

- Backpack kid

The floss dance.

How it did go viral?

- He uses his Instagram account to post videos of him dancing silly moves.
- NFL players do the dance when scores in games as way of celebration.
- Celebrities brought him performs in few concerts.



WHY VIDEOS GO VIRAL

BY KEVIN ALLOCCA

PHRASES AND DEFINITIONS

Go viral



To become extremely popular on the internet

to greenlight something



To give permission for something to happen

looped



(of a video/music) running continuously

an inside joke



Something funny only for members of a certain group

to sprout up



To suddenly appear/ begin to exist

to propel something



To cause something to happen

Tastemaker: A person who decides or influences what is or will become fashionable.



Community of participation:

People who have something in common that they share with each other and express their own problems and needs.



Parody:

an imitation of the style of a particular writer, artist, or genre with deliberate exaggeration for comic effect.



Accelerate:

to cause faster or greater activity, development, progress..

