

Unit 2 Media

Lesson 4

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Text 1

*How TikTok broke
social media?*

Summary: How Tiktok Broke Social Media TikTok 如何改变社交媒体

模式转变 (Format Shift)

- TikTok 驱动了社交媒体的巨大转型，用户从传统的社交媒体网络转向了算法推荐的短视频模式。对手如 Meta 也被迫模仿 (Reels)，将主页转为“发现引擎”。

用户喜爱度高 (High User Engagement)

- 转变速度惊人。年轻受众尤其青睐 TikTok，美国 18-24 岁用户每天花在 TikTok 上的时间是 Instagram 和 Snapchat 的两倍。

盈利能力挑战 (Profitability Challenge)

- 新模式的盈利效率不如旧模式，且这种差距可能长期存在。

Summary (continued)



盈利低下的结构性原因 (Structural Reasons for Low Profitability)

- 1. 货币化效率低 (Low Monetization Rate)
- 2. 广告负载限制 (Ad Load Restriction)
- 3. 用户被动性高 (High User Passivity)
- 4. 定位能力弱 (Weaker Targeting)
- 总结: 更棘手的广告环境 (A Trickier Ad Environment)



Text 1 Exploring the text

1

Decide whether the following statements about the text are true (T) or false (F).

- (F) 1 TikTok monetizes its American audience at a higher rate than Facebook and Instagram.
- (T) 2 TikTok has gained more users than most social media apps despite being around for a shorter time.
- (F) 3 Consumers are more likely to click through and make a purchase while watching videos than when scrolling through a feed.
- (F) 4 Short-form video apps have access to more personal data than previous social networks.
- (F) 5 Short-form video is primarily used for hyper-personalized direct response advertising.



Text 1 Exploring the text

2

Based on the three charts in the text, describe the data of TikTok, Facebook, and Instagram in terms of active users, age groups, and monetization rate. Then complete the table below.

	TikTok	Facebook	Instagram
Active users	Rapid growth to over 100 million.	The number of users has held steady at around 180 million.	Rapid growth to 140 million.
Age groups	Users aged 18 to 34 all <u>saw a significant increase</u> in the time spent, with the 18-24-year-old user group spending far more time than the 25–34-year-old user group.	<u>The time spent by users aged 18 to 34 has declined</u> , with the 18-24-year-old user group spending less time than the 25-34-year-old user group.	Users aged 18 to 34 experienced a slight <u>increase</u> in hours of use, which was roughly equivalent in duration.
Monetization rate	It grew slowly from 0 to 0.3	It grew slowly from 0.5 to 0.9	It grew rapidly from 0.8 to 1.8



Text 1 Exploring the text

3

Read the text again and answer the following questions.

- 1. How has TikTok affected other social media apps?**
- 2. Why are short-form video apps like TikTok facing challenges in monetization compared with traditional social networking platforms?**
- 3. What broader impact could the challenges in social media advertising have on both the platforms and the advertisers?**



Text 1 Exploring the text

3

Read the text again and answer the following questions.

1. How has TikTok affected other social media apps?

TikTok has **shifted the focus** of social media from old-fashioned social networking to algorithmically selected short videos, making it harder for incumbent social apps to adapt to this new model.



Text 1 Exploring the text

3

Read the text again and answer the following questions.

2. Why are short-form video apps like TikTok facing challenges in monetization compared with traditional social networking platforms?

Short-form video apps, such as TikTok, face challenges in monetization ***due to*** lower ad load, weaker targeting, and a more passive viewer mindset compared to traditional social networks.



Text 1 Exploring the text

3

Read the text again and answer the following questions.

3. What broader impact could the challenges in social media advertising have on both the platforms and the advertisers?

The challenges in social media advertising could lead to a less effective advertising environment across the board. This would negatively impact:

- **Platforms:** Social media platforms may struggle to generate revenue due to lower ad effectiveness, making it harder for them to monetize their user base.
- **Advertisers:** Companies that rely on these platforms for advertising may find it more difficult to reach targeted audiences effectively, leading to reduced return on investment and potentially affecting their overall marketing strategies.
- **Overall,** both platforms and advertisers could face financial repercussions as the effectiveness of social media advertising diminishes.



