

**Ministry of Higher Education and Scientific
Researches
Mustansiriyah University
Department of Translation
Class: Second**

Department of Translation – Comprehension

**The Youngsters Behind YouTube
(Ch.1)**

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Skeleton Structure

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Building Vocabulary

the middle-child

Chad Meredith Hurley was born in 1977 as the middle-child of parents Donald and JoAnn Hurley.

= The second-born child in a family with three children.



Building Vocabulary

gifted program

After graduating in 1964, he started teaching in the gifted program.

= A program of study designed for exceptionally intelligent students.



Building Vocabulary

fast friends

The three of them immediately became fast friends.

= Very good friends.



Building Vocabulary

the birth of a revolution

Using the money they had received from the PayPal buyout, Chen and Hurley decided to create YouTube, to make uploading and sharing videos online as easy as anyone could want. It was the birth of a revolution.

= The beginning of a dramatic change in the way things are done.

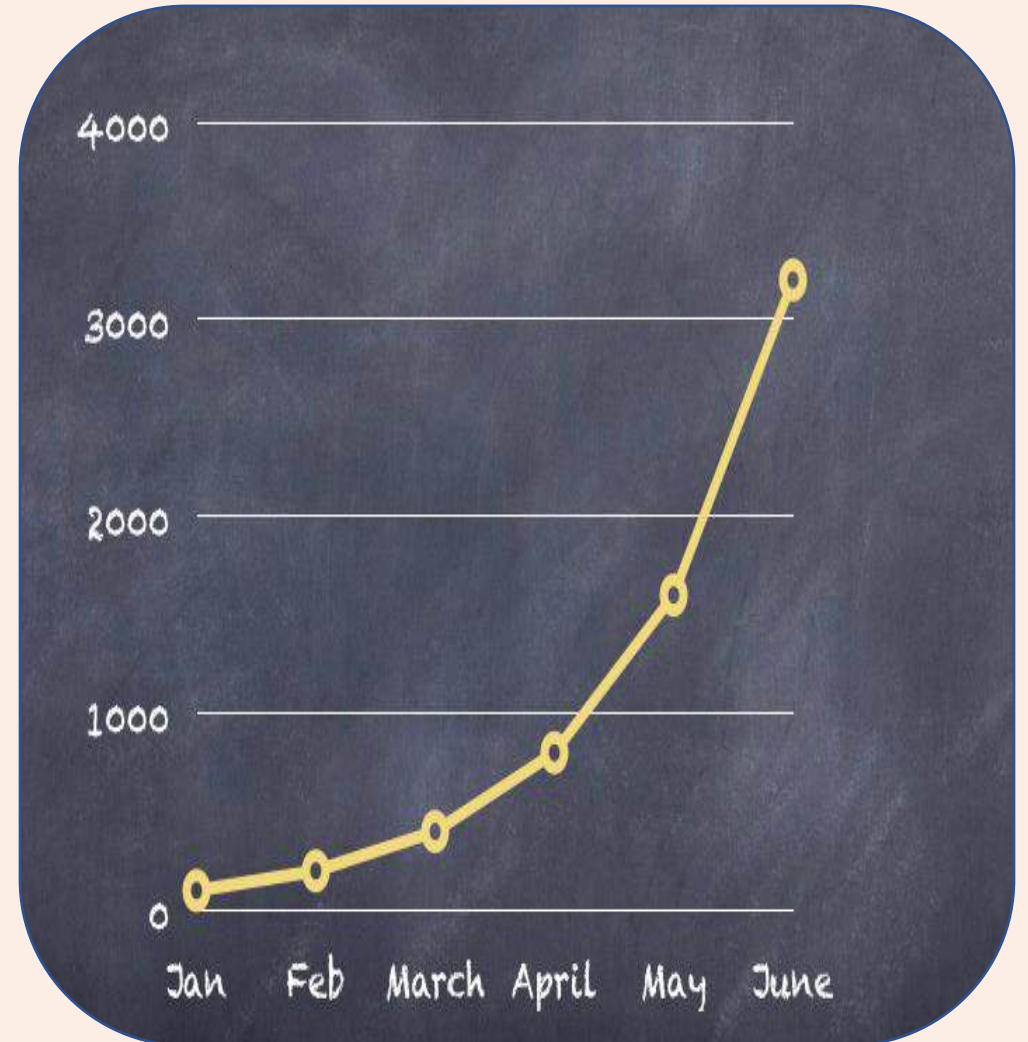


Building Vocabulary

exponential rate

From holding promotions such as the iPod Nano daily giveaway to having an external video player that can be placed on any website and can link back to their own, Hurley and Chen created a platform that continues to grow at an exponential rate.

= Extremely fast rate.



Building Vocabulary

perfect storm

Some have suggested that YouTube's success was due to a perfect storm of environmental factors.

= A situation in which a number of events occur at once to produce a dramatic result.

