

Media Mini-Inquiry: “What does it mean to go viral?”**NAME:**

Express opinions about ideas, issues and/or experiences presented in media texts and give evidence from the texts to support their opinions (1.3)

Identify whose point of view is presented or reflected in a media text, citing supporting evidence from the text, and suggest how the text might change if a different point of view were used (1.5)

Identify who produces various media texts and the reason for their production (1.6)

	Who wrote or published this?	When was it created?	Who was this made for?	Why was it made?	How many views or hits do you need to be “viral”?
https://wonderopolis.org/wonder/what-does-it-mean-to-go-viral					
https://www.lifewire.com/what-does-it-mean-to-go-viral-3486225					
https://www.verticalrail.com/kb/what-does-going-viral-mean/					
http://www.adweek.com/digital/what-makes-a-video-viral/#/					
https://www.youtube.com/watch?v=BpxVlwCbBK0	TED (TED Talks) Kevin Allocca = speaker	27 February 2012 Talk was November 2011 in NY	Young people People interested in YouTube	To explain why videos go viral, help people be famous	More than 1 million

What makes something go viral? What are the common characteristics?

What positive or negative impact might there be to “going viral”?