



TED

2.1 How to start a movement

TED TALKS

1 ▶ **2.1** Watch the TED Talk. Answer the questions.

- Who are the different people that are involved in a movement?
- According to Derek Sivers, which person is the most important?

2 ▶ **2.1** Watch the first part (0.00–1.02) of the talk again. Choose the correct option to complete the description of the first two people who start the movement.

- The leader needs *an idea / guts* to stand out and be *ridiculed / followed*.
- The first follower shows everyone else how to *follow / lead*.
- The leader treats the first follower as *a friend / an equal*.
- The first follower transforms the man who started dancing from a *nut / nobody* into a leader.

3 ▶ **2.1** Watch the second part (1.02–1.55) of the talk again. Complete the notes with these words.

crowd followers movement ridiculed risky

- When three people join in, it becomes a ¹ _____.
- As more followers join, they copy the other ² _____.
- Now that you have a movement, it is less ³ _____ to join in.
- Then all the people who like to be with the ⁴ _____ join in too, because they could be ⁵ _____ if they don't.

4 ▶ **2.1** Watch the third part (1.55 to the end) of the talk again. Choose the correct option (a–b) to answer the questions about the lessons we can learn from the talk.

- 1 What is the most important thing for a leader to do?
 - a have a good idea
 - b treat the first followers as equals
- 2 Who usually gets the credit for starting a movement?
 - a the leader
 - b the first follower
- 3 Who is the person who deserves to get the credit, according to Derek Sivers?
 - a the leader
 - b the first follower
- 4 What does Derek Sivers say ordinary people should not be afraid of?
 - a joining a new movement
 - b starting your own movement

VOCABULARY IN CONTEXT

- 5 ▶ **2.2** Watch the clips from the TED Talk. Choose the correct meaning of the words.
- 6 Work in pairs. Complete the sentences in your own words.
- 1 When you learn a language it is crucial to ...
 - 2 When you are starting a new job, you should never underestimate ...
 - 3 Sitting on the fence can be a good idea sometimes. For example, ...
 - 4 A good boss nurtures ...

CRITICAL THINKING Extending an argument

- 7 Work in pairs. Answer the questions.
- 1 What did you learn from the talk about leaders?
 - 2 What's courageous about following?
 - 3 When might it take courage not to follow someone?
- 8 Read this comment* about the TED Talk. What is the viewer saying about following others? Can you think of a similar example from your own experience?

Viewers' comments

S Sun Kim – I like this talk, but I think it sometimes takes more courage not to follow the crowd. Some people at my school had a hard time because they weren't part of the in-crowd. They went their own way. One guy I know made his own music and now he is a very successful musician.



*The comment was created for this activity.

PRESENTATION SKILLS Beginning and ending

- 9 Work in pairs. What ways can you think of to begin and end a talk? Discuss your ideas.
- 1 Beginning
 - 2 Ending
- 10 Look at the Presentation tips box. Compare the tips with the answers you gave in Exercise 9.

TIPS

In a talk, you're taking your audience on a journey. You should know where you want to take them (beginning, middle and end). Ideas include:

Beginning

- Introduce yourself and say why you are talking about this topic
- Begin strongly: say something that gets the audience's attention (for example a personal story)
- Give an overview of what you are going to say

Ending

- Make a conclusion – share what you have learned from your experiences
- Emphasize your main idea one last time, simply and powerfully
- Thank the audience for listening

- 11 ▶ **2.3** Watch the clips from the TED Talk. How did Derek Sivers begin and end his talk?
- 12 Work in pairs. Think of a group that you belong to (a club, an interest group, an online community) and how you can persuade people that it is a good group to join. Prepare the opening and closing lines of your presentation.
- 13 Work with a new partner. Take turns to give the beginning and ending of your presentation.



2.2 Who are you following?



TWITTER FACTS AND FIGURES 2014

Active registered Twitter users

645,750,000

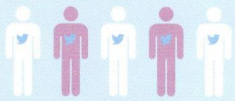


New Twitter users signing up everyday

135,000



Number of Twitter employees



2,000

Twitter users



Individuals



Companies



Governments

Twitter annual advertising revenue

2013 **\$405,500,000**



2012 **\$259,000,000**



2011 **\$139,000,000**



2010 **\$45,000,000**



Popular trending topics

Football World Cup
Ice bucket challenge
Ebola

The most followed brand on Twitter
YouTube (40m)

The most followed celebrity on Twitter
Katy Perry (51.6m)

5 days



Number of days it takes for
1 billion tweets

9,100



Number of tweets that
happen **every second**

40%



Percentage of Twitters who
don't tweet but **watch other
people tweet**



GRAMMAR Present simple and present continuous

- 1 Work in pairs. Read the definition of Twitter and answer the questions.

