



Instagram boosts engagement by reducing quality of low-view videos

Description

Instagram admitted that it reduces the quality of older or less popular videos. This means better quality is saved for videos with more views. Adam Mosseri, who runs Instagram, said they prefer higher quality for popular creators. Videos watched less are downgraded, but if they become popular, the quality is boosted. Some creators worry this may affect their video's reach. One person said adjusting video quality based on performance is wrong. They feel Instagram has become too focused on views and engagement. High-resolution videos with many visual elements use more storage space and may be downgraded. Instagram claimed to make content recommendations fair for all creators. Users were told to focus on creating engaging content rather than worrying about quality reduction. Instagram said they don't change individual video quality by much, aiming to show the best content possible. The platform faced backlash for previous attempts to emphasize video content over photos.

Vocabulary List:

1. **Quality** /'kwɒl.ɪ.ti/ (noun): The standard of something as measured against other things of a similar kind; the degree of excellence of something.
2. **Reduced** /rɪ'dju:st/ (verb): Made smaller or less in amount degree or size.
3. **Popular** /'pɒp.jʊ.lər/ (adjective): Regarded with great favor approval or affection by people.
4. **Engagement** /ɪn'geɪdʒ.mənt/ (noun): The action of engaging or being engaged particularly in a social media context.
5. **Storage** /'stɔ:rɪdʒ/ (noun): The action or method of storing something for future use.
6. **Recommendations** /,rek.ə.men'deɪ.ʃənz/ (noun): Suggestions or proposals as to the best course of action.

Comprehension Questions

Multiple Choice

1. Who admitted to reducing the quality of older or less popular videos on Instagram?

- Option: Mark Zuckerberg
- Option: Adam Mosseri
- Option: Kevin Systrom
- Option: Sheryl Sandberg



2. According to Adam Mosseri, Instagram prefers higher quality for which type of creators?

- Option: New creators
- Option: Less popular creators
- Option: Popular creators
- Option: Verified creators

3. What may happen to the quality of videos that are initially less popular but later become popular?

- Option: Quality is reduced
- Option: Quality remains the same
- Option: Quality is boosted
- Option: Quality is not affected

4. What aspect of videos may result in them being downgraded due to storage concerns on Instagram?

- Option: Number of likes
- Option: Video duration
- Option: Visual elements
- Option: Creator popularity

5. What did Instagram claim to be their focus when making content recommendations fair for all creators?

- Option: Quality
- Option: Engagement
- Option: Likes
- Option: Views

6. According to Instagram, what are users advised to focus on instead of worrying about quality reduction?

- Option: Increasing views
- Option: Creating engaging content
- Option: Improving video quality
- Option: Promoting videos

True-False

7. Instagram adjusts video quality based on performance, according to one person.

8. Instagram gives higher quality preference to videos with more views.

9. Instagram claims to change individual video quality significantly.

10. Instagram received backlash for emphasizing photo content over videos.
11. Quality reduction may impact the reach of videos on Instagram.
12. Videos with high resolution and many visual elements may use less storage space.

Gap-Fill

13. According to Adam Mosseri, Instagram prefers higher quality for popular creators over _____ creators.
14. Instagram claimed to make content recommendations fair for all creators regardless of their video's _____.
15. Adam Mosseri mentioned that if videos watched less become popular later, their quality will be _____.
16. One person criticized Instagram for focusing too much on views and _____.
17. Instagram advised users to concentrate on creating engaging content rather than worrying about quality _____.
18. Instagram faced backlash for previous attempts to prioritize video content over _____.

Answer

Multiple Choice: 1. Adam Mosseri 2. Popular creators 3. Quality is boosted 4. Visual elements 5. Engagement 6. Creating engaging content

True-False: 7. True 8. True 9. False 10. True 11. True 12. False

Gap-Fill: 13. less popular 14. performance 15. boosted 16. engagement 17. reduction 18. photos

Vocabulary quizzes

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

1. Which type of energy sources can be replenished naturally?

- Option: Coal
- Option: Renewable
- Option: Natural Gas
- Option: Nuclear

2. What is the process of sending electricity over long distances?

- Option: Distribution
- Option: Storage
- Option: Generation
- Option: Transmission

3. What refers to the long-term patterns and trends in the weather conditions?

- Option: Climate
- Option: Weather
- Option: Temperature
- Option: Pressure

4. Which subatomic particles have no charge?

- Option: Protons
- Option: Electrons
- Option: Neutrons
- Option: Positrons

5. Who are people from whom you are descended like your grandparents and great-grandparents?

- Option: Descendants
- Option: Ancients
- Option: Relatives
- Option: Ancestors

6. What are proposals or suggestions given to guide decision-making or action?

- Option: Instructions
- Option: Recommendations
- Option: Requirements
- Option: Decisions

7. What form of energy results from the flow of electric charge?

- Option: Magnetism
- Option: Electricity
- Option: Heat

Option: Light

8. What is the effect or influence of one thing on another?

Option: Force

Option: Impact

Option: Magnitude

Option: Pressure

9. Where can excess energy be kept for later use?

Option: Transmission

Option: Distribution

Option: Generation

Option: Storage

10. What is the systematic investigation into and study of materials and sources to establish facts and reach new conclusions?

Option: Innovation

Option: Discovery

Option: Research

Option: Production

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

11. Improving energy _____ can lead to reduced energy consumption.

12. Following the safety _____ can prevent accidents in the workplace.

13. Proper pet _____ is essential for maintaining their health and appearance.

14. The _____ provides structure and support for the human body.

15. The epic _____ unfolded over generations telling the story of a noble family.

16. High-voltage power lines are used for electricity _____ over long distances.

17. The new movie gained _____ rapidly due to positive reviews and word of mouth.

18. Increased customer _____ can lead to higher satisfaction and loyalty.

19. Optimizing processes can improve overall business _____.



20. Social media _____ allow users to connect and share information online.

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

21. The car manufacturing industry has been working on reducing harmful gases into the environment.
22. The security guard remained watchful and alert during the late-night shift.
23. The project manager laid out a detailed schedule outlining all the tasks and deadlines.
24. The scattered debris from the explosion covered a wide area of the street.
25. The company prided itself on delivering high-quality products to its customers.
26. The successful marketing campaign led to a significant increase in sales.
27. The police have been instructed to enforce the new regulations strictly.
28. The archaeologists made a groundbreaking discovery at the ancient burial site.
29. The government introduced various measures to control inflation and stabilize the economy.
30. The global pandemic had a far-reaching impact on healthcare systems worldwide.

Answer

Multiple Choice: 1. Renewable 2. Transmission 3. Climate 4. Neutrons 5. Ancestors 6. Recommendations 7. Electricity 8. Impact 9. Storage 10. Research

Gap-Fill: 11. Efficiency 12. Recommendations 13. Grooming 14. Skeleton 15. Saga 16. Transmission 17. Popularity 18. Engagement 19. Efficiency 20. Platforms

Matching sentence: 1. Emissions 2. Vigilant 3. Timeline 4. Scattered 5. Quality 6. Increase 7. Enforce 8. Discovery 9. Measures 10. Impact

CATEGORY

1. Sci/Tech - LEVEL1

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