

We can't wait to introduce you to the incredible technology and people who make Amazon possible. Use this facilitation guide to provide an excellent tour experience for students at home or in the classroom!

1. Prepare for the tour

- Review the key learnings and facilitation guide documents. Click through the tour (independent play link below) on your own.
- Distribute graphic organizers (PDF, Word, Google Doc) to students if desired.

2. Select your tour style and length

Host a tour with student devices

A host projects the tour to a group and students join to compete against each other from separate devices.

- [Full Tour \(~45 minutes\)](#)
- [Split Tour Part 1 \(~25 minutes\)](#)
- [Split Tour Part 2 \(~25 minutes\)](#)

Project the tour without student devices

The host projects tour to group without students joining on separate devices.

- [Full Tour \(~45 minutes\)](#)
- [Split Tour Part 1 \(~25 minutes\)](#)
- [Split Tour Part 2 \(~25 minutes\)](#)

Share the tour for independent student play

Students complete the tour by themselves on their own devices. Teacher cannot see student responses.

- [Full Tour \(~45 minutes\)](#)
- [Split Tour Part 1 \(~25 minutes\)](#)
- [Split Tour Part 2 \(~25 minutes\)](#)

For additional support in setting up Kahoot, including creating a FREE teacher account, visit: <https://support.kahoot.com/hc/en-us>

3. Facilitate the tour

- Use the guide below to walk students through the tour. Ask students to share their thoughts or respond to questions to build more interaction.
- To advance slides, click "Got It" in the top right corner.
- Use our [Teacher Toolkit](#) for optional follow up activities and print completion certificates.


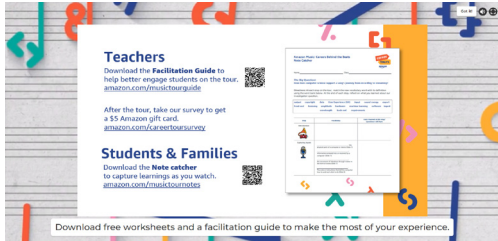
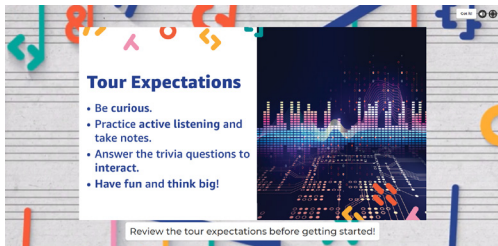
Kahoot! Tips

- If the video clips are playing too softly, check that the volume bar on the Kahoot! platform is at maximum volume - it should also make the YouTube video full volume!
- There is no go back feature. If you need to go back to a video, the links to the segments on YouTube are provided in the facilitation guide below.
- Click the [] in the bottom right of the YouTube video to make full screen. Press esc to get out of full screen mode and return to the tour.

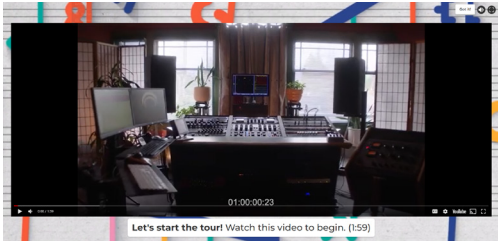
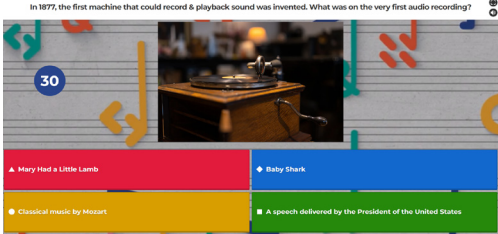
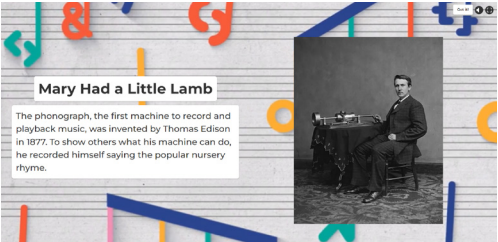
Warning: Hitting space bar auto-advances the slide with no go-back feature.

