Unit 9 – The social media bubble

What about your social media use?

to have online conversations	Irene and I have online conversations almost every day.	Online-Gespräche / Online-Unterhaltungen führen
to get to know new people	Social media allows everyone to get to know new people.	neue Leute / Menschen kennenlernen
to share information	Jake shares information with most of his friends.	Informationen teilen / weitergeben
to create content	Countless influencers create content on social media.	einen Content / Inhalt(e) erstellen
to start a career	Daria started a career through social media.	eine berufliche Laufbahn / Karriere starten
to sell products	Specific targeted ads sell products to the perfect audience.	Produkte / Waren verkaufen
to market / promote a product / service	Different product ambassadors promote a product or service over their personal channels.	ein Produkt / eine Dienstleistung vermarkten / bewerben
to make regular posts about a topic	Jenny makes regular posts about eating vegan products.	regelmäßig Posts zu einem Thema erstellen
to upload videos	Marcus uploads videos almost every day to his *YouTube* channel.	Videos hochladen
to offer more authentic / genuine / smart content	Every influencer and brand wants to offer more authentic or genuine content.	authentischeren / unverfälschten / smarten (nutzerspezifisch modifizierten) Content bieten

Social media trends

authenticity is a key factor on social media	For marketers and consumers, authenticity is a key factor on social media.	Echtheit / Authentizität ist ein Schlüsselfaktor auf sozialen Medien
to create content young people can relate to	Amber creates content young people can relate to with her easy make-up tutorials.	Content kreieren, mit dem sich junge Leute identifizieren können
to increase the social media advertising budget	More and more companies have already increased the social media advertising budget.	das Werbebudget für soziale Medien erhöhen
personalised ads have a higher click-through rate	On personalised feeds, personalised ads have a higher click-through rate.	personalisierte Werbung hat eine höhere Klickrate
to share useful content	Influencers share useful content while also promoting certain products.	nützlichen Content teilen / weitergeben
to use new technologies like augmented reality and virtual reality	People who want to keep up with trends are now using new technologies like augmented reality and virtual reality.	neue Technologien wie Augmented Reality bzw. Virtual Reality nützen (erweiterte und scheinbare / simulierte Realität)

The impact of social media on teens

to not talk face-to-face	Teens on social media don't talk face-to-face with one another.	sich nicht persönlich / von Angesicht zu Angesicht unterhalten
to have no deep relationship	Many people have lots of shallow friendships and no deep relationships or bonds.	keine tiefgründige / innige Beziehung haben
to not know (much) about each other's feelings	These teens don't know (much) about each other's feelings; and they might not care.	nichts / nicht viel über die Gefühle des/der anderen wissen
to put a lot of pressure on a friendship	Online visibility puts a lot of pressure on a friendship.	viel Druck auf eine Freundschaft ausüben
to feel left out	Teens can easily feel left out if they see pictures of an event they weren't invited to.	sich ausgeschlossen fühlen

to compete with someone	An obsession with perfection and popularity leads teens to compete with their peers.	mit jemandem konkurrieren / wetteifern
to set time limits	Naomi sets time limits for how long she is allowed to spend on *Instagram*.	zeitliche Beschränkungen festlegen / Fristen setzen
to take breaks	Meg took a break from her phone for the entire afternoon and felt much better afterwards.	Pausen machen / einlegen
to shut one's phone off	Sometimes Sebastian just shuts his phone off.	das Telefon / Handy ausschalten
to not share any personal details	On social media, Carmen doesn't share any personal details.	keine Personendaten / Personalia weitergeben
to think carefully about what to post	Tracy thinks carefully about what to post and how people might interpret it.	gründlich darüber nachdenken, was man postet
to not send any private or personal pictures to someone	Georgia doesn't send private or personal pictures— not even to her best friends or her boyfriend.	niemandem private oder persönliche Bilder schicken
Character traits of a successful content creator		
authentic	I think authentic people are necessary for our society to function.	echt, glaubwürdig, authentisch
calm	Content creators need to be calm so they don't scare their audiences.	ruhig, still, besonnen
communicative	The best marketers are communicative.	gesprächig, kommunikativ
creative	Being creative is a necessity for people who make content.	schöpferisch, kreativ
friendly	The *YouTuber's* language is always so friendly and respectful!	freundlich
funny	Will used to be a pretty funny guy.	humorvoll, lustig
honest	Creators who are honest are the nicest and should hold more power than the other ones.	ehrlich, aufrichtig
intelligent	Creators also have to be intelligent to deal with everyday business.	klug, intelligent
likeable	Streamers have to be likeable to be taken seriously.	sympathisch, liebenswert
nice	The social media influencer was known not only for her beauty tips, but also for being nice, encouraging and supportive.	nett, freundlich
outgoing	Michael is outgoing and I think he will make a great addition to the sales team.	kontaktfreudig, aufgeschlossen
passionate	Content creators should be passionate about what they are doing.	leidenschaftlich, für etwas brennen
respectful	A respectful tone and speaking voice is key.	respektvoll, achtungsvoll
self-confident	Self-confident people are often the most successful.	selbstsicher, selbstbewusst
sociable	Of course, to start out in this career anyway, you have to prove that you're extremely sociable.	kontaktfreudig, gesellig
trustworthy	I would consider myself a trustworthy person.	vertrauenswürdig, glaubhaft, zuverlässig
understanding	Content creators need to be understanding about their followers' needs and aspirations.	verständnisvoll

