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## How to Join Newsela with a Class Code

See page 1 for How to Join Newsela with a Class Link

### RD9XW8

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# More than half of Americans blame drug companies for opioid deaths — poll

By Associated Press, adapted by Newsela staff on 05.07.19 Word Count **818** 

Level 1060L



Image 1. Families who have lost loved ones to the opioid crisis protest in front of Suffolk Superior Court in Boston as lawyers for Purdue Pharma enter the courthouse for a status update in the Attorney General's lawsuit against Purdue Pharma on January 25, 2019. Photo: Suzanne Kreiter/The Boston Globe via Getty Images

NEW YORK, New York — About two-thirds of Americans believe drug companies are to blame for the rise in deaths caused by opioids, a new poll finds. Opioids are addictive substances that are often used for pain relief. The poll, however, shows just about as many people blame the drug users as well.

The Associated Press-NORC Center for Public Affairs Research poll showed many people also fault doctors who prescribed opioid pain pills. People who took the poll also blame government officials. These respondents believe the government has not done enough to expand addiction treatment and arrest drug dealers.

"All of the above," said Anna Marie Davis. She is a casino security supervisor from Norwood, Pennsylvania. Davis has had to deal with overdoses at work, and her 27-year-old nephew died of a drug overdose last year. He had used heroin and fentanyl, which is a stronger and even deadlier opioid.

Davis said she doesn't think enough is being done to stop addictions.

#### **Painkiller Prescriptions Got The Drug Problem Rolling**

The drug overdose problem is the deadliest in U.S. history. More than 70,000 people died from overdoses in 2017. Nearly 48,000 involved some type of opioid, a category that includes heroin, fentanyl and prescribed opioid painkillers.

Experts say the overdose problem is rooted in the huge increase in opioid painkiller prescriptions that began more than 20 years ago. They believe these painkiller addictions later shifted into the use of heroin and other drugs.

The AP-NORC poll was conducted during a legal storm. About 2,000 lawsuits have been filed in the past few years seeking to hold the drug companies responsible for the nation's drug overdoses.

Some of the people participating in the poll said they were following the news and felt manufacturers should be held accountable.

Still, many also expressed strong feelings that people taking drugs are to blame. Among them was Pamela Williams of New York City, who said she was addicted to cocaine and other drugs until she stopped about 25 years ago.

"Nobody's forcing them to take drugs. Nobody puts it in their hand and puts a gun to the head and says, 'Here, take this,'" Williams said.

#### Survey Doesn't Explain Everything

Dr. Daniel Ciccarone is a drug law expert at the University of California, San Francisco. He said the survey doesn't explain why people are turning to drugs and alcohol. He said people seem to be "self-medicating" as they struggle with depression, lack of money or other problems.

What distinguishes a mental illness, such as depression, from normal feelings such as sadness, is that mental illnesses cause ongoing stress and severely interfere with a person's ability to function. Most mental illnesses can be treated with medication and therapy.

Carmen Amato, a 52-year-old retired teacher from Frankfort, Kentucky, echoed that.

"People can't make a living in some parts of our state," Amato said, which leads to them to use drugs to avoid facing their problems. "It's terrible."

#### Race Makes A Difference In The Poll

According to the poll, 63 percent of Americans think pharmaceutical companies are quite a bit or a great deal to blame for the problem of opioid addiction. Meanwhile, 58 percent say the people abusing opioids are to blame. Slightly less than half of the people polled — 46 percent — think doctors and dentists are significantly to blame. About one-third — 34 percent — say the government should be blamed.

More than one-third of the respondents say they know someone who became addicted. The poll said 35 percent say they or someone close to them has been addicted to prescription painkillers or heroin.

Race made a difference in the polls, too. White Americans, at 39 percent, were more likely than black Americans to say they have known someone who was addicted. Around 20 percent of black Americans will say they know someone. Americans younger than 30 were more likely than older people to say they have known someone who was addicted.

#### **Medical Professionals Are Often Blamed**

People who have personally been close to someone addicted to opioids were more likely than others to blame pharmaceutical companies. Seventy percent of people who knew someone with an addiction blamed the drug companies. Meanwhile, 59 percent of the people who didn't know someone with an addiction blamed the companies.

People who knew someone with an addiction were also somewhat more likely to blame doctors and dentists. Fifty-two percent of those who knew someone with an addiction blamed medical professionals. Around 43 percent of people who did not know someone with an addiction blamed medical professionals. They also were more likely to blame the government. However, they were not significantly more or less likely to blame opioid users.