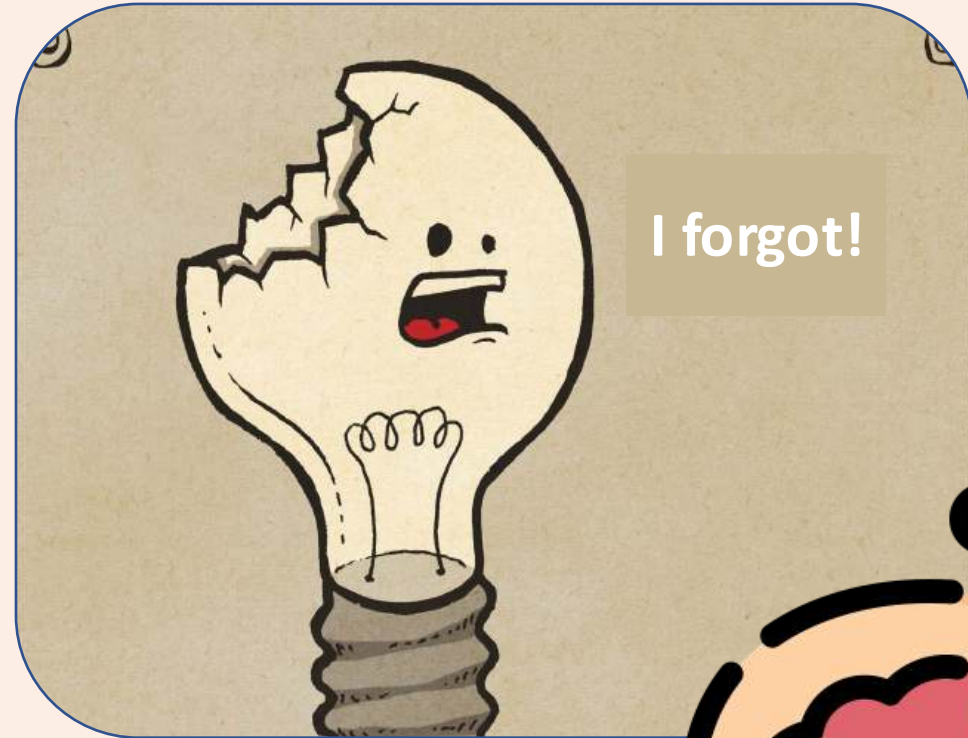


Building Vocabulary

lose sight of

I am afraid that we started to lose sight of our original goal.

= Forget about.



Building Vocabulary

call the shots

My friend, Sally, always likes to call the shots.

= Make the important decisions.



The Youngsters Behind YouTube: Steve Chen and Chad Hurley

"Everybody aspires to be a star:" says Steve Chen, a Taiwanese **immigrant who came to the United States with his family in hopes of a better life. Chen's aspirations became a reality when he, along with Pennsylvania-born Chad Hurley, created what is today the world's largest online video website. YouTube has now become a global sensation, propelling both Hurley and Chen to the top of Business 2.0's list of "The 50 People Who Matter Now." YouTube was also named TIME magazine's 2006 "Invention of the Year:" When Hurley and Chen decided to sell their company, they did so for a hefty price tag of \$1.65 billion.**



Steve Shih Chen was born in August 1978 in Taiwan, where he lived until he was eight years old. His family then **emigrated** to the U.S., where Chen attended John Hersey High School and later the Illinois Math and Science Academy. After graduating from high school, Chen enrolled in the University of Illinois at Urbana-Champaign to pursue a degree in computer science. But it would be a part-time job he was hired for at a small e-commerce start-up called PayPal that would change his life forever.



Chad Meredith Hurley was born in 1977 as the middle child of parents Donald and JoAnn Hurley. His father was a financial consultant, while his mother worked as a local schoolteacher. Chad, along with his older sister and younger brother, grew up near Birdsboro, Pennsylvania. After graduating from Twin Valley High School in 1995, where his mother continues to teach in the gifted program, Hurley enrolled in the Indiana University of Pennsylvania to pursue a bachelor's degree in fine art.