4. Get a Amazon Gift Card when you submit your feedback. [Complete this survey](#) to help us improve future tours and receive a \$5 Amazon Gift Card. (US Only)


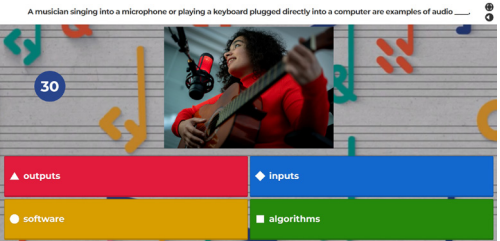

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
1 30 sec		<p>Say: “Today we’re going to take you behind the scenes at Amazon Music to learn how different people and technology work together to bring you your favorite songs!”</p> <p>Optional: Ask a few students about what they know about recording and/or streaming music.</p>	
2 0 sec		<p>Optional: If you’d like your students to access digital notes, have them scan the QR code or access the doc at the short url provided. Students should make a copy of the document. They’ll have to switch between the Google Docs and Kahoot tabs to answer questions and take notes.</p> <p>If using paper note catchers, this would be the best time to distribute.</p> <p>Tour Stop Organizer: PDF Word</p>	
3 30 sec		<p>Set tour expectations with your class.</p> <p>Read the expectations to students.</p> <p>Say: “As we go through the tour, you may find some careers that you are interested in - be sure to take notes on your notecatcher! There will be a mix of polls and quiz questions. Polls won’t count towards your points. Some quiz questions are worth 0 points, but most quiz questions will be worth points - the fastest CORRECT answers get the most points. Let’s see who will win today!”</p>	

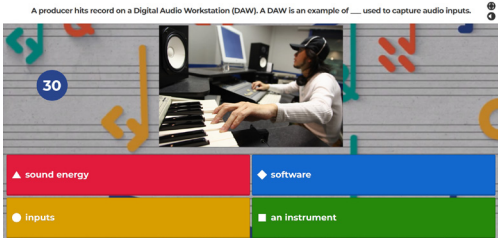
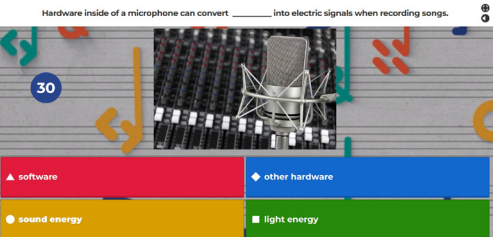
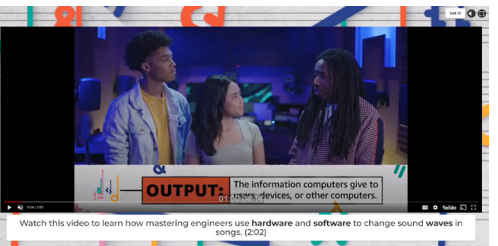
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
4 2 min		<p>Play Video 1: Intro (1:59)</p> <p>Say: "On the next slide, is a poll question. What do you think was on the very first audio recording?" It is worth 0 points since we haven't learned it yet, but let's see what you think!</p>	
5 30 sec		<p>Read the quiz question and answer choices to students: "In 1877, the first machine that could record and playback sound was invented. What was on the very first audio recording?" Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: Mary Had a Little Lamb</p>	
6 15 sec		<p>Quickly read the slide.</p> <p>Then Say: "Let's now head to our first stop: capturing sounds in the studio."</p>	

