

Social Media (社交媒体)

相关知识点:

- 介词 on 的使用: 表示 “在” 某个 **social media platforms** 社交平台上
(不是用 in 或者 at 这样的介词)

The other day, I was on YouTube, and I saw....

- social media** 社交媒体 (更加抽象的概念) on social media

I follow Gu Ailing on social media.

- social media platform** 社交媒体平台 (更加具象的概念)

Weibo is one of the most popular social media platforms in China.

I'm following Gu Ailing on all her social media platforms (全网关注) .

- social media sites** 社交媒体网站 (和 platform 接近, 但更加具象的概念)

Sometimes when I'm bored, I just look through different social media sites and find interesting posts (推文) and videos.

- social media user** (社交媒体使用者); **social media lover** (社交媒体爱好者); **social media freak** (疯子); **avid social media user** (狂热的社交媒体使用者)。另, 常见的其他 avid 组合: **avid smoker** (烟鬼); **avid reader** (特别爱看书的人); **avid traveler** (爱旅行的人)
- Youtuber**: 在 YouTube 上有一定粉丝量的大 V
- influencer**: 网红 (强调的是对大众的影响力)

Nowadays a lot of advertisers and big companies love getting in touch with influencers to promote their products. 如今很多广告公司、产品公司会喜欢和网红接洽来对自己的产品进行宣传。

- **hater**: 喷子（四处留言、泄愤的那种普通级别的喷子）**The best thing to do to a hater is: ignore them.**

- **keyboard warrior** 键盘侠、杠精、道德楷模

- **troll**: 喷子+黑粉（会针对性给某个网红留言，目的是伤害攻击 ta，并且期待得到回复，好进一步攻击对方）

a troll (名词): 一个喷子、黑粉、杠精

troll someone (动词): 喷、杠、黑的动作

He's just a troll online, ignore him.

Stop trolling each other online.

- **cyberbully**: 网暴 v.

- **cyberbullying**: 网暴 n.

Cyberbullying is such a very serious social phenomenon because people can comment anonymously online. 网暴是一个非常严重的社会现象因为人们可以在网上匿名留言评论。

- **follower**: 关注者（粉丝）

Tara has a lot of followers on social media.

- **fanbase**: 粉丝基数

An influencer would do anything to widen their fanbase.

网红会倾尽全力来拓宽增大自己的粉丝基数。

- **netizen** 网民: people online

He got involved in a political argument with some netizens.

- **feed**: 推送。既可以表示一条推送 a feed（也可以说 a post），也可以表示你的整个社交媒体推送界面。

One day I saw a link showing up/popping up in my social media feed.

有一天我在我的社交媒体推送上看到了一个链接显示出来/弹出来。

- algorithm: 算法
- clickbait: 标题党

The reason why people hate clickbait is that it's sensational (耸人听闻的) . Many times, the content and the title are irrelevant.

- live stream: (名词) 直播; livestream/stream: (动词) 直播

In order to grow her fanbase, Tara streams every other day on Weibo.

- live-streamer: 直播主播 (anchorman/anchorwoman 并不是真有针对性, 因为也表示电视节目主播)
- 打赏 (刷火箭) : tip, reward, send gifts

When a live-streamer is streaming, viewers (观众) can buy tokens (代币) and send them to the streamer, or send gifts to reward (奖赏) the streamer.

She gets a lot of tips (小费) during the live stream.

In China, when someone livestreams, viewers can send gifts to show their support. And we call these gifts "the little rockets". Basically, those streamers will get a lot of little rockets, and each rocket equals to certain amount of currency (真钱货币) . They can cash them out (取现) later.

- 一键三连: 国外没有这一说 (这是 b 站的术语) , 类似的表达:

If you like this video, please hit the "like" button/please give it a thumbs-up.

Leave a comment. 留言

Share this video. 转发视频

- **social eating live stream: 吃播**（或者韩语 Mukbang 发音“么科帮”）
- **big eater: 大胃王**
- **hashtag: 话题标签**
- **viral: 网络内容的病毒式传播**

That video really went viral last year and got millions of clicks (点击) .

- **meme 发音[mi:m]: 梗图**

假笑男孩就是一个著名的 mem.

There's a famous mem in China, and we call it the "the fake smile boy". Basically, it's the picture of a boy who smiles super awkwardly, and some netizens just put his smile everywhere to portray a very socially awkward moment.

1. When did you start using social media?

回忆的口吻:

- I think it was around my first year of university/ college/ high school;
- I got into social media when I was in high school, so that's gotta be around 2010 (推算, 高中开始玩, 所以那肯定是 2010 年左右) ;
- Give or take 多多少少这个数目、时间 It was around 2014, give or take.
- I started with Weibo, I think (我记得我一开始是从玩儿微博开始的, 介词 with) .