YouTube

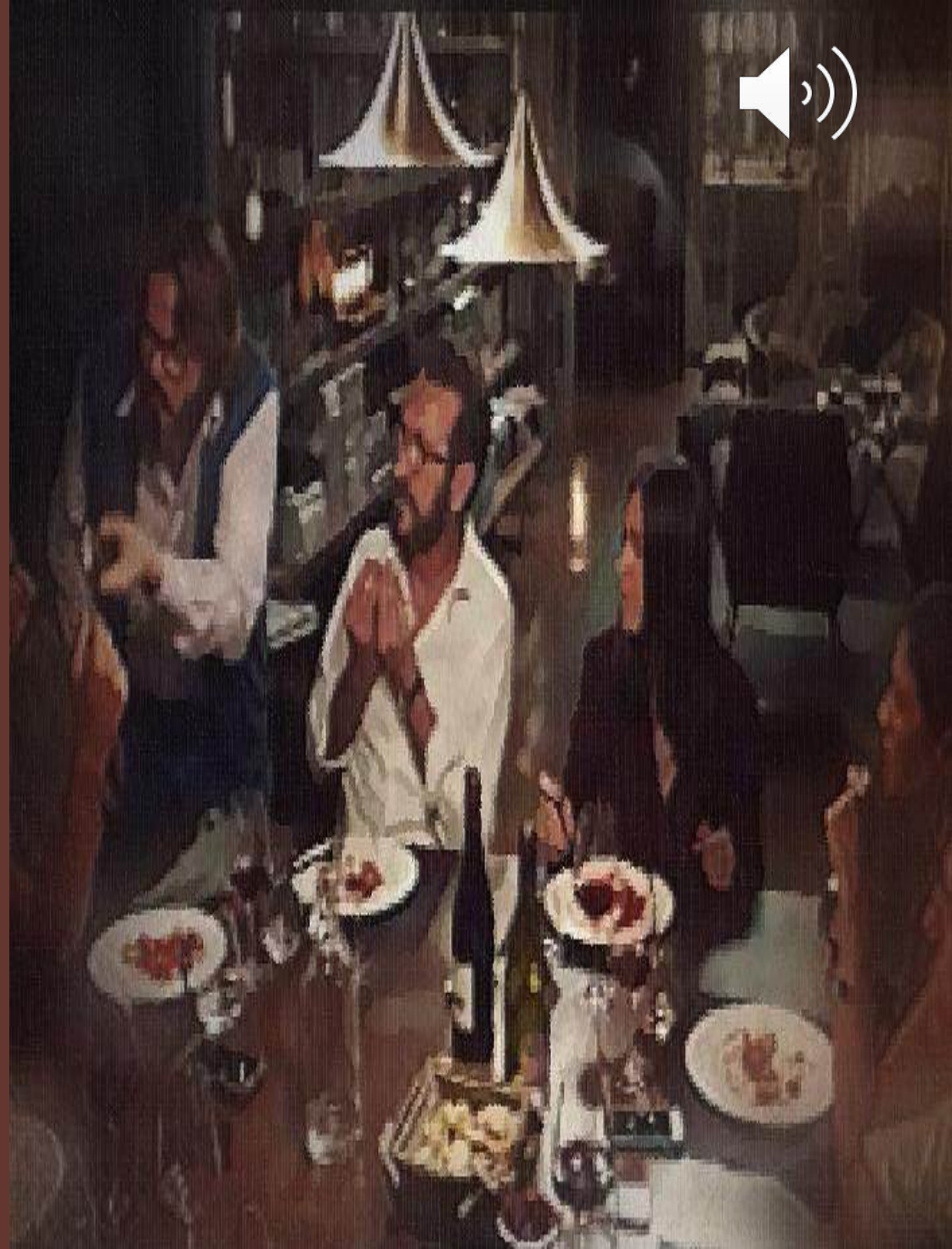


Before graduating from the university, Hurley also applied for a job at PayPal. He was flown to California and, as part of his job interview, was asked to design a logo for the young company that would demonstrate his artistic abilities. Hurley got the job, and the logo he designed remains PayPal's official logo to this day.

It was while working at PayPal that Hurley and Chen became fast friends. They began to spend their free time discussing several different business ideas. When eBay purchased PayPal for \$1.54 billion, the two received large bonuses for their role in growing the small start-up. They decided to use their money to create their own venture. With Chen's engineering skills and Hurley's creativity, they thought forming a company together was a plausible idea.



In January 2005, Hurley and Chen attended a friend's dinner party in San Francisco. They had taken a few digital videos of the event and wanted to share them with each other the next day, but could not find a good means to do so. The files were too big to e-mail, and posting them online would take hours. With that, Hurley and Chen had their first idea for a sustainable business. Using the money they had received from the PayPal buyout, Chen and Hurley decided to create YouTube, to make uploading and sharing videos online as easy as anyone could want. It was the birth of a revolution.



"We're not in a hurry:" Hurley once said. "We're interested in building our community. We're trying to improve discovery. We're trying to improve the experience for people on our site."

They might not have been in a hurry, but their site sure grew in one. Today, YouTube has almost half so of the online video market, and it is still growing. How did a university dropout and a boy who loved to draw become the industry leaders they are considered now?



User-Oriented: Hurley and Chen knew from personal experience how difficult it was to upload and share videos online. And that was why they decided to create YouTube. They wanted to create a website that others like themselves would find useful. By prioritizing its users' needs and being as easy and interactive as possible, YouTube was able to find a loyal audience that numbers in the millions.



