

Name:

1 Match the facts in the box with the names.

born in California born in South Carolina could write computer code
 mother came from the Philippines parents were lawyers studied English at Stanford
 studied mathematics at Stanford University
 wrote for school newspaper the oldest of the three friends

Evan Spiegel	Reggie Brown	Bobby Murphy

...../9

2 Complete the text. Choose the correct words.

In 2011, Evan went to South Africa, and Reggie went ¹..... in Oxford. They came back to Stanford University, but things did not go ²..... for them. They had to leave the Kappa Sigma club ³..... of their loud parties. Then Evan’s girlfriend left him, and Reggie did not do well at university.

But, one day, Reggie had an idea for a social media site. He thought, “I’d like ⁴..... disappearing photos!”

He ran to Evan’s room because he wanted to tell ⁵..... about his idea. Evan listened and said, “That’s a million-dollar idea!”

- 1 to study study studying
- 2 good well better
- 3 so although because
- 4 sending send to send
- 5 them him it

...../5

3 Complete the text with the correct form of the verbs in brackets.

Evan ¹..... (like) Reggie’s idea because it was different from other social-media sites. Other sites keep everything. Photos and messages stay on the internet. At first, Evan and Reggie ²..... (not can) find any help. It ³..... (be) a funny idea, but nothing more. Then Evan ⁴..... (ask) Bobby Murphy to write the code for them. He said yes, and Evan, Reggie, and Bobby ⁵..... (start) working together. First, they ⁶..... (build) a website. But, because the website ⁷..... (not be) very good, they built a phone app. Bobby worked on the code. Evan ⁸..... (design) the app.

...../8

4 Complete the sentences. Write one word in each gap.

- 1 Evan and Bobby worked very, but Reggie did not work as hard as his friends.
- 2 When the app was ready, the team advertised it as “a game for sending disappearing with your friends.”
- 3 At this, Evan and Bobby were in Bobby’s house in California, and Reggie was at home in South Carolina.
- 4 Reggie wrote the company’s name and their three names on an important Evan was angry about the three names.
- 5 Evan and Bobbie Picaboo’s passwords. Now Reggie could not open the app.

...../5

5 Read the definitions. Choose the correct words. There are three words you don’t need.

app code download email logo online password post social media website

- 1 a picture a company uses to advertise
- 2 a place on the internet where you can find information about something
- 3 sites where you post messages, photos and videos for your friends to see
- 4 this helps you do things on your phone
- 5 a language of letters, numbers and symbols
- 6 letters or numbers you put into your computer so you can use it
- 7 to put a message or a photo on the internet

...../7

6 Match the two parts of the sentences. Draw a line between them.

- | | |
|---|---|
| <p>1 Slowly, lots of people started talking about “Evan’s app,”</p> <p>2 It was a new app,</p> <p>3 People really liked Snapchat,</p> <p>4 But the app now needed a lot of work,</p> <p>5 Evan could stop studying and start</p> <p>6 Other companies wanted to help Snapchat with money,</p> | <p>a and students’ parents did not use it.</p> <p>b and they did not have much money.</p> <p>c working at Snapchat every day.</p> <p>d and there were new Snapchat users.</p> <p>e but Lightspeed stopped Snapchat from taking their money.</p> <p>f and Evan and Bobby were very happy about this.</p> |
|---|---|

...../6

7 Complete the sentences. Use the words in the box.

between everybody needed quickly too

- 1 Evan and Bobby pushed Reggie out the company, and he wanted to tell about it.
- 2 It was the start of a very long fight Reggie and Evan, and Bobby.
- 3 With more money and more users, Evan and Bobby more people to work for Snapchat.
- 4 Users could take photos of things everywhere and post the photos on the apps.
- 5 Snapchat was now big for Evan’s family house, and Evan found an office for the company.

...../5

8 Choose the correct answers (a, b or c).

- 1 What is Silicon Valley famous for?

a banks	b cars	c computers
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- 2 Who wanted to buy Snapchat in 2012?

a Reggie Brown	b Mark Zuckerberg	c Michael Lynton
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- 3 What did Evan and Bobby add to their app in 2012?

a Poke	b video	c disappearing photos
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...../3

9 Complete the sentences. Use the words in the box.

Bobby Evan Hackers Reggie Snapchat users Zuckerberg

- 1 bought a house that cost \$2 million.
- 2 posted the usernames and phone numbers of over 4.6 million Snapchat users on the internet.
- 3 asked his lawyers to get money from the company.
- 4 bought a Ferrari and was learning to fly a plane.
- 5 were able to send group messages, but Snapchat only kept the messages for twenty-four hours.
- 6 wanted to buy Snapchat for \$3 billion.

