

How to Use This Book

Each unit in the *Reading Jump Plus* series includes eight parts. These parts work together to initiate student interest and develop understanding by first getting students thinking about the unit's topic, leading students through a reading passage, then consolidating students' comprehension of the reading passage, having students consider their own experiences and opinions related to the topic, and finally, further exposing students to the key vocabulary learned in each unit. A summary of each section is below.



Warm-Up

Each Warm-Up activity includes two questions aimed at stimulating students' interest about the topic. Sample responses to each Warm-Up question are provided in the answer key.

Vocabulary Preview

This section lists key vocabulary found within the passage. They are level-appropriate and limited, so students encounter mostly known words in each reading passage.

Before You Read

With this short introduction to the topic, students are provided with a means of accessing additional information helpful for the understanding of the reading passage. Each Before You Read section offers more specific details of the topic and gives new opportunities for discussion.

YouTube

Before You Read

Many people love cameras that have the capability to record videos. But once they record a video, what do they do with it? In the past, the video footage may have been stored on a hard drive, CD, or computer where it could be lost. Today, people are choosing to keep their videos where they can share them with the world via the Internet. One very popular place to upload videos to the Internet is the website called YouTube.

YouTube is an amazing success story. After just a few years, it has become one of the most popular sites on the Internet. People in 19 different countries visit YouTube to watch, upload, or download video clips. Every minute, an estimated 24 hours of new videos are uploaded to the site. These range from **home-made** videos to segments of movies, concerts, and television shows.

YouTube was started in the winter of 2005 by three college friends in the US. By the following summer, its users were viewing 100 million videos a day. In the winter of 2006, the founders sold YouTube to Google for \$1.65 billion in stock, and its popularity continued to **soar**. In 2008, it became the most popular social networking site in the United Kingdom. Today it is estimated that about 75 percent of the videos on the site come from outside of the United States.

Why is YouTube so popular? There are a number of theories. Some say it is because the site is free. Some say it's because it is easy to use—the clips can be downloaded to cell phones and iPods. Others cite the social **aspects** of YouTube, noting that people have

... a need to share their lives with others. In 2009, YouTube earned a Peabody Award for excellence in **electronic** media. The judges called YouTube a "Speakers' Corner" ... an ever-expanding archive-cum-bulletin board that both embodies and promotes democracy."

"Whatever the reasons, YouTube continues to grow. It now attracts more than one billion views each day. In 2008, it signed a deal allowing it to post some full-length films and television shows. In March 2010, YouTube announced 60 Indian cricket matches for free. YouTube claims this is the first such free online broadcast of a major sporting event."

Definition: a person who first starts a company
- verb: to represent
- noun: to state the recognition or ownership of something

Reading Passage

The Reading Passages in each unit have been structured to present information in a familiar organizational pattern. Suggested time limits have been provided at the end of each passage to help students develop their reading speed. Additionally, audio recordings of the passages are available.

Comprehension Check

Choose the best answer.

1. What is the main idea of the passage?
 - a. Three friends started an Internet video website that is a lot of fun to use.
 - b. People can download whatever they want on YouTube.
 - c. YouTube has improved its services over the years.
 - d. The story of YouTube is an amazing success story.
2. How many hours of new videos are uploaded to YouTube every minute?
 - a. 2
 - b. 4
 - c. 20
 - d. 24
3. Who started YouTube?
 - a. Google
 - b. Mr. Peabody
 - c. Steve Jobs
 - d. three friends
4. Which is NOT true about YouTube?
 - a. You can watch home videos and movies on YouTube.
 - b. The original founders sold YouTube to Google.
 - c. You have to pay a small fee to use YouTube.
 - d. About 75 percent of the videos on YouTube come from the US.

Answer these questions.

5. When was YouTube started?

6. What is one reason given for YouTube's popularity?

7. What did YouTube do in March 2010?

Comprehension Check

The Comprehension Check section includes four multiple choice questions and three open-ended questions. Each question focuses on specific details of the passage to solidify understanding. Answers are provided in the answer key.

Think & Write: Outline | [Comprehension Check](#) | [Think & Write](#) | [Vocabulary Practice](#)

Complete the outline.

billion | continues | created | free | full-length | sporting
one | popular | share | scared | writer | networking

1st Paragraph **Thesis** YouTube became one of the most _____ sites on the Internet just a few years after it was _____.

2nd Paragraph **Main Idea** It _____ in popularity over just a few years.
It was started in the _____ of 2005.
Detail In the winter of 2006, it was sold to Google for \$1.65 _____ in stock.
In 2008, it became the most popular social _____ site in the UK.

3rd Paragraph **Main Idea** There are several reasons why it is popular.
Detail The site is _____.
It is easy to use _____.
It lets people _____ their lives with each other _____.

4th Paragraph **Main Idea** YouTube _____ to grow.
Detail It attracts more than _____ billion views each day.
Companies store _____ films and TV shows on the site.
In 2010, the site hosted the first live online broadcast of a major _____ event.

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Think & Write

Each Think & Write activity presents a graphic organizer reflecting key information from the reading passage. With these graphic organizers, students reinforce their comprehension of the unit as well as practice organizing texts. Answers for each activity are provided in the answer key.

Think & Speak

The Think & Speak section provides three questions to allow students to reflect further on the unit's topic. Students are asked to discuss the questions with their peers in order to increase their speaking and conversing skills.

Vocabulary Practice

A variety of activities are recycled throughout the Vocabulary Practice section. Fun puzzles, multiple choice questions, and summary completion activities give students additional exposure to the key vocabulary of each unit.

Think & Speak | [Comprehension Check](#) | [Think & Write](#) | [Vocabulary Practice](#)

Discuss and answer the questions with your friends.

- Have you ever visited YouTube? If so, what do you think about it?
- Why do you think YouTube is so popular?
- Would you use a site like YouTube if it wasn't free? If so, how much would you be willing to pay?

Vocabulary Practice

Complete the puzzle with words from the unit.

Across

- to rise quickly
- to represent
- to guess an approximate amount
- related to electricity

Down

- to send out a signal
- a social networking _____
- part or side
- made by a person at home
- a short piece of a film or video

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