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SCHOLASTIC

# News

Edition 5/6

with  
Weekly  
Reader



**video**  
Inventing the  
Internet  
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## How to Become a YouTube Star

Evan is one of the many kids who've gotten famous by being on YouTube. But becoming an online star isn't easy. **Page 4**



# On Shaky Ground

Two huge earthquakes rocked Mexico last month. What caused all that shaking?

People in Mexico are still recovering from two powerful earthquakes that struck last month. As the country rebuilds, many people are wondering why those huge quakes occurred less than two weeks apart—and whether more could be on the way.

## Double Disasters

The first earthquake rumbled late at night on September 7 off Mexico's southern coast. Scientists measure the strength of a quake by its magnitude, using a scale of 1 to 10. The September 7 quake had a magnitude of 8.1—making it the biggest one to hit Mexico in the past 100 years. The quake caused thousands of homes and other buildings to crumble, killing at least 90 people.

### Word to Know

**prone** adjective. likely to experience or be affected by something



Then, on September 19, a magnitude 7.1 earthquake struck about 500 miles away. The worst damage was in Mexico's capital, Mexico City, and in nearby areas. More than 300 people died.

## Quake Territory

Mexico's location makes it **prone** to earthquakes. Three tectonic plates meet beneath the country. These huge slabs of rock make up Earth's crust, or rocky outer layer. The plates fit together like pieces of a giant jigsaw puzzle. They are always

moving, even though we usually can't feel it. One plate that runs along the west coast of Mexico is bending downward. Both of the recent quakes occurred when cracks suddenly formed along bends in that plate. Still, scientists say the two quakes happening in such a short period of time was probably a coincidence.

"Earthquakes are a random process," says Gavin Hayes, a scientist at the U.S. Geological Survey. "Sometimes big earthquakes occur closer together in time, and sometimes there is a long time between big events."

Scientists say Mexico will likely have more massive quakes in the future—they just aren't sure when.

In recent years, Mexico has taken steps to limit the amount of damage caused by quakes, such as using stronger materials to build homes and other structures.

# Monkey See, Monkey Do

A long battle over a monkey's selfie comes to an end.

**W**ho owns a photo taken by a monkey? That question may seem strange, but photographer David Slater and an animal rights group argued about it for nearly two years. They finally reached an agreement last month.

In 2011, Slater spent three days snapping photos of crested black macaques (meh-KAKS) in Indonesia, a country of islands in Asia. On the third day, he set up a camera on a tripod, hoping that the curious monkeys would take pictures of themselves.

Slater's plan worked, and one of the photos (*right*) became a worldwide hit after it was posted online. Slater also included the famous monkey selfie in a book

he published in 2014 titled *Wildlife Personalities*.

But the following year, the animal rights group People for the Ethical Treatment of Animals (PETA) sued Slater. The group claimed that Slater couldn't publish and sell the photo because he didn't take it. PETA argued that the monkey that took the picture was actually its true owner.

The two sides fought in court before finally making a deal last month. Under the agreement, Slater will donate 25 percent of the money he makes from future sales of the photo to organizations that protect crested black macaques in Indonesia. Slater says he's happy to help the monkeys, which are critically endangered.



"My original intention was never for fame," he wrote on his website. Instead, he says, his goal was "to get these endangered creatures a bit more **publicity** and maybe a bit of much needed earnings as well."

