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The 4 page 60 minute ESL British English lesson – 10/02/14

## Facebook could lose 80% of users by 2017

Recently a study revealed that Facebook could die out in a few years. The hype surrounding the highly popular social networking site is starting to dissipate. Its growth and fading has been compared to 'an infectious disease' by scientists.

Using a mathematical model they charted Facebook's demise. The researchers from Princeton University first used the number of queries for MySpace, a similar popular site which experienced a steep rise and an even steeper fall.

An updated formula was then applied to Facebook. The maths showed the networking giant is now slowly beginning its abandonment phase, which means the next few years could see a rapid decline in its popularity. If the projections are correct the company stands to lose 80% of its user base by 2015-2017. Thus the platform will be largely abandoned.

Facebook celebrated its 10<sup>th</sup> birthday on February 4<sup>th</sup> this year. It has survived longer than rivals such as MySpace and Bebo. Facebook reported 1.2 billion monthly users in October 2013. It is due to update investors on its traffic numbers shortly. While desktop traffic to its websites is declining; this is in fact due to users now only accessing the network via their mobile phones.

Some 870 million people use Facebook via their smartphones each month. This could explain the drop in Google searches, as the word 'Facebook' is typed in less on Google searches.

Facebook has hit back; saying in the past three months they had seen an increase in daily users, specifically from younger teens. Facebook's decline began back in 2013, around the time research showed it had started to lose its younger teenage user base, dramatically.

### SPEAKING – WARM UP

Think of three social networks. Which one do you use most? Why? Go round the room swapping details with others.

### LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

### READING

Students should now read the article aloud, swapping readers every paragraph.

### SPEAKING - UNDERSTANDING

**1) The article** – Students check any unknown vocabulary or phrases with the teacher.

**2) The article** - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

**3) Article quiz** - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

#### Student A questions

- 1) Name the social networks.
- 2) Who celebrated what and when?
- 3) What will be largely abandoned?
- 4) Name the university.
- 5) What does hype mean?

#### Student B questions

- 1) What is an infectious disease?
- 2) In October 2013, how many monthly users were there?
- 3) How many million people use Facebook on their mobile phones each month?
- 4) How many users is Facebook projected to lose?
- 5) What is Facebook?

**Category: Technology / Facebook / Social Networking  
Intermediate / Upper Intermediate**

## Facebook could lose 80% of users by 2017 - 10<sup>th</sup> February 2014

### WRITING / SPEAKING

*In pairs.* On the board write as many words as you can to do with 'Facebook'. *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

### WRITING / SPEAKING

*In pairs* - Choose six social networks. Write them below. Talk about them. Which is best? Why?

- 1) \_\_\_\_\_ (4) \_\_\_\_\_
- 2) \_\_\_\_\_ (5) \_\_\_\_\_
- 3) \_\_\_\_\_ (6) \_\_\_\_\_

**Add** three advantages and three disadvantages of using Facebook. Discuss together.

- 1) \_\_\_\_\_ (1) \_\_\_\_\_
- 2) \_\_\_\_\_ (2) \_\_\_\_\_
- 3) \_\_\_\_\_ (3) \_\_\_\_\_

*The teacher* will choose some pairs to discuss their findings in front of the class.

### WRITING / SPEAKING

*In pairs,* write down three ways you can send an SMS message then add three ways you can video chat. Which is better? *5 mins.*

*The teacher* will choose some students to read out their work to the class.

### DISCUSSION

#### Student A questions

- 1) Did the headline make you want to read the article?
- 2) Do you use Facebook?
- 3) Why would one use Facebook?
- 4) What other social networking platforms do you use?
- 5) Which social networking platform is used most in your country?
- 6) How long have you used Facebook?
- 7) What social network might replace Facebook?
- 8) What social network do your friends use?
- 9) Do you access Facebook using your mobile?
- 10) Have you learnt anything in today's English lesson?

### SPEAKING – ROLEPLAY 1

*In groups.* One of you is the interviewer. There are up to four guests. You are in the CNN Technology TV studio. Today's interview is: *Facebook could lose 80% of users by 2018. 10 mins.*

- 1) A Facebook user.
- 2) A non Facebook user.
- 3) A researcher at Princeton University.
- 4) A Facebook spokesperson.

*The teacher* will choose some groups to roleplay their interview in front of the class.

### SPEAKING - ROLEPLAY 2

*In pairs.* Explain to each other what you put on your favourite social networking sites and why! Does this include many selfies? *5 mins.*

### SPEAKING – DISCUSSION

*Allow 10 minutes* – As a class.

*Facebook could lose 80% of users by 2017*  
*True or false?*

*The teacher* can moderate the session.

### DISCUSSION

#### Student B questions

- 1) What do you think about what you've read?
- 2) What social networks did you use to use?
- 3) Why is Facebook so attractive to many people?
- 4) Is it true Facebook is losing its users?
- 5) Is your data safe on Facebook?
- 6) Do you use Skype or Viber?
- 7) Which are your favourite social networking sites?
- 8) Over the last five years how have social networking sites changed?
- 9) Has this been a difficult lesson for you to understand?
- 10) Did you like this discussion?

**GAP FILL: READING**

**Facebook could lose 80% of users by 2017**

Recently a study revealed that Facebook could die out in a few years. The (1)\_\_\_ surrounding the highly popular social networking site is starting to dissipate. Its growth and fading has been compared to 'an (2)\_\_\_ disease' by scientists.

