Social media

VOCABULARY PRACTICE

ADVANCED | C1

Name: _____ **Date:** _____

1 Match each advanced social-media concept with its meaning.

1 attention economy	____	a removal of access to a platform or service
2 creator economy	____	b work involved in appearing genuine and relatable online
3 engagement optimisation	____	c economic system in which creators earn from audiences and platforms
4 algorithmic curation	____	d network representing relationships among users
5 affective polarisation	____	e design aimed at maximising measurable interaction
6 deplatforming	____	f hostility towards opposing groups beyond policy disagreement
7 demonetisation	____	g loss or restriction of the ability to earn from content
8 authenticity labour	____	h competition to capture and retain human focus
9 metrics fixation	____	i excessive concentration on numerical indicators
10 social graph	____	j automated selection and ordering of content

2 Complete the platform-analysis collocations.

attention | **audience** | **curation** | **incentive** | **metric** | **monetisation** | **polarisation** | **signal**

1 capture user _____

2 apply algorithmic _____

3 optimise an engagement _____

4 create a perverse _____

5 interpret a noisy _____

6 diversify _____ models

7 segment an online _____

8 intensify affective _____

3 Choose the concept that best captures the distinction.

1 Platforms compete for limited human focus: *attention economy* / *creator economy*.

2 Ranking is adjusted to maximise reactions: *engagement optimisation* / *social graph*.

3 Creators perform relatability as part of their work: *authenticity labour* / *metrics fixation*.

4 A creator may post but cannot earn advertising income: *demonetisation* / *deplatforming*.

5 Opposing groups increasingly dislike one another: *affective polarisation* / *curation*.

6 Numerical targets displace substantive goals: *metrics fixation* / *creator economy*.

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4 Complete the platform-impact review with terms from the box.

affective polarisation | algorithmic curation | attention economy | authenticity labour | creator economy | demonetisation | engagement optimisation | metrics fixation | social graph

The review places the service within the **1** _____, where **2** _____ rewards prolonged interaction. Its **3** _____ uses the **4** _____ to predict relevance. Creators in the **5** _____ perform **6** _____ while adapting to unstable income and possible **7** _____. The report warns that **8** _____ can obscure well-being and that divisive ranking may deepen **9** _____.

5 Read the text and answer the questions concisely.

Changing a short-video ranking system

A platform tested a ranking change intended to increase meaningful interaction. Average viewing time rose, but users also encountered narrower content and reported more fatigue. Researchers found that the same metric combined passive viewing, deliberate learning and compulsive repetition. The platform therefore separated these behaviours, added user-controlled topic limits and evaluated return visits alongside well-being surveys. It published subgroup results and allowed an external team to test whether creators with smaller audiences were disadvantaged.

1 What was the intended goal of the change? _____

2 What improved, and what two problems appeared? _____

3 Why was viewing time an ambiguous metric? _____

4 Name two changes to the evaluation. _____

5 What information was published? _____

6 What fairness question did the external team examine? _____

6 Paraphrase using the expression in capitals.

1 The platform competes for users' focus. **ATTENTION** _____

2 Automated systems select and order the feed. **CURATION** ____

3 The creator can no longer earn from the content. **DEMONETISED** ___

4 Numbers have displaced the real objective. **FIXATION** _____

OVER TO YOU

Write a **160-190 word** governance proposal for a social-media platform. Address ranking incentives, meaningful metrics, creator livelihoods, user control, well-being, fairness and independent scrutiny.

[ ] Use at least ten target terms or collocations. [ ] Distinguish proxies from goals. [ ] Define monitoring and accountability.

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ANSWER KEY

1 Advanced social-media concepts

1 **h** 2 **c** 3 **e** 4 **j** 5 **f** 6 **a** 7 **g** 8 **b** 9 **i** 10 **d**

2 Platform-analysis collocations

1 **attention** 2 **curation** 3 **metric** 4 **incentive** 5 **signal** 6 **monetisation** 7 **audience** 8 **polarisation**

3 Conceptual distinctions

1 **attention economy** 2 **engagement optimisation** 3 **authenticity labour**
4 **demonetisation** 5 **affective polarisation** 6 **metrics fixation**

4 Platform-impact review

1 **attention economy** 2 **engagement optimisation** 3 **algorithmic curation** 4 **social graph** 5 **creator economy**
6 **authenticity labour** 7 **demonetisation** 8 **metrics fixation** 9 **affective polarisation**

5 Reading - suggested answers

1 Meaningful interaction. 2 Viewing time rose; content narrowed and fatigue increased. 3 It combined different behaviours.
4 Behaviour separation, topic limits, return visits or surveys. 5 Subgroup results. 6 Whether small creators were disadvantaged.

6 Paraphrasing - possible answers

1 It operates in the **attention economy**. 2 The feed uses algorithmic **curation**. 3 The creator was **demonetised**. 4 This is **metrics fixation**.

Over to you: Answers will vary. Check incentive analysis, valid metrics, fairness, well-being and accountability.