

- 1 According to the text, social networks
- a. are about friendships.
 - b. can damage business reputations.
 - c. are being used by businesses for marketing.
 - d. advertise on business web sites.
- 2 Why do advertisers like social network sites?
- a. They are cost-effective to advertise on.
 - b. Most users have high disposable income.
 - c. They can influence consumer behaviour.
 - d. Detailed information on each user allows targeted ads.
- 3 What does the expression 'sprung up' in paragraph 3 mean?
- a. the development of social networking is unplanned
 - b. there has been rapid development of social networking sites
 - c. everybody is trying to copy Facebook
 - d. social networking works in all languages
- 4 What does the word 'Few' at the beginning of paragraph 6 mean?
- a. Hardly any
 - b. Not any
 - c. Some
 - d. Only
- 5 What should users not do on social networks?
- a. be too free with their personal information
 - b. download viruses
 - c. contact predators
 - d. upload copyrighted music
- 6 What does the word 'deeper' in paragraph 6 mean?
- a. more spiritual
 - b. more detailed
 - c. more profound
 - d. more emphatic
- 7 Personal information on social network sites
- a. gives a good description of the user's personality
 - b. is sold to the government
 - c. is translated into many languages
 - d. can be used in court
- 8 Social networking is great for
- a. academic organisations
 - b. people who write too much information about themselves
 - c. the law enforcement agencies
 - d. groups of people separated over wide areas