## Word to Know

**publicity** *noun.* attention or interest from the public

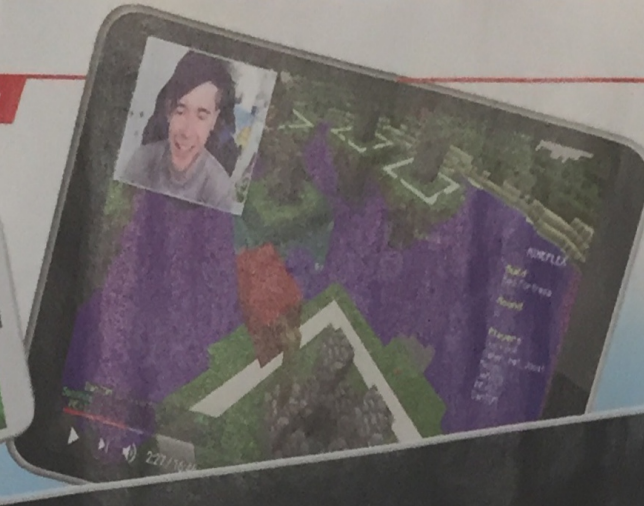
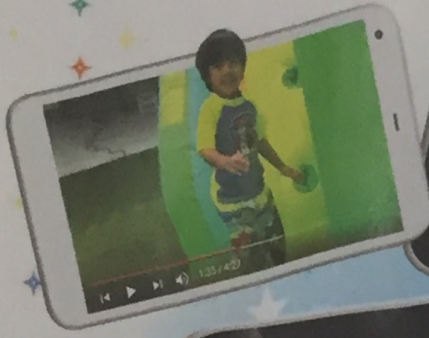


## Picture THIS

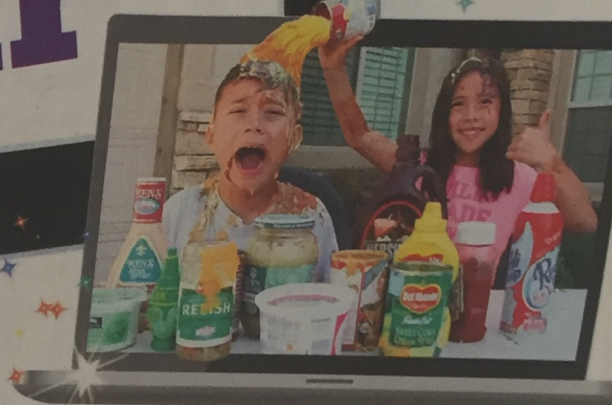
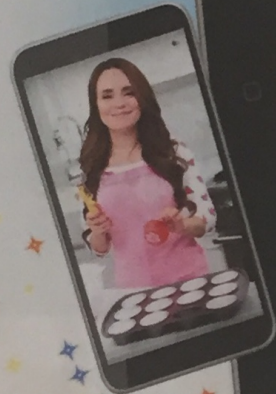
### Pumpkin Paddlers

Some people carve pumpkins into spooky jack-o'-lanterns. Others use the orange fruit to make sweet pies. But some people use giant pumpkins as boats! One annual pumpkin boat race is in Belgium, a country in Europe. Contestants cut off the top of huge pumpkins, scoop out the insides, and paddle their pumpkin across a lake.

Popular YouTubers (clockwise from top left): Ryan of Ryan ToysReview, Dan Siwa, Evan and Jillian from EvanTubeHD, Kid President, and Rosanna Pansino



# How to Be a YouTube Star



YouTube has made many people rich and famous. But becoming a successful YouTuber is not as simple as you might think.

Eleven-year-old Evan and his younger sister, Jillian, like to play hide-and-seek. But unlike most kids, they attract a big audience while doing it. A game they played last year has been watched nearly 21 million times!

Evan is one of the youngest stars on YouTube. His three

channels, including the most popular, EvanTubeHD, have more than 8 million subscribers combined. Viewers watch Evan give toy reviews, take gross food challenges, or play games with Jillian and their parents. (Jillian, who's 9, has her own channel, with nearly 900,000 subscribers.)

Since being launched in 2005, YouTube has become the world's most popular video website. Viewers watch more than a billion hours of videos on the site each day, and users upload more than 400 hours of videos every minute.

Over the past few years, more and more of those videos have been made by kids. Some, like Evan's, go viral and make their hosts famous. But for every clip that goes viral, thousands of others don't. Even for kids who get lucky, maintaining their popularity isn't easy.

