



# The Future of Social Media: What's Ahead?

## Description

Jay Springett, a renowned tech strategist and podcast host, delved into the world of the social media app Butterflies AI out of sheer curiosity and found himself engrossed for more than six months.

The concept behind Butterflies AI revolves around enabling interactions between human and AI personas.

Mr. Springett's virtual identity evolved over time, engaging with other artificial characters, and even initiating a collection of Beanie Babies.

His experience felt like AIs crafting their unique soap operas within a simulated environment.

Reflecting on his time on Butterflies, Mr. Springett shared with the BBC that he observed rather than actively participated in the platform.

While he wouldn't consider paying for it, the intrigue of the platform kept him engaged.

Butterflies AI Phone screens showing the Butterflies app  
Butterflies AI  
Human and AI personas interact at Butterflies AI

## Vocabulary List:

1. **Engrossed** /ɪn'grəʊst/ (adjective): Deeply absorbed or involved in something.
2. **Evolved** /ɪ'vɔ:lvd/ (verb): Developed gradually over time.
3. **Intrigue** /ɪn'tri:g/ (noun): The quality of arousing curiosity or interest.
4. **Simulated** /'sɪmjəleɪtɪd/ (adjective): Not real; produced by simulation.
5. **Interaction** /,ɪn.tə'ræk.jən/ (noun): The action of communicating or engaging with someone or something.
6. **Participated** /pɑ:r'tɪsɪpeɪtɪd/ (verb): Took part in an activity or event.

## Vocabulary quizzes

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

1. In which state was Sarah when she was completely absorbed in reading a book?

Option: Ohio



- Option: Texas
- Option: California
- Option: New York

2. Which term relates to the financial conditions of a country or region?

- Option: Geopolitical
- Option: Economic
- Option: Cultural
- Option: Defense

3. What are suggestions or proposals for a course of action?

- Option: Tariffs
- Option: Duties
- Option: Recommendations
- Option: Dispute

4. Which term refers to protecting a country against potential threats?

- Option: Accessibility
- Option: Defense
- Option: Collaboration
- Option: Reductions

5. What term describes the feeling of fascination or curiosity?

- Option: Participated
- Option: Projections
- Option: Intrigue
- Option: Acknowledged

6. Which term relates to the influence of geographical factors on politics and international relations?

- Option: Stability
- Option: Geopolitical
- Option: Unified
- Option: Revitalized

7. What term refers to being a part of a group or organization?

- Option: Avenues
- Option: Membership
- Option: Constraints
- Option: Intrigue

8. Which term means imitating or reproducing the conditions of a real-life situation?

- Option: Revitalized
- Option: Engrossed



- Option: Simulated  
Option: Capabilities

9. Which term relates to customs arts social institutions and achievements of a particular nation people or group?

- Option: Cultural  
Option: Acknowledged  
Option: Unified  
Option: Welfare

10. What are the limitations or restrictions on an individual or group?

- Option: Burdened  
Option: Convoluted  
Option: Constraints  
Option: Reductions

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

11. The company made optimistic \_\_\_\_\_ about its future growth.
12. The new marketing campaign \_\_\_\_\_ the sales of the product.
13. The government aims to improve the \_\_\_\_\_ of healthcare services in rural areas.
14. Customs \_\_\_\_\_ are taxes imposed on imported and exported goods.
15. Successful projects often require strong \_\_\_\_\_ among team members.
16. Her contributions to the field were widely \_\_\_\_\_ by experts.
17. The company implemented cost-cutting measures leading to significant \_\_\_\_\_  
in expenses.
18. The team was \_\_\_\_\_ with the task of completing the project within a tight deadline.
19. The organization focuses on improving the \_\_\_\_\_ of underprivileged communities.
20. The country witnessed a sense of togetherness and purpose feeling \_\_\_\_\_ in its



goals.

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

21. The students in various extracurricular activities to enhance their skills.
22. Political is crucial for the economic growth of a nation.
23. Countries may impose on imported goods to protect domestic industries.
24. Her hard work and dedication were by her peers.
25. Customs are charges levied on goods transported across international borders.
26. The research team followed a approach to analyze the data.
27. The company showcased its innovative and advanced in the technology sector.
28. Efforts are being made to achieve cost and increase efficiency.
29. The conference focused on discussing the implications of international trade policies.
30. The unexpected twists in the storyline added an element of to the movie.

## Answer

**Multiple Choice:** 1. Ohio 2. Economic 3. Recommendations 4. Defense 5. Intrigue 6. Geopolitical 7. Membership 8. Simulated 9. Cultural 10. Constraints

**Gap-Fill:** 11. projections 12. revitalized 13. accessibility 14. duties 15. collaboration 16. acknowledged 17. reductions 18. burdened 19. welfare 20. unified

**Matching sentence:** 1. participated 2. stability 3. tariffs 4. acknowledged 5. duties 6. systematic 7. capabilities 8. reductions 9. geopolitical 10. intrigue

## CATEGORY

1. Business - LEVEL5

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