

The World of TED

NNCUG

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“IDEAS WORTH SPREADING”

“building a community of curious souls to engage with ideas and each other.”

- Began as a Conference in 1984 – focused initially on Technology, Entertainment and Design – hence TED
- Featured demos of Sony CD Player and the inaugural Apple computer
- Speakers included Benoit Mandelbrot (invented fractals) and Nicholas Negroponte (founder of MIT's computer Lab and Wired magazine)
- Financial failure

TODAY

- Semi-annual TED Conferences in US/Canada, TEDGlobal, and smaller events
- TED Conferences:
 - 1 week, 50 Speakers – each limited to 18 minutes
 - Limited to 1000 attendees – 2014 is sold out
 - \$7500 to attend BUT must submit a test, with essay, to be invited
- In 2009, an attendee was mugged for his Conference badge

Alternatives to Attending a Conference

- Gather with others to watch live simulcast of Conference -- \$3750
- Watch live webcast of Conference from your own PC -- \$600

OR

- View selected videos of TED Talks at TED.com -- FREE

TED.com

- 1600 talks –not limited to original TED fields
- 5-7 new talks posted each week
- Viewed by over 1 million people/day – and have been viewed over 1 billion times total
- Drawn from Conference Themes like:
 - Rediscovery of Wonder
 - Substance of Things Not Seen
 - Radical Openness

TED.com Topics

- Technology:
 - Future Devices – Reading Our Minds?
 - Synthetic Voices – Unique as Fingerprints?
 - Robots with “Soul”
- Science:
 - My DNA Vending Machine
 - For More Wonder, Re-Wild the World
 - Emergency Shelters Made from Paper
 - The Dawn of De-extinction

- Music and Art
 - Design for All 5 Senses
 - Your Body Is My Canvass
 - The Orchestra in My Mouth
- Government and Politics
 - Gov't Surveillance – Just the Beginning
 - Meet Global Corruption's Hidden Players
 - Who Controls the World?
- Business and Economics
 - Does Money Make You Mean?
 - Link Between Unemployment and Terrorism

- Society and Religion
 - How Societies Can Grow Old Better
 - The Deadly Genius of Drug Cartels
 - Treat Violence Like a Contagious Disease
 - The Doubt Essential to Faith
- Education
 - Dare to Educate Afghan Girls
 - Advice to Young Scientists
 - The 100,000 Student Classroom

- Health
 - Between Music and Medicine
 - A Test for Parkinson's w/a Phone Call
 - How I'm Preparing to Get Alzheimer's
- And some from fields I never heard of:
 - Artificial Life Researcher
 - Food security expert
 - Mathemagician
 - Physical Computing Guru
 - Beatboxer

Past Speakers

Karen Armstrong

Isabel Allende

Jeff Bezos

David Blaine

Julie Taymor

Amy Tan

JK Rowling

T Boone Pickens

Michael Tilson Thomas

Tim Berners-Lee (invented WWWeb)

And – Einstein the Parrot

Exploring TED.com Website

- Browse talks:
 - TED.com: Watch: TED Talks OR
 - TED.com: Explore full library

(You can then Find by broad topics, or tagged categories such as “jaw-dropping, beautiful, ingenious”, etc.)
- Browse by Topics:
 - Watch: Topics OR
 - Watch: Playlists

- Once you've picked a Talk, you can:
 - Download the Talk
 - Read a concurrently running Transcript (sometimes translated by volunteers into other languages)
 - Find other Talks on similar topics (via suggestions or Tags)
- Some Talks offer:
 - Suggestions to Learn More (*Leslie Steiner*)
 - Suggestions to Take Action (*Mitch Resnick*)
 - Updates on the Speaker's activities since the Talk (*Salmon Kahn*)

IF you register, you can:

- Save a Talk as a Favorite, or to Watch Later
- Leave Comments on a Talk
- Participate in TED Conversations (TED.com: Participate: Discuss)
- See a history of Talks you've viewed
- Sign up for emails on new Talks posted
- Share a Talk – and see how many contacts actually view the Talk

TEDx Events

- Organized locally under license from TED
- Local speakers or screenings of TED videos
- 8 TEDx events organized/day
- 30,000 TEDx video Talks online from 130 countries
- “Attend a TEDx Event” (TED.com: Watch: TEDx)
- “Explore the TEDx Library” (TED.com: Watch: TEDx)

Other TED Outlets

- TED Blog of daily news (blog.ted.com OR TED.com: Read: News)
- TED Radio – TED.com: TED Radio on NPR
- TED TV on PBS – TED.com: TED TV Programs
- Podcasts – of TED.com Talks, NPR Radio and PBS Programs – some in audio versions
- TED Talks streamed via Netflix