

In this chapter from *The Cybrarian's Web 2: An A–Z Guide to Free Social Media Tools, Apps, and Other Resources*, Cheryl Ann Peltier-Davis provides an overview of TED and offers practical advice for leveraging its programs in the library. She discusses current trends and topics in technology and offers a step-by-step guide to creating and flipping lesson plans using TED content.

TED (Technology, Entertainment, Design)

Global Conference/Idea

Sharing Platform

www.ted.com

Cheryl Ann Peltier-Davis

Overview

TED—an acronym for Technology, Entertainment, Design—is a nonprofit organization devoted to spreading ideas through conferences using the unusual rigid format of short, powerful talks lasting 18 minutes or less. TED began in 1984 as an annual conference where technology, entertainment, and design converged, and its popularity has turned this gathering into a global phenomenon, with events held in North America, Europe, and Asia, attracting people from varied sectors of community life.

In addition to the lively format, the medium of transmission (live streaming and archived video collections) and eclectic mix of topics offered by celebrated speakers—politicians, celebrities, technology experts, scientists, philosophers, musicians, religious leaders, and philanthropists—are main attractions of TED events. Topic coverage is extensive—technology, entertainment, design, business, science, and global issues—and past presenters include Bill Clinton, Al Gore, Richard Dawkins, Bill Gates, Bono, and Google founders Larry Page and Sergey Brin. Since 2006, TED Talks have been offered for free

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The screenshot shows the TED website homepage. At the top left is the TED logo with the tagline "Ideas worth spreading". To the right is a navigation menu with "Watch", "Feed", "Attend", "Participate", and "About". A search bar and a "Log in" link are also present. Below the navigation is a row of featured talks: "Parent crisis", "After school special", and "TEDGlobal 2014 in Rio de Janeiro". A filter bar allows users to sort by "Newest releases", "Most viewed", "Trending now", and "Hidden gems". The main content area displays several talk thumbnails, including "Why veterans miss war" by Sebastian Junger, "How to talk to veterans about the war" by Wes Moore, "How the worst moments in our lives make us who we are" by Andrea Sokol, "Save the oceans, feed the world" by Jackie Susser, "How augmented reality will change sports ... and build empathy" by Chris Kvasz, and "Why good leaders make you feel safe" by Simon Sinek. Below this is a "Popular playlists" section with six featured playlists: "New to TED?", "Work smarter", "Natural wonder", "What makes us happy?", "A better you", and "TED in 3 minutes".

TED (Technology, Entertainment, Design) is a nonprofit organization devoted to spreading ideas through powerful talks published online.

viewing online on Ted.com, and in the fall of 2012 the service reached an important milestone when it was reported that TED Talks had been viewed one billion times.¹

Of note to educators and information professionals are the independently run TEDx programs that individuals, organizations, and communities worldwide host as local, independent TED-like events. The newest initiative, TED-Ed, offers educators access to online original, animated video lessons that can be customized for use in the classroom. These two programs are examples of TED's philanthropic mission: "Our agenda is to make great ideas accessible and spark conversation...everything we do—from our TED Talks videos to the projects sparked by the TED Prize, from the global TEDx community to the TED-Ed lesson series—is driven by this goal: How can we best spread great ideas?"² TED has headquarters in New York City and Vancouver, British Columbia.

Features

- The mainstay of the TED organization is the development of its website TED.com, which showcases its programs and initiatives and serves as a public service forum to promote the spread of good ideas. This website has won several awards, and as of May 2014 more than 1,700 TED Talks had been posted online, with an average of 17 new page views per second.
- All persons over the age of 13 can join TED.com by providing basic contact information (first and last name, email address, and country of residence). Once registered, users are free to set up a profile and join an interactive community in rating and commenting on TED Talks, participating in conversations, providing translation services, or by getting involved in a local, independently-organized TEDx event.
- Registered viewers are encouraged to view as many TED Talks as they wish for free and to share what they learn with others both on- and offline. There are several filters available for searching for content: Today's Talk, Newest Releases, Most Viewed, Trending Now, and Hidden Gems. Viewers can explore the online offerings and limit searches

by topic (technology, entertainment, design, business, science, and global issues), event, language, and rating (funny, jaw-dropping, persuasive, ingenious, persuasive, courageous, fascinating, inspiring, beautiful, and informative). The TED.com website is regularly updated with new user-requested features and now includes an enhanced video player, mobile-friendly pages, and a “Watch Later” feature.

