

# 试题原文

注：请大家先按照搜索式阅读解题法做完题目，再看下面的讲解视频。

## Passage Two

It is estimated that a 40 percent of the world's population use social media, and a large number of social media users look up to influencers to decide what to buy. These influencers are now playing an important role in achieving the goal of eliminating poverty in China.

What is an influencer and how does a person become one? An influencer is a person who can influence the decisions of followers because of the relationship with the audience and his or her knowledge in a particular area.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as direct way to customers' hearts. Some agricultural companies also ask powerful influencers to market their products.

According to a report from China Daily, in an event targeted at helping poverty reduction, influencers attracted more than 930,000 viewers. More than 45,000 kilograms of agricultural products, at a total value of 400,000 yuan, were ordered within a few hours. Such events have encouraged more and more people to become influencers. Here are five tips on how to do it.

Choose your ideal area. What is the area that you know most about? What do you feel most excited to talk about? Find the specific area that you are most interested in and develop it

Choose your medium and write an interesting bio (个人简介). Most influencers these days are bloggers and micro-bloggers. The best way to connect with your followers is to decide which medium you should use, such as your own online blog, WeChat or TikTok. When you have done that, write an attention-grabbing bio that describes you and the areas that you know a lot in an interesting and unique way. Make sure that people who read your bio will follow you.

Post regularly and continually. Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that you keep posting and following a specific topic.

Tell an interesting story. Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

Make sure people can easily find your contents. Post them on a variety of social media, use "#" and catchy titles and make sure that they can be easily found. Moreover, if you want to become a social media influencer, you need to have patience.

16. A social media influencer is someone who\_\_\_\_\_.

- A.pays followers for new products
- B.takes social relationship courses
- C.specializes in social media studies
- D.affects shopping decisions of followers

17. Many companies want to use influencers to\_\_\_\_\_.

- A.sell their products
- B.develop new products
- C.design their own websites
- D.examine customers' hearts

18. According to paragraph 4, why are many people eager to be influencers?

- A.Because they may run their own companies
- B.Because they want to buy agricultural products
- C.Because they want to make contributions to poverty reduction
- D.Because they want to have more chances to gain access to blogs

19. What is the best way for influencers to connect with their followers?

- A.Focusing on their comments
- B.Chatting with their best friends

C.Choosing the right online platform

D.Describing their favorite

20.What is the main idea of this passage?

A.Five methods to influence buyers.

B.Five tips on earning money as an influencer

C.Five methods to use influencers in marketing

D.Five tips on becoming a social media influencer

## 视频讲解