① Umm, I think it was around 2017 when I was in uni. To be honest, I jumped on "the social media bandwagon" pretty late (jump on the bandwagon 表示随大流, 赶时髦). I first started with Weibo. At that time/ Back then (那个时候), it was all the rage (特别火的意思, 等于 super popular) . And all my friends were using that platform, so it was a great way to reconnect with old friends and stay in the loop (保持信息敏感度) with what's going on in the world. (细节)

② I got into social media was when I was still a high school student, so that's gotta be around 2010, give or take (差不多这时候). I started with WeChat, which was all the rage (特别火) back then in China and still is today (当时很火, 现在仍然很火). I remember, in the beginning, I only had maybe 20, 30 friends on WeChat and we were just posting random stuff (发一些有的没的东西) and silly jokes, or complaining about our lives (抱怨生活), it was like a place to journal (写日志) and have fun with friends. And nowadays as we grow older, we share more important life updates on WeChat, like a job promotion, starting a family, having a baby, things like that. (细节, 时间分层)

2. Do you think you spend too much time on social media?

be hooked on sth. 被迷住/ be addicted to sth. 对某物成瘾/ have one's eyes glued to sth. 眼珠子都离不开某物/ be crazy about sth. 对某物疯狂

① I hate to admit it but yes, I definitely spend too much time on social media. I'm really hooked on (被勾住、迷住) those short funny videos on TikTok. They are meaningless (无意义的), but they are highly entertaining (特别搞笑). Sometimes I just lose hours and hours of time (浪费好几个小时) without realizing it. I really want to cut down on my screen time (减少屏幕时间). It's a huge waste of time, and I could have used that time to do something more meaningful (虚拟语气, 表示可以做点更有意义的事情). (细节, 原因)

② Yeh for sure! I'm so addicted to (成瘾) social media, and so does everybody around me. To give you an example, when my friends and I hang out together, sometimes we are together but not together at the same time (我们即在一起又没在一起), because everyone has their eyes glued to their phones. It's so sad to think about. (细节)

③ Ummm, not really. I'm not super crazy about social media / I'm not a big fan of social media. Maybe I'm a little old-fashioned (落伍的)? My friends call me the "grandma/grandpa" (朋友们都管我叫“奶奶/爷爷”). I'm

just not into all the clickbait content (标题党内容), the sensational things (哗众取宠的东西). Each time when I scroll on social media (刷手机), I'm flooded with all kinds of feeds (我被各种推送像洪水一样淹没). It's too much/overwhelming. (原因, 周围人评价, 分析感受)

3. Do your friends use social media?

① Oh yeh, most of my friends are avid social media users (狂热使用者). They love getting on social media platforms and browsing around (四处浏览). Some of them love watching videos on video-sharing platforms (视频分享平台) like TikTok or Bilibili (which is a Chinese social media site). Some of them are more interested in online articles and the news. (分群体)

② For sure! My friends and I are millennials (1981-1996 年出生的人, 广义上的 80 后 90 后; 1997 年-2013 年出生的孩子们叫 Gen Z, generation Z). We grew up with social media. It's a huge part of our lives! It's a source of information (一种信息来源), it's a way to connect with people (一种和人们连接的方式), and it's a life style (生活方式). (原因)

③ Ummm, some of them are very keen on using social media (热衷于使用社交媒体) on a daily basis, but not all of them (不是所有的朋友都热衷). I've noticed that some of my friends are trying to cut down on (削减) their screen time (屏幕时间), so that they can find more inner peace (找到更多内心平静). Some of them even have deleted their social media accounts to avoid the temptation (删除账号来避免诱惑). (分群体)

4. What do you people often do on social media?

结合之前的众多版本回答, 总结这道题 (很简单)

之前几个季度有出现过这个 **social media** 的主题, 当时还有几道不同的小题, 有时间可以拓展学习:

5. Do you want to work in social media? Why?

① I'm interested in social media marketing (社交媒体市场营销), and being able to work with advertisers, big companies, and online influencers. It sounds like such a fun experience! And plus, everybody can see that social media is the future (是未来). Anybody, any product can get famous overnight (一夜成名). It's all about fanbase (粉丝数), viewership (观众总量), algorithm (算法), and exposure (曝光). Knowing how to utilise the information to promote and sell products sounds very interesting. (原因, 补充)

② I want to be a successful influencer, and I'm actually working on becoming one! So far, I've been building my personal brand (个人品牌) on several platforms, and I've been growing my fanbase. Currently I've got 250,000 followers. So yeh, definitely I'd like to work in social media. I like the flexible working hours and location in this industry, and also, I love the fact that I can have an influence on people. (细节, 原因)

