

## Answers

Below is the corrected paragraph. The correct answers are shown in red. There is a guide in blue to where you can find more information about the grammar points in this paragraph. All information can either be found in the 'How to Use Verb Tenses in Business' book or from lessons in the Fluency Space Academy.

Influencers **have become** (See 'How to Use Verb Tenses in Business' Lesson 3) a very significant part of modern-day internet culture, with millions of followers watching and **listening to** (See 'Key Prepositions and Collocations' Lesson) every piece of advice that they give.

Back in the earliest days of advertising, it was only celebrities who played the role of influencers. However, since the rise of social media, ordinary people have been able to leverage their own online presence to build followings and give **advice** (See Lesson 'Key Uncountable Nouns' Lesson). These days, influencers range from fitness gurus to beauty bloggers to video game streamers. Their audiences often believe that influencers **are right** (See Lesson 'Key Prepositions and Collocations') in everything that they recommend, and they have become successful in influencing the way that we shop, travel, eat, and even think. Anyone who regularly watches YouTube or TikTok videos will **be used to seeing** (See 'used to/be used to/get used to' Lesson) influencers everywhere.

As a reaction against influencer culture, a new "deinfluencer" culture **is starting/has started** (See 'How to Use Verb Tenses in Business' Lesson 1 and Lesson 3) to emerge, encouraging their audience to avoid expensive products. They accuse other influencers **of spreading** (See Lesson 'Key Verb Patterns') unnecessary hype surrounding overpriced products, and they **want consumers to make** (See Lesson 'Key Verb Patterns') more informed choices about what they spend money.