

Answer Key

The Antidote to Apathy

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TED Lectures
Note-taking Activity

1. No.
2. Because engagement is actively discouraged.
3. That there is an obvious better way to engage the public.
4. Because it is used by companies for profit and not all messages are profitable.
5. When it comes to political issues they leave out important information on how to get involved – websites offer no info about getting engaged.
6. That leaders are chosen when in reality they are developed collectively. Therefore, many people feel they have no role to play.
7. He views Canada's election process as outdated and unfair and it creates random results. For example, Canada is being led by a party that the majority did not vote for.
8. He believes people are not selfish, stupid or lazy and that if we see apathy for why it exists, we can change things.