**TED Talk. How Giant Web Sites Design for You[[1]](#endnote-1)**

 

**SPEAKING**

1. **Discuss with your partner:**
2. What social networking sites do you use?
3. When was the last time you clicked the ‘Like’ button on Facebook?
4. Do you remember when this button was redesigned? What was your reaction?
5. How often do you use YouTube?
6. Which features of YouTube are your most/least enjoyable?

**VOCABULARY**

1. **Before you watch. What do these words and expressions mean?**

***humility******constraints scale******accustomed*** ***to fade away***

***audacity tiny violation******hunch aversion***

1. I'm talking about the design of systems that are so big that their **\_\_\_\_\_\_\_\_\_** can be hard to comprehend.
2. You need **\_\_\_\_\_\_\_\_\_** to believe that the thing that you're making is something that the entire world wants and needs.
3. You also need **\_\_\_\_\_\_\_\_\_** to understand that it's not about you or your portfolio, it's about the people that you're designing for, and how your work might help them live better lives.
4. Why would we spend so much time on such a **\_\_\_\_\_\_\_\_\_** button?
5. It seems a pretty straightforward, easy design assignment, but it wasn't. Turns out, there were all kinds of **\_\_\_\_\_\_\_\_\_** for the design of this button.
6. Facebook had a tool for a long time that allowed people to report photos that may be in **\_\_\_\_\_\_\_\_\_** of our community standards, things like spam and abuse.
7. Then one of the engineers on the team had a **\_\_\_\_\_\_\_\_\_\_\_**. He thought there was something else going on and he was right.
8. Millions and millions of people were **\_\_\_\_\_\_\_\_\_\_\_**to the old design.
9. It's impossible to completely avoid change **\_\_\_\_\_\_\_\_\_\_\_** when you're making changes to products that so many people use.
10. Because these products are always changing, everything that I will design will **\_\_\_\_\_\_\_\_\_\_\_.**

**VIEW**

1. **Do the following statements agree with the video? Watch the 1st part of the video (00:00 – 10:22) and mark them with True, False or Not Given (if there’s no information on this)**
2. Google processes over one billion search queries a day.
3. Facebook designers decided to redesign the like button because it didn’t fit specific width parameters.
4. The greatest challenge in creating the new “Like” button was to make it work in old web browsers.
5. It took so long to redesign it because it’s one of the most viewed elements ever created.
6. Most of photos that Facebook users used to complain about were just embarrassing.
7. Only few people messaged their friends asking to take embarrassing photos down because it was difficult to find the right words.
8. According to surveys, ‘Unfriend’ feature on Facebook is becoming increasingly popular.
9. Many people get really disappointed even with positive changes.
10. The 5-star rating system was replaced with the up-down voting model because stars seemed outdated.
11. **What are the peculiarities of designing at scale? Watch the video till the end and complete the sentences below.**

1) **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** things really matter. Pay attention to **\_\_\_\_\_\_\_\_\_\_\_\_**.

2) Be cognizant how you use **\_\_\_\_\_\_\_\_\_\_\_\_**in the design process. Data analysis will never substitute for **\_\_\_\_\_\_\_\_\_\_\_\_**.

3) You have to introduce **\_\_\_\_\_\_\_\_\_\_\_\_** very carefully.

4) You should **\_\_\_\_\_\_\_\_\_\_\_\_** the people who you’re designing for.

5) Design at global scale requires a combination of **\_\_\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_\_\_**.

**SPEAKING**

1. **Discuss in small groups:**

1) Why have Facebook and YouTube become so popular?

2) Do you think companies should ban their employees from using these sites at work?

3) What new features would you like to see on Facebook and Youtube?

1. <https://www.ted.com/talks/margaret_gould_stewart_how_giant_websites_design_for_you_and_a_billion_others_too> [↑](#endnote-ref-1)