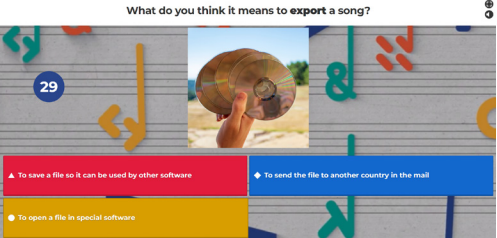
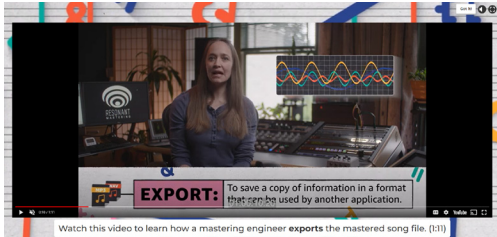
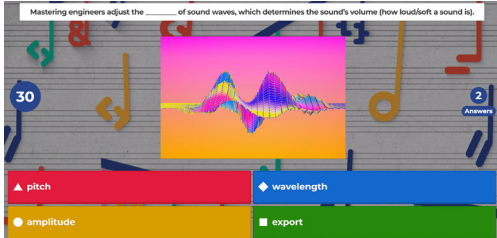
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
7 2 min		<p>Play Video 2: Stop 1 Part A (2:01)</p> <p>Say: "Time for a quick vocabulary review! This is worth points, so let's see if you were paying attention!"</p>	
8 30 sec		<p>Read the quiz question and answer choices to students. "A musician singing into a microphone or playing a keyboard plugged directly into a computer are examples of audio ____." Students answer quiz question. Acknowledge the answers.</p> <p>Correct Answer: inputs</p> <p>Say: "Let's continue watching to learn more about how audio inputs are captured using software."</p>	
9 2 min		<p>Play Video 3: Stop 1 Part B (1:51)</p> <p>Say: "Next we're going to review what we learned in the studio - hope you were tuning in!"</p>	

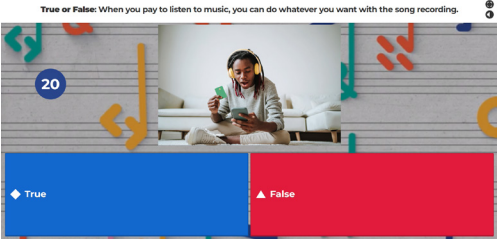

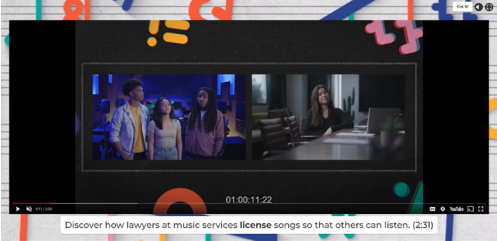
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
10 30 sec		<p>Read the question and on-screen answer choices to students. "A producer hits record on a Digital Audio Workstation (DAW). A DAW is an example of __ used to capture audio inputs."</p> <p>Answer: software</p>	
11 30 sec		<p>Read the question and on-screen answer choices to students. "Hardware inside of a microphone can convert __ into electric signals when recording songs."</p> <p>Answer: sound energy</p> <p>Say: "You're doing a great job of listening! Now it's time to learn what happens to a song after it's recorded."</p>	
12 2 min		<p>Play Video 4: Stop 2 Part A (2:02)</p> <p>Say: "What do you think it means to export a song? This question is worth 0 points, but I'm wondering what you think!"</p>	


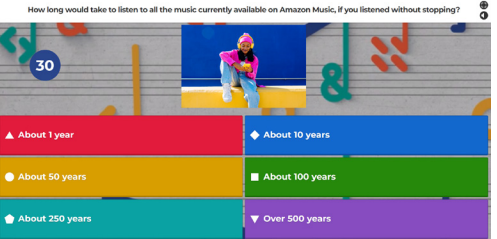
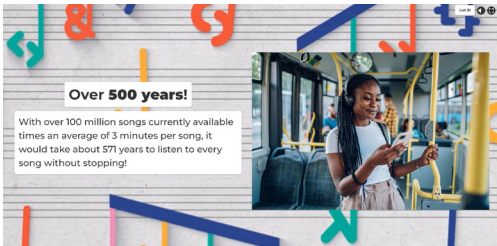
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
13 30 sec		<p>Read the 0 point quiz question and answer choices to students: “What do you think it means to export a song?” Students answer the question. Acknowledge the poll answers.</p> <p>Correct Answer: To save a file so it can be used by other software.</p> <p>Say: “Let’s continue to find out what goes into exporting a song.”</p>	
14 1 min 15 sec		<p>Play Video 5: Stop 2 Part B (1:11)</p> <p>Optional: Review export.</p> <p>Say: “We have a quick review question to see if you’ve mastered mastering.”</p>	
15 30 sec		<p>Read the question and on-screen answer choices to students. “Mastering engineers adjust the _____ of sound waves, which determines the sound’s volume (how loud or soft the sound is).”</p> <p>Answer: amplitude</p> <p>Say: “Now that the song is recorded and mastered, we’ll learn an important step all songs go through before you can listen to it! But before we begin, we have a true or false question worth 0 points - I wonder what you think.”</p>	