Unique: When you visit YouTube.com, you are most likely searching for something that you cannot find anywhere else. From long-lost '80s music videos, to political speeches, to the current events of today, you are almost guaranteed to find it on YouTube. And that is why people keep coming back for more.



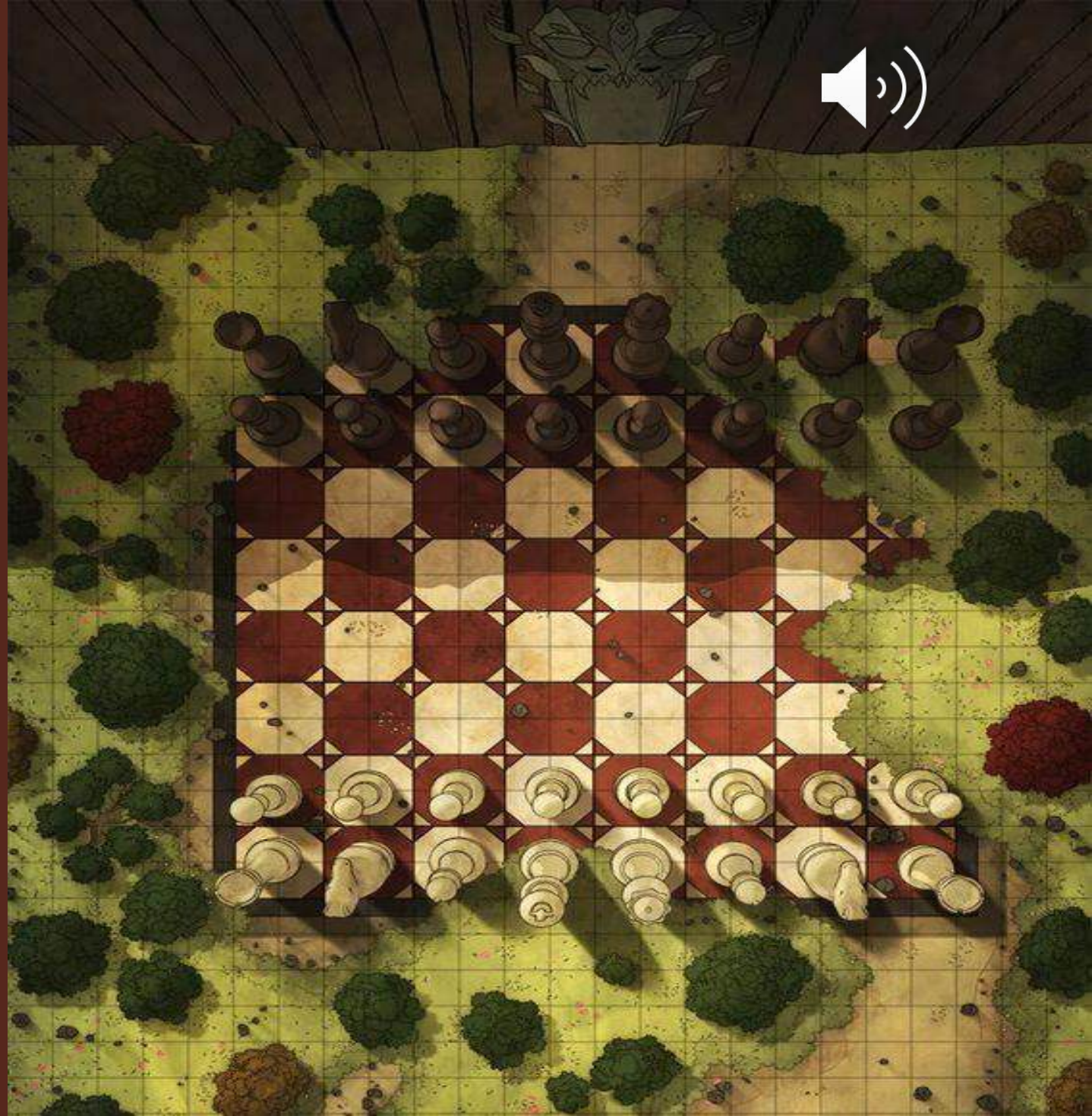
Viral: Both YouTube's marketing strategy and growth as a result have been viral in nature. From holding promotions such as the iPod Nano daily giveaway to having an external video player that can be placed on any website and can link back to their own, Hurley and Chen created a platform that continues to grow at an exponential rate.



Well-Timed: Some have suggested that YouTube's success was due to a perfect storm of environmental factors. More to the point, it was Hurley and Chen's ability to not only notice, but also take advantage of that storm that pushed them to the top. From the lessening of the cost of bandwidth and digital cameras to the growth of online social networks, Hurley and Chen created a company that was right for the times.



Focused: Hurley and Chen were never out to create a money-making machine. They wanted to create a sustainable business, but also one that meant something to its users. And so, instead of overloading its pages and videos with advertisements, Hurley and Chen are being careful and testing the waters as to which ads will work, and where. They are refusing to **lose sight of** their number one priority, their user.



