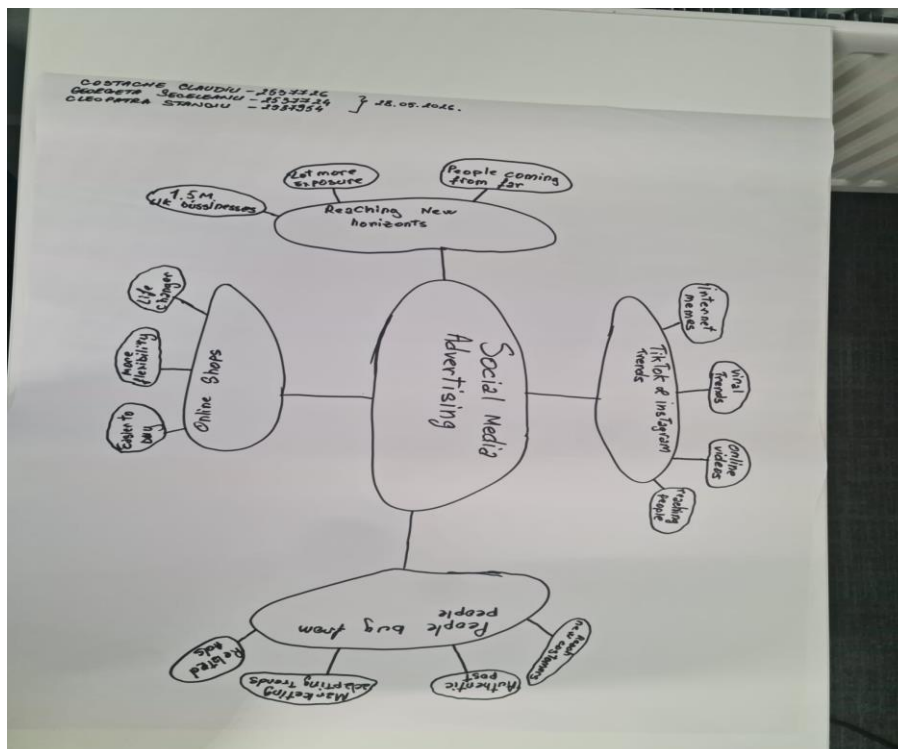
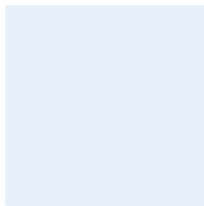




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Task 1 – Reading Task Template

Upload your photo of your A3 in-class notes here:



1. Answer these questions using the sentence starters below

a. What is the main idea of the text?

The main idea is that social media platforms like TikTok and Instagram help small businesses reach huge audiences, attract customers from far away, and grow much faster than through traditional advertising.

b. What are two key points?

One key point is that viral videos and trends can bring customers who travel long distances just to visit a shop they saw online.

Another key point is that authentic, relatable posts (“people buy from people”) make customers trust the business more and encourage them to buy.

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

The most important part is the examples of real businesses (like the sandwich shop, the prom dress boutique, and the pamper bus) because they show clearly how social media can completely change someone’s business and even their life. These stories prove that online visibility can create real-world success.

d. Was anything unclear or difficult to understand?

I was not sure about how exactly the TikTok algorithm decides which videos go viral and why some businesses get millions of views while others don’t. The text mentions trends, memes, and authentic posts, but doesn’t fully explain the process.

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

My group helped me by discussing the examples from the article and connecting them to our mindmap ideas, like “reaching new horizons,” “people buy from people,” and “viral trends.” Talking together made it easier to understand how each business used social media differently and why their strategies worked.

3. One sentence reflection

Question: What did you find challenging about this task?

I found it challenging to critically synthesise the information from multiple sources while maintaining a clear and concise academic tone.