

2023
OCTOBER

27 Super App: WeChat

All Your Needs In One App

LIVE ESL – APIBECI

TECHNOLOGY NEWS

©2023





TECHNOLOGY NEWS

Super App: WeChat

All Your Needs In One App

LESSON SUMMARY

READING + LISTENING + SPEAKING

1HR

PRE-ASSESSMENT PROFICIENCY INFORMATION

STUDENT

SCORE

LISTENING

ISSUE-20-ED01
Super App: WeChat

Pre – Test

Watch and listen to the audio for this material. After that, write the words you hear from the video after watching it for the first time. Write the words under the corresponding categories below.

Words I hear that are familiar to me

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Words that I understand and know the meaning

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

01

Reading

On your way to the office, a message comes in from your boss. Can you grab them a coffee? They pay you back in a different app. You go to another app to place an order for pickup and your mobile wallet needs to be updated. Now coffee, which took four apps to accomplish. But in China, it takes just one. WeChat, a super app.

“You just don’t have to **futz around** with your phone, remembering different passwords, opening and closing different apps. It just makes it easy.”

So why isn’t there a super app in the US? Though some apps have multiple functions, creating a super app in the US is the **holy grail** for some tech CEO’s, and for good reason. Take another look at WeChat. The app launched in 2011 as a social media and messaging service. By next year, it added a Paypal-like payment option. And in the following years it would **integrate a slew** of other features, including games, shopping, food delivery, healthcare, and mini apps. And users like it.

By 2022, WeChat had 1.3 billion active users and helped its parent company bring a revenue of about 81 billion dollars.

“The beauty of the super app is that you’re able to move *seamlessly*, between different functions, and share information and data between the different parts of that super app. That’s what makes it work.”

And that data is the **big draw** for companies. Let’s look back at the apps you used to make that coffee order again. Apps in the US are largely restricted from tracking across your phone. So each company is only collecting data while their app is open. But with WeChat, you don’t have to leave it to make that order or message your boss, or even post a photo of that coffee on social media. That one company gets your data for all of it.

That is one of the reasons why companies from multiple industries in the US have made attempts at creating a super app, but their growth has been slowed by several things. A super app in the US would have to **contend** against thousands of other apps and changing consumer behavior can be difficult. Facebook Messenger said it would simplify its app back in 2018 after adding features like games. Its head at the time said that the app had become too **cluttered**. Another key issue is incorporating a payment system. Take Snap for example. Its payment system, Snapcash, shut down after four years, while apps like Venmo and Zelle are growing.

But integrating that payment system is a big lift in the US. Facebook’s attempt at integrating a crypto payment system failed in part because lawmakers and regulators were concerned about payments being used for **illicit** activity. The Consumer Financial Protection Bureau has **cracked down** on big tech platforms using payment systems in recent years. And data privacy can also become a concern for consumers and lawmakers.

02

Activity

A1 | Pair Me Up

Match the words on the first column to its corresponding meaning on the second column.

FUTZ AROUND	1 _____	A combine; join; merge
HOLY GRAIL	2 _____	B big source of attraction
INTEGRATE	3 _____	C a large number
SLEW	4 _____	D sth that you want very much
SEAMLESSLY	5 _____	E try harder to prevent an illegal act
BIG DRAW	6 _____	F illegal
CONTEND	7 _____	G messed up
CLUTTERED	8 _____	H deal with; face
ILLICIT	9 _____	I smoothly
CRACKED DOWN	10 _____	J waste time and effort

A2 | Complete Me

Complete the sentence using the right words from the video. (Note: Don't use the written article.)

On your way to the **1** _____, a message comes in from your **2** _____.

Can you grab them a **3** _____? They pay you back in a **4** _____ app. You go to another app to place an order for **5** _____ and your mobile **6** _____ needs to be **7** _____. Now coffee, which took four apps to **8** _____. But in China, it takes just one. WeChat, a super app.

03

Speak Up

You are welcome to authentically share your thoughts as you go through the following questions.

1

Based on the article, why is Wechat called a super app?

2

What app do you mostly use in your country? Do you also use it for payment?

3

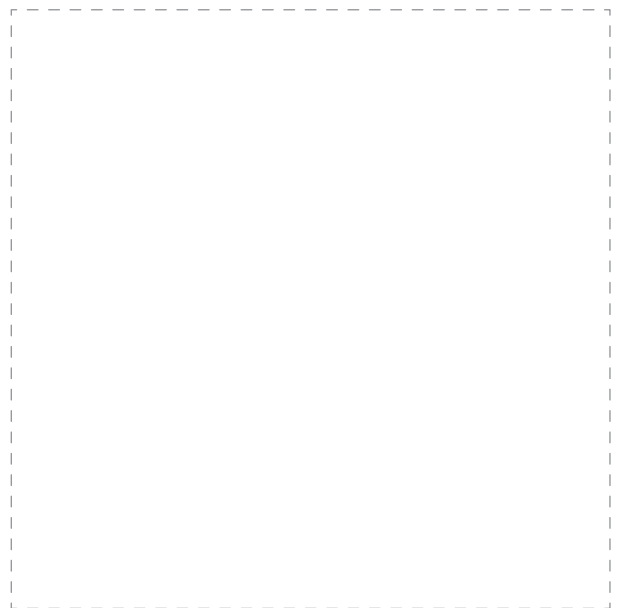
Do you agree that WeChat is a super app? Why? Why not?




27 OCTOBER
@2023

FOOD FOR THOUGHT

Every great thing comes with a price.
This is the duality of life.



The Creative Box; Draw something, write something, do anything to this box – let yourself be free with the box. 

KEY ANSWERS

1J 2D 3A 4C 5I 6B 7H 8G 9F 10E

1 office – 2 boss – 3 coffee – 4 different – 5 pick-up – 6 wallet – 7 updated – 8 accomplish

Post-Test

Watch and listen to the audio for this material for the second time. Write as much words as you can that you understand from watching it the second time, without using the written article.

1 _____

11 _____

2 _____

12 _____

3 _____

13 _____

4 _____

14 _____

5 _____

15 _____

6 _____

16 _____

7 _____

17 _____

8 _____

18 _____

9 _____

19 _____

10 _____

20 _____

LESSON SUMMARY

READING + LISTENING + SPEAKING

1HR

ISSUE 20: SUPER APP: WECHAT:
ALL YOUR NEEDS IN ONE APP
PUBLISHED ON 27 OCT 2023



ASSESSMENT PROFICIENCY INFORMATION

STUDENT

SCORE

DATE



SCAN FOR EDUCARE.

