website.

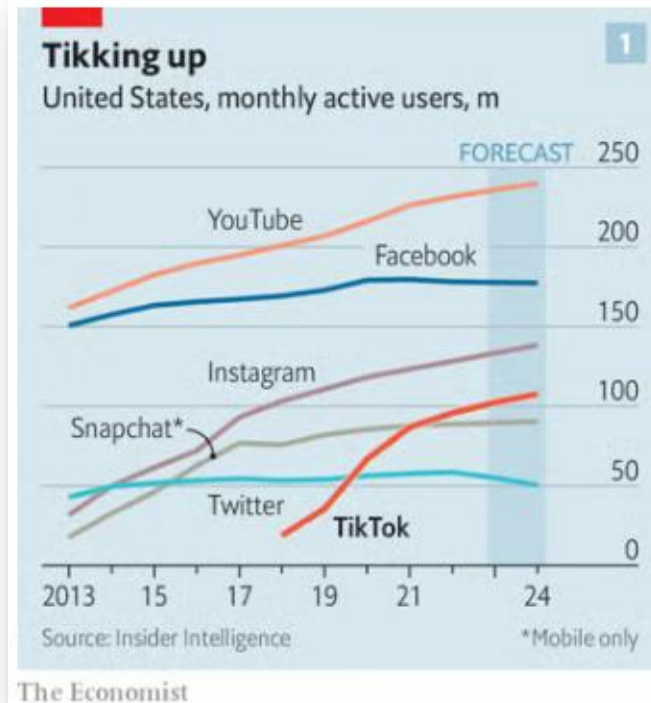# Find the paragraphs of each section.

TikTok's Impact on Social Media <

Change in Social Media Model > **Paragraph 1**

Rival Response and Transformation > **Paragraph 2-4**

Monetization Challenges > **Paragraph 5-9**

What do you see from the two charts on Page 35?
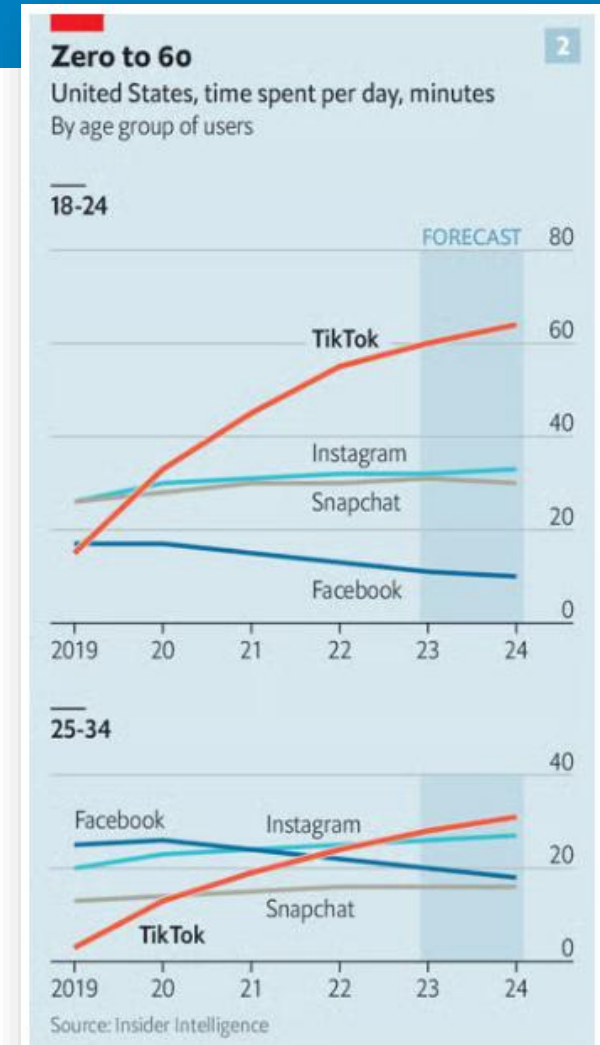
X-axis
横轴

Y-axis
纵轴

Lines
折线

Users
(monthly
Active)

year

Time
spent
Per
day

year

Paragraph 1: Game time!

- ✓ **Find out meanings of all the *VERBS*.**

- ✓ **Now. Paragraph 1.**

- ✓ **Start!**

Text (Para. 1)

TikTok's fate **hangs in the balance**. But what is already clear is that the app has changed social media for good—and in a way that will make life harder for **incumbent** social apps. In less than six years, TikTok has **weaned** the world **off** the old-fashioned social **networking** and got it **hooked on** <u>algorithmically selected</u> short videos. Users love it. The trouble for the platforms is that the new model makes less money than the old one, and may always do so.