Text 1 Exploring the text

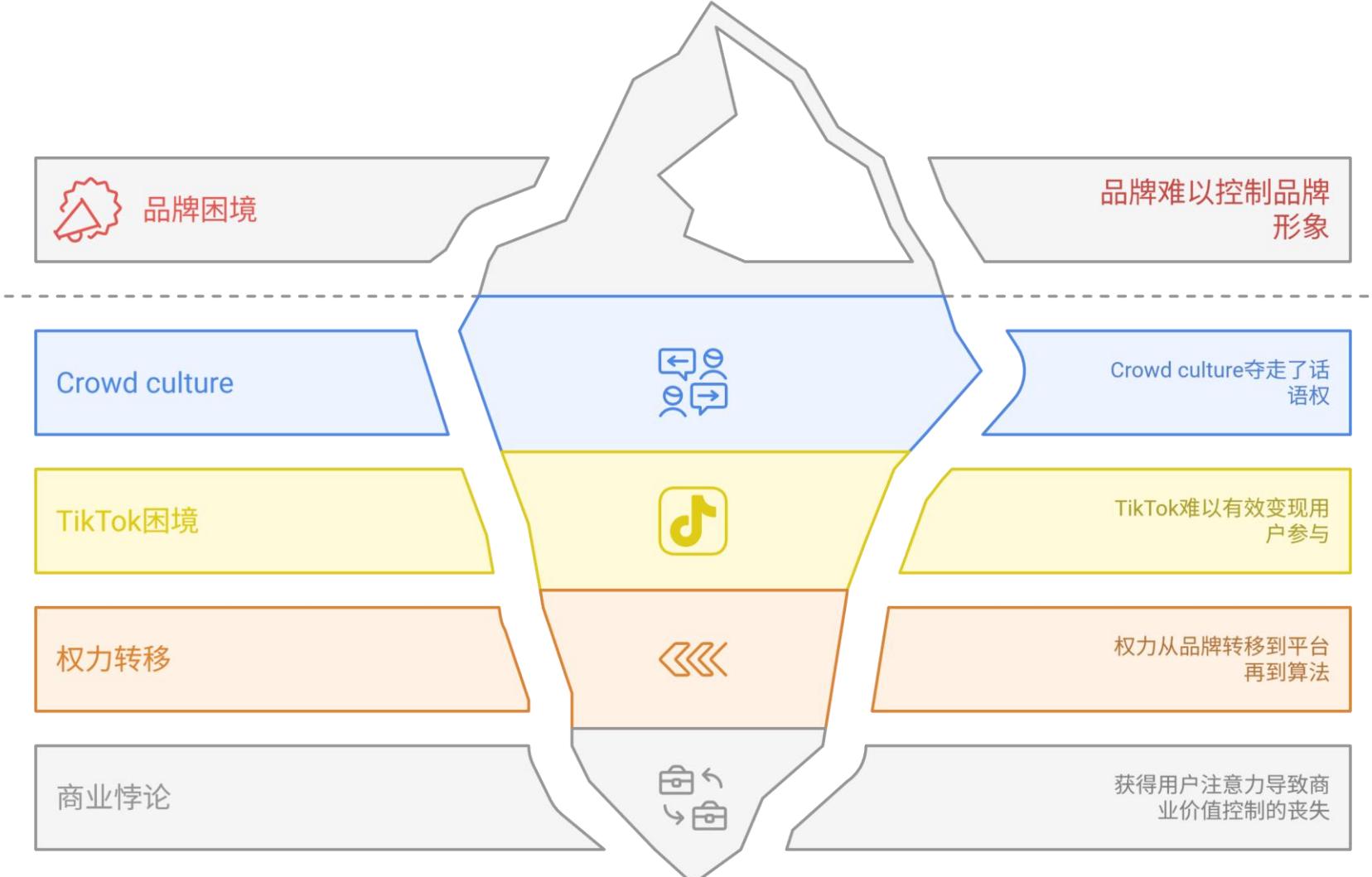
4

Discuss the following questions in groups.