YouTube put the right technology out there to meet a need, but it did so much more than that. It created a simple and unique way for people to connect with each other. It has become the fastest-growing video sharing site of all time, all the while outliving the critics' claims that it is just another teenage fad that will soon die down. With the Google buyout, the company faces a more uncertain future in terms of how it will operate and who will call the shots. One thing is for sure, however, and that is that Hurley and Chen are still here, and their business is still booming.



Understanding the Text

A + B

1 **Identifying the Author's Purpose** The author probably wrote the article in order to ____.

- Ⓐ explain how to create a start-up
- Ⓑ tell the story of the success of YouTube
- Ⓒ share his opinion about Steve Chen and Chad Hurley
- Ⓓ describe how people can use the Internet to share videos

D

2. Scanning for Details Chen and Hurley ____.

- Ⓐ spent over \$1 billion building YouTube
- Ⓑ bought YouTube for over \$1 billion
- Ⓒ sold YouTube for \$1.54 billion
- Ⓓ sold YouTube for \$1.65 billion

C

4. Scanning for Details Chad Hurley is ____.

- Ⓐ an investor
- Ⓑ an engineer
- Ⓒ an artist
- Ⓓ a programmer

B

3. Scanning for Details Steve Chen is ____.

- Ⓐ an artist
- Ⓑ an engineer
- Ⓒ a student
- Ⓓ a teacher

D

5. Scanning for Details Chen and Hurley got the idea for creating YouTube because they ____.

- Ⓐ enjoyed working together at PayPal
- Ⓑ had received bonuses from the PayPal buyout
- Ⓒ needed to get new jobs after they quit working at PayPal
- Ⓓ wanted to share videos they took at a dinner party

A +B

6. **Scanning for Details** According to the article, two reasons that YouTube is successful are that ____.

- Ⓐ it's easy to use, and it came at the right time
- Ⓑ it's viral, and posting videos is free
- Ⓒ you can find almost anything on it, and the company donates money to charity
- Ⓓ people like seeing themselves and their friends online, and it's the only video-sharing website on the Internet

B. Vocabulary

Underline these words in the reading passage on pages 3–5. Then match the words with their definitions.

- | | |
|---------------------------|--|
| 1. e user-oriented | a. becoming popular very quickly, especially online |
| 2. b bandwidth | b. how much information can be sent at once |
| 3. c start-up | c. a new company, especially an Internet company |
| 4. f e-commerce | d. can continue for a long time |
| 5. a viral | e. designed with users' needs in mind |
| 6. d sustainable | f. business done on the Internet |

Understanding Compound Nouns

Compound nouns are nouns that are made up of two or more words. Most compound nouns consist of a *noun* + *noun* or an *adjective* + *noun*. Compound nouns can be open (two or more separate words), closed (two words together), or hyphenated.

Examples: video blog website brother-in-law

The first word in a compound noun usually modifies the second noun. For example, in the compound noun *video blog*, the word *video* identifies the type of blog.

As a compound word becomes more common, it often changes and simplifies. For example, *electronic mail* became *e-mail*. The open compound noun *web log* became the closed *weblog* and then was shortened into a single noun: *blog*. To check the spelling of a compound noun, it's best to check a current dictionary.