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
16 20 sec	 <p>True or False: When you pay to listen to music, you can do whatever you want with the song recording.</p> <p>20</p> <p>True False</p>	<p>Read the 0 point True or False question and answer choices to students: “When you pay to listen to music, you can do whatever you want with the song recording.” Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: False</p>	
17 20 sec	 <p>FALSE</p> <p>In the next step, you'll learn who owns the sound recording and how music services make those songs available to listeners!</p>	<p>Quickly read the slide.</p> <p>Then Say: “Let’s now head to our next step: protecting creativity.”</p>	
18 2 min 30 sec	 <p>01:00:11:22</p> <p>Discover how lawyers at music services license songs so that others can listen. (2:31)</p>	<p>Play Video 6: Stop 3 (2:31)</p> <p>Say: “It’s time to answer a review question to see if you learned how lawyers help get your favorite songs onto music services. This IS worth points.”</p> <p>NOTE: SPLIT TOUR PART 1 ends here</p>	

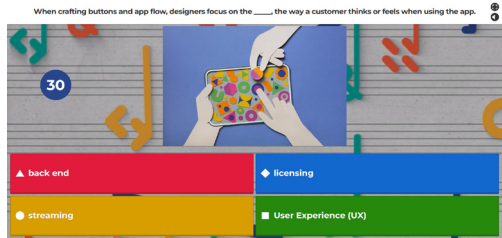
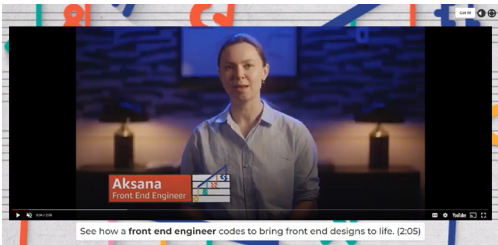
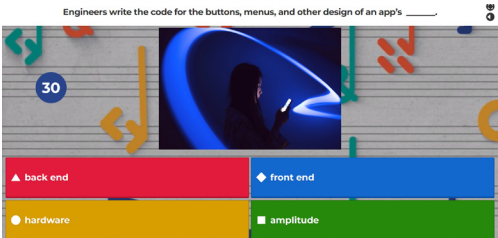
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
19 30 sec	 <p>Music services must ___ songs from record labels to offer tracks for users to listen to.</p> <p>19</p> <p>▲ license ◆ copyright ● record ■ export</p>	<p>Read the question and on-screen answer choices to students. “Music services must ___ songs from record labels to offer tracks for users to listen to.”</p> <p>Answer: license</p> <p>Say: “Before we learn about streaming, let’s answer a quiz question. This is worth 0 points, but I’m interested who thinks they know the answer!”</p>	
20 1 min 45 sec	 <p>How long would take to listen to all the music currently available on Amazon Music, if you listened without stopping?</p> <p>30</p> <p>▲ About 1 year ◆ About 10 years ● About 50 years ■ About 100 years ◆ About 250 years ▼ Over 500 years</p>	<p>Read the 0 point quiz question and answer choices to students: “How long would it take to listen to all the music currently available on Amazon Music if you listened without stopping?” Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: Over 500 years</p>	
21 30 sec	 <p>Over 500 years!</p> <p>With over 100 million songs currently available times an average of 3 minutes per song, it would take about 571 years to listen to every song without stopping!</p>	<p>Quickly read the slide.</p> <p>Then Say: “That’s a LOT of music. And remember new music is being added every single day! In our next stop, we’ll learn how music sharing has changed over time.”</p> <p>(Optional) Share anecdotes of how you listened to music when you were younger.</p>	