Using a mathematical model they charted Facebook's (3)\_\_\_. The researchers from Princeton University first used the number of queries for MySpace, a (4)\_\_\_ popular site which experienced a steep rise and an even (5)\_\_\_ fall.

An updated formula was then applied to Facebook. The maths showed the networking giant is now slowly beginning its (6)\_\_\_ phase, which means the next few years could see a rapid decline in its popularity. If the (7)\_\_\_ are correct the company stands to lose 80% of its user base by 2015-2017. Thus the (8)\_\_\_ will be largely abandoned.

***steeper / similar / platform / abandonment / demise / projections / infectious / hype***

Facebook celebrated its 10<sup>th</sup> birthday on February 4<sup>th</sup> this year. It has survived longer than (1)\_\_\_ such as MySpace and Bebo. Facebook reported 1.2 billion monthly users in October 2013. It is due to (2)\_\_\_ investors on its (3)\_\_\_ numbers shortly. While (4)\_\_\_ traffic to its websites is declining; this is in fact due to users now only accessing the network via their mobile phones.

Some 870 million people use Facebook via their smartphones each month. This could explain the drop in Google searches, as the word 'Facebook' is typed in less on Google searches.

Facebook has hit back; saying in the past three months they had seen an increase in daily users, (5)\_\_\_ from younger teens. Facebook's (6)\_\_\_ began back in 2013, around the time research showed it had started to lose its younger teenage (7)\_\_\_ base, (8)\_\_\_.

***specifically / traffic / update / desktop / decline / dramatically / user / rivals***

**GAP FILL: GRAMMAR**

**Facebook could lose 80% of users by 2017**

Recently a study revealed that Facebook (1)\_\_\_ die out in a few years. The hype surrounding the highly popular social networking site is starting to dissipate. Its growth and fading has been compared to 'an infectious disease' (2)\_\_\_ scientists.

Using (3)\_\_\_ mathematical model they charted Facebook's demise. The researchers from Princeton University first used the number of queries (4)\_\_\_ MySpace, a similar popular site (5)\_\_\_ experienced a steep rise and an even steeper fall.

An updated formula was (6)\_\_\_ applied to Facebook. The maths showed the networking giant is now slowly beginning its abandonment phase, which means the next few years could see a rapid decline in its popularity. (7)\_\_\_ the projections are correct the company stands to lose 80% of its user base by 2015-2017. (8)\_\_\_ the platform will be largely abandoned.

***could / which / thus / then / a / if / by / for***

Facebook celebrated its 10<sup>th</sup> birthday on February 4<sup>th</sup> this year. (1)\_\_\_ has survived longer than rivals such as MySpace (2)\_\_\_ Bebo. Facebook reported 1.2 billion monthly users in October 2013. It is (3)\_\_\_ to update investors on its traffic numbers shortly. While desktop traffic to its websites is declining; this is in fact due to users now only accessing the network via their mobile phones.

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Facebook has hit back; saying in the past three months they had seen an increase (6)\_\_\_ daily users, specifically from younger teens. Facebook's decline began back in 2013, around (7)\_\_\_ time research showed it had started to lose (8)\_\_\_ younger teenage user base, dramatically.

***in / on / it / as / its / due / and / the***

Facebook could lose 80% of users by 2017 - 10<sup>th</sup> February 2014

## GAP FILL: LISTENING

### Facebook could lose 80% of users by 2017

Recently a study revealed that Facebook could die out in a few years. The \_\_\_\_\_ highly popular social networking site is starting to dissipate. Its growth and fading has been compared to '\_\_\_\_\_ ' by scientists.

Using a mathematical model they charted Facebook's demise. The researchers from Princeton University first used the number of queries for MySpace, a similar popular site which experienced a steep rise and \_\_\_\_\_.

An updated formula was then applied to Facebook. The maths showed the \_\_\_\_\_ now slowly beginning its abandonment phase, which means the next few years could see a rapid decline in its popularity. If the projections are correct the company stands to lose 80% of its user base by 2015-2017. Thus the platform will \_\_\_\_\_.

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## WRITING/SPELLING

### WRITING / SPEAKING

**1) On the board** - In pairs, as a class - write down 20 things you know about **social networks**. Talk about them! 5 mins.

**2) Sentence starters** - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) Facebook \_\_\_\_\_
- 2) Social networking \_\_\_\_\_
- 3) I use \_\_\_\_\_

**3) Homework** - Write and send a 200 word email to your teacher about: **Facebook**. Your email can be read out in class.

### GAP FILL READING

- 1) hype
- 2) infectious
- 3) demise
- 4) similar
- 5) steeper
- 6) abandonment
- 7) projections
- 8) platform

### ANSWERS

- 1) rivals
- 2) update
- 3) traffic
- 4) desktop
- 5) specifically
- 6) decline
- 7) user
- 8) dramatically

### SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) dramatically
- 2) mathematical
- 3) demise
- 4) hype
- 5) infectious
- 6) highly
- 7) formula
- 8) networking
- 9) maths
- 10) giant

### SPELLING

Use the following ratings:

**Pass = 12**

**Good = 15**

**Very good = 18**

**Excellent = 20**

- 11) abandonment
- 12) phase
- 13) decline
- 14) popularity
- 15) projections
- 16) thus
- 17) platform
- 18) rivals
- 19) traffic
- 20) specifically

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