③ No, not really. That would be the last thing I want to do (最后一件想要做的事。=不想做). I'm not interested in this field at all. It's not for me. I'm 0 sociable, 0 tech-savvy, and I have no sense of marketing (我一点不爱社交, 一点不懂电脑技术, 一点营销感知都没有) whatsoever (丝毫也不). I'm definitely not qualified for this kind of jobs. (原因)

6. What's the most popular social media platform in China? Why?

Off the top of my head (首先想到的), "little red book" (小红书) is super trending/ all the rage (流行的) in China, especially among females. It's kind of like the Chinese version of Instagram (中国版的 Ins). This platform is mainly about sharing pictures and short videos. People share everything on little red book, from product reviews (产品评测) to

parenting (为人父母) , from life philosophy (人生哲思) to travel tips (旅行贴士) , from vlogs to Out Fit of the Day(OOTD), everything. People like how informative (信息量很大) it is. And also, it's like you can take a sneak peak at other people's lives (可以偷窥别人得生活) . And then, what else, Bilibili is another super popular and well-liked social media platform. It's like the Chinese YouTube (中国版油管) where people sharing all kinds of videos, usually longer videos with quality content (高质量内容) . It's a place where people can learn things and get information in depth (深度学习) . Self-education (自我教育) has been becoming a major trend around the world, including China. (列举, 细节, 原因)

Collect things (收集东西)

知识点:

- a collector of XXX; a XXX collector
I'm an avid collector of music CDs.
- memorabilia 值得纪念的事物, 纪念品

He's an avid collector of Beatles memorabilia.

Those family photos have been handed down through generations.
They're our family memorabilia.

- Some people like to collect things that has familial and emotional meaning (家庭情感意义) .
- We collect things that have/hold sentimental values (情感价值) .
- Some people have collections from childhood: sports cards (体育卡片) , comic books (漫画) , dolls (娃娃) , teddy bears (泰迪熊) , mini cars, ...
- Some people collect for enjoyment and fun. Art, wine, music boxes, CDs, concert tickets.
- stock up 囤货, 动词短语

I love stocking up on toilet paper.

- hoard 集物癖，心理变态那种

Sometimes, people may go overboard (很过分) in collecting and blur the line between collecting and hoarding (收藏和收藏癖之间的界限很模糊) .

- hoarder 集物癖患者
- clutter 乱堆，塞满 v./ 杂乱 n.

The walls were cluttered with paintings and prints.

The room is cluttered with things and clothes.

There was a clutter of bottles on the shelf.

I hate clutter.

- declutter 断舍离 verb
- minimalist 极简主义者
- minimalism 极简主义
- minimal life 极简生活

In recent years, I have been leaning towards having a minimal life.

- less is more 少即是多

1. Why do some people like to collect things?

① I guess, the vast majority of the people collect stuff because it gives them a sense of accomplishment and nostalgia. For example, collecting stamps, old music CDs, or sports cards, they hold a lot of sentimental value. It's not just about the items themselves, but the stories they carry (背后的故事) or the memories they bring back (带回的记忆) . (原因)

高分学员还可以+这一段：

And for a few people, they end up collecting things as a way to fill a void (一种填补空虚的方式) , you know? It starts as a hobby, but somehow (不知怎地) turns into a hoarding issue (从收集物品开始，最后不知不觉发展为囤物癖) . Maybe it gives them a sense of security (带来安全感) . But quickly it

gets out of hand/ gets out of control (失控) and becomes a huge problem. (结合第一段，主流情况+特殊情况补充)

② For many people, it's like a hunting game. They go out and try to find the most precious and rare edition of (最珍贵的版本) a comic book, a music CD, a sports card, a stamp, a vintage toy. It brings a sense of excitement, and once they find the item they want, ahhhhh, it's euphoria (狂喜). It's like they're on top of the world (站在世界之巅). It's that dopamine that they can't get enough of (他们离不开的是那份多巴胺). And plus, if you are sharing your collection with people in the same community who will appreciate your collection as much as you do, that's a big part of the fun as well. Just like the saying goes "shared joy is a double jo

2. Where do they collect things?

Since I'm not a collector, I'm not really sure where exactly people would go. I would imagine that (我会猜想), for example, stamp collectors would to the local post office (邮局) or some local stamp dealers (邮票商) to get some special editions; and then, probably there are sports card shops where people can trade cards (交换卡片), buy cards or sell cards; and I've seen vintage music CD stores where people can get second-hand music CDs (二手音乐 CD). AND, don't forget, these days (如今) there're also modern ways to collect things. You can find anything you want online and buy items from individuals or online marketplaces (线上市场). They offer access to collectors around the world. (举例子，分角度讨论，传统方式和线上方式)