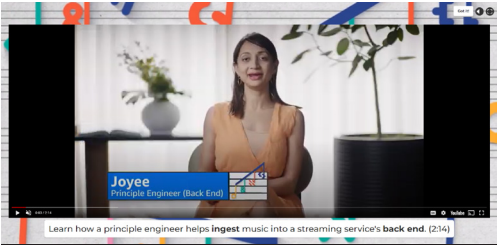
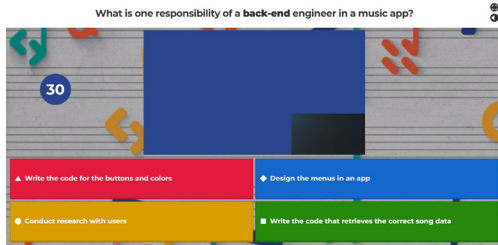
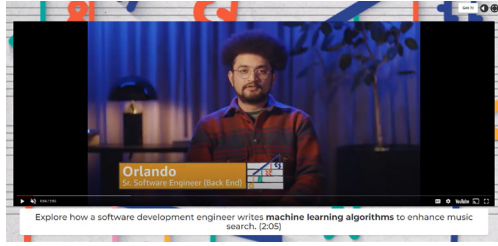
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Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
22 2 min 10 sec		<p>Play Video 7: Stop 4A (2:04)</p> <p>Say: "Before we meet the first professional, let's answer a quick review question."</p>	
23 30 sec		<p>Read the quiz question and answer choices to students: "___ allows people to access music files over the internet, instead of lugging around heavy records." Students answer the review question. Acknowledge the answers.</p> <p>Correct Answer: streaming</p>	
24 2 min		<p>Play Video 8: Stop 4B Part A (1:59)</p> <p>Say: "We'll review what you just learned before we meet another professional who works on the front end of the Amazon Music app."</p>	


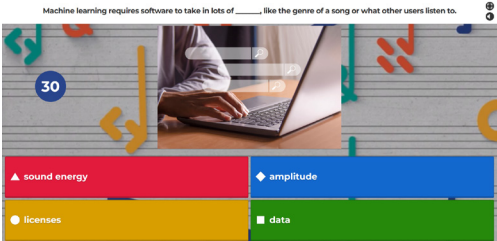
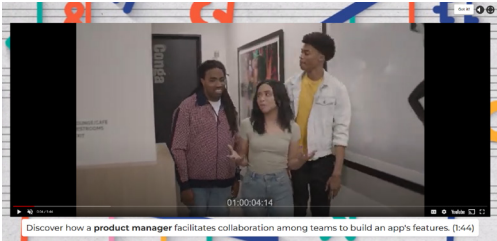
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Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
25 30 sec		<p>Read the question and on-screen answer choices to students. “When crafting buttons and app flow, designers focus on the __, the way a customer thinks or feels when using the app.”</p> <p>Answer: User Experience (UX)</p> <p>Say: “In the next video, we’ll meet an engineer who also works on the front end of an app.”</p>	
26 2 min		<p>Play Video 9: Stop 4B Part B (2:05)</p> <p>Say: “The next 2 careers we’ll meet work on a different part of the Amazon Music app, but first a quick review question.”</p>	
27 30 sec		<p>Read the trivia question and answer choices to students: “Engineers write the code for the buttons, menus, and other designs of an app’s ____.” Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: front end</p>	