COMPOUND NOUNS FORMATION



OPEN
COMPOUND

HOT DOG



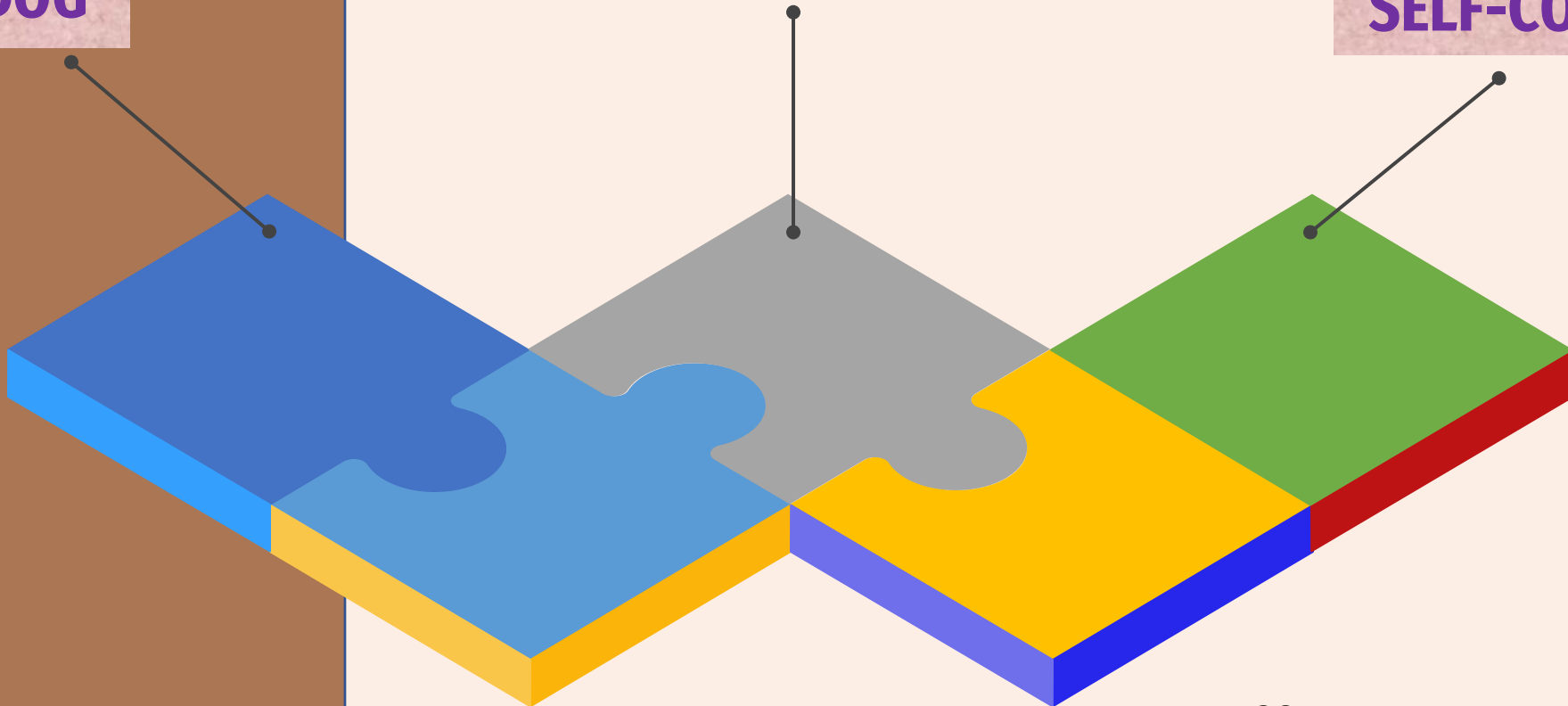
CLOSED
COMPOUND

EARRING



HYPHENATED
COMPOUND

SELF-CONFIDENCE



COMPOUND WORDS FORMATION

Compound elements	Examples
noun + noun	motor cycle
noun + verb	hair cut
noun + adverb	passer-by
verb + noun	washing machine
verb + adverb	drawback
adverb + noun	bystander
adjective + verb	public speaking
adjective + noun	software
adverb + verb	overthrow

Hyphenation and Compounding: Special Cases



SPECIAL CASES:

1. Hyphenated compounds are usually used when the next word is a noun.

EX:

"The one-eyed creature sounds like a bookworm"



"He was seen as a bookworm in his audience."



2. It is important to note that usually if the compound adjective comes after a noun, then the compound elements should be separated (i.e., put in the open form).

EX:

"She has a full-time job."

"The job is full time."

"This is a 700-page book."

"This book has 700 pages."

3. The spelling of compound noun normally changes as language evolves.

EX:

"electronic mails"

"e-mails"



Hyphenation and Compounding



4. Use a hyphen between the elements of compound numbers from twenty-one to ninety-nine and in adjective compounds with a numerical first element:

EX:

82 = eighty-two

This is a 10-inch sandwich

This is a three-headed dog



5. A hyphen is used to avoid doubling a vowel or tripling a consonant, except after the short prefixes **co**, **de**, **pre**, **pro**, and **re**, which are generally printed solid.

EX:

pre-eminent

re-enter



Nevertheless, this practice becomes less important if a word is well known.

EX:

co-operative ✗ **cooperative** ✓ **co-**
ordinate ✗ **coordinate** ✓

6. Hyphens link a prefix or suffix to a word to avoid a double letter or prevent a misunderstanding.

EX:

re-sign [sign again], but

resign [leave a job]



7. Print the following: **any**, **every**, **no**, and **some** when combined with **body**, **thing**, and **where**. To avoid mispronunciation, print **no** **one** as two words at all times.

EX:

anybody **anything**

anywhere **anyone**

everywhere **everyone**

nobody **nothing**

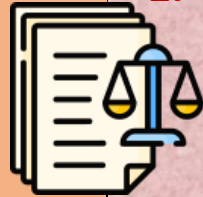
somebody **something**

Eponyms and Compounding



What is eponym?

It is a word derived from the name of a person (imaginary or real) or place (Yule, 2010).



