

EVOLVE LEVEL 5, Mid Term Test 1B

LISTENING 1

- Ramon:** I was wondering ... Why do some things go viral and others don't?
- Julie:** Hmm. That's an interesting question. I think it tends to depend on what type of thing we're talking about. The reason a video goes viral isn't the same as the reason a picture or a meme does.
- Ramon:** Yes, I guess that's true. Is it something to do with how satisfying it is to watch a video, for example? I mean some videos I watch on social media show people doing very impressive things, like skydiving or mountain-climbing.
- Julie:** Yeah, probably. I'll always look for videos that show people doing something I wouldn't do myself. I used to watch literally hundreds of videos of people climbing tall buildings, but I'm actually terrified of heights.
- Ramon:** Do you remember the video of Nora the piano cat? That got something crazy like 30 million hits on YouTube, didn't it? Maybe things go viral when they're surprising.
- Julie:** Yes, I think you could be right. Nobody expects a cat to play the piano, after all, so it's both surprising and newsworthy. Do you know that Nora now has her own merchandise – like buttons, and T-shirts, and calendars? It's amazing. I wish I had a cat that wanted to seek fame! I might make a lot of money!
- Ramon:** Some of those videos are such a waste of time, but they're entertaining. That's why people like them so much. I also think videos go viral when they make people feel happy. I was studying last night when a friend emailed me a video about a firefighter who saved a kitten that was stuck in a tree. It just made me feel happy because there are a lot of good people in the world doing good, kind things.
- Julie:** Well, yes, and it's much more entertaining to watch a video than to study!