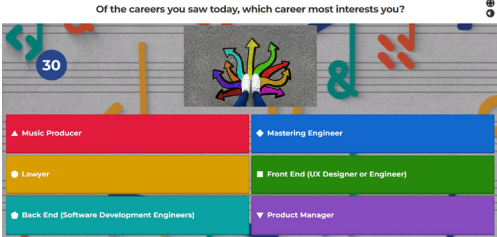
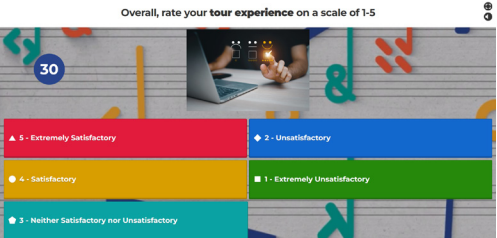
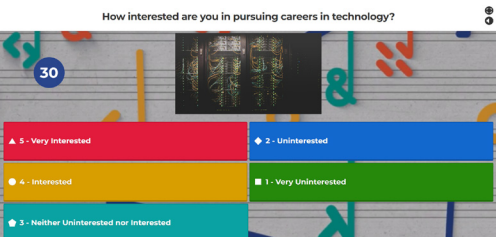
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
28 2 min 15 sec		<p>Play Video 10: Stop 4C Part A (2:14)</p> <p>Say: "Time to review what we just learned before meeting one last engineer."</p>	
29 15 sec		<p>Read the trivia question and answer choices to students: "What is one responsibility of a back-end engineer in a music app?" Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: Write the code that retrieves the correct song data</p>	
30 2 min		<p>Play Video 11: Stop 4C Part B (2:05)</p> <p>Say: "We have a few review questions before we learn about a special role that helps make sure teams can work together!"</p>	

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
31 30 sec		<p>Read the trivia question and answer choices to students: “Computers are trained using ___ to learn what people like to listen to and make new music recommendations.” Students answer the question. Acknowledge the answers.</p> <p>Correct Answer: machine learning</p>	
32 30 sec		<p>Read the question and on-screen answer choices to students. “Machine learning requires software to take in lots of ___, like the genre of a song or what other users listen to.”</p> <p>Answer: data</p> <p>Say: “Our final career video highlights a special career that doesn’t even require coding experience!”</p>	
33 1 min 45 sec		<p>Play Video 12: Stop 4D (1:44)</p> <p>Say: “The next few slides are going to be polls. They are worth 0 points, but they’re a chance for you to reflect on the tour and how you’re thinking about careers in technology.”</p>	

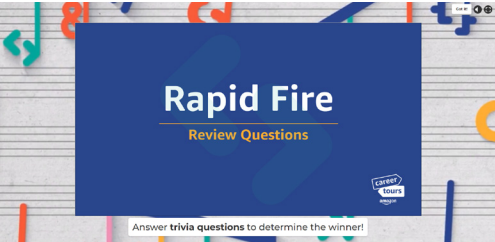
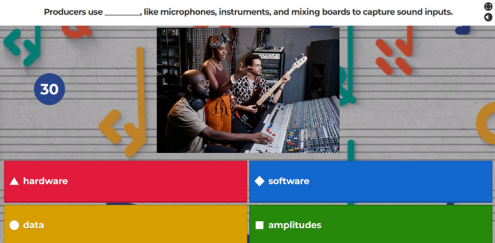
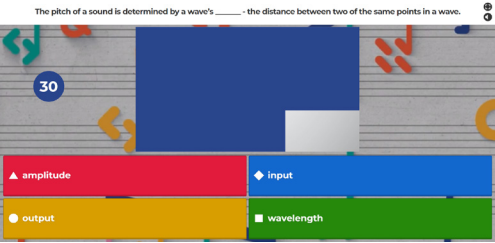
Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
34 30 sec		<p>Read the poll question and answer choices to students.</p> <p>Optional: Hold a discussion now or after the tour about which career most interests students and why.</p> <p>Say: "The next poll asks what you thought of the tour on a scale of 1 - 5, with the highest score meaning you liked it a lot."</p>	
35 30 sec		<p>Read the poll question and answer choices to students.</p> <p>Say: "The next question wonders about your interest in having a career in technology, like the ones you saw today."</p>	
36 30 sec		<p>Read the poll and on-screen answer choices to students.</p> <p>Say: "Next, how did this tour affect your interest in pursuing careers in tech? After watching this tour, did it increase, decrease, or have no change on your desire to have a career in technology and music."</p>	

