

TED x IELTS: Why videos go viral

QUESTIONS 1-2 (Sentence completion) Write no more than three words for each answer.

Web video now means that anyone can become famous very quickly.

Over 48 hours of video appear on YouTube 1. _____.

Only a tiny percentage of videos goes viral and becomes a cultural moment.

The key factors in creating a viral are tastemakers, 2. _____ and unexpectedness.

QUESTIONS 3-10 (Note completion) Write no more than three words for each answer.

BEAR VASQUEZ

“Double rainbow” video viewed 3. _____ during 2010.

Video first became popular during the summer.

Creator didn't intend to make a viral; he just wanted to 4. _____ a rainbow.

Video had actually been uploaded in 5. _____ but only became popular after tastemaker Jimmy Kimmel posted a link on Twitter.

REBECCA BLACK

Song “Friday” has been viewed almost 200 million times.

Viewing peaks all occurred on 6. _____.

Its popularity may have begun with a joke about the video on Twitter.

7. _____ of “Friday” have been uploaded to YouTube.

Viral videos are born when online communities spread or do something new with content.

“NYAN CAT”

Looped animation has been viewed nearly 50 million times.

YouTube users began creating different versions of the video.

Whole 8. _____ emerged that transformed “Nyan Cat” from a simple joke to a participatory movement.

CASEY NIESTAT

Made a unique video to protest bicycle fines in New York.

Made his point using 9. _____ and _____.

Video has now been seen 10. _____.

See the answers at <http://ielts-academic.com/answers>

Watch the video and view the transcript at <http://ielts-academic.com/2012/08/01/ielts-listening-ted-x-ielts-why-videos-go-viral>