

## Listening

### Video- #MakeWhatsNext



Source: <https://causemarketing.com/case-study/microsoft-makewhatsnext-case-study/>

1. Identify the 5 main ideas of this video and tick them.

- (✓) Most patents are still held by men.
- (✓) The girls in the video couldn't name any female inventors.
- ( ) Girls don't study enough science in school.
- (✓) Girls needed more role models.
- (✓) The world and the media noticed Microsoft's initiative.
- ( ) People generally don't care about science.
- (✓) Microsoft created the PATENT PROGRAM.

2. Match the main ideas and their supporting details.

<b>MAIN IDEAS</b>
-------------------

- a. Most patents are still held by men.
- b. The girls in the video couldn't name any female inventors.
- c. Microsoft knew that girls needed more role models.
- d. The world and the media noticed Microsoft's initiative.
- e. Microsoft created the PATENT PROGRAM.

<b>SUPPORTING DETAILS</b>
---------------------------

- ( b ) They could only name scientists such as Albert Einstein and Leonardo Da Vinci.
- ( e ) This unique program provides girls with guidance and funding to file a patent.
- ( b ) They said that they only learn about male inventors in school.
- ( a ) Only 7% of U.S patents are held by women.
- ( c ) Microsoft made an ad that showed a lot of women inventors.
- ( d ) The ad received over 184 media impressions.
- ( d ) The search for "women inventors" more than tripled.
- ( e ) Microsoft asked girls everywhere to share their ideas.

3. Sit in groups of five. Choose one of the questions below and discuss it with your classmates. After talking, jot down some supporting details for

your main idea, to be shared with the whole class.

- a. How important is it for schools to teach their students about female inventors? *(Answers may vary)*
- b. What do you think about initiatives such as Microsoft's #MakeWhatsNext? *(Answers may vary)*
- c. Why do you think this initiative trended? *(Answers may vary)*