

# Why videos go viral

by Kevin Allocca

## Before you watch

Match words / expressions with their definitions

1	2	3	4	5	6

	WORD / EXPRESSION		DEFINITION
1	to go viral	A	to cause something to happen
2	to propel sth	B	something funny only for members of a certain group
3	to sprout up	C	(of a video/music) running continuously
4	an inside joke	D	To give permission for something to happen
5	looped	E	To become extremely popular on the internet
6	to greenlight sth	F	to suddenly appear

Match the terms below with a, b, or c

Twitter   parody   humorous   remix   creative   blogs   surprising

- a) tastemaker
- b) community of participation
- c) unexpectedness

## While you watch

( [http://www.ted.com/talks/kevin\\_allocca\\_why\\_videos\\_go\\_viral/transcript?language=en](http://www.ted.com/talks/kevin_allocca_why_videos_go_viral/transcript?language=en) )

Fill in the table

<b>Bear Vasquez <i>Double Rainbow</i></b>  Views in 2010:  How did it go viral:	<b>Rebecca <i>Black Friday</i></b>  Views this year:  How did it go viral:
<b>Nyan Cat</b>  Views this year:  How did it go viral:	<b>Casey Niestat <i>Bike Lanes</i></b>  Views:  How did it go viral:

## After you watch

1. How much time do you spend watching YouTube videos?
2. Is there a video that you particularly like?
3. Can you think of any other videos that went viral? Why do you think they did?
4. Would you ever upload a video to YouTube? Why? Why not?