## Fame and Fortune

No one can say for sure what makes a video go viral. Evan posted his first YouTube video in September 2011. It was a 30-second clip of his Angry Birds

### Words to Know

**viral** adjective. describes an image or a video that quickly and widely spreads across the internet

**revenue** noun. money generated by a source, such as a website or company

COURTESY OF EVANTUBEHD (BOY); MADE PRODUCTIONS (E); GETTY IMAGES (COURTAINS); EDEZ (E); GETTY IMAGES (STARS); PIGM (E); GETTY IMAGES (STAGE); NEIL GOWIN/MAGCUBE (MAGAZINE VIA GETTY IMAGES (PHONE))

top left):

, Jojo  
eHD,  
o

Justin Bieber  
in 2007



Pop star Justin Bieber is one of YouTube's biggest success stories. In 2008, a music executive signed him to a recording contract after watching a video of him singing and playing guitar on YouTube. Today, some of Bieber's music videos have been seen more than 1 billion times on YouTube!

leave hurtful comments under the videos. YouTube blocks many of them, but not all. Evan's dad monitors all the comments on Evan's channels. To protect their privacy, family members don't reveal their last name or details about where they live.

"It is important to stress that parents take an active role," Jared says. "This is the internet, after all."

stuffed animals marching across the floor. As the video started racking up views, Evan made others and posted them online every month or so. Two years later, his videos had more than 270 million total views.

"I just thought maybe my relatives and a couple of my friends would see it," Evan explains. "Oh boy, was I wrong!"

For young YouTubers like Evan, fame was eventually followed by big bucks. Evan's family takes in more than \$1 million in **revenue** each year from his channels (see "Collecting the Cash"). But Evan says all his success hasn't changed him.

"I'm just a normal kid!" he says.

### Not All Fun and Games

Making all that money and gaining a large following took a lot of hard work—for both Evan and his parents. In fact, without his parents, Evan wouldn't even have a channel. They had to set up his account because YouTube requires users to be at least 13 years old to create one.

Like all serious YouTubers, Evan and his dad, Jared, shoot and edit hours of footage each week. To keep his fans coming back, Evan tries to post three videos per week. He also reads all his fans' requests for new videos

and continually brainstorms other ideas with his parents.

All this work happens after school and on weekends, when Evan isn't doing homework or hanging out with his friends. His parents even quit their jobs to help run the family's channels.

Evan's parents also help him with another challenge: dealing with haters. People sometimes

### Do What You Love

Despite the challenges, Evan says he loves making YouTube videos. He has some advice for kids who want to become YouTubers: Don't worry about becoming a star. The key, Evan says, is to do what you love.

"That's the number one rule," he says. "Just have fun!"

—by Tricia Culligan

## Collecting the Cash

Last year, the top 12 YouTubers made more than \$70 million combined. Here's a look at how YouTubers make their money.



### → Ads Before Videos

Some YouTubers allow companies to run ads before their videos. The companies pay based on the number of viewers who click the ad or watch at least 30 seconds of it. YouTube gets a portion of the money, and the star gets the rest. The most popular YouTubers make up to \$8 per every 1,000 views. That means a YouTuber could earn \$8,000 from a video that gets 1 million views.

### → Ads During Videos

Sometimes YouTubers do the advertising themselves. Food, drink, and toy companies pay the stars to include their products in videos. Other times, YouTubers are given free toys and games to review. The companies hope viewers will see how much the YouTubers like the product and ask their parents to buy it. Experts say kids need to realize that some of their favorite videos may be ads in disguise.



Evan's "Father's Day Surprise!" video is an ad for Minute Maid.

# Halloween History

Telling scary stories. Carving pumpkins. Trick-or-treating. These are some things that come to mind when people think of Halloween. But did you ever wonder where these spooky traditions started?

