

# Chinese Influencer Dies after Extreme Alcohol Consumption in Live Video

May 28, 2023

A popular social media star in China, known as Sanqiange, died after drinking lots of strong alcohol during a live video. This happened on China's version of TikTok, an app called Douyin.

Sanqiange was taking part in a type of competition, where he and another influencer tried to compete against each other in wild contests. Sometimes, these contests include punishments for the loser, which in this case was drinking a lot of Baijiu, a Chinese alcohol that can be really strong.

Sanqiange's friend, Zhao, saw part of the video and said that he watched him finish three bottles and start a fourth. A few hours after the game finished, Sanqiange was found dead.

This is causing a lot of discussions in China about whether there should be more rules for what people can and can't do on live-streaming videos. This industry has grown a lot in recent years, with influencers selling products and taking part in wild challenges to get more attention.

Last year, China made new rules to stop kids under 16 from giving money to these influencers and from using the apps late at night. The Chinese government is also working on banning 31 types of bad behavior for people who live-stream, including getting fans to spread rumors or behave badly.

## Comprehension Questions:

1. Based on the article, why did Sanqiange drink a large amount of alcohol?
  - a) He was at a party.
  - b) It was a punishment in a competition he participated in.
  - c) He was trying to sell a new product.
  - d) He was celebrating a milestone in his career.
2. What social media platform was Sanqiange using?
  - a) Douyin
  - b) TikTok
  - c) Instagram
  - d) The article doesn't say.
3. From the information in the article, what do we know about the influencer named Zhao?
  - a) Zhao is a famous influencer who regularly competes with Sanqiange.
  - b) Zhao is a government official responsible for regulating live-streaming.
  - c) Zhao was a friend of Sanqiange and witnessed part of the tragic event.
  - d) Zhao is the founder of the app Douyin.
4. Based on the article, why do influencers take part in these challenges?
  - a) To make friends with other influencers.
  - b) To get more attention.
  - c) To become more skilled at their craft.
  - d) Because it is a government requirement.



5. Which of these statements is NOT true?
- a) Sanqiange died from drinking lots of strong alcohol during a live video.
  - b) Zhao is the person who found Sanqiange dead.
  - c) The Chinese government is considering banning 31 types of bad behavior for people who live-stream.
  - d) Sanqiange and another influencer were competing against each other in a contest.
6. How can the popularity of live-streaming be described?
- a) It is a fading trend.
  - b) It has remained the same for years.
  - c) It is only popular among the elderly.
  - d) It has been increasing over the years.
7. How might the incident involving Sanqiange influence the future of live-streaming in China?
- a) It might not have any impact at all.
  - b) It might increase the popularity of live-streaming.
  - c) It might lead to a ban on all live-streaming platforms.
  - d) It might lead to stricter regulations for such platforms.
8. What can we understand about the live-streaming industry in China?
- a) It has been declining in popularity over recent years.
  - b) It involves influencers taking part in dangerous activities for attention.
  - c) All live-streaming videos involve alcohol consumption.
  - d) It is only popular among kids under 16.
9. What do we know about the competition Sanqiange participated in?
- a) The competitions on Douyin always involve alcohol.
  - b) Only influencers can participate in these competitions.
  - c) The competitions are always monitored by the Chinese government.
  - d) Competitions on live-streaming platforms can involve risky behaviors.
10. What is the main idea of the article?
- a) Sanqiange was a famous video game player in China.
  - b) The Chinese government has already established rules for live-streaming videos.
  - c) Sanqiange's death after a live-streamed alcohol challenge raises concerns about safety.
  - d) Zhao, Sanqiange's friend, is going to take over his social media account.

### **Speaking and Writing Activities:**

- Discuss these questions with a partner or a small group.
- Choose one topic and write a response to it. Show your writing to a classmate or teacher.

1. Have you ever seen or heard of online challenges on social media? Describe what happens in the challenges.
2. Discuss your opinion about regulations for live-streaming videos. What rules do you think would be useful to ensure people's safety?
3. What negative effects can social media and live streaming have on children?