The AP-NORC poll of 1,108 adults was conducted April 11 to 14 using a sample drawn from NORC's probability-based tool. It is designed to pick people who are representative of the entire U.S. population.

#### Quiz

- Select the paragraph from the section "Painkiller Prescriptions Got The Drug Problem Rolling" that BEST emphasizes the extent of the opioid problem.
  - (A) The drug overdose problem is the deadliest in U.S. history. More than 70,000 people died from overdoses in 2017. Nearly 48,000 involved some type of opioid, a category that includes heroin, fentanyl and prescribed opioid painkillers.
  - (B) Experts say the overdose problem is rooted in the huge increase in opioid painkiller prescriptions that began more than 20 years ago. They believe these painkiller addictions later shifted into the use of heroin and other drugs.
  - (C) The AP-NORC poll was conducted during a legal storm. About 2,000 lawsuits have been filed in the past few years seeking to hold the drug companies responsible for the nation's drug overdoses.
  - (D) Still, many also expressed strong feelings that people taking drugs are to blame. Among them was Pamela Williams of New York City, who said she was addicted to cocaine and other drugs until she stopped about 25 years ago.
- 2 Read the list of sentences from the article.
  - 1. These respondents believe the government has not done enough to expand addiction treatment and arrest drug dealers.
  - 2. About 2,000 lawsuits have been filed in the past few years seeking to hold the drug companies responsible for the nation's drug overdoses.
  - 3. Seventy percent of people who knew someone with an addiction blamed the drug companies.
  - 4. People who knew someone with an addiction were also somewhat more likely to blame doctors and dentists.

Which two sentences, taken together, provide the BEST evidence to support the idea that Americans blame manufacturers for the opioid crisis?

- (A) 1 and 2
- (B) 1 and 4
- (C) 2 and 3
- (D) 3 and 4
- 3 Read the selection from the section "Survey Doesn't Explain Everything."

What distinguishes a mental illness, such as depression, from normal feelings such as sadness, is that mental illnesses cause ongoing stress and severely interfere with a person's ability to function.

Which two words would BEST replace "distinguishes" and "interfere" in the selection above?

- (A) analyzes; confuse
- (B) stops; differentiate
- (C) combines; help
- (D) separates; disrupt

4 Read the paragraph from the article's introduction [paragraphs 1-4].

About two-thirds of Americans believe drug companies are to blame for the rise in deaths caused by opioids, a new poll finds. Opioids are addictive substances that are often used for pain relief. The poll, however, shows just about as many people blame the drug users as well.

Which option is the BEST definition of the word "addictive" as it is used in the paragraph?

- (A) life threatening
- (B) easy to get
- (C) habit forming
- (D) expensive to buy



## Walmart, Nordstrom and more look to YouTube stars to woo millennials, Gen Z

By Charisse Jones, USA Today on 08.13.18 Word Count **1,217** 

Level MAX



Ryan's World toys, from Bonkers Toys, are displayed at the Toy Insider Sweet Suite show in New York City in July 2018. Photo: Richard Drew/AP

Walmart, the world's biggest retailer, is counting on a 6-year-old YouTube star to draw in gaggles of other pint-sized shoppers clamoring for bubble pets, T-shirts and capsules full of lime-green slime.

Last Monday, the store chain debuted Ryan's World, a toy and T-shirt line created by the first-grader whose YouTube channel, Ryan ToysReview, gets roughly 950 million views a month.

Among kids, "clearly what's emerged in the last few years is they're watching an influencer like Ryan on YouTube, and he's their authority," says Anne Marie Kehoe, Walmart's vice president and divisional merchandise manager of toys. That's "why we thought this was something to really move fast on."

At a time when traditional retailers are struggling to woo shoppers, established brands and chains such as Walmart, Nordstrom and Target are increasingly collaborating with social media stars to

create collections, build buzz and get real-time feedback on what shoppers think is – and isn't – cool.

"They're not just going with a big celebrity face anymore," says Priyanka Dayal, senior content marketing manager for Celebrity Intelligence, which connects businesses to social media influencers and celebrities. "We're seeing that retailers are adopting new tactics to reach out to the younger generation."

Starting this fall, Nordstrom will carry a new clothing line created by Arielle Charnas, the popular lifestyle influencer behind the Something Navy blog who is checking with her million-plus followers to fine-tune details ranging from fabrics to colors.