Translation

*TikTok*的命运**悬而未决**。
但已经显而易见的是，这款应用彻底改变了社交媒体，并且这种改变将使**现有（老牌）**社交应用的日子更加艰难。
在不到六年的时间里，*TikTok*让世界**摆脱**了传统**社交网络**，转而**迷上了**<u>由算法筛选</u>的短视频。
用户喜爱这种模式。然而，对于这些平台来说，麻烦在于新模式的盈利能力不如旧模式，而且这种差距可能永远存在。

Words and phrases

Hang (v.) 悬挂；悬而未决

- To remain in a suspended, contingent, or uncertain state
- 用于表达不确定性或风险，如："The merger deal **hangs** in the balance."（并购交易悬而未决。）

Wean off (v.) 戒掉，使脱离

- To cause someone or something to detach from a dependence on an old habit or product.
- 用于描述消费者习惯或系统迁移："It is difficult to **wean** established users off the legacy platform."（很难让老用户摆脱对遗留平台的依赖。）

Words and phrases

Hook on 使...上瘾；迷上

- To become highly captivated by or dependent on a product or service.
- **用户粘性**。描述产品如何成功地吸引用户，使其持续使用并形成习惯。
- e.g. Our goal is to redesign the platform to **get** users **hooked on** the personalized content feed immediately.

Incumbent (adj.) 现存的；在位的；占据原有市场的

- An established company, system, or technology currently dominating a market.
- **老牌**企业。特指在市场中占据主导地位，通常面临来自新兴竞争对手颠覆性挑战的公司。
- The startup's low-cost subscription model is designed to disrupt the pricing power of the **incumbent** industry leaders.

Paragraph 2: Game time!

- ✓ **Find out how FIGURES (数字) are described in Para 2.**

- ✓ **For example, "more than", "twice as"….**

- ✓ **Now. Start!**

Descriptions of figures in Paragraph 2

all but a handful of

- 几乎所有（除了极少数）：表示该数字在同类群体中处于极高地位，仅次于少数例外。

more than twice as long

- 两倍多长：用于比较时间或持续长度，强调差异显著（大于 200%）。

twice as long as

- 两倍于…时长：精确的倍数比较，强调差异是 2:1。

more than five times as long as

- 五倍多于…时长：显著的倍数差异，强调差距巨大（大于 5:1）。

量化和比较
Quantification and comparison

绝对比较 (Absolute Superiority/Exclusion)

- 强调主体在群体中的优势地位

倍数差异 (Multiples)

- 强调差异的幅度

The speed of the change is **astonishing**. Since entering America in 2017, TikTok has picked up more users than all but a **handful** of social media apps, which have <u>been around more than twice as long</u> (see Chart 1 on the next page). Among young audiences, it **crushes** the competition.

变革的速度令人震惊。
自 2017 年进入美国市场以来，TikTok 所获得的用户数量，已经超越了几乎所有其他社交媒体应用——而那些应用<u>出现的时间是 TikTok 的两倍多</u>。
在年轻受众群体中，它更是碾压了竞争对手。

Americans aged 18–24 spend an hour a day on TikTok, twice as long as they spend on Instagram and Snapchat, and more than five times as long as they spend on Facebook, which these days is mainly a **medium** for communicating with the grandparents (see Chart 2 on the next page).

18 至 24 岁的美国人平均每天在 TikTok 上花费一小时，这是他们在 Instagram 和 Snapchat 上花费时长的两倍，更是他们在 Facebook 上花费时长的五倍多；如今，Facebook 主要已沦为与祖父母辈进行交流的媒介（参见下一页图表 2）。"

Paragraph 3 & 4: Writing techniques

✓ Find out the **MAIN STRUCTURE** of long sentences in Paragraph 3 and 4.

✓ What **writing techniques** have been used to expand the sentences?

✓ **Now. Start!**

Para 3: Main structure of long sentences

Meta has turned…and launched…

- **1. 插入语/定语从句**：which owns Facebook and Instagram (修饰 Meta)。
- **2. 并列谓语**：has turned (改变了主页) **and** launched (推出了 Reels)。
- **3. 补充说明（同位语/后置定语）**：a TikTok clone bolted onto Facebook and Instagram (进一步解释 Reels 的性质)。

Douyin is having a similar effect…

- **1. 插入语**：TikTok's Chinese sister app, Douyin (使用同位语对主语进行命名和解释)。
- **2. 状语从句/地点定语从句**：where digital giants like Tencent7 are increasingly putting short videos at the center of their offerings (解释产生影响的具体背景和环境)。

Para 4: Main structure of long sentences

40 minutes are spent watching video clips.

