

YouTuber MrBeast earns \$250,000 from video on X 25th January 2024



Image: [https://en.wikipedia.org/wiki/MrBeast#/media/File:MrBeast_2023_\(cropped\).jpg](https://en.wikipedia.org/wiki/MrBeast#/media/File:MrBeast_2023_(cropped).jpg)
CC License: <https://creativecommons.org/licenses/by/4.0/>

MrBeast, the most-followed YouTuber, has earned more than \$250,000 from a video he uploaded to X (formerly known as Twitter). The popular YouTuber said the video was to test how much money he could make on X. He wanted to compare his earnings on that platform to what his videos make on YouTube. His video currently has around 157 million views, and that number is rising. The video is called "\$1 Car vs \$100,000,000 Car". It compares luxury cars. He said advertisers saw the attention it was getting and bought ads on it. MrBeast told his 26.6 million followers on X that he would give the \$250,000 away. That means twelve (possibly more) lucky followers will each receive \$20,000.

MrBeast's real name is James Stephen Donaldson. He was born in 1998 in Kansas in the USA. At high school, he developed an interest in working out why videos on YouTube became so popular. He wanted to know why they went viral. He told the Rolling Stone magazine: "There's a five-year point in my life where I was just relentlessly, unhealthily obsessed with studying virality, studying the YouTube algorithm. I woke up, I would Uber Eats food, and then I would sit on my computer all day just studying [stuff] nonstop." MrBeast is now a phenomenally influential and successful businessman, environmentalist, online personality and philanthropist. He has won numerous awards for his videos and charity work.

Sources: mashable.com / sky.com / wikipedia.org

Writing

Being a YouTuber is one of the world's best careers. Discuss.

Chat

Talk about these words from the article.

YouTuber / video / X / earnings / views / luxury cars / advertisers / ads / lucky / high school / interest / popular / obsessed / environmentalist / philanthropist / charity

True / False

- 1) MrBeast has the most followers of anyone on YouTube. T / F
- 2) MrBeast's video earned 10 times more on X than on YouTube. T / F
- 3) MrBeast's video has had 157,000,000 views. T / F
- 4) MrBeast is giving the money he got from the video to his followers. T / F
- 5) MrBeast learnt how to be an influencer from the Rolling Stone magazine. T / F
- 6) MrBeast became interested in YouTube's algorithm at high school. T / F
- 7) MrBeast studied every weekend nonstop. T / F
- 8) MrBeast has won awards for the charity work he does. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. earned | a. continuously |
| 2. formerly | b. increasing |
| 3. earnings | c. amazingly |
| 4. rising | d. fortunate |
| 5. lucky | e. previously |
| 6. interest | f. many |
| 7. relentlessly | g. income |
| 8. stuff | h. passion |
| 9. phenomenally | i. information |
| 10. numerous | j. made |

Discussion – Student A

- a) What do you think about what you read?
- b) Would you like to be an influencer?
- c) What do you know about algorithms?
- d) What do you think of Uber Eats (or other food delivery services)?
- e) How often do you sit at your computer all day?
- f) How important is it for people to be philanthropists?
- g) Would you like to help MrBeast with his charity work?
- h) What questions would you like to ask MrBeast?

Phrase Match

- | | |
|---|--------------------------------|
| 1. X | a. that platform |
| 2. He wanted to compare his earnings on | b. successful businessman |
| 3. His video currently has around | c. receive \$20,000 |
| 4. advertisers saw the attention | d. stuff nonstop |
| 5. lucky followers will each | e. (formerly known as Twitter) |
| 6. he developed | f. awards for his videos |
| 7. studying the YouTube | g. it was getting |
| 8. sit on my computer all day just studying | h. algorithm |
| 9. a phenomenally influential and | i. 157 million views |
| 10. He has won numerous | j. an interest |

Discussion – Student B

- What do you think of YouTube?
- What do you think of social media influencers?
- What do you know about MrBeast?
- What do you think of the social media platform X?
- What kinds of videos do you look at online?
- What are your favourite YouTube channels?
- What do you think of MrBeast for giving money to his followers?
- What advice do you have for MrBeast?

Spelling

- frlmorey known as Twitter
- He wanted to orpaemc
- his rasnengi on that platform
- His video lycnrrteu has around 157 million views
- the tietantno it was getting
- followers will each iverece \$20,000
- He wanted to know why they went iarvl
- desbosse with studying
- aefilnutlin and successful businessman
- online eirnstoapyI and philanthropist
- He has won ueumrons awards
- ryacith work

Answers – Synonym Match

1. j	2. e	3. g	4. b	5. d
6. h	7. a	8. i	9. c	10. f

Role Play

Role A – YouTube

You think YouTube is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the least useful and interesting of these (and why): X, Facebook or TikTok.

Role B – X

You think X is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the least useful and interesting of these (and why): YouTube, Facebook or TikTok.

Role C – Facebook

You think Facebook is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the least useful and interesting of these (and why): X, YouTube or TikTok.

Role D – TikTok

You think TikTok is the best social media platform. Tell the others three reasons why. Tell them what is wrong with their platforms. Also, tell the others which is the least useful and interesting of these (and why): X, Facebook or YouTube.

Speaking – Social Media

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|------------------------|-------------|
| • YouTube | • Facebook |
| • X (formerly Twitter) | • TikTok |
| • Instagram | • Instagram |
| • WhatsApp | • Telegram |

Answers – True False

1	T	2	F	3	T	4	T	5	F	6	T	7	F	8	T
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.