Target looked for input from Gen Z trendsetters for its clothing line, Art Class, which launched last year. And Kohl's works with wellness influencers through the site mindbodygreen.

The growing clout of influencers is on vivid display through the growth of Beautycon, which showcases the latest in beauty products and trends. Since its first meeting five years ago when a group of YouTube personalities gathered to trade favorite products and beauty tips, Beautycon has grown to include events in New York and London as well as Los Angeles.

This year's two-day gathering in California, which featured a chat between CEO Moj Mahdara and social media queen Kim Kardashian, was Beautycon's largest. Some 500 influencers took part among the 32,000 attendees, and more than 200 brands were represented, Beautycon spokeswoman Emily Taylor says.

"Now is the first time ever that your next-door neighbor could have a million followers on Instagram," says Justin Kline, founder of Markerly, an influencer research company that acts as a matchmaker for brands and social media trendsetters. "It's opened up this whole new world of people who have access to this huge following ... which is really great for brands because it allows them to harness all this clout."

Initially, it was mostly smaller brands, eager to make their mark in the world of e-commerce, that tended to turn to personalities on YouTube and Instagram for attention.

But old-school retailers are also recognizing that when it comes to connecting with Generations Y and Z, whose household spending is in the billions of dollars, a recommendation from someone they relate to can have far more sway than that of an actor or pop star.

Research conducted in 2016 by influencer marketing firm Collective Bias, which is now owned by tech company Inmar, found 30 percent of shoppers were more inclined to buy a product endorsed by a blogger they viewed as a peer than a celebrity. And among those 18 to 34 years old, 70 percent preferred the noncelebrity. Additionally, nearly 6 out of 10 shoppers had taken a social media or blog review into account while browsing in a store.

"Someone who is a teacher ... is looking for what other teachers have in their classrooms," says Allison Stone, consumer markets manager with consultancy PwC. "This is their lifestyle, what they do every day. It comes from pure experience, and it feels more authentic."

The legions of kids who click onto Ryan ToysReview are able to have what amounts to a virtual play date with its namesake, tagging along as he treks through Legoland Japan, meets Sponge Bob and tries out assorted toys and activities. Last year, Ryan – whose family will not share his last

name – was the youngest on Forbes' list of the highest-paid YouTube personalities, generating an estimated \$11 million in 2017.

Now, starting in August, kids will have a chance to buy toys and T-shirts that Ryan picked or helped design. It's the first time that a child YouTube star has created their own line of clothing and toys, Walmart says.

Nordstrom is also putting an influencer-created collection on its shelves. Last September, the retailer collaborated with popular lifestyle and fashion blog Something Navy to offer a capsule collection of clothing, shoes and accessories. The line, Treasure & Bond x Something Navy, sold so well that the upscale department store chain says it will now offer a new Something Navy brand this fall.

Charnas, the woman behind Something Navy, has more than 1 million followers on Instagram alone, and Nordstrom is counting on learning a lot from the ready-made focus group that she has at her fingertips.

"Arielle has been sharing different elements of the brand, including fabric swatches, color inspiration and sketches, with her followers for feedback," Nordstrom said in a statement. "We're listening to what they're saying and are referencing their responses as we design the brand. ... Arielle has developed a strong following and we're hoping the synergy between both our brand and the Something Navy audience will introduce new customers to Nordstrom."

In addition to driving traffic toward a particular store or brand, influencers also create content, whether it's photos on Instagram, a video on YouTube or musings on a blog, that companies can reuse, Kline says.

"This content is quite valuable" to a retailer or other company, he says. "You're getting these eyeballs, but also content which you can repurpose in other marketing materials."

And it might be easier to assess the value of an influencer's impact than that of a celebrity ambassador who lends their face to a TV ad.

"One thing for sure is that influencers provide statistics and evidence of click-throughs, sales, likes and engagement rates," says Louise Roe, a TV host and lifestyle blogger who has worked with a mix of brands and retailers including Macy's and Jimmy Choo. "So a company can really track their investment. The impact of a star on a billboard is harder to measure with such accuracy."

Paid posts may be suspect to some shoppers, who increasingly want to see a real connection between influencers and the products they promote. Roe says that she discloses such arrangements and tries "to keep a balance between sponsored and nonsponsored content."

Last year, Target turned to a group of young teens and tweens to help it design its Gen Z focused clothing line, Art Class. The retailer also works with social media mavens to build connections with shoppers.