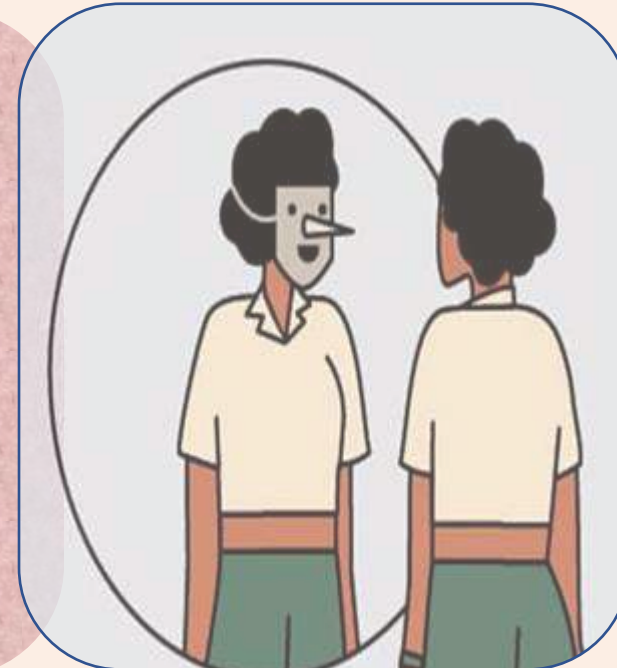
1. Parkinson's Law

It is an eponym that is coined by C. Northcote Parkinson (1909–1993). It is usually expressed as in the following: “Work expands so as to fill the time available for its completion.”



2. Capgras Delusion

It is a delusional misidentification syndrome, in which the patient is convinced that someone that is well known to them, usually a close relative, has been replaced by an impostor. This psychiatric disorder is an eponym which is named after Joseph Capgras (1873–1950), a French psychiatrist.



Eponyms and Compounding



3. Dr. Strangelove Syndrome (Alien Hand Syndrome)

Alien hand syndrome is a rare neurological condition that causes one hand to act on its own free will. Sometimes one leg is affected, though this isn't as common. With alien hand syndrome, the hand isn't under the control of the mind and moves as though it has its own mind. The affected hand feels foreign to its owner during these episodes and seems to move deliberately to carry out tasks that are unintentional. The condition is named after the eponymous Doctor Strangelove in Stanley Kubrick's 1964 film.

A. Find and circle these compound nouns in the article on pages 3–5. Then use five of them to complete the sentences below.

financial consultant

music videos

fine art

schoolteacher

price tag

free time

bachelor's degree

high school

video player

current events

part-time job



\$

1. When I checked the **price tag** on that laptop, I realized it wasn't as expensive as I had expected.

2. Alan reads the news online every day so he can keep up with **current events**.

3. What do you like to do in your **free time**? I like to read and play my guitar.

4. Kim wants to get a **part-time job** at the computer store so she can get discounts on computer equipment.

5. I have a **bachelor's degree** in psychology, and now I'm going back to school to study psychiatry.

B. Each pair of words below makes a compound noun. Look up each compound noun in a dictionary to see whether it should be open, closed, or hyphenated.

1. book + mark	bookmark
2. home + page	homepage
3. search + engine	search engine
4. world + wide + web	world wide web
5. dry + cleaning	dry cleaning
6. high + light	highlight
7. hanger + on	hanger-on
8. passer + by	Passer-by
9. three + year + old	Three-year-old
10. black + board	blackboard
11. feed + back	feedback
12. soft + ware	software
13. break + down	breakdown
14. child + hood	childhood
15. health + care	healthcare

Identifying Main Ideas

In a typical piece of writing, the author expresses two or three main ideas, or general messages, about a topic.

When you are looking for the main ideas in a piece of writing, consider the author's purpose.

Examples

- If the author's purpose is to tell the story of how a company was created, like in the article on pages 3–5, the main ideas will probably be about the steps that led to the creation of the company.
- If the author wants to explain why a company is successful, like in the article on pages 3–5, the main ideas will be about the reasons behind the success.
- If the author wants to express an opinion or examine multiple sides of an issue, the main ideas will be the general arguments about the issue.

A. Analyze the Reading

Which of the following statements express the author's main ideas about YouTube, Steve Chen, and Chad Hurley? Check (✓) five statements.

1. ____ Steve Chen was born in Taiwan, and Chad Hurley was born in Pennsylvania.
2. ☒ Steve Chen and Chad Hurley created the world's largest online video website.
3. ____ Chen and Hurley started talking about business ideas while they were working at PayPal together.
4. ____ PayPal was purchased for \$1.54 billion, and Chen and Hurley received large bonuses.
5. ☒ Chen and Hurley's bonuses from the PayPal buyout enabled them to start a business.
6. ____ In 2005, Hurley and Chen went to a dinner party.
7. ☒ The idea for creating YouTube was born when Chen and Hurley realized they couldn't easily upload videos online.
8. ☒ YouTube is an industry leader for several reasons, including the facts that it's user-oriented and was well-timed.
9. ☒ YouTube is successful not only because it meets a need, but also because it is a way for people to connect.
10. ____ The critics thought YouTube was a teenage fad that wouldn't last.



