

Tekst 4 The influence of non-experts and amateur opinion

- 1p 6 What is the point made about celebrities in paragraph 1?
- A They are often hired by companies as social media authorities.
 - B They can forge a new career for themselves through social media.
 - C They exploit their social media profile to get better advertising deals.
 - D They increasingly rely on social media to keep in the public eye.
- 1p 7 How does paragraph 2 relate to paragraph 1?
- A It counterbalances the point introduced in paragraph 1.
 - B It evaluates the point introduced in paragraph 1.
 - C It exemplifies the point introduced in paragraph 1.
 - D It questions the point introduced in paragraph 1.
- 1p 8 Which of the following fits the gap in paragraph 3?
- A After all
 - B In contrast
 - C Similarly
 - D Therefore
- 1p 9 What does paragraph 4 make clear?
- A Anyone with a following can be seen as an authority on a certain subject nowadays.
 - B The best remedies for ailments are those tried and tested by sufferers themselves.
 - C The internet is starting to replace formal schooling as a primary source of knowledge.
- 1p 10 Which of the following fits the gap in paragraph 5?
- A could have a negative impact on
 - B might lead to significant backing for
 - C will probably cause a revival of
- 1p 11 Which of the following becomes clear from paragraph 5?
- A A lot of unverified information is spreading and flourishing online.
 - B Social media steers people towards new insights and experiences.
 - C The digital community seems to reject most academic practices.
- 1p 12 How can the tone of paragraph 6 be characterised?
- A as concerned
 - B as confused
 - C as hopeful
 - D as mocking
 - E as neutral