- 1. How has the rise of short-form video content impacted the way people consume social media? What are the advantages and disadvantages of this format compared with the traditional news feed?**
- 2. Why do you think TikTok (or Douyin) has become so popular among young audiences?**
- 3. How do you think the shift towards short-form video content has affected the overall quality of social media content?**

Summary of Unit 1 Brands & Unit 2 Media

社交媒体的权力游戏：品牌困境到平台困境



Language Skills



1

Read the sentences and find synonyms in below for the underlined expressions.

1. **Electronic communication** has become a platform for advertisements. (Paragraph 1)

Social media
(社交媒体)

2. The term "programmer" is also relatively vague but in the scope of this article I'm viewing its context as a **broad or general term** for front-end and back-end web developers. (Paragraph 3)

Umbrella term
(概括性术语)

3. **The professional landscape related to large companies** is doing ever more to address the loss of female talent and the difficulty of combining work with child care. (Paragraph 1)

Corporate world
(企业界)

1

Read the sentences and find synonyms in below for the underlined expressions.

4. Today, our number of weak-tie acquaintances has exploded due to the Internet—to the phenomenon of creating and maintaining personal or business relationship. (Paragraph 2)

Social networking
(社交网络)

5. The expensive human resources should only be used where they add the worth or significance of a business in terms of generating benefits or returns. (Paragraph 3)

Business values
(商业价值)

2

Choose one word that best completes each of the following sentences.

1. The shift from silent to sound film at the end of the 1920s marks, so far, the most important B in motion picture history.

A. transmission **n. 传输、传播**

B. transformation **n. 转化、改造**

C. transport **v. & n. 运送、运输方式**

D. transcript **n. 转录、文字记录**
Transcribe v. 转录

Choose one word that best completes each of the following sentences.

2. Since 2011, passengers have been able to A their ID cards at self-service machines to take the Beijing-Tianjin high-speed railway and Beijing-Shanghai high-speed railway.

A. swipe

Swipe card 刷卡

B. scroll

n. 卷轴 v. 卷起来

C. sweep

v. 打扫 **sweep the floor** 扫地

D. wipe

v. 擦拭 **wipe off the dust** 擦掉灰尘

Choose one word that best completes each of the following sentences.

3. It's time to D the formula for how work is conducted since we are still relying on a very 20th-century notion of work.

- A. recreate v. 娱乐、消遣
- B. relocate v. 迁移、重新安置
- C. review
- D. reinvent v. 重新创造、重塑

Choose one word that best completes each of the following sentences.

4. They argue that their fate, and the future of humanity, is
C tied to the survival of the planet.

- A. undeniably **Adv.** 不可否认地, 无疑地
- B. irrevocably **Adv.** 不能取消地, 不能撤回地
- C. inescapably** **Adv.** 逃不掉地
- D. consistently **Adv.** 一贯地

Choose one word that best completes each of the following sentences.

5. In 2013, Audi opened a research and development center in Beijing to develop technology that it will aim to D from in China first, and then export globally.

A. benefit
 v. 受益 n. 利益

B. profit
 v. 盈利 n. 利润

C. exploit
 v. 开发、剥削

D. monetize
 v. 赚钱、变现

3

Complete the following text with the words.

In today's digital age, social media has undergone a significant transformation from a mere communication tool to a powerful platform that influences how we connect with others. With just a simple scroll, geographical boundaries are crushed and people from diverse backgrounds are brought closer together. However, navigating this virtual landscape can be tricky, as the platforms specialize in captivating our attention and personalizing our experiences. While social media prompt us to seek validation and compare ourselves to others, it can also hamper real-life interactions and relationships if not used mindfully.