分词短语 **participle phrase**

- **1.** 介词短语引导的限定：Of the 64 minutes that... (限定了分析数据的总量范围)。
- **2.** 定语从句：that the average American spends viewing such services each day (修饰 64 分钟的性质)。
- **3.** 分词短语（补充信息）：up from 28 minutes just three years ago (提供了时间上的增长比较)。
- **4.** 句末插入语/独立结构：estimates Bernstein, a broker (提供了数据来源和其身份)。

the format is proving less profitable...

- **1.** 让步状语从句：Although users have a seemingly endless appetite for short video (提出了一个有利的事实，与主句形成对比)。
- **2.** 比较级结构：less profitable than the old news feed (进行直接的盈利能力比较)。

Text (Para. 3)

TikTok's success has **prompted** its rivals to reinvent themselves.

Meta, which owns Facebook and Instagram, has turned both apps' main **feeds** into <u>algorithmically sorted</u> "discovery engines" and launched Reels, a TikTok clone **bolted** onto Facebook and Instagram.

TikTok's Chinese sister app, Douyin, is having a similar effect in its home market, where **digital giants** like Tencent are increasingly putting short videos at the center of their offerings.

Translation

TikTok 的成功促使它的竞争对手们彻底重塑自我。

拥有 *Facebook* 和 *Instagram* 的 *Meta* 公司，已经将这两款应用的主页信息流转变为<u>由算法分类</u>的"发现引擎"，并推出了 *Reels*，这是一个快速附加到 *Facebook* 和 *Instagram* 上的 *TikTok* 克隆产品。

TikTok 的中国姐妹应用"抖音"，在本土市场也正产生着类似的影响，在中国，像腾讯这样的数字巨头们正越来越多地将短视频置于其产品服务的核心位置。

The result is that short-form video has **taken over** social media.

Of the 64 minutes that the average American spends viewing such services each day, 40 minutes are spent watching video clips, up from 28 minutes just three years ago, estimates Bernstein, a **broker**.

However, this transformation comes with a **snag**.

Although users have a seemingly endless appetite for short video, the format is proving less **profitable** than the old news feed.

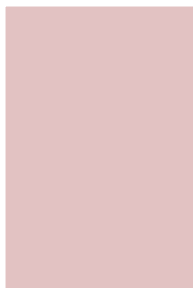结果就是，短视频已经**占据**了社交媒体的主导地位。

据**券商**伯恩斯坦 *(Bernstein)* 估计，美国人平均每天花费 *64* 分钟观看此类服务，其中有 *40* 分钟用于观看视频剪辑，而就在三年前，这一时长仅为 *28* 分钟。
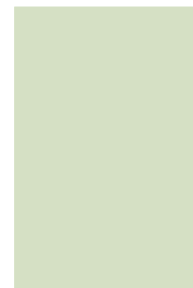
然而，这场变革也伴随着一个**障碍**。

尽管用户对短视频的需求似乎无穷无尽，但事实证明，这种格式的**盈利能力**不如旧式的新闻信息流。

Words and phrases

Prompt (v.) 促使；推动
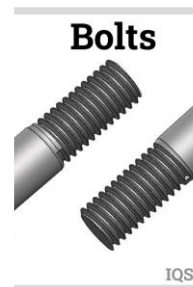- **prompt** a review/a crisis/a decision/rivals to act

Reinvent (v.) 重塑、革新
- **reinvent** the business model/oneself/the product

Feeds (n.) 信息流，推送内容
- news **feed** / social **feeds**

Bolts

Bolt (v.) 快速连接、集成
- **bolt** onto a platform/a structure/an existing system

IQSd

Offering 产品；服务
- product **offering** / service **offering** / core **offering**

Words and phrases

take over 接管；收购

- Take over the job 接管工作
- take over the factories 接管工厂

Broker 经纪人、中介人、金融机构

- **Securities Broker** (证券经纪人)
- **To broker a deal/agreement** (撮合交易/协议)

snag (n.) 障碍、难题

- **Hit a snag** (遇到障碍)
- **To smooth out snags** (解决难题/消除障碍)

profitable (adj.) 可盈利的，有利润的

- **Sustainably Profitable** (可持续盈利的)
- **To make something profitable** (使某事盈利)

Homework

- Complete Page 39 <Exploring the Text> Task 1 and 2.

- Complete Page 47 < Language skills> Task 1.

END