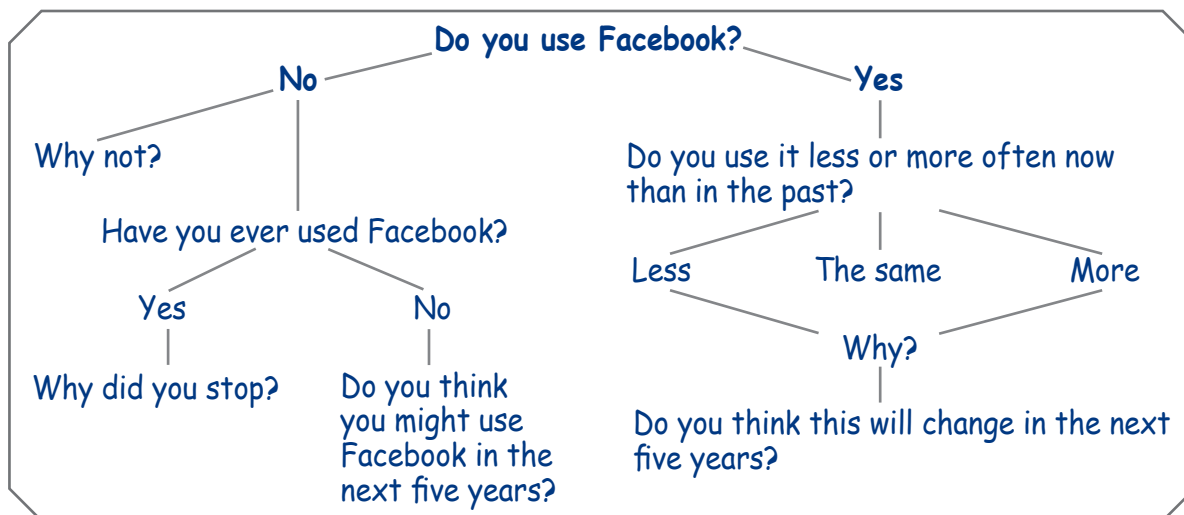


## Facebook deserted by millions of users

### Level 1 • Elementary

#### 1 Warmer

Mark your answers and add any necessary details. Then talk about your answers.



#### 2 Key words

Match these words from the article with their definitions below. Then find them in the article to read them in context. The paragraph numbers are given to help you.

social network

gaining

users

markets

popular

- people who use something, such as a website \_\_\_\_\_ (para 1)
- particular places or groups of people that use a product \_\_\_\_\_ (para 1)
- a website such as Facebook that allows you to communicate with friends and make new friends \_\_\_\_\_ (para 2)
- If something is \_\_\_\_\_, many people like it. (para 5)
- getting more of something \_\_\_\_\_ (para 6)

quarter

income

smartphones

initiatives

tablets

- mobile phones that also work as small computers \_\_\_\_\_ (para 10)
- small computers that you use by touching the screen \_\_\_\_\_ (para 10)
- money you get from working or from investing money \_\_\_\_\_ (para 11)
- one of four periods of three months, especially when you are talking about financial accounts \_\_\_\_\_ (para 11)
- important new actions and ideas that are made to solve a problem \_\_\_\_\_ (para 13)

