

Why videos go viral by Kevin Allocca

Before you watch

Match words / expressions with their definitions

1	2	3	4	5	6
E	A	F	B	C	D

	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 **Twitter, blogs**
- b) community of participation **parody, remix**
- c) unexpectedness humorous, **creative, surprising**

While you watch

Fill in the table

<p>Bear Vasquez <i>Double Rainbow</i></p> <p>Views in 2010: 23 mln</p> <p>How did it go viral: Jimmy Kimmel tweeted about the video (tastemakers)</p>	<p>Rebecca <i>Black Friday</i></p> <p>Views this year: 200 mln</p> <p>How did it go viral: bloggers started writing about it (tastemakers), people started making parodies of the video (community of participation)</p>
<p>Nyan Cat</p> <p>Views this year: 50 mln</p> <p>How did it go viral: people started making remixes of the video (community of participation)</p>	<p>Casey Niestat <i>Bike Lanes</i></p> <p>Views: 5 mln</p> <p>How did it go viral: by being very funny and unexpected (unexpectedness)</p>

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 think they did?
4. Would you ever upload a video to Youtube? Why?