Using TED Talks effectively in the classroom

Keynote and TED: An introduction to the partnership

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What is TED?
What is TED?

TED stands for Technology, Entertainment and Design

A non-profit organisation with a goal of spreading ideas

Short, powerful talks – 18 minutes or less

SPREADING IDEAS WORLDWIDE

- Over **10,000** TEDx events in **167** countries
- Over **1,800** TED Talks recorded
- TED Talks translated into **105** languages
- Over **1,000,000,000** views of TED Talks at TED.com
Why TED for ELT?

- Easily accessible
- It’s contemporary and cutting-edge
- Interesting and wide-ranging topics
- Inspiring speakers that engage learners
- Great models for speaking
- Real and relevant
- Authentic listening
How can TED Talks be used effectively in the classroom?

- Authentic Listening
- Vocabulary in Context
- Critical Thinking
- Presentation Skills
How can TED Talks be used effectively in the classroom?

Authentic Listening
2 Trends

BACKGROUND
1. You are going to watch a TED Talk by Derek Sivers asked More to start a movement. Read the text about the speaker and the talk. Then work in pairs and discuss the questions.
   1. What is Derek Sivers famous for?
   2. Do you think Derek Sivers is a ‘leader’ or a ‘follower’?
   3. What about you? Give an example or a reason for your answer.

TED TALKS
Derek Sivers is best known as the founder of CTO Baby, one of the first sellers of independent music on the Internet. His latest company, Wood Egg, advises people on how to buy companies in Asia and the Middle East. So he knows about starting a movement.

Derek Sivers’ idea worth spreading is that while leaders get the credit for starting a movement, the first followers are often the driving force.

KEY WORDS
2. Read the sentences (1–4). The words in bold are used in the TED Talk. First guess the meaning of the words. Then match the words with their definitions (4–6).
   1. You need guts to stand up and give a talk to 2,000 people.
   2. People think he is a nut because he does things differently.
   3. In times when everyone tries to be the same as others, people who do things differently really stand out.
   4. No one else at the time thought this was a good idea — he was a lone voice.
   5. When she first decided to be a racing driver, people ridiculed her, because it was a man’s sport. But now that she drives for a famous team she has everyone’s respect.

   a. a crazy person (slang)
   b. single, alone
   c. courage (colloquial)
   d. laughed at, treated as a joke
   e. unnoticeable in a crowd

AUSCRIPT LISTENING SKILLS

Content words
When you listen to authentic speech, you may not hear and understand every word. Generally, you hear the important or content words more clearly, because they are stressed. Try to construct the meaning from these content words.

3a Listen at the Authentic listening skills box. Read the first sentence of the TED Talk (the content words are underlined). Listen and practice saying the sentence with your partner.
1. So, ladies and gentlemen, at TED we talk a lot about leadership and how to make a movement.

3b Listen to the second sentence from the talk. Complete the sentence with the content words. The other content words are underlined.
2. So let’s _______ a movement happen, start to _______ in under _______ minutes and dissect some from it.
How can TED Talks be used effectively in the classroom?

Vocabulary in Context
2.1 How to start a movement

TED TALKS

1 Watch the TED Talk. Answer the questions.
   1. Who are the different people that are involved in a movement?
   2. According to Derek Sivers, which person is the most important?

2 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.
   1. The leader needs an idea/guts to stand out and be noticed/valued.
   2. The first follower shows everyone else how to think/act.
   3. The leader treats the first follower as a friend/equal.
   4. The first follower transforms the man who started dancing from a nut/boy into a leader.

3 Watch the second part (1:02–1:55) of the talk again. Complete the notes with these words.
   crossed followers movement ridicule risky
   - When three people join in, it becomes a ______.
   - As more followers join, they copy the other ______.
   - Now that you have a movement, it is less ______ to join in.
   - Then all of the people who have to be with the ______ join in too, because they could be ______ if they don’t.

4 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 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 experiences?

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 knew 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 answer you gave in Exercise 5.
   1. Beginning
      - Introduce yourself and say why you are talking about the 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
   2. Ending
      - Make a conclusion – share what you have learned from your experiences
      - Emphasize your main idea one last time, strongly and powerfully
      - Thank the audience for listening

TIPS

11 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.
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Critical Thinking
2.1 How to start a movement

TEDTalks

1. Watch the TED Talk. Answer the questions.

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

2. 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.

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

3. 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.
- Now that you have a movement, it is less 2 to join in.
- Then all the people who like to be with the 3 to join in too, because they could be 4 if they don’t.

4. 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.

What is the most important thing for a leader to do?

a. have a good idea
   b. treat the followers as equals

Who usually gets the credit for starting a movement?

a. the leader
   b. the first follower

Who is the person who deserves to get the credit, according to Derek Sivers?

a. the leader
   b. the first follower

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. Watch the clips from the TED Talk. Choose the correct meaning of the 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.

What did you learn from the talk about leaders?
What’s courageous about following?
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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

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’s a very successful musician.

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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 Tip 1. Decide which tips are useful for your talk.

In a talk, you’re taking your audience on a journey. You should have a clear beginning, middle and end. Ideas include:

Beginning
- Introduce yourself and say why you are talking about the 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

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11. Watch the clips from the TED Talk. How did Derek Sivers begin and end his talk?

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   2. The first follower shows everyone else how to follow / stand.
   3. The leader treats the first follower as a friend / an equal.
   4. The first follower transforms the man who started dancing from a nut / nobody into a leader.

3. Watch the second part (1:02-1:55) of the talk again. Complete the notes with these words.
   crowded followers movement ridiculed risky
   • When three people join in, it becomes a 1.
   • As more followers join, they copy the other.
   • Now that you have a movement, it is less 2. to join in.
   • Then all the people who like to be with the 3. join in too, because they could be 4. if they don’t.

4. 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?
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   3. Sitting on the fence can be a good idea sometimes. For example, …
   4. A good boss nurtures …

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PRESENTATION SKILLS Beginning and ending

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   1. Beginning
   2. Ending

10. Look at the Presentation tips box. Compare the tips with the activity you gave in Exercise 8.

   Beginning
   • Introduce yourself and say why you are talking about the 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
   • Emphasise your main idea one last time, simply and powerfully
   • Thank the audience for listening

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