- TED programs and initiatives include the following:
- TEDx (<https://www.ted.com/about/programs-initiatives/tedx-program>)—TEDx was created in the spirit of TED’s mission of “ideas worth spreading.” This program supports independent organizers who wish to create a TED-like event in their own communities. For example, TEDxRiodelaPlata was organized in Buenos Aires, Argentina on September 27–28, 2013, and the event hosted 1,000 attendees, 200 volunteers, 18,000 online live stream viewers, and 25 speakers and performers.
 - TED Prize (<https://www.ted.com/about/programs-initiatives/ted-prize>)—The TED Prize is awarded annually to a leader with a fresh, bold vision for sparking global change. The TED Prize winner receives \$1,000,000 and access to the TED community’s wide range of resources and expertise to make his or her dream become a reality. The TED Prize has helped to combat poverty, open dialogue on religious intolerance, improve global health, tackle child obesity, advance education, and inspire art around the world.
 - TED Fellows (<https://www.ted.com/about/programs-initiatives/ted-fellows-program>)—The TED Fellows program nurtures the vision and passion of 40 leaders and trailblazers, giving momentum to their ideas. TED Fellows are selected across all disciplines based on the strength of their achievements, their potential for global impact, and their character. The TED Fellowship offers access to an exclusive private

network of change-makers, unique skills-building workshops, and the mentorship of world-renowned experts. TED Fellows also present at TED Talks events.

- TED-Ed (<http://ed.ted.com>)—TED-Ed is the newest of TED’s initiatives in “lessons worth sharing.” The TED-Ed platform allows users to take any TED Talk, TED-Ed Lesson, or YouTube video and easily customize or flip the content by adding, questions, notes, and other supplementary resources. Educators can then distribute these lessons publicly or privately.
- Open Translation Project (<https://www.ted.com/participate/translate>)—Launched in 2009, the Open Translation Project is a global volunteer effort to add subtitles to TED Talks, and make these translations available to a global audience. To date, the project has enjoyed notable success with 19,000 volunteers providing 68,000 translations in more than 100 languages.
- TED Books (<https://www.ted.com/read/ted-books>)—Shorter than a novel but longer than a magazine article (under 20,000 words), TED Books are original ebooks published with content from TED Conferences and available by subscription to readers.
- TED Institute (<https://www.ted.com/about/programs-initiatives/ted-institute>) The TED Institute is the professional development forum of the TED organization.

How Cybrarians Can Use This Resource

Providing Access to a Platform of Innovative Ideas Worth Sharing

The TED community is committed to the concept of “ideas worth sharing.” This mission is exemplified in the latest initiative, TED-Ed’s Lessons Worth Sharing. Relevant to information professionals and educators, this program can be promoted as a resource sharing

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network, enabling librarians and educators to create and share lessons built on existing videos.

Librarians and educators can utilize this platform and create innovative, flipped lessons as outlined in the following steps:

1. On the Ted-Ed homepage (<http://ed.ted.com>), select "Create a Lesson."
2. In the search box, enter keywords to search TED-Ed content, TED Talks, or TED-related YouTube videos.
3. Select the video or lesson to be customized.
4. Launch the Lesson Editor.
5. Flip the video by adding a title, context for the video, questions, notes for discussion, and supplementary resources.
6. Preview and publish the lesson as listed within the TED-Ed Community or select the option for the lesson to be unlisted or private.

Professional Development

Librarians can take advantage of local TEDx conferences and subscribe to feeds on the TED.com website to keep up with trends and new ideas in subject areas such as technology, entertainment, design, business, science, and global issues.

FYI

In March 2012, Netflix announced a deal to stream collections of TED Talks on its service. The content will be available to subscribers in the U.S., Canada, Latin America, the U.K., and Ireland.

Notes

1. “TED: History of TED,” TED, accessed February 7, 2015, <https://www.ted.com/about/our-organization/history-of-ted>.
2. “TED: Our Organization,” TED, accessed March 27, 2014, <https://www.ted.com/about/our-organization>.

About the Author

Cheryl Ann Peltier-Davis is Digital Initiatives, Cataloguing and Metadata Services Librarian at the Alma Jordan Library at the University of the West Indies, St. Augustine, Trinidad and Tobago. She is a popular speaker on library-related topics, including Web 2.0 and libraries, core competencies for librarians, digitizing library collections, information management, and Caribbean public libraries. Her blog, Caribbean Connector (caribbean-connector.blogspot.com), is designed to connect and inform Caribbean librarians and information professionals.

Cheryl is the author of *The Cybrarian’s Web: An A–Z Guide to 101 Free Web 2.0 Tools and Other Resources* (Information Today, Inc., 2012) and *The Cybrarian’s Web 2: An A–Z Guide to Free Social Media Tools, Apps, and Other Resources* (Information Today, Inc., 2015). She was co-editor of *Caribbean Libraries in the 21st Century: Changes, Challenges, and Choices* (Information Today, Inc., 2007), which received the Association of Caribbean University, Research and Institutional Libraries (ACURIL) Award for Excellence in Research and Publication.

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