

The 7 Steps -
May



Twitter

1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

- When did Twitter start?
_____.
- What kind of service is it?
_____.
- How can users make their tweets searchable?
_____.
- As of late 2018, how many monthly active Twitter users were there?
_____.
- What percentage of Twitter accounts are registered outside of the US?
_____.

Listening Questions 2

- What was Twitter's stock price at the end of its first day of trading?
_____.
- What was the company's net loss in 2013?
_____.
- Why was this net loss not such a huge problem?
_____.
- When did Twitter first make a profit?
_____.
- How has Twitter had an impact on company websites and advertisements?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

- What kind of social networks are you interested in? What are the features that attract you?
- How do you feel about Twitter being misused by people to criticize others without their being any consequences?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

TRANSCRIPT 1

Twitter has been around since 2006 and it has quickly become a popular platform for people to find out the **latest** news and share their thoughts. It is a social networking / microblogging service that limits users to 140 characters per post, which is known as a 'tweet.'

Users commonly follow friends, family members, celebrities, and companies, which means they can see any tweets sent by those people. Tweets are searchable by keywords that users can **attach** to tweets by using hashtags. Adding hashtags is simple; you just write the hash symbol (#) followed by whatever keywords you like.

As of late 2018, Twitter had over 330 million monthly active users who send over 500 million tweets a day. The company is based in San Francisco, USA, but 80% of users are **registered** outside of the US and the company supports over 35 languages.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Latest	Conceal
Attach	Erase
Post	Outdated
Consistently	Worthless
Profitable	Separate
Register	Varyingly

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 2

In September 2013, Twitter announced its IPO and on its first day of trading on November 7th, the company's share price jumped from \$26 to \$44.90.

As of early 2014, the success of Twitter's stock had been based on potential. In 2013, the company's revenue was \$665 million, which was up 110% year-over-year. However, its net loss for the year was \$511 million, which was not as bad as it sounds. The vast majority of that amount was the value of stock issued to employees. It wasn't until 2017 that Twitter **posted** its first profit: \$91 million. Since then, Twitter has **consistently** been **profitable**, and it posted its largest profit at the time in Q3 of 2018.

The impact of Twitter is easy to see on websites and advertisements. You can commonly see buttons featuring the Twitter bird logo on websites, which lead to a person's or company's Twitter page. Ads also commonly encourage people to follow companies on Twitter.

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5