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
37 20 sec	A poll slide with a white background and a blue header. The question is "How did this tour affect your interest in pursuing careers in technology?". There are three options: "Increased" (red bar), "Decreased" (blue bar), and "No Change" (yellow bar). A timer shows 30 seconds.	<p>Read the poll and on-screen answer choices to students.</p> <p>Say: "The last poll wonders if you agree or disagree that you belong in a career in technology."</p>	
38 30 sec	A poll slide with a white background and a blue header. The question is "Do you agree or disagree with the following statement: I feel like I belong in careers in technology.". There are five options: "5 - Strongly Agree" (red bar), "4 - Agree" (yellow bar), "3 - Neither Agree nor Disagree" (teal bar), "2 - Disagree" (blue bar), and "1 - Strongly Disagree" (green bar). A timer shows 30 seconds.	<p>Read the poll and on-screen answer choices to students.</p> <p>Say: "We have 1 more video to close out the tour, then some rapid fire trivia questions to see who won!"</p>	
39 1 min	A video player showing a person in a dark room with a large sphere. The video title is "Close out the tour with one final video. (0:58)". A timer shows 01:00:03:01.	<p>Play Video 13: Stop 5 (0:58)</p>	

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
40 15 sec		Say: "The last few questions are review vocabulary questions. Then we'll see who's the winner!"	
41 30 sec		Read the question and on-screen answer choices to students. "Producers use ____, like microphones, instruments, and mixing boards to capture sound inputs." Answer: hardware	
42 30 sec		Read the question and on-screen answer choices to students. "The pitch of a sound is determined by a wave's ____ - the distance between two of the same points in a wave." Answer: wavelength	

Amazon Music: Careers Behind the Beats Tour

Slide # (suggested time)	Slide Image	Facilitation Tips	Notes
43 30 sec	<p>Record labels own a ____ for their artists' songs, which gives them the right to choose who can use their property.</p> <p>30</p> <p>▲ bicycle ◆ license ● copyright ■ software</p>	<p>Read the question and on-screen answer choices to students. "Record labels own a __ for their artists' songs, which gives them the right to choose who can use their property."</p> <p>Answer: copyright</p>	
44 30 sec	<p>A UX designer passes over ____ to a front end engineer so they know exactly what to code.</p> <p>30</p> <p>▲ software ◆ crayon drawings ● specifications ■ hardware</p>	<p>Read the question and on-screen answer choices to students. "A UX designer passes over __ to a front end engineer so they know exactly what to code."</p> <p>Answer: requirements</p>	
45 30 sec	<p>Engineers __ and check packages that contain songs, information, and artwork before the track enters the music catalog.</p> <p>25</p> <p>▲ export ◆ ingest ● stream ■ deliver</p>	<p>Read the question and on-screen answer choices to students. "Engineers __ and check packages that contain songs, information and artwork before the track enters the music catalog."</p> <p>Answer: ingest</p> <p>Skip the next 2 slides to show the podium.</p>	

Amazon Music: Careers Behind the Beats Tour

Slide

(suggested time)

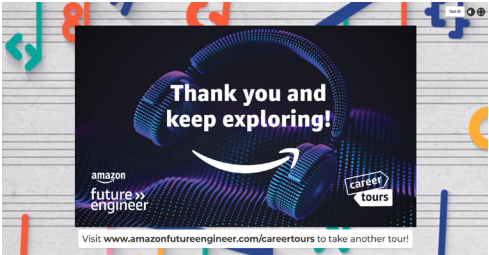
Slide Image

Facilitation Tips

Notes

46

0 sec



Slide 46: Say: "I hope you learned a lot about the music industry and how apps like Amazon Music get your favorite songs to you. Maybe one day you'll record your own music or make your own apps!"