"Influencers are an important part of how we reach our guests, but our focus is on investing in relationships, not transactions," says Rick Gomez, Target's chief marketing officer. "That means working directly with influencers who understand and love our brand and who can connect authentically with our guests on Target's behalf. We also closely measure the work we do with influencers to ensure it's effective in helping achieve the goals we establish."

- 1 The list of sentences develops the idea that social media influencers have growing clout when it comes to shopping.
  - 1. The growing clout of influencers is on vivid display through the growth of Beautycon, which showcases the latest in beauty products and trends.
  - 2. The legions of kids who click onto Ryan ToysReview are able to have what amounts to a virtual play date with its namesake, tagging along as he treks through Legoland Japan, meets Sponge Bob and tries out assorted toys and activities. Last year, Ryan whose family will not share his last name was the youngest on Forbes' list of the highest-paid YouTube personalities, generating an estimated \$11 million in 2017.
  - 3. "We're listening to what they're saying and are referencing their responses as we design the brand. ... Arielle has developed a strong following and we're hoping the synergy between both our brand and the Something Navy audience will introduce new customers to Nordstrom."

Which additional detail from the article creates the MOST COMPLETE argument that social media influencers have growing clout when it comes to shopping?

- (A) "They're not just going with a big celebrity face anymore," says Priyanka Dayal, senior content marketing manager for Celebrity Intelligence, which connects businesses to social media influencers and celebrities.
- (B) And among those 18 to 34 years old, 70 percent preferred the noncelebrity. Additionally, nearly 6 out of 10 shoppers had taken a social media or blog review into account while browsing in a store.
- (C) In addition to driving traffic toward a particular store or brand, influencers also create content, whether it's photos on Instagram, a video on YouTube or musings on a blog, that companies can reuse, Kline says.
- (D) Last year, Target turned to a group of young teens and tweens to help it design its Gen Z focused clothing line, Art Class. The retailer also works with social media mavens to build connections with shoppers.
- 2 Read the paragraph from the article.

"One thing for sure is that influencers provide statistics and evidence of click-throughs, sales, likes and engagement rates," says Louise Roe, a TV host and lifestyle blogger who has worked with a mix of brands and retailers including Macy's and Jimmy Choo. "So a company can really track their investment. The impact of a star on a billboard is harder to measure with such accuracy."

What conclusion is BEST supported by this paragraph?

- (A) Social media can provide additional benefits to help stores develop their business strategies beyond simply drawing in more shoppers.
- (B) Stores are unlikely to spend money on celebrity endorsements in the future when they can get advertising more cheaply through influencers.
- (C) Most social media influencers are paired up with more than one store or brand in order to earn more money and gain more followers.
- (D) Many stores are suffering because they have failed to keep track of which products were popular or unpopular with customers in the past.

3

Last Monday, the store chain debuted Ryan's World, a toy and T-shirt line created by the first-grader whose YouTube channel, Ryan ToysReview, gets roughly 950 million views a month.

Charnas, the woman behind Something Navy, has more than 1 million followers on Instagram alone, and Nordstrom is counting on learning a lot from the ready-made focus group that she has at her fingertips.

Select the option that BEST explains how these details develop a central idea of the article.

- (A) Both details contribute to the understanding that stores are hoping to harness the existing power of influencers with large social media followings.
- (B) Both details reflect the view that influencers are able to gather information from their followers about what kind of products they would like.
- (C) Both details highlight the perspective that YouTube is a more successful outlet than Instagram for influencers hoping to promote products.
- (D) Both details demonstrate the likelihood that other large chain stores will follow in the footsteps of Walmart and Nordstrom in using social media influencers.
- 4 Read the following central idea statements.
  - 1. Retailers are teaming up with social media influencers to develop products and attract business.
  - 2. Retailers of all kinds have been struggling to attract business for a long time through conventional advertising.
  - 3. Retailers are increasingly using research companies that can manage all aspects of the stores' business relationship with influencers.
  - 4. Retailers have recognized that younger customers are more likely to follow the advice and products of people they view as peers.

