

The Impact of Facebook on European Politics

<http://www.euwatch.eu/linder-facebook-can-help-polit-537314012.html>

Task 1 – Taking notes while listening

Watch the video. Take notes as you listen. You will need to focus your attention on the language used by the speaker, so try to write down the words/expressions as you hear them.

Proficiency level: **B1+ and above**

With the help of this short video, you will practice:

Active listening & note-taking

Vocabulary to describe effect and understanding

Talking about quantity

Task 2 – Checking understanding

Decide whether the following statements are true (T) or false (F) based on the video.

- Elizabeth Linder believes that European politicians are fully aware of how to use Facebook to understand the opinion of the people whose vote they are after.
- 1 in 3 people use Facebook on a regular basis in Europe.
- A politician's or an organization's Facebook activity can influence the online community, but they are unable to reach out to the offline community.
- Studies have shown that if a politician is active online, they have a bigger chance of persuading the public than if they are not.
- Facebook has a huge potential for politicians, both in terms of swaying public opinion and in terms of becoming aware of the issues that many people care about.

Task 3 – Correct me if I'm wrong...

Watch the video again if necessary and correct the false statements above.

Task 4 – Language Work: Describing effect and understanding

Use your notes above and/or watch the video again to fill in the missing words in the expressions below. Complete the expressions in column A and match them to their definitions in column B.

A	B
make an in the offline world	connect with people
figure out	realize that an issue may be important
take fullof Facebook	fully benefit from Facebook
reachto people	participate in citizen dialogue
engagecitizen dialogue	to understand
get aon what people are thinking about	have an idea of what people are thinking about
becomeof an issue	to influence the offline community

Task 5 – Language Work: Talking about quantity and chance

Find expressions from the video that are similar in meaning to the expressions below.

about 33% of the people =

a lot of activity =

the number of people =

about one third of the people =.....

if as an offline politician I may persuade 30 out of 100 people to change their opinion, I may be able to persuade between 45 and 50 people out of 100 if I am active online =

.....

IMPORTANT

The word **likely** is used to talk about the probability, chance, or likelihood of something.
For example: *It is very likely that she has forgotten all about it.* = She has probably forgotten about it.

Check out our book: EU English – Using English in EU Contexts for more information about EU terms and the language of EU institutions. For sample pages of the book go to:
<http://www.klett.de/produkt/isbn/978-3-12-534640-6>

ANSWER KEY

Task 2

F
F
F
T
T

Task 3

Elizabeth Linder believes that there is a lot of activity on Facebook on behalf of European politicians and organizations because many of them are using the opportunities offered by Facebook very wisely while some others are just beginning to figure out its impact.

1 in 3 people who are eligible to vote in EU elections are on Facebook.

Studies have shown a direct correlation between online strategies and offline actions, so the offline community is also affected by politician's or organizations online activities.

Task 4

impact
it
advantage
out
in
pulse
aware

Task 5

1 in 3 people
a huge range of activity
the volume of people
1 in 3 people
As an online politician I am 57% more likely to persuade people.