4

Paraphrase the following sentences from the texts.

1. In less than six years, TikTok has **weaned** the world **off** old-fashioned social networking and **got it hooked on** **algorithmically selected** short videos.

TikTok has successfully **shifted** the world's **preference** **from** traditional social networking **to** algorithmically **curated** short videos in less than six years.

4

Paraphrase the following sentences from the texts.

2. Watching video also seems to **put consumers in a more passive mood** than **scrolling a feed** of friends' updates, **making them less likely** to click through to buy.

Compared to **scrolling through updates** from friends, watching videos tends to **make consumers more passive**, **reducing** their likelihood of clicking to make a purchase.

4

Paraphrase the following sentences from the texts.

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

People **love watching** short videos, but companies make less money from them than from traditional news feeds.

4

Paraphrase the following sentences from the texts.

4. The upshot is that many advertisers still b short-form video as a place for **loosely targeted** so-called brand advertising, to raise general awareness of their product, rather than the hyper-personalized direct response ads that old-school social networks specialize in.

As a result, most advertisers use short videos for **general brand advertising** to **make people aware of** their products, **instead of** using the **highly** personalized ads that traditional social media platforms are good at.

4

Paraphrase the following sentences from the texts.

4. The technology itself is not what matters; no social technology is great enough to save efforts that ignore the fundamental principles of mass collaboration.

Technology itself **is not the key**; even the best social technology cannot help if you ignore the basic principles of mass collaboration.

