NEWS LESSON

Who Really Benefits From Wellness Online?



BEFORE YOU READ

1 Warm up

Talk about these questions with a partner.

1. What kind of health or fitness videos do you see online?
2. How can you tell who is paying for a post on social media?
3. Where do you usually go when you want advice about your health?

2 Key words

These words are in the article. Write the letter of the meaning (A to H) in each box.

1	**wellness**	☐	A	the idea of looking after your body and mind to be healthy
2	**charity**	☐	B	the person who must answer for something that happens
3	**researcher**	☐	C	a group that collects money to help people
4	**creators**	☐	D	short messages that try to make you buy something
5	**dieting**	☐	E	gets something good from a situation
6	**benefits**	☐	F	a person whose job is to study something and find new facts
7	**adverts**	☐	G	people who make videos or posts for others to watch
8	**responsible**	☐	H	eating less or different food to lose weight

3 Read

Read the article and underline the key words from task 2. The paragraphs are numbered.

Experts in Australia worry that some wellness posts on social media can be harmful for young people. They want us to ask who is making money.

1 Scroll through almost any social media app and you will meet "wellness". It might be a morning routine or a video from someone who says they know the secret to a healthier life. In November 2026, ABC News in Australia reported that some eating disorder experts are worried about this kind of content, especially for young people.

2 One of them is Kathleen McBride, who is 30 and lives on the Sunshine Coast in Queensland. She recovered from an eating disorder and now works at a treatment centre. She says that as a teenager, adverts taught her to worry about her body. Today, she says, similar ideas have come back with a new name, "wellness". They arrive through apps that choose what each person sees.

3 Money is part of the story. The Global Wellness Institute, a research group, forecast in 2024 that the world's wellness industry could be worth about nine trillion US dollars by 2028. That is a forecast, not a fact. In September, an Australian charity, the Butterfly Foundation, used the figure to ask: when wellness is big business, who really benefits?

4 Dr Angela Hinz is a researcher at the University of the Sunshine Coast. She says social media has a well-established effect on how young people see their bodies. She also says that many young people are very interested in being healthy, and that is not the problem. The problem is that some posts are wrong, and they can make young people trust doctors less.

5 The experts are careful about one point. Eating disorders are serious illnesses with many causes, and nobody in the report says that social media creates them alone. But the experts say dieting is one of the biggest risks that people can change.

6 What do they want? Dr Hinz hopes for stronger laws, so that harmful posts can be taken down and creators who earn money from them are held responsible. She also wants accurate health information to be easy to find. So the question is not whether all health content is bad. It is how to tell helpful advice from messages that mainly help someone sell something. If a post raises a red flag for you, take it with a pinch of salt and ask who gains. Anyone who is worried about their own eating should talk to a doctor or a support service.

Sources: ABC News Australia, Eating disorder experts warn against online wellness trends; Butterfly Foundation, Who really benefits? Body Image and Eating Disorder Awareness Week challenges the stories we're sold about 'wellness'. Picture: AI illustration.

4 True, false or not given

Circle **T** (true), **F** (false) or **NG** (the article does not say).

1. Kathleen McBride works at a treatment centre. T F NG
2. The nine trillion dollar figure is a fact that has already been measured. T F NG
3. The report says social media alone causes eating disorders. T F NG
4. Dr Hinz says young people's interest in being healthy is not the problem. T F NG
5. The text gives the number of young Australians who have an eating disorder. T F NG

5 Vocabulary

Complete the sentences with words from the box. Two words are not needed.

diets	illnesses	industry	risks	routines	trust	worried

1. Eating disorders are serious _____ with many different causes.
2. False posts can make some young people _____ their doctors less.
3. The wellness _____ earns a huge amount of money every year.
4. Dieting is one of the biggest _____ to health that people can change.
5. Many parents are _____ because their children spend hours on social media.

6 Verb forms

Write the correct form of the verb in brackets.

1. In November 2026, ABC News in Australia _____ that some experts are worried. (REPORT)
2. Kathleen McBride _____ from an eating disorder. (RECOVER)
3. In 2024, the Global Wellness Institute _____ that the industry could be worth about nine trillion US dollars by 2028. (FORECAST)
4. Creators who earn money from harmful posts should be _____ responsible. (HOLD)
5. In September, the Butterfly Foundation _____ the figure to ask a simple question. (USE)

7 Language focus: prepositions

Complete the sentences with words from the box. Two words are not needed. Some verbs and adjectives always take the same small word after them. Learn the pair together, for example 'interested in'.

about at for in of on to

1. Many parents are worried _____ what their children see online.
2. Many young people are interested _____ being healthy.
3. A creator is responsible _____ the posts on their channel.
4. Some adverts depend _____ people feeling bad about themselves.
5. Anyone with a health problem should talk _____ a doctor.

SPEAK

8 Talk about it

Discuss in pairs or small groups. Give reasons for your answers.

1. Who do you trust more for health advice: a doctor or a creator online? Why?
2. What can you do when a video makes you feel bad about yourself?
3. Should social media apps remove harmful health posts?

9 Role-play: is this video really healthy?

Work in pairs. Read your card, then have the conversation. Swap roles and do it again.

Student A · the worried friend

Your friend follows a wellness creator who sells supplements and says people should skip meals. You're worried. Ask who earns money from the posts, and suggest a better way to get advice.

Student B · the friend who follows the creator

You enjoy the creator's videos and feel more motivated. Explain what you like about them. Listen to your friend, then decide if you'll change anything.

Useful phrases

I'm a bit worried about those videos.
Who's making money from this?
I don't think it's that simple.
That's a fair point, but I'd still check it.
It's just a routine, it's not a big deal.
Could we ask a doctor together?

Afterwards, tell the class: did the friend change their mind, and what would you do next?

ANSWER KEY

2 Key words

1 A · 2 C · 3 F · 4 G · 5 H · 6 E · 7 D · 8 B

4 True, false or not given

1 T · 2 F · 3 F · 4 T · 5 NG

5 Vocabulary

1 illnesses · 2 trust · 3 industry · 4 risks · 5 worried

6 Verb forms

1 reported · 2 recovered · 3 forecast or forecasted · 4 held · 5 used

7 Language focus

1 about · 2 in · 3 for · 4 on · 5 to

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