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## LC07. Finding Viral Videos

Student Name: \_\_\_\_\_ Student ID Number: \_\_\_\_\_

Instructor: \_\_\_\_\_ Level: \_\_\_\_\_ Date: \_\_\_\_\_

For media links in this activity, visit [the LLC ESL Tutoring website for Upper Level SDLAs](#). Find your SDLA number to see all the resources to finish your SDLA.

### Section 1: Introduction

As you learned in *SL19: Current Events*, current events are a great topic of conversation. In today's society, another popular topic of conversation is a viral video. A viral video is any clip of animation or film that is spread rapidly through **online sharing**. In the past, a video went viral once it hit one million **views**. Today, a video **goes viral** once it gets more than five million views in a 3-7 day period. Viral videos can receive millions of views as they are shared on **social media sites**, reposted to blogs, sent in emails, and so on. In order to become an **overnight sensation**, viral videos need to be short (10-120 seconds long),

shareable, and rely on humor and **hooks** or **catchphrases** to get the viewer's attention. [Watch one of the first viral videos](#), "The Dancing Baby." Why do you think this video went viral?

**Write your thoughts below.**



Oogachaka Baby

Source: <http://www.techopedia.com/definition/26863/viral-video>





## Section 2: Vocabulary

When you talk about viral videos, there are certain words and phrases that you can use to talk about them.

Below is a list of the words and phrases on the left. Match the definitions on the right to the appropriate word or phrase on the left. You may want to review the bolded words in Section 1.

### Word

1. \_\_\_\_\_ Online sharing

2. \_\_\_\_\_ Social media

3. \_\_\_\_\_ Views

4. \_\_\_\_\_ Overnight sensation

5. \_\_\_\_\_ Hook

6. \_\_\_\_\_ Catchphrase

7. \_\_\_\_\_ Go viral

8. \_\_\_\_\_ Parody

9. \_\_\_\_\_ Tastemakers

10. \_\_\_\_\_ Unexpectedness

### Definition

A. person whose judgments about what is good, fashionable, etc. are accepted and followed by many people

B. websites and applications that allow users to create and share content or to participate in social networking, e.g. Facebook, Wikipedia, LinkedIn, Pinterest

C. the act of watching or looking at a video, image, or link on the Internet

D. something that attracts people’s attention

E. something that becomes interesting and exciting to people very quickly

F. when an image, video, or link has been spread quickly to many people on the Internet

G. a word or phrase that is easy to remember and is commonly used

H. when things happen without warning

I. sending information (images, videos, links) to other people via the Internet

J. a piece of writing, music, etc. that imitates the style of someone or something in a funny way

## Section 3: Why Do Some Videos Go Viral?

There are **over 48 hours** of new videos uploaded to YouTube **every minute**. That’s a lot of YouTube videos you can watch! So with all of these new videos being uploaded, why do some videos go viral while others do not?

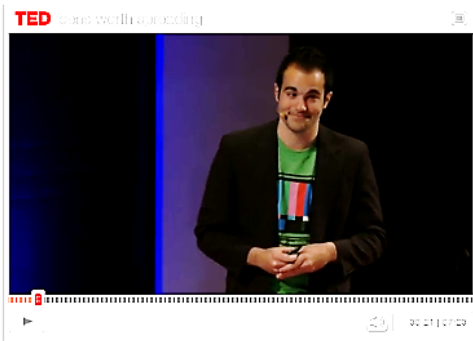
[Listen and watch this video about why some YouTube Videos go viral](#). There is also a transcript of the speech available. In order to read as you listen, select “View Interactive Transcript” and then play the video.

Please ask a tutor for help if needed.





Listen for the 3 reasons why videos go viral according to the speaker and write them below.



Reason 1: \_\_\_\_\_

Reason 2: \_\_\_\_\_

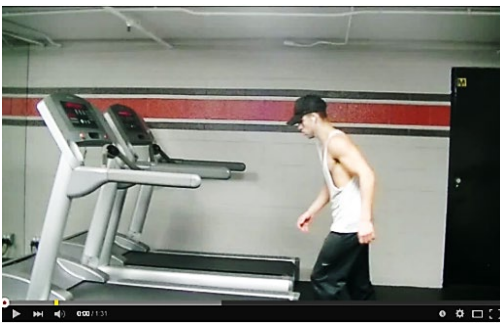
Reason 3: \_\_\_\_\_

**\*Bonus Question:** Who was one famous singer discovered on YouTube?

\_\_\_\_\_

### Section 4: Examples of Recent Viral Videos

Below you'll find two viral videos (one newer & one older). Watch them and answer the questions.



#### Viral Video 1:

1. What happened in this video?
2. How many views does it have?
3. Why do you think it went viral?



#### Viral Video 2:

1. What happened in this video?
2. How many views does it have?
3. Why do think it went viral?





Section 5: Student Examples of Viral Videos

Now it's your turn. **Find 2 examples of viral videos on the Internet.** You can search YouTube.com or Google.com for "viral videos." The videos should have **at least one million views**. Fill out the chart about your videos. You will show them to the tutor in Section 7 and have a conversation about them with the tutor.

Examples of Viral Videos





Title of Video	Number of Views	What happened in the video?	Why do you think it went viral?





Section 6: What Did I Learn

Complete this table BEFORE meeting with a tutor.

Communication Skill	I can't do this YET. 	I can do this WITH help. 	I can do this WITHOUT help. 	I can TEACH this to a classmate. 
I can define vocabulary words related to viral videos.				
I can identify some reasons why videos go viral.				
I can find viral videos on the Internet and discuss them.				

Here are some words/phrases I need to practice.

**Good Job!**

Now make an appointment

with a tutor on the LLC ESL Tutoring Website

([www.mtsac.edu/llc/passportrewards/llctutoring](http://www.mtsac.edu/llc/passportrewards/llctutoring)).








Section 7: Practice with a Tutor!

After completing the self- assessment, meet with a tutor and give this completed SDLA to the tutor. You will watch the videos and have a conversation with the tutor about the viral videos you selected in Section 5. The tutor will provide you with feedback in the following areas:

Grading Rubric

Possible Points	Need Practice  (0-1 Point)	Good Job  (2-3 Points)	Excellent Work  (4-5 Points)
<b>Content</b>	Not enough information provided in responses and often does not use correct vocabulary.	Provides most important information in responses and some of the time uses correct vocabulary.	Provides all necessary information in responses and most of the time uses correct vocabulary.
<b>Skill: Speaking</b>	More than 6 mistakes saying words; needs guessing more than 3 times.	Not more than 5 mistakes saying words; needs guessing on 1-2 words or sentences.	Not more than 2 mistakes saying words; needs no guess about meaning.
<b>Oral Fluency</b>	Speaks mostly in phrases, individual words; many pauses.	Sometimes speaks in complete sentences; several pauses.	Speaks in complete sentences; a couple pauses okay.

\*Students must receive at least 10 points to move on

Possible Points: \_\_\_\_\_ / 15

Tutor Comments:

Congratulations! Keep going.

You have successfully completed this SDLA and are ready to continue to the next.

Work on this more.

You have not yet mastered this SDLA. It is recommended that you complete it again.

Tutor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