## Ghost Stories

The origins of Halloween date back 2,000 years, to a group called the Celts (kelts). They lived in an area that now includes Ireland, Scotland, and Wales. The Celts would gather to celebrate the end of the harvest season and the beginning of winter, or the "darker" time of the year. They had big feasts and swapped scary stories of the **supernatural**. Some experts say the Celts believed that the spirits of the dead roamed the Earth during that time.

"It was a time when they thought the barrier between worlds was at its thinnest, and evil things, like dead spirits, could cross over," says Lisa Morton, author of *The Halloween Encyclopedia*.

## What's in a Name?

During the 8th century, followers of the Roman Catholic religion began celebrating All Hallows' Day, also known as All Saints' Day, on November 1. The word *hallowed* means "holy." The night before became known as All Hallows' Eve, which was later shortened to Halloween. Some of the spooky Celtic traditions that had started years before continued on that night.

## From Tricks to Treats

By the late 1930s, Halloween pranks had become a big problem in many places in the U.S. Kids would cause mischief in their neighborhoods, knocking over mailboxes, damaging people's homes, and even tipping over cows!

In some cities, homeowners started bribing kids with all sorts of treats—from candy and coins to toys—so they would leave their houses alone. By the 1960s, dressing up in costumes and going door-to-door collecting goodies had become a popular Halloween tradition for kids across the country.



Trick-or-treaters from the 1950s

## Turnip-o'-Lanterns

Centuries ago, kids in Ireland and Scotland used to play pranks on All Hallows' Eve. One popular prank was to carve up turnips, put candles inside, and place them along roads and outside graveyards to scare travelers. When immigrants from these countries came to the United States, they continued the tradition but used pumpkins, which were easier to find.



### Word to Know

**supernatural** noun, something outside of nature or beyond the visible world, such as a ghost

## Are You Old Enough to Have a Smartphone?

New smartphone owners keep getting younger. Five years ago, the average age at which kids got their first phone was 12, according to a report by a group called Influence Central. Last year, the average age was 10.

Some people say there's nothing wrong with young kids having smartphones. After all, texting is one of the main ways kids communicate with one another. Others point out that many kids and parents use the devices to reach each other. They also argue that smartphones give kids access to a lot of educational apps.

James Steyer is the chief executive of Common Sense Media, an organization that promotes safe use of technology by kids. Although the rule in Steyer's family is no smartphones until high school, he says some younger kids may be ready to have one sooner.

"A kid's age is not as important as his or her own responsibility or maturity level," Steyer told *The New York Times*.

Still, others insist that kids shouldn't get a phone until they're older. Kids often text friends or surf the



web instead of doing chores or homework. Some experts worry about the amount of time kids spend on their phones. In a 2016 study by Common Sense Media, half the kids ages 12 to 18 said they were addicted to their phones. That's a big problem, says Jesse Weinberger, who wrote a book about internet safety.

"The less time you spend with humans and the more time you spend with screens, the less happy you're going to be," Weinberger says.

**Here's what two of our readers think.**

### **Yes!** Kids should have smartphones as long as they're responsible.

My mom got me a smartphone last November because she trusts that I'll be responsible with it. I know that if I'm not, she'll take my phone away.

Smartphones can be a good safety net. My mom wanted me to have a phone so she can check in and make sure I'm OK when I'm out of the house. Having a phone also makes me feel safe and secure, knowing that I can call my mom or 911 in an emergency.

Smartphones are a part of everyday life for a lot of kids. Many of my friends and I use our phones as our main form of communication and to watch videos and play games. Kids who don't have a phone may feel left out.



**Riley Blevins, Kentucky**

### **No!** Kids our age don't need a smartphone yet.

I have a smartphone, but I don't think it's necessary to have one. Many kids already spend too much time on screens. A 2015 study by a group called Childwise found that, on average, kids spend at least six hours on screens each day. Instead of using smartphones to communicate with friends, we could interact in person and play outside. Also, giving kids smartphones may make them targets for cyberbullying.

