TEDed & TEDx:

Using TEDtalks to Enhance Instruction

Stacey Sims

"People don't buy what you do, they buy why you do it."
--Simon Sinek

Hello!

I am Stacey Sims

I am here because I love teaching & TEDed and I want to share that with you!

Pineville High School

Pineville, Louisiana

Rapides Parish

Goals for this Session:

- ★ We will explore the functionality of TEDed and create TEDed lessons!
- ★ We will analyze and discuss the format of TEDtalks and their ability to stimulate classroom discussion!
- ★ We will explore the process of creating and organizing a TEDed Club and TEDx Event at your school!
- ★ We will create a TEDtalk outline and YOU will have the opportunity to give that talk if you so choose!

TEDed

TED-Ed is an international platform for teachers to create their own interactive lessons – Bringing curriculum to life!

With over 250,000 teachers, TED-ed has grown from an idea worth spreading into an award winning platform that serves millions of students and teachers around the world every week!

https://www.ted.com/about/programs-initiatives/ted-ed

Why TED Ed?

- “Snackable” content
  - Bite-size bits of yummy information…

- Our brains are **VISUALLY** wired
  - Check it out…https://goo.gl/wexQTE

- **“Humans are biologically wired to process the world visually, which is why making content more visual increases its impact and efficacy.”**
  - *Source:* https://blog.bufferapp.com/infographics-visual-content-marketing

Let’s take a tour!

https://www.youtube.com/watch?v=JQDgE_eJGTM

This is a great tool to spark original thought and conversation.

Hunter R.

Classroom Teacher

Huntington High School

Huntington, West Virginia

TED Ed Functionality

- Lessons
- Series
- Create-a-Lesson

We'll Start with "Lessons"

- Searching
- Choosing
- Assigning
- Flipping

Let’s Dig In

http://ed.ted.com/

"Very often, a change of self is needed more than a change of scene."
--A.C. Benson

TED

Ideas Worth Spreading

Using TEDtalks to enhance instruction

When should I use a TED talk?

- Introducing a new topic or idea
- Reviewing
- DISCUSSION
  - TED talks make you THINK
  - Thinking leads to a TALK
  - Talking leads to a EXCHANGE
  - IDEAS WORTH SPREADING

Using TEDtalks in the Classroom

"The Best Stats You've Ever Seen"

Hans Rosling

One of my top 10 TEDs!

https://www.youtube.com/watch?v=hVimVzgtD6w

TED.com

Discover - Topics

TEDtalk in the Classroom:

Resources

- TEDtalk Viewing Handout 1 (by Laura Randazzo)
  - https://goo.gl/deU4Is

- TEDtalk Viewing Handout 2 (by The Math Factory)
  - https://goo.gl/m2bBK8

TEDxtra!

Clubs and Events

Creating the TED culture at your school and in your community!

One of my top 10 TEDs!

“There's zero correlation between being the best talker and having the best ideas." --Susan Cain

TED Ed Clubs!

- Great curriculum for teaching public speaking
- Can be done as a short public speaking unit woven into existing curriculum or as a separate enrichment activity
- Provides a platform and opportunity for students to upload TEDtalks to the TED Ed Club network!

https://www.youtube.com/watch?v=U2PG_R4wl-0

TEDx Events!

Do you want your school on the map?!

TEDx Events!

How ambitious are you?!

TEDx Youth

TEDx Teen

https://www.youtube.com/watch?v=M8kSKqU1Nls

Rules

1. **Talks may be no longer than 18 minutes.** This is the maximum length, but it may be shorter. TED often asks speakers to present for 3, 5, or 9 minutes.
2. **Play the short, official video introduction featuring TED Curator Chris Anderson at the beginning of your event.** It ensures your audience understands what TEDx is and the difference between TEDx and TED.
3. **A minimum of two official TED Talks (talks featured on TED.com) must be shown.** This rule applies to events that are less than half a day (two 90-minute sessions) in length. For longer events, one out of every four talks—or 25 percent of your total content—must be made up of official, pre-recorded TED Talks. Talks from the TEDx Talks site do not apply.
4. **Everyone who appears onstage during your event must sign a TEDx Speaker Release Form.** This gives TED and others the right to edit and distribute video of their appearance and/or presentation.
5. **Speakers may not use a podium or lectern unless special circumstances warrant it.** These objects disconnect the speaker from the audience, create an overly formal atmosphere, and encourage presenters to read from their notes, which is always boring to watch.
6. **You must record all original stage content (live talks, performances, etc.) on video.** After your event, you must make this video accessible to TED and the public by uploading footage to the TEDx Talks Channel on YouTube.

TEDxLSU

x = independently organized TED event

Writing a TEDtalk

TEDx Speaker Guide is a great place to start

- 18 minutes - no more, but it can be less
- Includes a visual (slides)
- Get an idea and ask yourself these 3 questions...
  - Is it new?
  - Is it interesting?
  - Is it factual or realistic?
- No selling from the stage...
- No political agendas...
- No religious proselytizing (including new age beliefs...)
- Only good science!

“The Clues to a Great Story”

Andrew Stanton

Pixar

One of my top 10 TEDs!

“Storytelling has guidelines, not hard, fast rules.”

A COLLABORATION TED + SUPER INTERESSANTE

THE CLUES TO A GREAT STORY

Who doesn’t love a good story? A well-told tale will grip us, excite us, engross us in a fictional world filled with compelling characters. This is no accident. The greatest stories, from children’s nursery rhymes to major blockbuster movies, are all the result of painstaking planning and design. In his TED Talk, Pixar writer and director Andrew Stanton (“Toy Story,” “WALL-E”), explains his golden rules for telling a great story. — *Karin Hueck and Rafael Quick*

1 **MAKE ME CARE**
A story needs to draw the sympathy of the audience. At the outset, the Ugly Duckling is rejected by his siblings, and Dorothy is separated from her family in “The Wizard of Oz.”

2 **TAKE ME WITH YOU**
At the heart of a story is a promise — a journey, a mystery, a problem — that entices the audience and makes the story worth listening to. So the Ugly Duckling decides to venture into the world alone, just as Frodo sets out on his quest in “The Lord of the Rings.”

3 **BE INTENTIONAL**
Protagonists must have inner motivation, driving them toward an overarching goal that they are constantly striving to achieve. The Ugly Duckling is in search of his own identity, as well as acceptance from his peers, while in “Gladiator,” Maximus wants revenge against those who killed his family.

4 **LET ME LIKE YOU**
The audience also must relate to and appreciate your characters to make them worthy of attention. Both the Ugly Duckling and Rocky endure trials and tribulations in pursuit of their goal; the audience can empathize.

5 **DELIGHT ME**
Charm and fascinate the audience. Make them forget themselves, if only for an instant. When the Ugly Duckling transforms into a beautiful swan and finds acceptance amongst his peers, that’s a wonderful moment. When Luke Skywalker destroys the Death Star in “Star Wars,” the audience experiences real catharsis.

Thanks!

Any questions?

You can find me at:

@Simster22

stacey.sims@rpsb.us

The most current version of this presentation may be found at: https://goo.gl/lGzEcw

Credits

- TED talk view handout by Laura Randazzo
- TED talk viewing discussion handout by The Math Factory
- Video credits to TED
- Image credits on each individual image
- TEDx Speaker Guide: https://storage.ted.com/tedx/manuals/tedx_speaker_guide.pdf