

UNTERRICHTSMATERIAL



M 1: INSTAGRAM IS MORE POPULAR WITH TEENS THAN FACEBOOK

Instagram is the fastest growing social media network worldwide. Among its secrets are the visual content and that it's easy to use. It was launched on October 6, 2010, when its founders, Kevin Systrom and Mike Krieger, were still in their twenties. Systrom, like Krieger, a graduate of Stanford University, already had an app called Burbn and they used this as the basis for their new app.

They decided to keep it simple and just allow people to post photos and comments on them. They chose the name Instagram because it combines the words "instant" and "telegram". Before the app was made available to the public, the two developers uploaded an image of Systrom working at his desk, a picture of a bowl with pasta and tomato sauce, and a photo of a very cute dog. The app makers must have sensed what future users would want to post – selfies, food and animals are among the most popular subjects of Instagram posts today.

The app was an instant(!) success. On the first day, 25,000 people started using Instagram. Two months later, there were one million users and by the end of a year, there were 10 million. In 2012 Facebook bought the app for 1 billion dollars. That was a very wise decision, because while Facebook's popularity, especially among younger users, has declined, Instagram's has grown.

So what makes Instagram so popular? For one thing, it is incredibly easy to use. You can take a photo, edit it with Instagram's tools and filters, and upload it in seconds. Today's phones have excellent cameras, so taking photos is easier than ever. Concentrating on photos is a big plus for Instagram because especially young people like visual content.

But photos may also involve problems: mental health experts say that the perfectly styled photos on Instagram can put pressure on young people. Niamh McDade, an expert on social media says: "This pressure can be a result of seeing friends seemingly constantly on holiday or enjoying nights out, creating feelings of missing something." However, she added that social media networks also have advantages. They may help young people to keep in touch with friends, and to express themselves.

On its homepage, Instagram offers some advice to users, e.g. how to post safely or how to react in case of bullying. Moreover, pop-ups could warn people that they have been spending too much time on a site or there could also be an icon to show that photos were digitally enhanced.

Adapted from: "Read on" (11/2018), Eilers & Schönemann Verlag KG, Bremen

M 2: TEXT-BASED TASKS

Decide whether the statements are right or wrong

1. Ms McDade thinks that the perfect photos on Instagram are fantastic and no problem for the users of the app.
2. Mr Systrom had a good feeling for Instagram's future when he uploaded the first photos on the app.
3. Systrom and Krieger both studied at Stanford University.
4. Instagram is so popular because of its visual content.
5. It takes a lot of time and effort to edit photos on Instagram.
6. Photo posts with a lot of text are very popular among teens.

Please finish the following sentences

- | | |
|--|---|
| 1. Systrom and Krieger created Burbn ... | 2. Instagram is ... |
| 3. Photos can be ... | 4. Instagram is seen cooler than Facebook ... |

Please answer the following questions in complete sentences

1. Why can Instagram be called successful?
2. Why is the app Burbn mentioned in the text?
3. Why did Systrom and Krieger choose the name Instagram?
4. What did Systrom and Krieger do before Instagram was made available to the public?
5. Who is the owner of Instagram?
6. How could negative effects of Instagram be avoided?



UNTERRICHTSMATERIAL

Please fill in the suitable words

Messaging apps have a very (importance) advantage: private chatting with people you are friends with in real (to live). Instead of (passive) stalking people you barely know on Facebook, messaging apps promote dynamic real-time (to chat) with different groups of real-life friends. Another factor is the rise of the selfie, often silly self-portraits (to take) at arm's (long) with a mobile. Sending those photos via a mobile messaging service is (safe) than broadcasting them on Facebook, () they are less likely to be seen by a boss. Selfies are even (big) on Snapchat because it deletes a photo several seconds after it has been viewed. This service has (inevitable) become a favourite way for teens to send sexy of even naked photos of (oneself).

<https://www.theguardian.com/technology/2013/nov/10/teenagers-messenger-apps-facebook-exodus>

M 3: USE OF LANGUAGE

Please explain the following words

- a) a successful social network b) a cute dog c) popular subjects d) developers

Please find the words in the text

- a) they made up their minds b) people who work with social media
c) at once, immediately d) spaghetti, macaroni, noodles

Please write down the nouns of the following words

1. to combine 2. to use 3. to succeed 4. incredibly 5. to concentrate
6. to decide 7. to develop 8. included 9. compared 10. to sound

Please find synonyms

1. rapidly 2. at first 3. easy 4. constantly

Please find opposites

1. best 2. simple 3. excellent 4. rapidly

M 4: CREATIVE WRITING

Give your opinion

- a) Leading a life without social networks is no more possible.
b) Young people don't want to share social networks with their parents.
c) People don't care about their privacy.

