

RAVEN - Lesson 4 pre-study

1. Match the vocabulary to its meaning.

a. Social media	<i>The use of the internet and online technology to promote a product or service.</i>
b. Social media influencer	<i>Fraud using online technology, e.g. phishing emails, malware, and fake security software</i>
c. Digital marketing	<i>A person with the ability to affect the opinions of a large number of social media users.</i>
d. Internet scam	<i>Virtual communities and networks that allow the sharing of ideas and opinions.</i>

2. Answer the following questions about your usage of online technologies.

a. How many hours a week do you spend online?

b. What social media platforms do you have an account with?

c. How many people do you communicate with online each week?

d. How often do you read/watch online reviews?

e. How often do you spend money online?
