



\$5,000 Incentive for TikTokers to Join Facebook and Instagram

Description

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Getty Images A person speaks into a microphone while being recorded on video by a mobile phone, while
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Many TikTok users in the US make money from the app. Social media giant Meta is offering to pay influential creators up to \$5,000 to join Facebook and Instagram. This move comes amidst uncertainty surrounding TikTok's future in the country.

Meta's "Breakthrough bonus programme" rewards new Facebook and Instagram users who post original content regularly. They must create vertical videos known as reels. Only new users are eligible for cash rewards.

Meta's Strategies

Meta's latest efforts to attract users from TikTok include launching an app called Edits similar to ByteDance's CapCut. They are also introducing features like affiliate links on videos. Instagram's profile layout is changing to align more with TikTok. These moves have received mixed reactions from social media users.

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Vocabulary List:

1. **Influential** /ˈɪnfluːn.ʃəl/ (adjective): Having the power to cause changes or affect someone's actions.
2. **Amidst** /əˈmɪd/ (preposition): In the middle of or surrounded by.
3. **Rewards** /rɪˈwɜːdz/ (noun): Something given in recognition of service effort or achievement.
4. **Affiliate** /əˈfɪl.i.ət/ (noun): A person or organization officially attached to a larger body.
5. **Strategies** /ˈstræt.ɪ.dʒi/ (noun): Plans of action designed to achieve a long-term or overall aim.
6. **Original** /əˈrɪdʒ.ənəl/ (adjective): Present or existing from the beginning; first or earliest.

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to behavior that is selfless and aimed at benefiting others?
Option: Altruism
Option: Deception
Option: Naivety
Option: Conformity
2. Which term describes the ability to have a significant effect on individuals or events?
Option: Influential
Option: Original
Option: Ambiguity
Option: Rewards
3. What technology involves the identification of individuals based on their unique biological characteristics?
Option: Biometrics
Option: Simulation
Option: Electrodes
Option: Mandatory
4. Which term indicates having the ability or capacity to achieve a particular outcome?
Option: Capable
Option: Naivety
Option: Maneuvering
Option: Decode
5. Which types of stores primarily sell food and household products?
Option: Supermarkets
Option: Affiliate
Option: Interact
Option: Paralysis
6. Which term refers to situations that are unclear or open to more than one interpretation?
Option: Ambiguity
Option: Strategies
Option: Rewards
Option: Conformity
7. What motivators are given in return for performing a certain action or task?



- Option: Rewards
- Option: Amidst
- Option: Decode
- Option: Lifelike

8. Which term is used to describe the process of converting coded information into a readable format?

- Option: Decode
- Option: Capable
- Option: Electrodes
- Option: Authentication

9. What are used to pick up electrical signals and facilitate communication between the brain and external devices?

- Option: Electrodes
- Option: Interface
- Option: Simulation
- Option: Mandatory

10. Which term indicates something that is required or compulsory?

- Option: Mandatory
- Option: Simulation
- Option: Identifications
- Option: Authentication

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. _____ involves adjusting one's behavior to match the attitudes or actions of a group.
- 12. Students learn better when they _____ with the material actively rather than passively.
- 13. Developing effective study _____ can greatly improve academic performance.
- 14. High-quality CGI in movies makes animated characters appear more _____.
- 15. Biometric security systems use unique physical traits for user _____.
- 16. Two-factor _____ provides an additional layer of security to verify a user's identity.
- 17. Social media influencers can be highly _____ in shaping consumer behavior.
- 18. Modern smartphones have advanced features and _____ that were unimaginable a decade ago.



19. Creating an _____ piece of art requires a unique perspective and creative vision.
20. Positive _____ is a key concept in behavioral psychology for encouraging desired behaviors.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

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| 21. The magician used sleight of hand to trick the audience into believing the coin disappeared. |
| 22. Due to her lack of experience she fell for the dishonest sales pitch. |
| 23. The contract was written in such a vague manner that its terms were open to interpretation. |
| 24. The peaceful garden provided a serene environment amidst the bustling city. |
| 25. The local store decided to with a national chain to expand its reach. |
| 26. Pilots train using flight to practice emergency procedures in a safe environment. |
| 27. The skilled driver showcased advanced techniques to navigate the obstacle course. |
| 28. Cryptographers work to encrypted messages without the proper key. |
| 29. Airport security requires photo to confirm passengers' identities. |
| 30. Many modern smartphones utilize like fingerprints or facial recognition for security access. |

Answer

Multiple Choice: 1. Altruism 2. Influential 3. Biometrics 4. Capable 5. Supermarkets 6. Ambiguity 7. Rewards 8. Decode 9. Electrodes 10. Mandatory

Gap-Fill: 11. Conformity 12. Interact 13. Strategies 14. Lifelike 15. Identification 16. Authentication 17. Influential 18. Capabilities 19. Original 20. Reinforcement

Matching sentence: 1. Deception 2. Naivety 3. Ambiguity 4. Amidst 5. Affiliate 6. Simulation 7. Maneuvering 8. Decode 9. Identification 10. Biometrics

CATEGORY

1. Sci/Tech - LEVEL3

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