



PERSONAL STATEMENTS

TED TALKS



WHAT IS A TED TALK?

A TED Talk is a short, powerful talk (18 minutes or less). They used to be mainly on Technology, Entertainment and Design (Hence TED) but are now on every subject you can think of. The talks are usually done by leaders in their fields at conferences and then recorded for anyone to see.

HOW DO I CHOOSE A TED TALK?

There are now thousands of TED talks online in multiple topics so how do you choose the best one for your personal statement? Start off by using the topic drop down to select the topic most closely relating to your degree of choice (you can use the A-Z guide in the main booklet for this). Then scroll through to see which talk looks most interesting to you.

You can also look through topics covered in your degree on course pages and search for those too so your examples are extra relevant!



EXAMPLE OF HOW TO WRITE ABOUT...

A TED TALK

How does
the information,
presented within a
TED talk, inspire you?

What did it make
you think about?

How did this help
you in preparation
for your degree?

Make this
crystal clear!



“Exploring my subject in greater detail is extremely important to me. Recently I have been watching TED talks online about psychosomatic theory. I found Hinchcliffe’s ‘What makes a man masculine?’ one of the most interesting. He presented multiple theories that explored how the concept of masculinity has been psychologically constructed and developed over the decades. I found the knowledge inspiring and would love to explore this concept in more depth as a student. I was also motivated by the way in which he presented to an audience; it made me realise how liberating it would be to pass my knowledge onto others as a future undergraduate.”

Don’t forget your A B C’s. Like Point, Evidence, Explain in English, we can use the acronym **ABC** to ensure we have covered everything in our super curricular example:

A Activity



B Benefit



C Course



‘YOUR TURN’ WORKSHEET



Use this worksheet below
to fill in whilst watching
the TED talk and put
together your example:



A Activity	
What is the TED talk topic about and why are you interested in this specific topic? Is the talk is by a notable academic you can use their name like in the example?	
B Benefit	
What knowledge did you gain from the TED talk? What were the most interesting areas they explored?	
C Course	
How will the knowledge gained from this TED talk help you during your degree? What part of this subject are you looking forward to exploring further in your degree?	