Twitter is a social networking site where users send and read short 140-character text messages called 'tweets'.

- Do you use Twitter?
 - Do you follow anyone on Twitter? Why? / Why not?
- 2 Look at the infographic. Answer the questions.
- How many people around the world use Twitter?
 - How fast is the number of users growing?
 - What is the name for topics that are popular on Twitter?
 - Who follows Twitter to see what these topics are?

- 3 Read the text in the Grammar box. Answer the questions (1–2).

PRESENT SIMPLE AND PRESENT CONTINUOUS

Twitter users **comment** about different topics and events in the world. At this very moment, millions of people **are looking** at Twitter to find out about trending topics. Companies, governments and famous people also **follow** Twitter every day. They want to know, 'What **are** people **saying** about me?'

- Which verbs in bold describe something that is generally true?
- Which verbs in bold describe events which are happening now or around now?

Check your answers on page 142 and do Exercise 1.

- 4 Look at the infographic again. Complete the sentences with the present simple and present continuous.

Twitter ¹ has (have) over 645 million users and new people ² are joining (join) all the time. These users ³ _____ (send) over one billion tweets every five days. At this very moment 9,000 people in the world ⁴ _____ (send) a tweet. 40% of Twitter users ⁵ _____ (not / tweet), but they ⁶ _____ (look) at other people's tweets. The most followed things on Twitter are pop singers and YouTube. 51.6 million people ⁷ _____ (follow) Katy Perry and 40 million people ⁸ _____ (follow) YouTube. Twitter's advertising revenue ⁹ _____ (also / grow) rapidly. Twitter ¹⁰ _____ (employ) 2,000 people, but it ¹¹ _____ (recruit) more people at the moment because of its growth in popularity.

- 5 Read the sentences (1–3) in the Grammar box. Match the sentences with the uses of the present continuous (a–c).

PRESENT CONTINUOUS

- 1 He's **working** from home this week.
 2 Twitter **is becoming** more popular.
 3 A: What **are you doing**? B: I'm **writing** a message.

We use the present continuous to describe:

- a events that are happening now
 b temporary situations
 c trends (situations that are in a process of change)

Check your answers on page 142 and do Exercises 2–7.

- 6 Work in pairs. Read the sentences. Identify the use of the present continuous (a–c) from the Grammar box.

- 1 People are working longer hours than in the past.
 2 Excuse me. I'm looking for the Post Office.
 3 Are you waiting for someone?
 4 I'm working in Bristol today.
 5 The Earth's climate is becoming warmer.
 6 I'm training for the London marathon – it's next month.

- 7 Read the sentences. Decide if the sentences contain correct uses of the present continuous. Write *correct* (C) or *incorrect* (I). Correct the incorrect uses.

- 1 The price of petrol is going up and up.
 2 Kate is thinking that her salary is too low.
 3 She's half-Swiss. Her father is Dutch and her mother is coming from Geneva.
 4 I'm cycling to work this week, because my car is at the garage.
 5 He loves his car! He is cleaning it every week.
 6 The retirement age is rising because people live longer than in the past.

- 8 Write sentences to complete the conversation. Use the present simple and present continuous.

A: ¹ How often / you / use / Twitter?
 B: ² I / read / other people's tweets every day, but I / not / tweet.
 A: And what is Twitter good for?
 B: Well, I'm a scientist and ³ I / usually / use / Twitter for my work. ⁴ It's very important for me to know what / happen / in my field currently.
 A: ⁵ So who / you / follow / at the moment?
 B: ⁶ Right now / I / follow / a conversation between two scientists in Canada about the environment.
 A: And what about other subjects?
 B: ⁷ Sometimes / I / look / at what famous people / say / at the moment about things in the news. ⁸ This week a lot of people / talk / about the situation in the Middle East.

- 9 Work in pairs. Look at these time phrases and adverbs. Which time phrases and adverbs do you expect to see with a) the present simple and b) the present continuous?

at the moment	currently	every day	now
sometimes	this week	usually	

- 10 Discuss where you would put each time phrase from Exercise 9 in these sentences.

- 1 We meet to practise our English together. (present simple)
 2 I am learning English in evening classes. (present continuous)

SPEAKING General habits and current habits

11 21st CENTURY OUTCOMES

Look at the topics. Think about what you do generally in each area, and what you are doing at the moment. Then discuss in small groups. Explain if you are doing something different from what you normally do.

