

Reading Notes

a. What is the main idea of the text?

The main idea of the text is that social media can have a big impact on small businesses. Platforms like TikTok and Instagram help businesses become more popular, reach new customers and increase their sales.

b. What are two key points?

1. Several businesses became well known after videos about them went viral on social media, bringing in customers from different places.
2. Posting fun and relatable content online can be a cheap and effective way to advertise a business and build a good reputation.

c. What part of the text did you find most important? Why?

I think the most important part was about the sandwich shop where people travelled for hours just to try the chicken burger. It shows that one popular video can completely change a small business and attract customers who would never have visited before.

d. Was anything unclear or difficult to understand?

Most of the article was easy to understand. The only thing I found a bit unclear was why some businesses become viral while others do not, because it seems like there is no exact reason for it.

e. How did your group help you understand the text better?

My group helped me by discussing the article together and sharing different ideas. Listening to other people's opinions helped me understand the main message and notice details that I had missed.

Reflection

The most challenging part of this task was choosing the most important information because the article included several different businesses and examples. Reading through it more than once helped me decide what to include.