

# How Real Is BeReal? And Do Teens Like It?

It's the middle of night. Your phone makes a noise. You wake up and roll over<sup>1</sup>. A message says, “⚠️ Time to BeReal ⚠️ 2 mins left to take a BeReal and see what your friends are up to<sup>2</sup>!” What do you do next?

EMILY PRUCHA (US)

Do you...?

A)

**point**<sup>3</sup>  
your phone camera at your head on the **pillow**<sup>4</sup> and take one shot? You smile for the selfie. Your friends will love your bedhead (i.e., **messy**<sup>5</sup> hair).

B)

quickly get out of bed, brush your hair, and put on **lip gloss**<sup>6</sup>? You want to be real, but no-one can see you in bed without makeup.

C)

roll over again and go back to sleep? You'll do something cool later, and you'll post your BeReal late.



BeReal, a photo-sharing app that says that it will show you “your friends for real”, was one of the fastest-growing social media apps in 2022. It is the **brainchild**<sup>7</sup> of two Frenchmen: Alexis Barreyat and Kévin Perreau. From July 22<sup>nd</sup> until the time of writing the article, BeReal performed better than Instagram, TikTok, and Facebook on app-store **charts**<sup>8</sup>. BeReal was installed 53 million times as of November 2022, and the company had a **valuation**<sup>9</sup> of about €600 million.

Some say BeReal is popular now because people are tired of seeing beautiful beaches, **fancy**<sup>10</sup> restaurants and high-adrenaline adventures nonstop. They believe BeReal gives users a chance to show friends that most days are ordinary, or, in other words, “my life is just as boring as yours.”

While BeReal may have introduced “being in the moment”, other apps soon started copying it. Last fall, TikTok introduced TikTok Now, SnapChat has Dual Camera, and Instagram has experimented with IG Candid. But will these versions be as popular? Only time will tell.

## How is BeReal Different from Other Apps?

### TASK

Fill in the gaps with the correct social media terms.

follower counts photo editing

respond share privacy

notification post messages

You can only post once per day. There is no **random**<sup>11</sup> **scrolling**<sup>12</sup> since your friends can only post once too.

Everyone gets the same **1** \_\_\_\_\_ at the same random time. No planning perfect shots.

Your post uses the front and back cameras. **Be aware**<sup>13</sup> of where you are to protect your **2** \_\_\_\_\_.

When you **3** \_\_\_\_\_ late, your friends will know, e.g. "4 hours late".

If you **retake**<sup>14</sup> a shot, your friends will see, e.g. "8 retakes".

There are no **4** \_\_\_\_\_ features and no filters.

You cannot see your friends' pictures for the day until you post your own.

You can make your account public and **5** \_\_\_\_\_ your post with everyone, but only friends can comment.

You can use "RealMojis" (a picture of yourself) to **6** \_\_\_\_\_ to your friends' posts.

There are no **7** \_\_\_\_\_, hashtags or other statistics that **promote**<sup>15</sup> influencer culture.

There are no private **8** \_\_\_\_\_.

## What Do Teens Think?

### Bára (CZ)

I like that it's not a social app that shows only your top moments, but it's based on true, everyday moments. It's not 100% real, but it seems more real to me than Instagram. However, it can be very dangerous if you accidentally share some personal information. Plus, I heard that the app keeps our photos for up to 30 years!

### Anežka (CZ)

Some people post a BeReal photo when they feel like they're doing the most interesting thing to share, some people do it when it goes off (= cinkne). If people take the photo when they're doing the most interesting thing, then it could have a negative effect on other people who may feel like they're missing something. I like the real ones. I've seen a lady giving birth and police pulling some guys over (= zastavit na kraji silnice). BeReal isn't just for teenagers. It's more diverse (= různorodé) when people from different age groups use it.

### Viky (CZ)

I use BeReal because I like to know what my friends are doing right now (or whenever). My friends post different photos from the ones on their Instagram. They don't look as good in their BeReal pictures as they do on their Instagram feed. On BeReal, I can see photos of my friends in sweatpants (= tepláček).

### Alexander (US)

Personally, I like BeReal. It prioritizes (= upřednostňuje) being in the moment over staged (= naranžované) photos. Instagram is preferred by creators because it's global, and BeReal is just for sharing with your friends. Thanks to the app, I can tell if my friend is skiing at 2.30pm on a day when I'm at school. If it was Instagram, he could be sitting at home and posting photos that had already been taken.

### Nela (CZ)

I started using BeReal mainly because everyone was talking about it, and I wanted to see why it was so great. It is much more real if you use the app how you are supposed to. On Instagram and on other apps everyone is posing (= pózuje), but if you only have two minutes to take a picture, whenever you get a notification, there's no time for posing. If people post late, it loses all meaning.

### Discuss

Have you used the BeReal app yet?

What do you think the benefits of the app are?

Is there anything you don't like about it?

### Vocabulary

<sup>1</sup> to roll over [rəʊl 'əʊvə(r)] – přetočit se

<sup>2</sup> to be up to sth – dělat něco

<sup>3</sup> to point [pɔɪnt] – namířit

<sup>4</sup> pillow ['pɪləʊ] – polštář

<sup>5</sup> messy ['mesi] – rozčuchaný

<sup>6</sup> lip gloss ['lɪp ɡlɒs] – lesk na rty

<sup>7</sup> brainchild ['breɪntʃaɪld] – nápad

<sup>8</sup> chart [tʃɑ:t] – žebříček

<sup>9</sup> valuation [vælju'eɪʃn] – finanční ohodnocení

<sup>10</sup> fancy ['fænsɪ] – luxusní

<sup>11</sup> random ['rændəm] – náhodný

<sup>12</sup> to scroll [skrəʊl] – rolovat, skrolovat

<sup>13</sup> to be aware [ə'weə(r)] – být si vědom

<sup>14</sup> to retake [ri:'teɪk] – vyfotit znovu

<sup>15</sup> to promote [prə'məʊt] – podporovat