TITLE: HOW TO COMMUNICATE: RESPONDING TO AUDIENCE QUESTIONS, WHAT IF #2

00:00 [JASON stands before his classroom to deliver his speech. KATE and MIRIRAI sit in the front row.]

00:00 **JASON**: (smoothly and capably addressing audience) More than luck is involved in getting a video to go viral. As I’ve discussed, three elements predict whether more people than just your friends will see a video that you post. First, you need a well-produced brief video with good audio. (gestures with hands for impact) Also, focus your video on topics people care about—what social scientists call “emotional resonance”--especially topics geared to young adults and women since they’re more likely to share videos they like, and finally, it helps if your video gains the attention of a public opinion gatekeeper—it doesn’t have to be Jimmy Fallon but that certainly wouldn’t hurt!

(maintains eye contact with audience) Jenna Marbles has over 8 million subscribers to her YouTube channel. And she’s just an ordinary girl talking about ordinary things. Just imagine the possibilities if your ideas go viral.

00:42 [Audience applauds as JASON smiles easily and puts his notes down.]

00:45 **JASON**: Okay. I am glad to take questions if anyone has something to ask.

00:49 [JASON sees someone ready to ask a question.]

00:50 **JASON**: Kate?

00:51**KATE**: (derisive) You said there's "research" that predicts which videos are likely to go viral, right? Come on. Are you really telling me that "scientists" are actually making a study of whether someone singing with a plastic cup is going to be more popular than a cat playing piano?

01:06 **JASON:** Well…

01:07 **KATE:** (interrupts) I don’t believe it.