



YouTube

YouTube is a video sharing website that was founded in 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. It quickly became popular and was acquired by Google in 2006 for \$1.65 billion. Today, YouTube is the second largest search engine in the world, after Google, and has over two billion monthly active users.

YouTube has a rich history, starting with its launch in February 2005. The first video ever uploaded to YouTube was called "Me at the zoo" and was uploaded by Jawed Karim on April 23, 2005. The following year, in November 2006, Google acquired YouTube for \$1.65 billion. In 2007, YouTube introduced the Partner Program, which allows users to monetize their videos through advertisements. The program has since helped many content creators earn a living through their YouTube channels.

In 2012, YouTube surpassed one billion active users. That same year, the company introduced its live streaming feature, allowing users to broadcast live videos to their audience in real-time.

In 2015, YouTube launched YouTube Red, a subscription service that allows users to watch ad-free videos and access exclusive content. The service was later renamed to YouTube Premium, which includes additional features such as offline playback and access to YouTube Music.

Despite its success, YouTube has faced controversy over the years. In 2018, the company faced criticism for its algorithm promoting conspiracy theories and inappropriate content. YouTube responded by announcing changes to its algorithm and policies to address these issues.

In summary, YouTube is a popular video sharing website that has had a significant impact on the internet since its launch in 2005. It has undergone many changes over the years, including the introduction of the Partner Program, live streaming, and YouTube Premium. However, it has also faced controversies related to its content and algorithms, which it has worked to address.



Lesson Plan

Topic: YouTube

Level: Intermediate

Aims:

- To learn about the history and development of YouTube
- To improve listening and comprehension skills
- To practice discussing opinions and ideas related to YouTube

Time: 60 minutes

Materials:

- Handout about YouTube
- Audio or video clip related to YouTube (optional)
- Comprehension questions (see below)
- Discussion questions (see below)

Procedure:

- Introduction (5 minutes) Introduce the topic of YouTube and ask students if they use it or are familiar with it. Briefly explain what YouTube is and its history.
- Reading and Comprehension (20 minutes) Distribute the handout about YouTube and ask students to read it individually. Then, ask them comprehension questions to check their understanding of the reading. You can use the following questions or create your own:
 - Who founded YouTube?
 - When was the first video uploaded to YouTube and what was it called?
 - When was YouTube acquired by Google?
 - What is the Partner Program?
 - When was the live streaming feature introduced?
 - What is YouTube Premium?
 - What controversy has YouTube faced?
- Audio or Video Clip (optional) (15 minutes) Play an audio or video clip related to YouTube, such as an interview with a popular YouTuber or a news story about a controversy related to the platform. Ask students to listen or watch carefully and take notes.



Lesson Plan (cont.)

- Discussion (20 minutes) Divide the class into small groups and ask them to discuss their thoughts and opinions related to YouTube. You can use the following questions or create your own:
 - What are the benefits and drawbacks of using YouTube?
 - Do you think the Partner Program is a good idea? Why or why not?
 - Have you ever watched a live stream on YouTube? What was your experience like?
 - Do you think YouTube Premium is worth the cost? Why or why not?
 - How can YouTube improve its policies and algorithm to address issues related to inappropriate content?
- Conclusion (5 minutes) Wrap up the lesson by asking students to share any interesting or surprising information they learned about YouTube. Encourage them to continue exploring and learning about the platform in their own time.