

Listening Comprehension Questions: Snapchat vs. Instagram

Listen to the Lecture and answer the questions below. Use a maximum of ONE word and/ or a number.

Introduction



Which class are the students attending today? (1) _____

Social Media



- Allows people to communicate with others.
- Users can create and (2) _____ their own original material and post it online.
- Well-known sites include (3) _____ and YouTube.

Use the following information in the table below

a. Mike Krieger b. Reggie Brown c. Evan Spiegel d. Kevin Systrom e. Bobby Murphy


	 Instagram	 Snapchat
(4) Created by	a b c d e (circle)	a b c d e (circle)
Where	San Francisco	(5) _____ University, California
When released	(6) _____	1st September 2011
Main Advantages	# hashtag feature	After ten seconds, Snaps are deleted and (7) _____ forever.

Comparison


	 Instagram	 Snapchat
Number of users	400 million / month	(8) _____ / month
Daily users	(9) _____ photos / day	400 million Snaps / day
Users aged 16-24	(10) _____	51%
UAE users	18%	(11) _____

Famous Users:

A. His Highness Sheikh Hamdan bin Mohammed bin Rashid al Maktoum, the Crown Prince of Dubai

	Chosen for:	12. _____ Stories
	Snapchat ID	13. _____

B. Huda Kattan

	Information about	Beauty & fashion
	Number of followers	14. _____
	Instagram user ID	15. @ _____

Value of Companies

- 2013: Facebook offered \$3 billion for Snapchat
- 2012: Instagram sold to Facebook for (16) US\$ _____.

Conclusion

- Both : (17) _____ the opportunity to connect with family & friends.
- **Snapchat:** has a very large (18) _____ audience.
- **Instagram:** more (19) _____ tools, because pictures are not deleted.
- Both: will continue to (20) _____ in importance in the future.

Images: https://en.wikipedia.org/wiki/Hamdan_bin_Mohammed_Al_Maktoum <http://hudabeauty.com/>