Backpack kid

The floss dance.

How it did go viral?

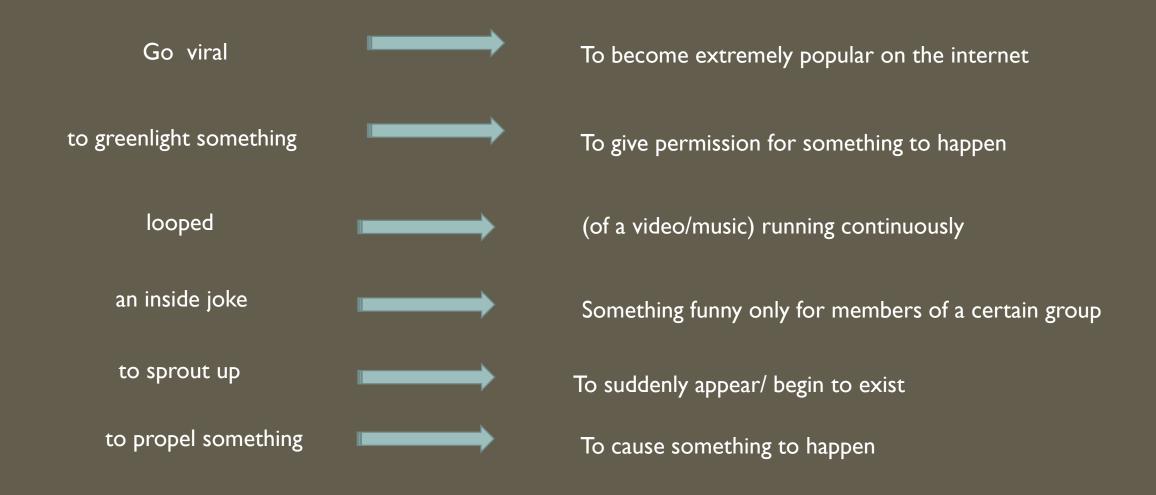


- > He uses his Instagram account to post videos of him dancing silly moves.
- > NFL players do the dance when scores in games as way of celebration.
- > Celebrities brought him performs in few concerts.

WHY VIDEOS GO VIRAL

BY KEVIN ALLOCCA

PHRASES AND DEFINITIONS



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..

Watch