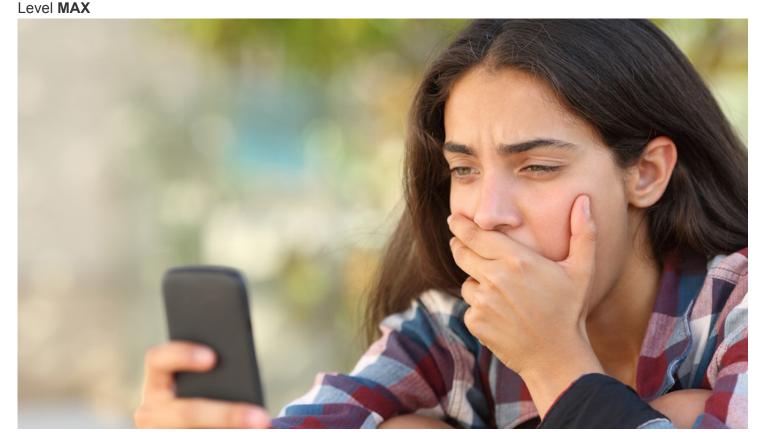
Which two options BEST reflect the central ideas of the article?

- (A) 1 and 3
- (B) 2 and 3
- (C) 1 and 4
- (D) 2 and 4



## Research offers mixed messages on social media's effects on adolescents

By Andrea K. McDaniels, Baltimore Sun on 06.15.17 Word Count **1,178** 



Researchers and scientists are trying to figure out how social media use affects young people. So far, the evidence is mixed. Photo by: MCT

When adolescent psychiatrist Dr. Drew Pate counsels patients or speaks to parenting groups, questions about social media use inevitably arise.

Parents wonder if their children's constant use of Instagram, Facebook or Snapchat is healthy. Teenagers talk about the pressure to post the perfect photo or compete with the pristine lives their peers present on the Internet.

"When you talk to parents and see kids in the office, we hear more and more about the potential damage being caused by social media outlets," said Dr. Pate, who works for Sheppard Pratt Health System. "I think almost any adolescent who is involved in any social media has probably had some negative effect from it."

Researchers and scientists still are trying to figure out how social media use affects young people. So far the evidence is mixed and there's no broad consensus on the long-term consequences of excessive social media use.

Studies have shown the around-the-clock world of social media takes a mental and emotional toll on some young people. It has been linked to increased anxiety, depression and decreased relationship skills. One study found social media can be more addictive than cigarettes and alcohol for some people. Social media also can have a positive effect, however. Some research has found that social media can be a resource for teens to find social support when they are struggling with life issues and that they can use the different online platforms as a way to express themselves. Some teens are able to build friendships and relationships through the interaction they have with others on the internet.

A study published earlier this year by the University of Pittsburgh School of Medicine with support from the National Institutes of Health found that the more time young adults spent on social media the more likely they were to have problems sleeping and experience symptoms of depression.

Another study by the Johns Hopkins Bloomberg School of Public Health found that incidents of major depressive incidents have increased dramatically among teens, particularly among girls, and that cyberbullying may be playing a role.

At American University, researchers found a link between social media use and negative body image, which can lead to eating disorders. And in a recent survey of young people conducted by the Royal Society for Public Health in London, Instagram and Snapchat were found to be the worst for adolescents and their mental health. The poll asked 1,479 people aged 14 to 24 to rate social media apps on issues such as body image and anxiety. The survey report said young women, in particular, are bombarded with edited images that mask people's flaws and imperfections.

"This practice is contributing to a generation of young people with body image and body confidence issues," the report said.

Representatives for Instagram and Snapchat did not respond to requests for comment.

Teenagers are already self-conscious and vulnerable to what others say, said Pate, the Sheppard Pratt psychiatrist. They may start comparing their lives to those of people on social media. They may misconstrue comments people make on social media as directed at them when they are not. The social cues such as tone or facial expressions are not visible like they are in a live interaction, making it easier for teens to misinterpret what someone says.

"The problem with teenagers is they are much more in the moment and not as forward thinking as we get to be as adults," said Dr. Pate, pointing out that the human brain is not fully developed until about age 25.

One psychiatrist with the University of Maryland Medical System believes that excessive social media use should be designated formally as an addiction so that official guidelines on its use could be established.

"The more rapid and the more image loaded it is, the quicker and the greater the chance of an addiction," said Dr. Bankole Johnson, chairman of the University of Maryland School of Medicine's department of psychiatry and director of its brain science consortium research unit. "If you were gambling and you increase your frequency of gambling, the greater becomes the chance of becoming addicted to gambling."

But some experts warn against painting the impact of social media with broad brush strokes. And researchers point to studies that have found beneficial effects.

