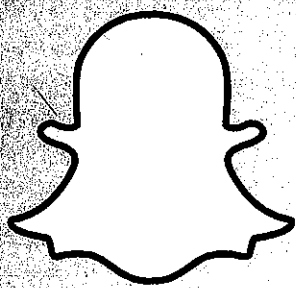


Do you Snapchat?



BEFORE YOU READ:
What social media do you use?

- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- other?

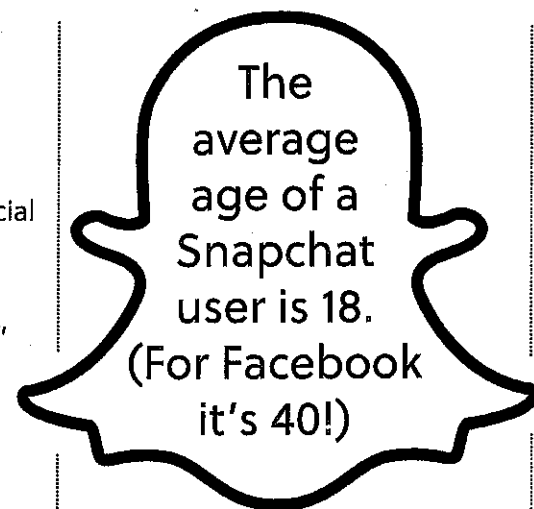


It's the App that young people prefer. And it's the fastest-growing social media site in the world. How has Snapchat become so popular?

In 2011, American student Evan Spiegel's friend Reggie Brown was looking at his Facebook photos. He felt embarrassed about them. "Why can't I make these disappear*?" he complained to Evan. It gave Evan [left] an idea. He left university and started to develop an App with Reggie and another friend, Bobby Murphy. It was the beginning of Snapchat. Everyone thought Evan was crazy. But now Snapchat has 150 million users and is worth* US \$20 billion. It's the most popular social media site for teens. Why?

1 It's instant

Have your friends ever posted embarrassing pictures of you online? Have you been caught using social media in class? On social media sites like Facebook, the pictures can stay online forever. Teachers, parents and maybe even future employers* can see them. "I don't want to worry about whether my mum can see any embarrassing photos of me at a party at 1am!" says Andrew Watt, 17. "I was posting a photo on Instagram in my geography



class and my teacher saw it and confiscated* my phone!" says Carly, 16. But with Snapchat, you

can make your posts disappear after a few seconds. Teens discovered that they could message in class or at home without their teachers or parents reading their posts.

2 It's young

Facebook is popular with mums, dads, even grandparents. But not so many adults use Snapchat. The average* age of a Snapchat user is 18. The average age of a Facebook user is 40! Thirty per cent of Snapchat users said that the main reason they use it is because their

parents aren't on it. Lydia, who is 16, says, "On Snapchat I don't have to scroll* through my parents' photos, my parents' opinions, adverts or pictures of my grandmother's cat."

3 It's not a competition

Facebook, Twitter or Instagram can make young people feel anxious about how popular or perfect they are. Have I got enough friends? Why have I lost followers? How many 'likes' have I had? On Snapchat there are no

'likes' or comments, so there is less pressure and competition. "Instagram has made me feel stressed! If I haven't had any likes on my Instagram post I just delete* it after 15 minutes!" says Andrew.

4 It's fun

Do you take lots of selfies? Snapchat has fun filters* which can make photos look cool and funny. You can change your eyes, have dog ears, put flowers in hair, you can even swap* your face with a friend or vomit* a rainbow!

👤 Snapchat in 60 seconds 🐾

- **What is it?**
It's a social media site and messaging service where you can send fun photos and videos.
- **Why is it different?**
The photos and videos only last on the website for up to a maximum of 24 hours.
- **How many users has it got?**
150 million
- **How many photos are sent every second?**
9,000 photos
- **How many videos are posted every day?**
10 billion!

Comprehension Check

Write the name of the person:
Who ...

- 1 ... wanted to delete a photo from Facebook?
- 2 ... didn't finish his university course?
- 3 ... doesn't want his mum to see photos of him at parties?
- 4 ... took Carly's phone when she used it in class?
- 5 ... removes posts and photos if they don't get any 'likes'?
- 6 ... doesn't want to read lots of posts by her family?



LISTEN

Track 7: Listen to five fast facts about Snapchat www.mg-plus.net/audio

DISCUSS IT

After reading this, are you more or less likely to use Snapchat? Why?

WORDWISE * to disappear (v): to go away suddenly * to be worth (v): the cost and value of something * employer (n): person who pays you to do a job * to confiscate (v): to take away something that is yours as a punishment * average (adj): typical, normal * to scroll (v): to look through (here on a touchscreen phone) * to delete (v): to take off, to remove * filter (n): an effect that you can add to photos to change them * to swap (v): to exchange something * to vomit (v): to be sick