



TED

How to engineer
a viral music
video

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Why we chose this video

- Adam Sadowski
 - entrepreneur
 - former actor
- OK Go music video for “This Too Shall Pass”
- A quirky and elaborate music video

Vocabulary

- Viral
- Treadmill
- Contraption
- Tape deck
- Aesthetics

Comprehension

- How many views did Ok go's first video get?
- What is a Rube Golberg machine?
- Give as many commandments as you can (10 in total).
- How many takes were needed to realize the clip ?
- How many runs were successful in all these takes?
- What did the engineer Heather Knight lose and was used in the video?
- What does the speaker think about physics?
- According to the speaker, what should you put in last ? Why ?

Debate

- Things can go viral on the internet
 - How many viral videos do you know? Can you give us some examples?
 - Do you think it could imply to many excesses? And what about the consequences for the people in these videos?
 - What do you think of this feature of the internet? Is it good or bad?

- Overengineering
 - Have you already done things overengineered? Like line up dominos to produce a domino effect?
 - Do you think companies use this principle to increase their maintenance department's profits?