

Why videos go viral

[listening comprehension questions]

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Level: **** [B1/B2]

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Check these words before listening:

Key vocabulary

1. To go viral
2. Comedians
3. To get tons of views
4. audience
5. Participation
6. A tastemaker
7. Unexpectedness
8. Yosemite National Park
9. To sprout up
10. A blog
11. Acceleration / accelerating
12. A parody
13. Looped music
14. A fine
15. Humorous
16. Popularity
17. To green-light something
18. Barely true
- 19.

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Why videos go viral

TED TALK: Kevin Allocca [Nov 2011. 07:20]

Explain what you understand

1. Who is Kevin Allocca?
2. How many hours of video are uploaded every minute?
3. What are the three important factors why videos go viral?
4. What is significant about Bear Vasquez's video?
5. How many views did Rebecca Black's video receive and how many parodies?
6. What is significant about 'Nyan Cat' video?
7. What has changed from just enjoying videos?
8. What is important about the audience?
9. Overall conclusion is.....

Critical thinking – *Have you ever made a video that's gone viral? What was the last viral video you watched? Is it good or bad thing that people can participate more easily than before? Should we be the in control of popularity? Is it true that we define tomorrow? What could be the criticism of this revolution? Anything else?*

Why videos go viral

1. Who is Kevin Allocca?

Kevin Allocca -trends manager at YouTube.
Web video> stars & celebrities

2. How many hours of video are uploaded every minute?

48 hours of video uploaded every minute

3. What are the three important factors why videos go viral?

3 reasons= tastemakers, communities of participation, unexpectedness.

4. What is significant about Bear Vasquez's video?

Bear Vasquez -2010/ outside house/double rainbow/ Yosemite National Park
23m hits - why? 4Jimmy Kimmel (standup comedian) tweeted (tastemaker)

5. How many views did Rebecca Black's video receive and how many parodies?

Rebecca Black 'Friday' song = 200m hits - tweets / blogs
10,000 parodies of Friday; one for every day of the week.

6. What is significant about 'Nyan Cat' video?

Nyan Cat = 50m - 'remix community' - cat watching cat watching cat. Every nationality of Nyan cat. Community of participation.

7. What has changed from just enjoying videos?

Characteristics: new culture> everyone has access to get involved>

8. What is important about the audience?

Audience defines popularity.
Example; Justin Bieber - recognised on You Tube.

9. Overall conclusion is.....

All have ownership on our pop culture - we define tomorrow.