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Please write a letter to Kevin Systrom and ask him about the creation of Instagram.

1. Ask him details about the app called Burbn.
2. Ask him why he chose the name Instagram.
3. Ask him why the first photos showed him working at his desk, a picture of food and a dog.
4. Ask him about what he did with the revenue of the sale to Facebook and make some suggestions about what you would do with 1 billion dollars

M 5: SKILLS AND TECHNIQUES I

Mediation: Bitte beantworte folgende Fragen auf Deutsch

1. Was ist der Hauptunterschied zwischen den 3 „top messenger apps“?
2. Welche Möglichkeiten ergeben sich für „WeChat“ international?
3. Welchen Vorteil nennt „Snapchat“ für seine app?
4. Für wen ist „WhatsApp“ eine ernste Konkurrenz?

M 6: TOP MESSENGER APPS

WhatsApp

Started in 2009 by two ex-Yahoo staff, this smartphone messaging system handles more than 10 billion messages a day and is reckoned to have more than 250m users worldwide. One of the most popular paid-for apps on any platform, and a threat to telecoms companies which charge for texts.

Snapchat

Allows users to send „view once“ photos, specifying how long the photo will remain on the recipient’s device. „Snap an ugly selfie or a video, add a caption, and send it to a friend (or maybe a few). They’ll receive it, laugh, and then the snap disappears,“ says Snapchat.

WeChat

The Chinese social media app, which handles voice messages, snapshots and emoticons, has more than 200m subscribers. The vast majority of users are in China, though it also has subscribers in the US and UK. It is being tipped as the first Chinese social media application with the potential to go global.

www.theguardian.com/technology/2013/nov/10/teenagers-messenger-apps-facebook-exodus



Interview mit Olivia Sudjic

Sie wurde 1988 in London geboren und studierte Englische Literatur in Cambridge. Mit ihrem Debütroman „Sympathie“ gelang ihr 2017 ein literarischer Erfolg. Dieser Roman gilt als Schlüsselroman der Millenials – also derjenigen, die zwischen den frühen Achtziger- und den späten Neunzigerjahren geboren wurden.

Olivia Sudjic nimmt zu folgenden Themen Stellung:

Kontrollverlust im Internet

„Man schafft auf Instagram neue Versionen von sich selbst, und diese Parallelidentitäten interessieren mich als Schriftstellerin: die Frage, wie die Daten, die wir online hochladen, auf unser Selbstbild zurückwirken. Das Internet gibt vor, uns zu kennen, aus seiner Perspektive sind wir ein Haufen gesammelter Daten. Daraus wird ein Bild von uns, und daraus werden angebliche Bedürfnisse abgeleitet – etwa welches Buch wir kaufen oder wo wir Urlaub machen sollen.“

Grenzen zwischen Realem und Manipuliertem

„Im Internet bilden Anzeigen, Bilder, Filme, Nachrichten eine riesige Collage unterschiedlicher Reize, die das Hirn gleichzeitig verarbeiten muss. Die Nachricht vom Terroranschlag hat denselben Rang wie die von der Geburt des Kindes einer Freundin oder die Terminerinnerung zur Fußpflege. Formen und Bedeutung verschwimmen ineinander, das Reale tritt in Konkurrenz zum Eingebildeten.“

Bild des eigenen Selbst

„Man kann sich auf Instagram grenzenlos selbst feiern. Die Kehrseite ist die Angst, anderen etwas vorzumachen und ihren Erwartungen nicht gerecht zu werden. Dem eigenen Instinkt nicht mehr trauen zu können. Nicht zu wissen, wer man ist.“

Social Media Accounts

„2014 war ich kurz mal bei Tinder, aber das ist nichts für mich. Zuviel Auswahl, immer lauert schon der Nächste um die Ecke. Instagram benutze ich sehr viel, ich habe zwei Accounts, nur einer davon ist öffentlich. Das ist mein Avatar, mein Bühnen-Ich. Das hilft, Arbeit und Privatleben voneinander zu trennen. Auf Twitter bin ich auch, aber nur passiv.“