Being a successful content creator

to be a busy day	A full day of video editing and responding to emails, and it's already been a busy day.	ein arbeitsreicher Tag sein
to ask about someone's age	Never ask about someone's age unless there's a good reason to.	jemanden nach dem Alter fragen
to be excited	The influencer was excited to meet one of their favourite celebrities.	aufgeregt / begeistert sein
to collaborate with a famous celebrity	More and more influencers have been collaborating with famous celebrities to promote certain products.	mit einer bekannten / prominenten Persönlichkeit zusammenarbeiten
to be a role model for someone	The influencer has been Mary's role model and hero since her teenage years.	ein Vorbild für jemanden sein
to apply for a job	Joe applied for the job as assistant photographer last week.	sich für einen Job bewerben
to show one's sense of humour	Mac showed his sense of humour and ability to collaborate.	Sinn für Humor beweisen / zeigen
to make people laugh	The content creator's only goal was to make people laugh.	Menschen zum Lachen bringen
to achieve global success	Brands attempting to achieve global success followed a clear strategy of international growth.	weltweiten / globalen Erfolg erzielen
to open doors to brand deals	Lilly hoped her attitude would open doors to brand deals with other companies.	die Tür für Markenverträge öffnen

Bullying on social media

to become a victim of cyberbullying	Fernanda became a victim of cyberbullying last year.	Opfer von Cyber-Mobbing werden
to steal someone's ID	A scammer stole Mila's ID and began using her name to post articles on quite a few websites.	jemandes Identität / Ausweis stehlen
to experience online hate / bullying	Many teens experience a lot of online hate just because they are in the wrong place at the wrong time.	Online-Hass / -Mobbing erfahren
to become safer	It's time for the online space to become safer.	sicherer werden
to ban trolls or cyberbullies	Websites should immediately ban trolls or cyberbullies that target young people.	Trolle oder Cyber-Mobber/innen sperren / verbannen
to not accept any form of online hate / bullying	Online forums should not accept any form of online hate.	Online-Hass / -Mobbing in keinerlei Form dulden
to make fun of someone	Many teenagers make fun of someone and don't realise the true consequences of their actions.	sich über jemanden lustig machen
to spread fake news	Fake accounts or hacked accounts spread fake news and hate online.	Falschmeldungen / Fake News verbreiten
to make mean and hateful posts about someone	Internet trolls make mean and hateful posts about someone just because they're not as they want them to be.	gemeine und gehässige Posts über jemanden verfassen
to control others through fear	Other people hide behind anonymous accounts and make threats to control others through fear.	andere durch Angst beherrschen / kontrollieren
to feel stronger because of the anonymity of the Internet	These bullies feel stronger because of the anonymity of the Internet.	sich durch die Anonymität des Internets stärker fühlen
to (not) be tough	In reality, these bullies are not tough at all.	(nicht) stark / hart sein
to suffer from depression / anxiety / low self-esteem	Many online haters suffer from low-self-esteem and turn to online bullying as a way to make themselves feel better.	an Depressionen / unter Angst(-stö-rungen) / an niedrigem Selbstwert-gefühl leiden

to have headaches / stomach aches / sleeping problems	Teens can have headaches, stomach aches or sleeping problems due to the stress of being targeted online.	unter Kopfschmerzen / Bauchschmerzen / Schlafstörungen leiden
to block the bully on all social media platforms	The first step is to block the bully on all social media platforms.	den Mobber / die Mobberin auf allen sozialen Netzwerken blockieren / sperren
to manage one's privacy settings	Teens should look at and manage their privacy settings on their devices.	die Datenschutzeinstellungen verwalten
to be careful when talking to strangers online	Lastly, protect yourself and be extremely careful when talking to strangers online.	bei Online-Unterhaltungen mit Fremden vorsichtig sein