Topics

- what your work is / what your studies are
- what you read
- what food you eat or like eating
- what exercise you do
- what social media you use
- how you relax in your free time

I study engineering at university. At the moment I'm preparing for my exams.

I generally eat a lot of fast food, but at the moment I'm trying to eat healthy food.

2.3 The next big thing

READING Identifying trends

- 1 Work in pairs. Look at the predictions of 'the next big thing'. Say if these people were right and if so, give examples.
 - 1 In 1968, the science fiction writer Arthur C Clarke predicted that in 2001 people would read newspapers on computers.
 - 2 In 1900, the civil engineer John Elfreth Watkins predicted that in one hundred years photographs would be telegraphed around the world.
 - 3 Ray Kurzweil, the inventor, predicted that in the early 21st century, learning and classrooms would be dominated by computers.

2 How are people able to spot future trends like these? Discuss with your partner.

3 Read the article. Are the author's ideas the same as your ideas from Exercise 2?

4 Complete the summary with words and phrases from the article. Then compare your summary with a partner. Did you include the same information?

There are three ways to spot future trends. First, you can ¹ _____. The author, Naisbitt, did this. He ² _____ devoted to a topic in the ³ _____. This isn't possible now because there is ⁴ _____. The next way is looking for ⁵ _____, not just in ⁶ _____. The third thing is to pay attention to ⁷ _____ in their ⁸ _____ time.

5 Find examples in the article that illustrate each of the three ways of spotting a trend.

6 Find six different adjectives in the article which describe trends. Which adjectives:

- 1 refer to a trend that has appeared recently? (two adjectives)
- 2 refer to the size of the trend? (one adjective)
- 3 refer to the time of the trend? (two adjectives)
- 4 refer to who is affected by the trend? (one adjective)

7 Can you think of an example of the following?

- 1 a general trend in the way that people pay for the things they buy
- 2 a current trend in exercise or diet

VOCABULARY Verbs describing trends

8 Read the sentences (1–6). Match the verb or verb phrase in bold with its opposite.

becoming less common
decreasing
falling
getting worse
getting poorer
shrinking

- 1 The economy is **growing** fast.
- 2 The number of young people smoking is **increasing**.
- 3 The quality of food in restaurants is **improving**.
- 4 Obesity* is **becoming more widespread**.
- 5 The average age of the population is **rising**.
- 6 The middle class are **getting richer**.

*Being very overweight

9 Work in pairs. Discuss which trends (1–6) from Exercise 8 are true of your country.

10 Complete the sentences with the verbs and verb phrases from Exercise 8. Sometimes more than one answer is possible.

- 1 The population is _____ older.
- 2 The market for electric cars is _____ by eighty per cent each year.
- 3 It's _____ more difficult to find a cheap holiday.
- 4 The weather is _____.
- 5 The habit of working from home is becoming more _____.