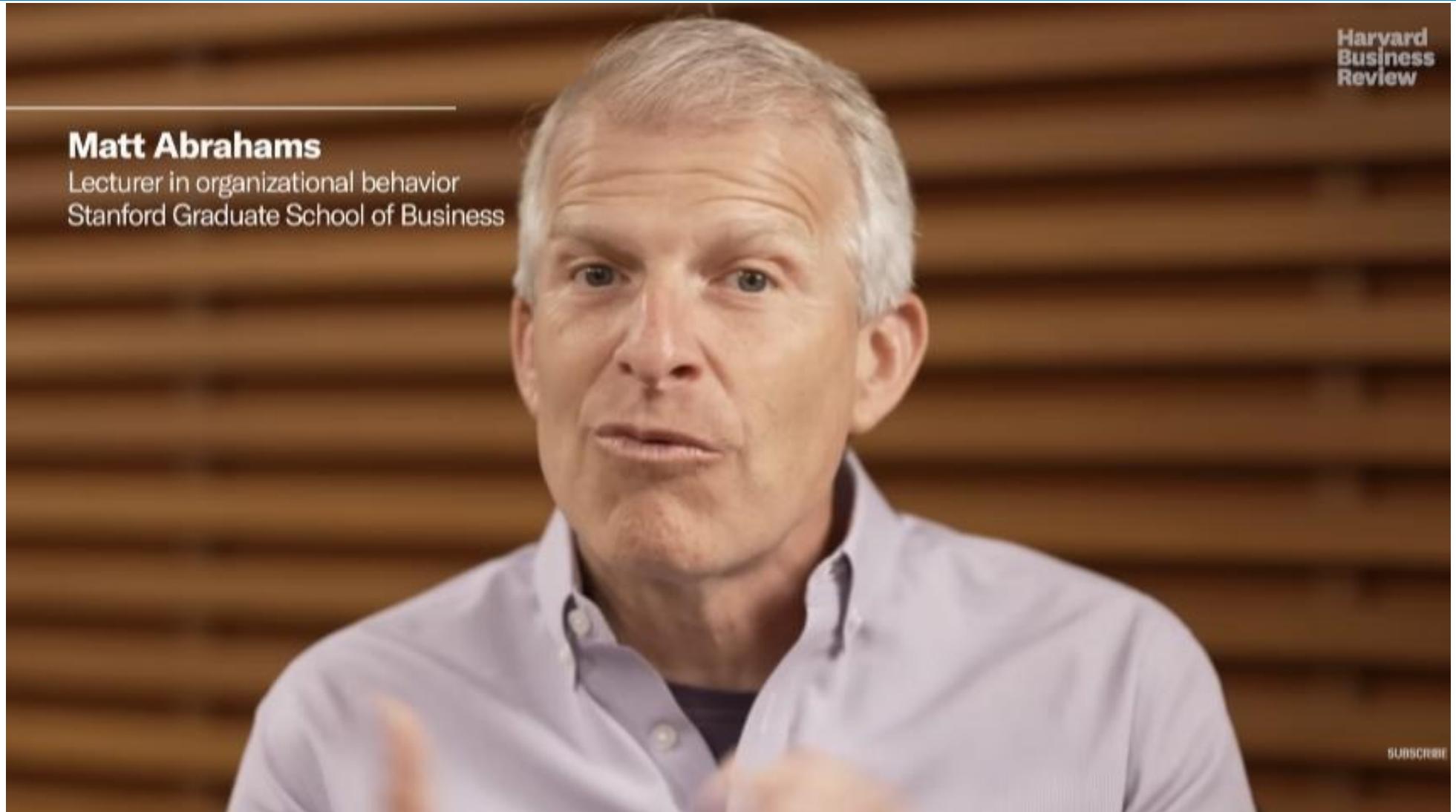


Career skills: *Small talk* 闲聊?

Small talk? Coffee chat?

This is all about **NETWORKING!**

Harvard Business Review: How to Get Good at Small Talk, and Even Enjoy It





1 Think of examples of small talk questions in various topics. (Page. 49)

Name	Examples of Questions
Work or study	<ul style="list-style-type: none">• What did you do in your previous job?• Tell me about your current role.• How did you start working in your occupation?• What would you be doing if you didn't have to work?• What's some great career advice you've received?• Tell me about your best day as an executive (or current role)?• What's your leadership style like?
Food & restaurant	<ul style="list-style-type: none">• What's your favorite type of food?• If you could eat only one food for the rest of your life, which food would you choose and why?• What is the weirdest food you have eaten?• What's your favorite restaurant and why?• Tell me about your go-to comfort food.
Lifestyle & hobbies	<ul style="list-style-type: none">• When you were growing up, what kind of work did you think you would be doing?• What's something you have experienced that's unique?• Who's your role model? Why?• Tell me about your hidden talent.• Do you have any fun hobbies?• Where do you like to go around here to have a good time?



1 Think of examples of small talk questions in various topics.

Name	Examples of Questions
Entertainment	<ul style="list-style-type: none">• Do you have recommendations for books?• What's your favorite band/song? Why?• What are your favorite movies?• What's a movie that recently made you laugh?• Name a movie that recently made you cry.• If you could only choose one streaming series to watch forever, which would it be?• What are your must-have phone apps?
Travel & vacation	<ul style="list-style-type: none">• Do you know any places locally that might be considered “hidden gems”?• If you could vacation anywhere, where would you go and why?• Where was your last vacation to?• Describe your dream vacation.



2 Work in pairs. Take turns playing the roles of Speaker A and Speaker B in small talk according to the following scenario.



1

Speaker A: Begin the conversation with a warm greeting and ask questions based on the topics above.

2

Speaker B: Answer Speaker A's questions.

3

Speaker A: Based on Speaker B's answer, ask relevant questions and remember details. It's also a good response to give small recaps of what Speaker B just told you.

More about small talk?

Talk to her!

https://studio.d-id.com/agents/share?id=agt_AARr0Q-v&utm_source=copy&key=WVhWMGFEQjhOamd4WVRBeFltRXlaR05oTVRjMU5EZGtabVI4TkRjMU9saHZhV0ZZYm1acGRrdDVORFJLUkZaU1JVUmpZdz09



Homework



Homework

- Preview Unit 3 new words and phrases. (Page 67, 68, 72)
- Preview Unit 3 Text 2 and Exploring the text.
- Review Unit 1 & Unit 2, and prepare for the Mid-term test.

END