...../6

10 Who told Snapchat and its users about the hacking on Christmas Day?

- a Evan and Bobby
- b the hackers
- c Facebook users

...../1

11 Put the events in the correct order (1–6).

- a Snapchat starts Snapchat Live at the Electric Daisy Carnival.
- b Companies, like Samsung, started advertising through Live Stories.
- c Reggie was paid \$157.5 million.
- d Facebook buys WhatsApp for \$19 billion.
- e Snapchat users were able to send messages and video messages.
- f Snapchat starts using Snapcodes.

...../6

12 Tick the five famous Snapchat users.

- | | | | | | |
|-----------------|--------------------------|-----------------|--------------------------|----------------|--------------------------|
| Chris Hemsworth | <input type="checkbox"/> | DJ Khaled | <input type="checkbox"/> | Donald Trump | <input type="checkbox"/> |
| Dr. Miami | <input type="checkbox"/> | Harry Potter | <input type="checkbox"/> | Kim Kardashian | <input type="checkbox"/> |
| Lana Del Rey | <input type="checkbox"/> | Mackenzie Stith | <input type="checkbox"/> | Madonna | <input type="checkbox"/> |
| Mahershala Ali | <input type="checkbox"/> | Shonduras | <input type="checkbox"/> | | |

...../5

13 Correct the sentences.

1 Hackers didn't leak emails that Evan sent to Sony.

.....

2 Evan doesn't like keeping secrets.

.....

3 Snapchat employees are able to tell their friends about their work.

.....

4 Evan doesn't prefer meeting people on the beach.

.....

...../4

14 Choose the correct words.

1 People didn't like Evan's first website because there was **nothing / anything** new about it.

2 People could only watch Madonna's music video for twenty-four hours, but it was **something / everything** new for Snapchat users.

3 Evan and Bobby pushed Reggie out the company, and he wanted to tell **everybody / something** about it.

4 In June 2014, Facebook started a new photo app called Slingshot. **Anybody / Nobody** liked the new app.

5 Snapchat users **everywhere / nowhere** could watch the bands play live through the eyes of other Snapchat users.

6 Evan could see and remember **everything / anybody** about his holiday.

...../6

15 Complete the text. Choose the correct words.

In September 2015, Snapchat **1** new camera lenses to the app. You take photos

- a** add
- b** to add
- c** added
- d** adding

2 a camera lens. Users could choose different lenses for their photographs. One lens

- a** through
- b** across
- c** in
- d** on

could help you look **3**

- a** the most beautiful
- b** more beautiful
- c** beauty
- d** beautifuler

One lens could make you look **4**

- a** uglier
- b** uglier
- c** the uglier
- d** the ugliest

Other lenses could help you look funnier. Users could try new lenses every day and Snapchat

5 people’s favorite lenses. For a short time, users **6**

- a** keep
- b** are keeping
- c** to keep
- d** kept

- a** could
- b** can
- c** couldn’t
- d** can’t

also buy lenses

through the app.

...../6

16 Choose the best answer.

Why is Snapchat always thinking of new ideas, according to the book?

- a** Because it wants to be better than Facebook.
- b** Because it wants to make the app better.
- c** Because its users are always asking for new things.
- d** Because it wants to make money.

...../1

17 Choose the correct answers.

- 1 Which James Bond film was advertised on Snapchat?
 a Skyfall b Spectre c Quantum Of Solace

- 2 Which food and drink company didn't advertise on Snapchat using lenses and geofilters?
 a Gatorade b Pizza Hut c McDonald's

- 3 What sports event did Snapchat do a story from?
 a the Rio Olympics b the football World Cup c the Monaco Grand Prix

...../3

18 Choose the correct option.

- 1 **Instagram / Facebook / Twitter** started making lenses after Snapchat.
- 2 Instagram **Stories / Lenses / Messages** were the same as Snapchat's Live Stories.
- 3 Snapchat's Memories saves photos, **emojis / videos / chats** and stories.

...../3

19 Unscramble the sentences.

1 Reggie / had / disappearing / idea / of / the / photos

.....

2 buy / Facebook / to / Snapchat / for / tried / \$3 billion

.....

3 first / The / office / was / Los Angeles / Snapchat / in

.....

4 A / Snapchat / number / of / famous / people / use

.....

5 is / company / with / Snapchat / a / a / lot / secrets / of

.....

6 Evan Spiegel / now / famous / is / as / as / Steve Jobs

.....

...../6

20 Match the words with the definitions. Draw a line between them.

- | | |
|----------------------------------|--|
| 1 artificial intelligence | a a person who helps people with the law |
| 2 document | b computers use this to think and learn |
| 3 hacker | c someone who uses an app or a website |
| 4 lawyer | d a person who takes people's names, addresses
and phone numbers from a computer |
| 5 user | e an important paper |

...../5

Total...../100