

Social Media: Bloggers, Vloggers, and Influencers

Can-do: *Can summarise the relevant points made in short / long texts*

Goal: Learn more about bloggers, vloggers, influencers and social media platforms

Input: Course book texts and articles

Output: Summaries of source texts, discussion of social media personalities and social media platforms

Focus: Summarising written texts



LESSON 1

Introduction

Pair-work

What are bloggers, vloggers, influencers?

What is the difference between them?

Do you think the people in the photo are vloggers or influences? Why?

Summarising short texts

Task 1. Read “A key distinction between a blogger and an influencer” and its summary.

- Underline or highlight the parts of the original paragraph which are included in the summary.
- Can you identify which features of a good summary they include?

A key distinction between a blogger and an influencer

One of the key distinctions between a blogger and an influencer is what they're known for. If you're a blogger, you're probably known for your website. Whether your website is named after you or not, people know you for your articles and the information you provide first and your name or personality second, in most cases. An influencer is quite the opposite. Since their whole brand is typically made of sharing their passions and interests through a particular social media platform people may identify with their personality before their 'niche' or the information they provide. (95 words)

A summary

The text highlights the difference between bloggers and influencers. Bloggers are known for their website content, prioritizing information over personality, while influencers focus on their personality and social media presence, often overshadowing their content niche. [35 words]

Task 2. Read “Content creation”. Underline or highlight the main ideas and use the highlights to write a summary.

Compare your summary with the exemplar summary given by the teacher. What are the similarities and differences between them?

Content creation

Another key difference is content creation. A blogger typically works on a self-hosted website and writes articles that can be anywhere from 500-3000+ words. They’ll also need to do keyword research and on and off-page search engine optimisation (SEO) to create a fully optimized blog post. The content creation process for an influencer may look a bit different but depending on the type of content they produce it may be the same, if not more work. This can include doing a photoshoot, editing pictures and creating captions. However, at the end of the day, an influencer’s content is typically considered ‘short form’. It can be consumed quite quickly, and the written elements tend to be less than 200 words. Blogs or YouTube videos are typically considered ‘long form content’ because they take longer to consume. Again, depending on the *type* of content they produce, the work that goes into them may also be more substantial. (155 words)

Your summary

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A good summary should be 1/3 to 1/2 as long as the original text. How long should a summary of this text be?

What else should a good summary be? Brainstorm a list of features of a good summary and compare with the list given by the teacher.

Lesson 2

Introduction

Which are the most popular social media platforms?

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In what ways are they a good thing & a bad thing?

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Task 2. Summarising a text from different perspectives

Students A and B

Student A Tell student B your summary of **Stars of the Vlogosphere** focussing on how **Alfie** is portrayed.

Student B Listen to Student A's summary and evaluate it using the table below.

Completeness	+4	+3	+2	+1	0
Conciseness	+4	+3	+2	+1	0
Clear	+4	+3	+2	+1	0
Creative	+4	+3	+2	+1	0
Correct	+4	+3	+2	+1	0
Totals					



Students A & B compare A's summary with the example summary.

Reverse roles and repeat the process.

Students C and D

Student C Tell Student D your summary of **The Instagram Effect** focussing on how **Lauren** is portrayed.

Student D Listen to Student C's summary and evaluate it using the table above.

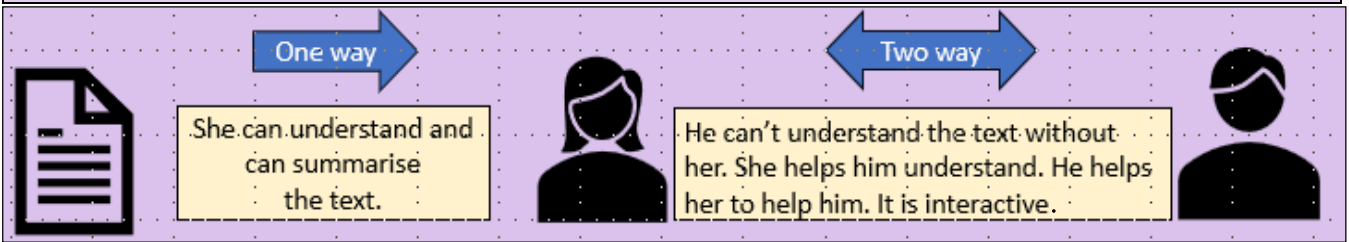


Students C & D compare C's summary with the example summary.

Reverse roles and repeat the process.

You should now have a good understanding of your text from different perspectives which you can mediate. You also have notes and a written summary. Before you mediate your text, look at the following diagram and explain the difference between *summarising a text* and *mediating a text by summarising it*.

Mediation is helping someone, who can't understand something without your help, to understand it.



Task 3. Mediating a text by summarising it

Reform your original teams

Take it in turns to mediate your text by summarising it for the team

Use your phone's voice recorder and record the (interactive) oral summary for you to listen to later.

Task 4. Analysis and reflections

How did you do?

As a mediator: can you produce a summary of a text and its portrayal of the people and platform involved? If so how well? Think about both your ability to produce the summary and to use it to mediate the text from a specific perspective.

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As a listener: did you fully understand the other text, and the different perspectives? Did you show the mediator that you understood by actively listening or by taking notes?

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As a participant: did you fully contribute to the discussion and the decision? Did you encourage others to contribute to the discussion?

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What did you learn about social media platforms, about summarising, about listening, and about working in teams?

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