目前疑似题 1 月 3 日就收集到以上 2 题，2021 年 5 月也曾考到这个主题，当时的问题以及回答如下：

1. Do you collect things?

① Yeh, I love collecting stamps. I have a quite big collection (收藏量蛮大) actually. For me, it's like I can hold onto a piece of history (抓住一小片历史) through those stamps. They're like vivid history books. And also, I enjoy finding and purchasing rare stamps (罕见的邮票). That brings me a strong sense of accomplishment and pride (给我很强烈的成就感和骄傲). And finally, stamp collecting is also a great way to meet new friends who share a common interest. (罗列原因)

② I'm a music buff (音乐爱好者), so I collect music CDs. My dad built up a large collection and stopped his hobby when I was born. Later, I started my own collection, and now sometimes we would go to record shops (唱片店) together! That's a great way to bond with my dad (增进感情). We can have a common interest to share with each other. For me, seeing a collection built up over the years is an incredible feeling! I'm so proud of myself. (原因, 时间分层, 细节)

③ I love collecting Japanese action figures, you know, those PVC toy dolls (PVC 玩具娃娃)? I love Japanese animation movies (日本动漫电影). My favourite figure is XXXX (我不喜欢漫画, 说不出来名字). I have 20 figures. I know they are kind of "useless", but I just love looking at them. They are really good stress relievers (减压器). (细节, 原因)

④ I don't really collect things. I'm a minimalist, and I hate clutter (我讨厌堆积物品). So, I don't want to stockpile my living space with things (把自己的生活空间堆得满满的), even if it's collectible things, meaningful things (哪怕是可收集的有意义的东西), like books, CDs. It's just not my life, not who I am. I'm the kind of person who believes that less is more (少即是多). (原因)

⑤ I don't really collect things. I hate clutter (我讨厌堆积物品), and I don't like stocking up on things (囤货). I'm kind of leaning towards minimalism (极简主义) now. I know some people may say that collecting

things can bring you a lot of happiness, as they have emotional value. But too much clutter can be emotionally overwhelming (精神上使人压力山大). I need to constantly organize my things, making new room for new things, it could be really mentally draining (精神上透支他人的). (让位驳斥)

2. Are there anything you keep from childhood?

① Well, not me, but my mom keeps EVERYTHING from my childhood. My baby hair, my first baby tooth, my little sweater, my shoes, my toys, and my paintings. It's really nice of her, and at the same time, I'm amazed by how many things she keeps at home. Our home is cluttered with all kinds of things. I think my mom is one step away from being a hoarder (我妈妈离变态集物癖只有一步之遥). Hahah, just joking! (细节)

② I've kept all my childhood paintings. I love painting. And, when I see those paintings, see how much I've improved over the years, I feel so touched and incredibly happy. These precious memories are like gemstones (宝藏) in my life. It's like I have the access to a time machine (有通往时间机器的渠道). Each time when I look at my paintings, they transport me back to my childhood (把我带回童年). (原因)

③ I still have my teddy bear from childhood. Don't take me wrong (别误会我), I'm not a hoarder, I don't keep everything from my childhood. It's just (原因就是因此) this teddy bear was my favourite toy back in the days. It holds a lot of sentimental value. That's why I'm still keeping it. (原因)

3. Would you keep old things for a long time? Why?

① Some, not every old thing. If it's something really really meaningful, something holds sentimental value (有情感价值), I would keep that thing for a long time. For example, I have this shirt that I bought 10 years ago. I'm still wearing it because I love it. It's comfy and it goes with everything (舒服又百搭). If it's just old but not valuable to me, I would throw it away without a doubt. (分类讨论)

② No, I'm always decluttering (断舍离), always throwing things away. I hate having too many things in my living space. I feel that my mind can be cluttered when I'm surrounded by stuff. (原因)

4. Where do you usually keep things you need?

attic 阁楼 basement 地下室 storage space 储存空间 closet 衣柜 pantry room 厨房旁边的杂货间 (放米面油一类的) storage unit 专门的小仓库

① I'm a tidy person (整洁的人), so I always keep things in storage spaces. For example, drawers (抽屉), closets (衣橱), cabinets (橱柜), or the storage room. I don't like leaving things out on surfaces (把东西留在面儿上), I always try to keep my things in hidden spaces (掩藏的空间). (原因)

② I usually keep things in the attic in my house. You might imagine it as a dirty and spooky space (吓人的地方), but it's not. The space is well-organized with boxes, and on each box there's a tag explaining what's inside. The attic is where I put my stuff. (细节)

③ My apartment is super small and fully packed. I don't have any storage space. That's why I'm renting a storage unit near home where I put my winter clothes and blankets, my old bike, my skateboard (滑板), things like that. (细节)

④ I'm a pretty messy person (凌乱之人), I don't keep or organize things. I just put things on surfaces, like on the table, on the desk, on the coffee table, on the countertop (台面) ...So, I don't have a place where I usually keep my things, as I leave things everywhere. (原因)