

Before-reading questions

- 1 *Reader's own answers.*
- 2 *Reader's own answers.*
- 3 *Reader's own answers.*
- 4 *Reader's own answers.*

During-reading questions

CHAPTER ONE

- 1 He was born on June 4th 1990 in Los Angeles, California.
- 2 He was older and quieter, and he did not go to many parties.
- 3 He thought it was a million-dollar idea.

CHAPTER TWO

- 1 It did not keep everything on the site.
- 2 It was yellow and white, and its name was Ghostface Chillah.
- 3 Because he did not work as hard as they did.

CHAPTER THREE

- 1 Because there was a photo-book company with the same name.
- 2 They liked sending funny photos to their friends and their parents did not use it.
- 3 He stopped studying at university and started working at his company every day.

CHAPTER FOUR

- 1 He wanted some of Snapchat's money.
- 2 Evan's father, John Spiegel, and Michael Lynton, from the company Sony Entertainment.
- 3 It started a new app called Poke. It was the same as Snapchat.

CHAPTER FIVE

- 1 Evan bought a new red Ferrari car and Bobby bought a big new house in Venice.
- 2 They could send group messages and tell a story through lots of photos and videos.

- 3 They put the usernames and phone numbers of over 4.6 million Snapchat users on the internet.

CHAPTER SIX

- 1 They could scan people's Snapcodes and add them as friends on Snapchat.
- 2 Snapchat paid Reggie Brown 157.5 million dollars and the fight was finished.
- 3 Geofilters tell you the name of a place or an event. Users can add them to their photos and videos.

CHAPTER SEVEN

- 1 Madonna
- 2 DJ Khaled is famous in the music world. He started filming every minute of his day and posting it on Snapchat.
- 3 They got new jobs at Disney in Orlando because they were so good on Snapchat.

CHAPTER EIGHT

- 1 He wrote a tweet about "keeping secrets."
- 2 People meet, talk, do things together, or help other people.
- 3 We do not know. These are Snapchat's secrets.

CHAPTER NINE

- 1 They can help you look more beautiful, uglier or funnier.
- 2 Film companies Fox Studios, Sony, and 20th Century Fox. And food and drinks companies Gatorade and Taco Bell.
- 3 From the Rio Olympic Games in Brazil.

CHAPTER TEN

- 1 They are glasses you can make AI videos with.
- 2 advertise, buy things online, draw emojis, keep photos and videos, make AI videos, share photos, view stories, send messages, send money, send video messages, speak by video, speak on the phone, watch videos

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Exercises

CHAPTER ONE

- 1 1 Evan's parents were **lawyers**.
- 2 Evan built his first **computer** at the age of eleven.
- 3 Evan wrote for the school **newspaper**.
- 4 Evan asked the drinks **company** Red Bull for a job.
- 5 Evan **designed** things for computers at Stanford University.
- 6 Evan and Reggie met at **university**.
- 7 Reggie liked parties, too.
- 8 Evan, Reggie, and Bobby **joined** the Kappa Sigma club.

2 1 E 2 R 3 B 4 R 5 E 6 B

CHAPTERS ONE AND TWO

- 3 1 Bobby **made** a website with Evan.
- 2 Evan **asked** students from the Kappa Sigma club for help with their website.
- 3 There **was** nothing really new about the website.
- 4 Things did not **go** well for Evan and Reggie.
- 5 One day Reggie **had** an idea for a social-media site.
- 6 He **thought**, "I'd like to send disappearing photos!"
- 7 Evan listened and said, "That **is** a million-dollar idea!"
- 8 Because the website was not very good, they **built** an app.

CHAPTER TWO

4 1 c 2 a 3 f 4 e 5 d 6 g 7 b

CHAPTER SEVEN

- 5 1 **Goldroom** posts music videos on Snapchat.
- 2 **DJ Khaled** says lots of funny things on Snapchat.
- 3 **Shonduras** adds drawings to his posts.
- 4 **MPlacto** draws pictures of famous people from TV.
- 5 **Dr Miami** posts pictures of people's bodies and faces on Snapchat.
- 6 **Mackenzie Stith** tells other young Snapchat users about feeling sad or frightened.

CHAPTER NINE

- 6 Snapchat is always thinking of new ideas because it wants to make the app ¹ **better** (good). In September 2015, Snapchat added new camera lenses to the app. One lens could help you look ² **more beautiful** (beautiful). One lens could make you look ³ **uglier** (ugly). Other lenses could help you look ⁴ **funnier** (funny). Users could try new lenses every day and Snapchat kept people's favorite lenses. For a short time, users could also buy lenses through the app. But Snapchat stopped this because it could become ⁵ **richer** (rich) through advertising. Companies were able to advertise things on Snapchat for ⁶ **longer** (long) with special geofilters and lenses.

CHAPTER TEN

7 Social media apps	Parts of apps
<i>Facebook</i>	<i>lenses</i>
<i>Instagram</i>	<i>geofilters</i>
<i>Twitter</i>	<i>Snapchat stories</i>
<i>Snapchat</i>	

Project work

Reader's own answers.