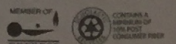
Smartphones are really expensive. The most popular ones can cost more than \$800. Parents have cheaper options if they want their kids to have phones for safety reasons, such as phones that can only make calls and don't have internet access.



**Erik Boydston, Colorado**

**What's Your OPINION?** Go online to cast your vote and download an opinion-writing skills sheet: [www.scholastic.com/sn56](http://www.scholastic.com/sn56)

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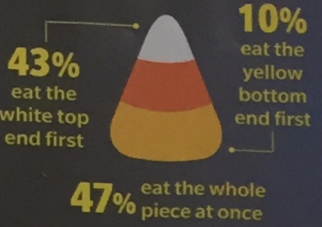


# News Graphic

This year, about 7 in 10 Americans are expected to celebrate Halloween. Here are some more Halloween facts.

**72 PERCENT** of parents admit to taking candy from their kids' trick-or-treat bags.

### How People Eat Candy Corn



### Top Pumpkin-Growing States

- 
1. Illinois
  2. California
  3. Ohio
  4. Pennsylvania
  5. Michigan



**\$86.13** Amount, on average, each U.S. household is expected to spend on decorations, costumes, and candy this year



**28,640,000**

Number of Americans who dress up their pets for Halloween. The top costumes are pumpkins and hot dogs.

Sources: National Confectioners Association (72% candy corn), National Retail Federation (\$86.13, pets), Great Pumpkin Commonwealth (weights); USDA (states)

1. The world's heaviest pumpkin weighed \_\_\_\_\_ pounds more than the previous record holder.

2. Which statement is supported by the infographic?
- Ⓐ Most parents don't like candy.
  - Ⓑ The top Halloween costume this year is a hot dog.
  - Ⓒ Everyone loves candy corn.
  - Ⓓ Illinois produces the most pumpkins of any state.

3. Which fact do you find most surprising? Explain.

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# News Review

## On Shaky Ground page 2

4. Which conclusion is supported by the article?
- Ⓐ Big earthquakes usually occur within a few weeks of each other.
  - Ⓑ Scientists can easily predict earthquakes.
  - Ⓒ Earthquakes are uncommon in Mexico because of its location.
  - Ⓓ Earthquakes often occur in places where tectonic plates meet.
5. The strength of an earthquake is measured by \_\_\_\_.
- Ⓐ its location
  - Ⓑ its magnitude
  - Ⓒ the amount of damage it causes
  - Ⓓ comparing it with the last quake to hit nearby

## Monkey See, Monkey Do page 3

6. What was the main question surrounding the famous monkey selfie?
- Ⓐ Who took the photo?
  - Ⓑ Who owns the photo?
  - Ⓒ Is the photo a fake?
  - Ⓓ Is the monkey in the photo really smiling?



## How to Be a YouTube Star pages 4-5

7. What is the main purpose of the article?
- Ⓐ to inform kids about why many people want to become YouTube stars
  - Ⓑ to persuade kids to post videos on YouTube
  - Ⓒ to highlight important moments in the history of YouTube
  - Ⓓ to explain the challenges and benefits of becoming a successful YouTuber
8. All viral videos have been \_\_\_\_.
- Ⓐ posted on YouTube
  - Ⓑ viewed many times
  - Ⓒ made by celebrities
  - Ⓓ made by kids
9. The section "Fame and Fortune" focuses on \_\_\_\_.
- Ⓐ how to make a popular YouTube video
  - Ⓑ companies that pay YouTube stars to use their products in videos
  - Ⓒ how one young YouTuber became famous
  - Ⓓ how parents support young YouTube stars
10. Which statement would Evan probably agree with?
- Ⓐ It's easy to make videos that go viral.
  - Ⓑ Staying popular on YouTube isn't very difficult.
  - Ⓒ Focus on fame and it will come to you.
  - Ⓓ It's important to enjoy what you do.