Another study by the Johns Hopkins Bloomberg School of Public Health found that social media helped teenagers who played video games excessively and suffered from symptoms of depression. Heavy gamers who had a network of friends on social media seem to be immune to the problems suffered by some who played the games a lot and didn't have similar social networks, said researcher Michelle Colder Carras, a post-doctoral fellow in the Bloomberg School's department of health.

"Engaged gamers play a lot but don't necessarily have problems with video game addiction, depression or anxiety," she said.

Carras said that care needs to be taken when making a direct link between mental health and social media use. She said the survey by the Royal Society for Public Health doesn't show that the social media caused anxiety and other issues. It didn't delve into whether the teenagers already had mental health problems or if those problems could have been linked to something else.

"They just went out and talked to young people about their feelings about the social media platform," she said.

Researchers with the National Center for Telehealth & Technology, one of the Department of Defense's Centers of Excellence for Psychological Health and Traumatic Brain Injury, said social media can help promote suicide prevention information, such as hotlines and support groups. But they said the overall negative and positive impacts that social media can have are not yet clear.

"More research is needed on the degree and extent of social media's negative and positive influences, as are evaluations of the effectiveness of social media-based suicide prevention programs," the researchers wrote in an analysis published in the American Journal of Public Health.

The Royal Society listed several suggestions it says could ease the effects of social media on the emotional health of teenagers. Sites like Instagram could highlight when people have digitally altered their image or post warnings about the dangers of too much social media use, the group said. It also suggested that schools teach safe social media use and called for more studies to be conducted on how it affects the mental health of teenagers.

The University of Maryland's Johnson said social media-related emotional problems in teenagers are often detected when they have other problems, such as learning and behavioral difficulties.

Some teenagers might need to be weaned off social media completely if it is causing intense emotional issues, Dr. Pate said.

Others might need regulated or tightened security measures so they are only socializing with a select group of people. Parents can help by monitoring and limiting the amount of time their children spend on social media.

"It boils down to what the kids can manage and handle when it comes to the stress created by these sites," he said. "We want the kids to individualize their own approach."

1 Read the selection from the article.

They may misconstrue comments people make on social media as directed at them when they are not. The social cues such as tone or facial expressions are not visible like they are in a live interaction, making it easier for teens to misinterpret what someone says.

Which of the following conclusions can be drawn from this selection?

- (A) Teens have to be more careful to write exactly what they mean on social media.
- (B) Social media should incorporate ways to express social cues online.
- (C) Teens need to develop skills in interpreting online comments correctly.
- (D) Social media cannot replace the value of face-to-face interactions.
- 2 Which of the following sentences from the article MOST emphasizes the dangers that social media can present?
  - (A) "I think almost any adolescent who is involved in any social media has probably had some negative effect from it."
  - (B) One study found social media can be more addictive than cigarettes and alcohol for some people.
  - (C) "If you were gambling and you increase your frequency of gambling, the greater becomes the chance of becoming addicted to gambling."
  - (D) Some teenagers might need to be weaned off social media completely if it is causing intense emotional issues, Pate said.
- 3 Which of the following statements accurately represents the relationship between the article's CENTRAL ideas?
  - (A) Numerous studies have been conducted in order to better understand the effect of social media use on teens; results indicate that social media can have positive and negative effects, and that more research is needed.
  - (B) Adolescent psychiatrists are facing increasing concern from parents of teens who are addicted to social media; as a result, scientists have undertaken studies to determine whether teens should be prevented from accessing social media.
  - (C) Teens enjoy social media sites like Instagram, Facebook and Snapchat so much that they are becoming addicted; doctors recommend completely eliminating social media use to counteract this issue.
  - (D) Studies found that teens who play video games excessively demonstrate an increased ability to navigate social media; on the other hand, gamers with no support network on social media were more likely to suffer from depression.
- Which selection from the article would be MOST important to include in an accurate and objective summary of the article?
  - (A) A study published earlier this year by the University of Pittsburgh School of Medicine with support from the National Institutes of Health found that the more time young adults spent on social media the more likely they were to have problems sleeping and experience symptoms of depression.
  - (B) "The problem with teenagers is they are much more in the moment and not as forward thinking as we get to be as adults," said Dr. Pate, pointing out that the human brain is not fully developed until about age 25.
  - (C) The Royal Society listed several suggestions it says could ease the effects of social media on the emotional health of teenagers. Sites like Instagram could highlight when people have digitally altered their image or post warnings about the dangers of too much social media use, the group said.
  - (D) "It boils down to what the kids can manage and handle when it comes to the stress created by these sites," he said. "We want the kids to individualize their own approach."