

Elliott Masie's

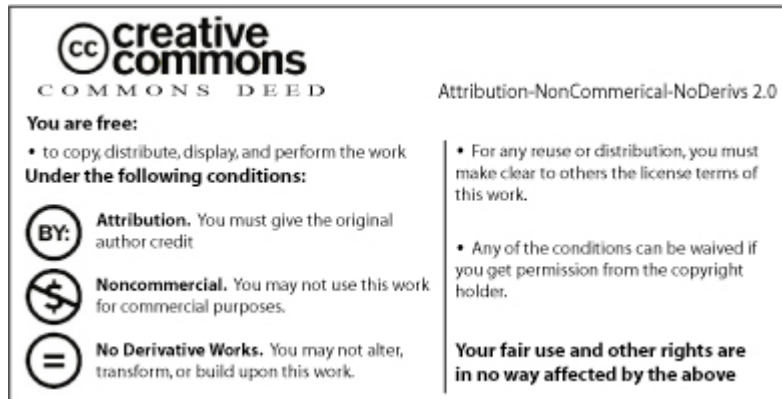
LEARNING2009

Malcolm Gladwell *Outliers*

Learning 2009 Keynote – Everyone is Writing Again

November 9th, 2009

Transcription of Video Segment Available at:
<http://www.learning2010.com/gladwell>



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Learning 2010 will be held from October 24-27 in Orlando, Florida.

Elliott Masie: Your craft is writing words and thinking about words. How do you feel about this whole walking around with little video cameras and writing 140-character bursts without even having to think about editing them and the like?

Malcolm Gladwell: Well, I mean, I have a number of responses. One is that to the extent the world doesn't do what I do, what I do is more valuable, so I love it. It's like, it's fantastic. It's as if there were no Thai restaurants in New York and I was going to open a Thai restaurant, I would be delighted.

The other thing - in a longer term [perspective] - I am now old enough to remember a period when we were frantically concerned that writing was dead, that words were dead, and that all kids wanted to do was to watch television and consume with images. And then this lovely thing happened in the last couple of years, which is that writing, in a number of forms - because remember, sure there is Twitter, which is a 100 and whatever it is characters, but there are also a zillion blogs, and there are people emailing. I mean, all of a sudden, everyone is writing again, in different forms than we used to, but nonetheless, the printed word hasn't gone anywhere. Instead, it seems like [and] my guess is that next [the] generation is going to be more literate than the generation that preceded it, which makes me happy.

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