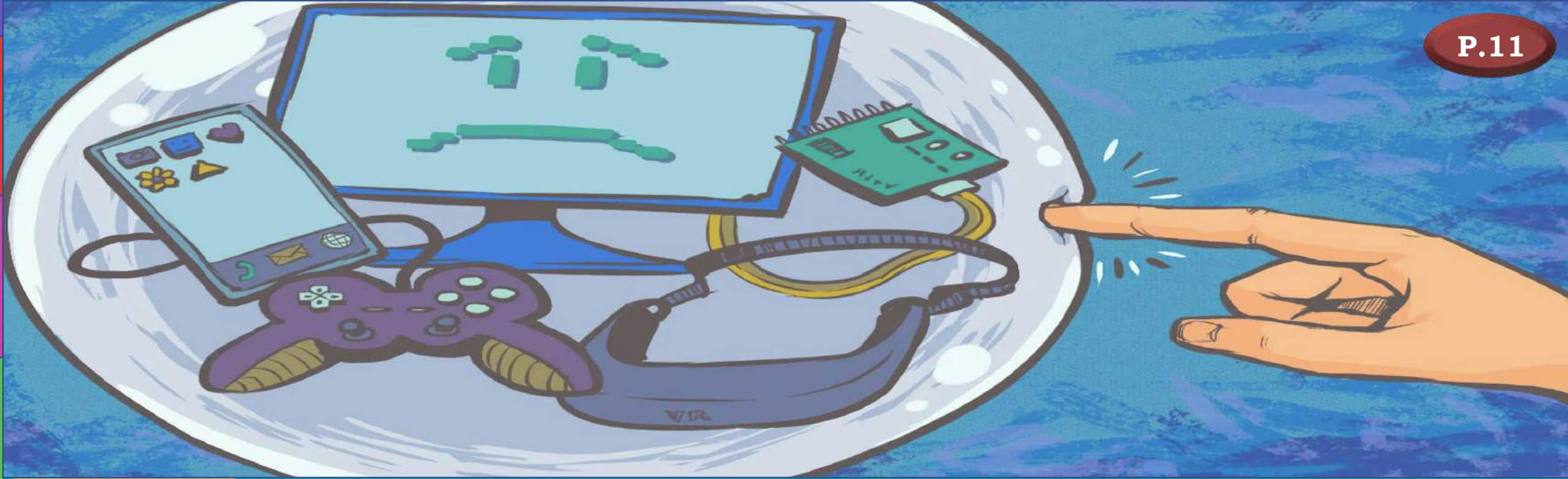
Dot-Bombs—Their Recipes for Failure

The "Dot-Com" Bubble

The "tech bubble" of the early millennium.



We've all heard the incredible dot-com success stories about Internet start-ups that became billion-dollar companies almost overnight. Companies like e-Bay, PayPal, YouTube, and Google turned a lucky few into instant millionaires. But what about the so-called "dot-bombs," the companies that didn't make it? Who were they, and what did they do wrong?



Webvan.com was an online grocery store that was founded in the late 1990s and went bankrupt in 2001. On Webvan.com, a user could order groceries and have them delivered whenever they wanted. Sounds like a great idea, right? So why did it fail? Like some of its fellow Internet failures, Webvan.com moved much too fast. Within a year and a half, Webvan was available in eight cities and had plans to enter over a dozen more. Perhaps counting on a huge number of future users, Webvan spent over \$1 billion on warehouses and supplies before it had become profitable. But the company didn't attract the number of users it needed and soon closed its doors.

LET SOMEONE ELSE
F E T C H
FOR A CHANGE.



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Another mistake shared by some dot-bombs is spending too much money on advertising and losing sight of the company's real goals. For example, the company **Pets.com** focused **a great deal of** its energy and funding on commercials featuring a loveable sock puppet. The puppet became extremely popular with consumers, and the company spent millions of dollars on advertising. But the start-up's actual service, selling and delivering pet supplies, never became popular enough with consumers to justify all the money that was spent on promotion.



WHOOPS!

SLOW OR NO INTERNET CONNECTION

Check your internet settings and try again

TRY AGAIN

The downfall of some other dot-bombs was focusing on **cutting-edge** technology more than user needs. This was one of the factors leading to the failure of the British start-up **Boo.com**. This start-up was created to sell fashion online to consumers around the world. However, the website was difficult to navigate, and it used technology that required a lot of bandwidth to operate at a time when most people were using slow dial-up connections.



Assignments: Discussion and Writing

- With a partner, discuss ideas for a new Internet company. Write at least four ideas.
- Evaluate each of the ideas. Which ones are unique? Which ones would probably be the most profitable? Which ones best fulfill a need?

What are the merits and demerits of social media?

