

I. Approaching the text

A-1. a) Is this site a commercial site? Or is it a non-profit organization (NGO, university, non-governmental, charity organizations)?
b) What is the difference with .com? What are the implications of this difference?

2. What is the main purpose/objective of this article? Circle the correct option.
a) inform
b) convince/persuade

 pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/ 



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B-1. a) Look at the picture and the transparent words in the title.
b) Are “teens” adolescents or adults?
2. What country does this indicate?
3. So, what is this article about?

[User Demographics](#)

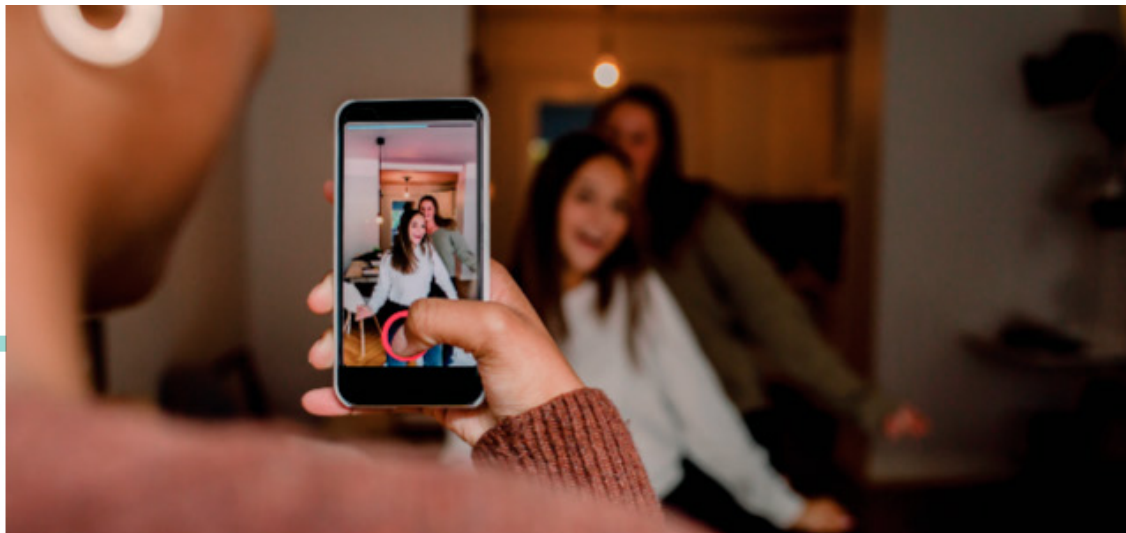
[Age, Generations & Tech](#)

REPORT | AUGUST 10, 2022

SHARE 

Teens, Social Media and Technology 2022

TikTok has established itself as one of the top online platforms for U.S. teens, while the share of teens who use Facebook has fallen sharply

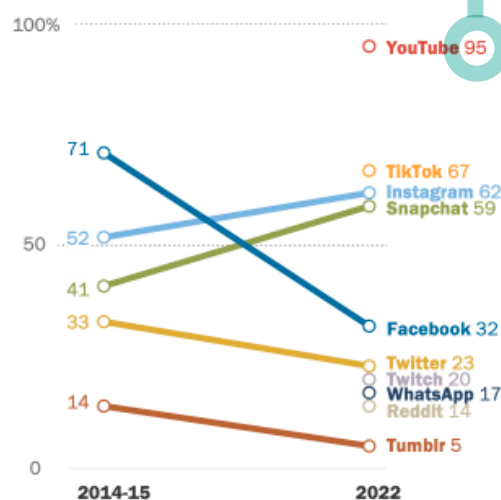


For the latest survey data on social media and tech use among teens, see [“Teens, Social Media, and Technology 2023.”](#)

The landscape of social media is ever-changing, especially among teens who often are on [the leading edge](#) of this space. A new Pew Research Center survey of American teenagers ages 13 to 17 finds TikTok has rocketed in popularity since its [North American debut several years ago](#) and now is a top social media platform for teens among the platforms covered in this survey. Some 67% of teens say they ever use TikTok, with 16% of all teens saying they use it almost constantly. Meanwhile, the share of teens who say they use Facebook, a dominant social media platform among teens in the Center’s [2014-15 survey](#), has plummeted from 71% then to 32% today.

Since 2014-15, TikTok has arisen; Facebook usage has dropped; Instagram, Snapchat have grown

% of U.S. teens who say they ever use any of the following apps or sites



Note: Teens refer to those ages 13 to 17. Those who did not give an answer are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022. “Teens, Social Media and Technology 2022”

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C-1. a) Look at the percentages (%) next to the name of the social media networks (71, 95, 67, etc.)

b) What important differences can you see between 2014-15 and 2022?

2. This data is about the United States. Looking at the percentages for 2022, what social media use is very popular in Argentina and not so popular in the U.S.?

II- Looking for ideas in the text

1. Circle the correct option for each sentence in the fragment below

a) Read the first sentence and look at the diagram.

Is the use of TikTok going up or going down?

UP

DOWN

b) Read the second sentence and look at the diagram.

Is the use of Facebook going up or down?

UP

DOWN



Some 67% of teens say they ever use TikTok, with 16% of all teens saying they use it almost constantly. **Meanwhile**, the share of teens who say they use Facebook, a dominant social media platform among teens in the Center's 2014-15 survey, has **plummeted** from 71% then to 32% today.

2. What direction does the word "plummeted" indicate? Circle the correct option. **UP** **DOWN**

3. Now, find these verbs in the text. Read the sentences and place the verbs in the correct column.

rocketed **plummeted** **dropped** **arisen** **grown** **fallen**

Increased/ Augmented ↑	Decreased/reduced ↓

4. Look at the connector/word "Meanwhile" in the second sentence. What does it indicate? Circle the correct option.

- a) The connector indicates addition (the 2 ideas are similar)
- b) The connector indicates contrast (the 2 ideas are different)

5. Find a connector/ word that indicates contrast in the sentence below.

TikTok has established itself as one of the top online platforms for U.S. teens, while the share of teens who use Facebook has fallen sharply.

6. What is the main/most important idea the authors want to transmit in this text? You can use the title and the diagram as a guide.

