Watch this video and answer the questions.

<https://www.ted.com/talks/kevin_allocca_why_videos_go_viral?language=en>

Exercises

1. Who is Kevin Allocca?

A trends manager at YouTube

1. How many hours of video are uploaded every minute?

48 hours

1. What are the three important factors why videos go viral?

Tastemakers, communities of participation and unexpectedness

1. What is significant about Bear Vasquez's video?

It became viral after jimmy kimmel posted a tweet.

1. How many views did Rebecca Black's video receive and how many parodies?

200million views 10.000 parodies

1. What is significant about the 'Nyan Cat' video?

Everybody can participate

1. What has changed from just enjoying videos?

That you don’t just enjoy, but you can participate in video’s

1. What is important about the audience?

It defines the popularity

1. Overall conclusion is........

Tastemakers, communities of participation and unexpectedness are characteristics of a new kind of media and a new kind of culture. Where anyone has access, and the audience decides. No one has to green-light your idea. And everybody feels some kind of ownership.