SPEAKING Describing trends

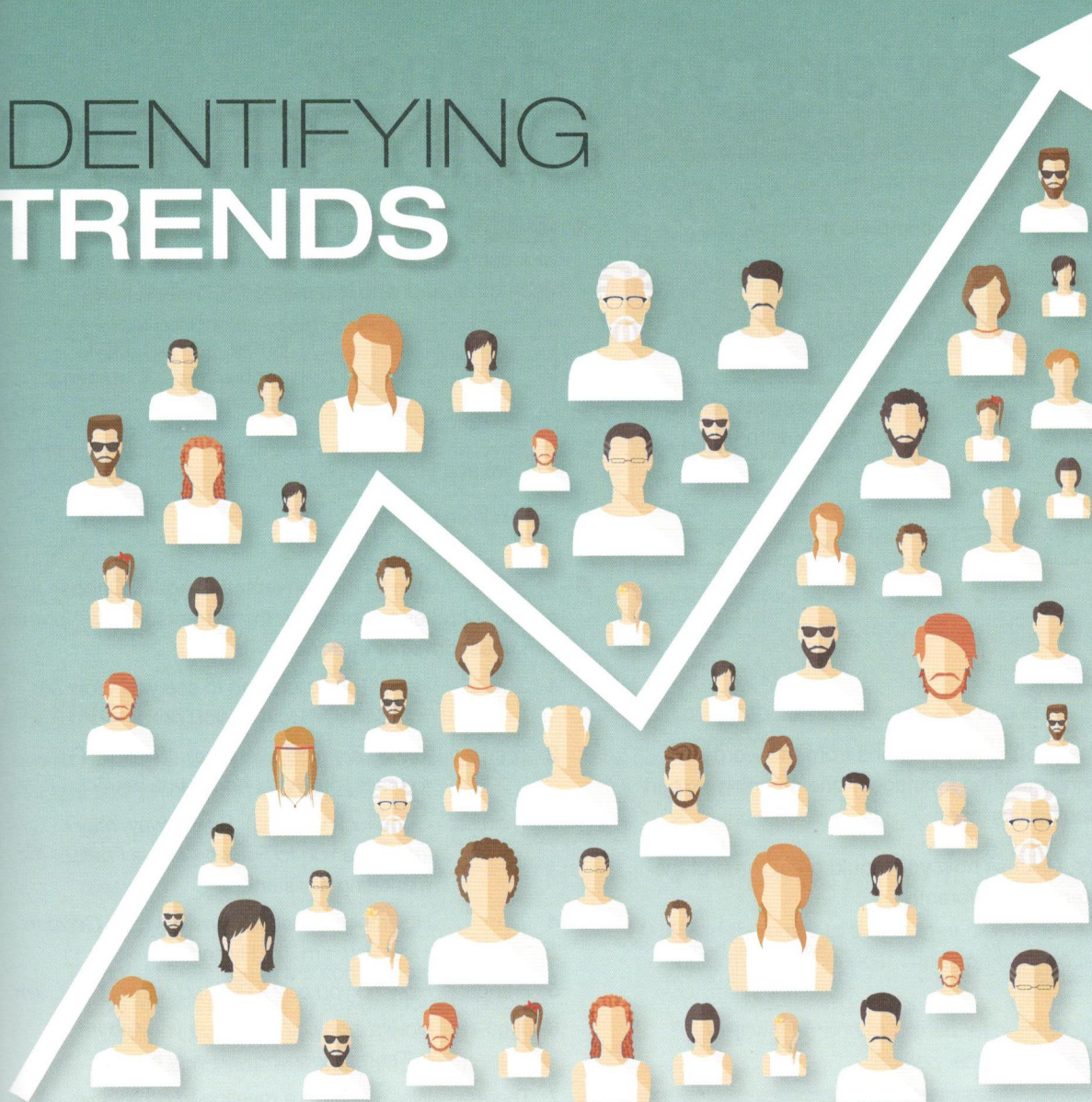
11 21st CENTURY OUTCOMES

Work in small groups. Each choose one of the areas below. Write a sentence describing a trend in this area. Then discuss your trends and the possible reasons for them.

- food and eating habits
- holidays and travel
- transportation
- working habits
- health and medicine

More and more people in my city are cycling to work. I think this is mainly because the traffic is so bad.

IDENTIFYING TRENDS



EVERY COMPANY wants to know what the next major trend is going to be in their sector so that they can plan for the future and take advantage of it. But how can we know what the next big thing is before others find out? Alan Kay, the American computer scientist, once said 'The best way to predict the future is to invent it.' Well, that's good advice if you are an inventor, but most of us have to use other methods.

Perhaps the best guide to future trends is to look and listen to what is happening now. When John Naisbitt wrote his famous book, *Megatrends*, in 1982, he did exactly that. He looked through newspapers and measured the amount of space that was devoted to particular topics. When he saw that a topic was receiving more and more attention in the newspapers, for example environmental issues, he noted this as an emerging trend. It is more difficult to use Naisbitt's method nowadays, because there is so much more information to read. Because of the Internet, the amount of published information has increased by around three thousand per cent since the 1980s. But keeping your eyes and ears open is still important.

The next thing is looking for general trends, outside your own sector. If you see new trends in your sector, then you are probably too late to take full advantage of them. Looking for

trends in everyday life in general can be more useful. Imagine, for example, that your company makes everyday clothes. You notice the two following trends: 1) people are becoming more and more active; and 2) companies are teaming up with other companies to make more interesting offers to consumers. Two ways of exploiting these current trends immediately come to mind: making clothes that can serve as both everyday and active wear and/or teaming up with an established maker of sports clothes to create a new range of clothing.

Finally, it's important to notice how people are playing, particularly if they are playing enthusiastically. Trends in consumer behaviour are not always driven by things that make us more efficient. Often they originate in people's hobbies and things they do to have fun. Apple was founded by two members of the Homebrew Computer Club, a group of hobbyists who played around with computers in the 1970s and 80s. And the whole social networking phenomenon – Facebook, etc. – was built on people sharing photographs or personal information in their free time.

emerging (adj) new, in early stages of growth
originate in (v) begin with