## Facebook deserted by millions of users

### Level 1 • Elementary

#### Facebook deserted by millions of users in biggest markets

Juliette Garside

28 April, 2013

- 1 Facebook has lost millions of users every month in its biggest markets. In the last six months, Facebook has lost nearly 9 million monthly visitors in the US and 2 million in the UK.
- 2 It has stopped growing in the US, UK and other major European countries. In the last month, the world's largest social network lost 6 million US visitors, a 4% fall. In the UK, 1.4 million fewer users went on Facebook last month, a fall of 4.5%.
- 3 People are also using Facebook less in Canada, Spain, France, Germany and Japan.
- 4 "The problem is that, in the US and UK, most people who want to join Facebook have already done it," said new media specialist Ian Maude at Enders Analysis. People get bored, he says, and they "like to try something new".
- 5 Other social networks are also very popular with younger people. Instagram, the photo-sharing site, got 30 million new users in the 18 months before Facebook bought the business.
- 6 Path, the mobile phone-based social network started by ex-Facebook employee Dave Morin, is gaining 1 million users a week. It now has more than 9 million users. 500,000 Venezuelans downloaded the app in just one weekend.
- 7 Facebook is still growing fast in South America. The number of users in Brazil increased by 6% in the last month to 70 million, according to Socialbakers, whose information is used by Facebook advertisers. And there has been a 4% rise in India to 64 million users – still only a small part of the country's population, so there is the possibility for more growth.
- 8 Global numbers of visitors to Facebook reached 1.05 billion a month in January, but they fell by 20 million in February. Numbers rose again in April. The social network has now lost nearly 2 million visitors in the UK since December, with its 27 million total the same as a year ago.
- 9 The number of minutes Americans spend on Facebook is falling, too. The total was 121 billion minutes in December 2012, but that fell to 115 billion minutes in February.
- 10 As Facebook has already said, we spend less time using Facebook on our personal computers because we now prefer to use our smartphones and tablets.
- 11 Wall Street expects Facebook's income this quarter to be \$1.44 billion, an increase from \$1.06 billion a year ago.
- 12 The company said that it might be losing "younger users" because they now prefer to use "other products and services similar to, or as an alternative to, Facebook".
- 13 Facebook founder Mark Zuckerberg has created some new initiatives for smartphone users in the last year. One initiative, Facebook Home, is software that you can download onto Android phones to feed news and photos from friends – and advertising – directly to your home screen.

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First published in *The Guardian*, 28/04/13

## Facebook deserted by millions of users

### Level 1 • Elementary

#### 3 Comprehension check

Choose the correct answers according to the information in the article.

1. The world's largest social network is ...
  - a. ... Facebook.
  - b. ... Instagram.
  - c. ... Path.
2. Facebook is losing users in ...
  - a. ... India.
  - b. ... South America.
  - c. ... the US and the UK.
3. Facebook is gaining users in ...
  - a. ... Spain and Japan.
  - b. ... India and South America.
  - c. ... the US and the UK.
4. In the last quarter, Facebook's income was ...
  - a. ... the same as the quarter before.
  - b. ... more than the quarter before.
  - c. ... less than the quarter before.
5. People are spending ...
  - a. ... more time on their PCs.
  - b. ... less time on their smartphones.
  - c. ... more time on their smartphones.
6. Facebook recently introduced ...
  - a. ... a new website.
  - b. ... new software.
  - c. ... a new smartphone.

#### 4 Describing trends and movements

a. Complete the table.

| present simple | present continuous | past simple | noun |
|----------------|--------------------|-------------|------|
| grow(s)        |                    | grew        |      |
|                | is/are falling     |             |      |
|                |                    |             | rise |

b. Now use the words to write sentences of your own.

#### 5 Discussion

Answer the questions and then discuss your answers.

1. If you use Facebook, do you use the website on your PC or the app on your smartphone or tablet?  
Do you prefer the website or the app? Why?
2. Have you used Instagram or Path?  
How would you describe them to someone who doesn't know them?
3. Do you use any other social networks or apps?  
Why do you like them?

## Facebook deserted by millions of users

### Level 1 • Elementary

#### KEY

#### 2 Key words

1. user
2. markets
3. social network
4. popular
5. gaining
6. smartphones
7. tablets
8. income
9. quarter
10. initiatives

**Teacher's note:** Extend this task by asking the students to mark the stressed syllable in each word. The answers are shown above.

#### 3 Comprehension check

1. a
2. c
3. b
4. b
5. c
6. b

#### 4 Describing trends and movements

| present simple | present continuous    | past simple | noun          |
|----------------|-----------------------|-------------|---------------|
| <i>grow(s)</i> | <i>is/are growing</i> | <i>grew</i> | <i>growth</i> |
| <i>fall(s)</i> | <i>is/are falling</i> | <i>fell</i> | <i>fall</i>   |
| <i>rise(s)</i> | <i>is/are rising</i>  | <i>rose</i> | <i>rise</i>   |