

### 1. Match the statements with the aspects they exemplify.

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|---|--|
| A. Haven't you been following the news? | 1. perfect ( <i>have + past participle</i> ): refers to an action or a state occurring before or lasting up to a certain point in time |
| B. They've moved out.                   | 2. continuous ( <i>be + -ing</i> ): refers to an action which is viewed as being in progress or as temporary                           |
| C. I'll be fixing that tomorrow.        | 3. perfect continuous ( <i>have + been + -ing</i> ): refers to an action happening over time before another action or up until now     |

### 2. For each statement, answer the question(s) and then choose the most suitable verb form. Use the explanations in ex. 1 if necessary.

EXAMPLE:

Don't worry. He \_\_\_\_\_ the project by the end of the day.

1. 's finishing                      2. 'll have finished                      3. 's finished

What two points in time does the statement refer to? *The moment he finishes the project and the end of the day (which is in the future).*

A. I was excited to get the job in Canada because I \_\_\_\_\_ about moving there for a while.

1. 'd been thinking                      2. 've thought                      3. 've been thinking

Does the speaker highlight that the action of 'thinking' was in progress or that it resulted in something?

B. More and more people \_\_\_\_\_ the value of sustainable living practices, which has given me hope for a better future.

1. have recognized                      2. will be recognizing                      3. are recognizing

Is the situation developing? How do you know?

C. Hi Audrey! It's really good to see you. I \_\_\_\_\_ about you the other day.

1. 've been thinking                      2. was thinking                      3. 've thought

Is the act of thinking linked to now?

D. I \_\_\_\_\_ together a presentation first thing in the morning but I can't promise I'll succeed.

1. 'll be putting                                    2. 'll put                                    3. 'll have put

Does the speaker focus on the result or the action of putting together a presentation?

E. I didn't know who the new manager was because I \_\_\_\_\_ a month earlier.

1. 'd been quitting                                2. have quit                                3. had quit

What two points in time does the statement refer to? Which one came first?

F. The team \_\_\_\_\_ a record number of goals this season: 76 and counting!

1. have scored                                    2. have been scoring                                3. are scoring

Which is more important for the speaker: the number of goals or the action of scoring them?

### 3. Decide if the verb form in bold is correct. If it is incorrect, correct it.

A. I **'d thought** about your idea but I'm still not sure if I want to do it.

B. I decided to call you when I realized I **'d forgotten** to unplug the iron.

C. He's **been receiving** a certificate of recognition for his outstanding achievements.

D. I **'ll be studying** so please don't call me because I don't want any interruptions.

E. I **am scrolling** social media all day but I've found nothing.

F. She **has been** silly when she tried to convince everyone that the cat wearing a top hat would look sophisticated.

4. Choose two platforms below and name three things a creator needs to do to be popular on them.



5. Choose the correct verb forms.

- A. Lately, I'm/’ve **been** enjoying the content of this one account which...
- B. The reason so many people **are considering/have considered** being an influencer at least once in their life is that...
- C. It’s hard to predict whether a novice influencer will ever **have struck/be striking** lucrative deals because...
- D. Not many influencers **have been/are being** able to impact my purchasing decisions but...
- E. Before social media became an integral part of many people’s lives, the role of today’s influencers **had/has** been played by...
- F. An increasing number of content creators **have realized/are realizing** that...

6. Complete three statements in ex. 5 with your own ideas. Then, share some details with a partner.

7. Complete the gaps with the words in the boxes to create collocations with the words in bold. Use each word in the box only once.

earned

gained

maintained

monetized

stayed

tailored

- A. an influencer who has \_\_\_\_\_ **relevant** by using more and more ridiculous ideas for videos
- B. an influencer who has \_\_\_\_\_ **credibility** by acting as a company public representative
- C. an influencer who has \_\_\_\_\_ **all social media platforms** in less than six months
- D. an influencer who has \_\_\_\_\_ **a reputation as** someone who is concerned with social issues
- E. an influencer who has \_\_\_\_\_ **their online media presence** by using novel ideas like taking part in virtual events and recording their own songs
- F. an influencer who is successful because they \_\_\_\_\_ **their content** to a very specific audience

8. Watch a **video** [[https://youtu.be/EYjzrP7Ci\\_0](https://youtu.be/EYjzrP7Ci_0)] about social media influencers and tick the descriptions in ex. 7 that the video mentions.

9. Choose three opinions and respond to each. Then, share your response with a partner and ask what they think.

- I don't think the topic of AI influencers is significant enough to be featured in the news. It's just a silly social media trend.
- People deserve to know if someone they follow is real or not. If an influencer is AI-generated, social media platforms should add that info to the account description.
- It doesn't matter if influencers are real people or not. You're not likely to meet any of them in person anyway, and even if you did, it would still be the online persona, not their authentic self.
- Social media is supposed to be entertaining so if AI can come up with content that is not generic but unique, funny or otherwise engaging, I'm happy to follow that account.
- AI influencers are likely to perpetuate even more unrealistic beauty standards and promote excessive consumerism more than their human counterparts.
- It might sound rough, but influencers are just a marketing tool and they will be replaced by their cheaper virtual counterparts sooner rather than later.
- People are more relatable than AI-generated personas so I think human influencers are here to stay.



10. Read the texts and the questions and complete the gaps with the correct forms of the verbs in brackets.

Artificial is the new sexy

AI modelling agencies might be the future of social media marketing.

The virtual influencers they create are ready to cater to all needs. The companies who \_\_\_\_\_ (look) for influencers to promote their products should look no further.

\_\_\_\_\_ (wonder, you) how striking a deal with an AI influencer might help your brand? Your AI influencer will have a more diverse audience and wider reach than human influencers. They will also be completely predictable and under control, unlike humans. And most importantly, they will be much cheaper.

## Brave new influencers

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- Will AI influencers earn a reputation as trustworthy information sources or brand ambassadors? Why/Why not?
- Will the content AI influencers create be generic or tailored to specific audiences? Consider what advantages both approaches might have for companies.
- Why would or wouldn't you agree with the following statement: "By the time human influencers realize the gravity of the situation, virtual influencers \_\_\_\_\_ (dominate) the market."?
- If AI influencers dominate the market, will monetizing social media become easier or more difficult?

Caryn who takes your loneliness away

Social media influencers often go to great lengths to stay relevant but

Caryn Marjorie might be something else. The Snapchat influencer

\_\_\_\_\_ (create) an AI chatbot named CarynAI whose purpose is to "help combat loneliness" among Caryn's followers.

The chatbot allows for personalized conversations with the AI version of Marjorie (her 'digital clone'). The initiative generated a revenue of over \$70,000 within the first week. But it has also raised ethical concerns about companion chatbots. \_\_\_\_\_ (talk) to CarynAI soon?

Source: [NBC NEWS](#)

- How likely is the idea of 'digital clones' to catch on?
- What are some of the ethical concerns companion chatbots raise?
- Do you think that CarynAI \_\_\_\_\_ (gain) credibility over time? Why/Why not?
- How else might influencers use AI to maintain their online presence?

### 11. Discuss the questions in ex. 10.