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PEOPLE LATEST - 15 APR 2016 - BY METROPOLIST

## Will Best's top 5 trending stories you need to know about


0 SHARES f t g+ @ 0 Comments

**IGGY AZALEA** @IGGYAZALEA  
The real story is I peed my pants.  
7:44 AM - 20 Jan 2016  
1,306 2,312

**Harry Wallis**  
Here's page 1 of "tips for maximising your interview time with will.i.am"  
telegraph.co.uk/men/the-five



**Zayn Malik's Pillowtalk beats One Direction's US chart record**  
Zayn Malik's Hit *Pillowtalk* Makes A Drastic Dip In The Charts! Learn About His Record-Breaking Drop!



Trending stories? Who cares? Said no one ever. From the latest celebrity gossip to juicy political scandal, let's face it we're all a little bit obsessed with the hottest news floating around the websphere and beyond. Will Best, host of 4Music's daily show *Trending Live*, is something of a pro when it comes from separating the A-listers from the Z-listers chaff. We picked his brains on exactly what makes a hot trending topic and what his top 5 current trending stories are.



Will Best [IMAGE: Bradley Lloyd Barnes]

"For something to be hot and trending, it has to be able to spark conversation, and for it do that it has to be two out of 'the three F's':

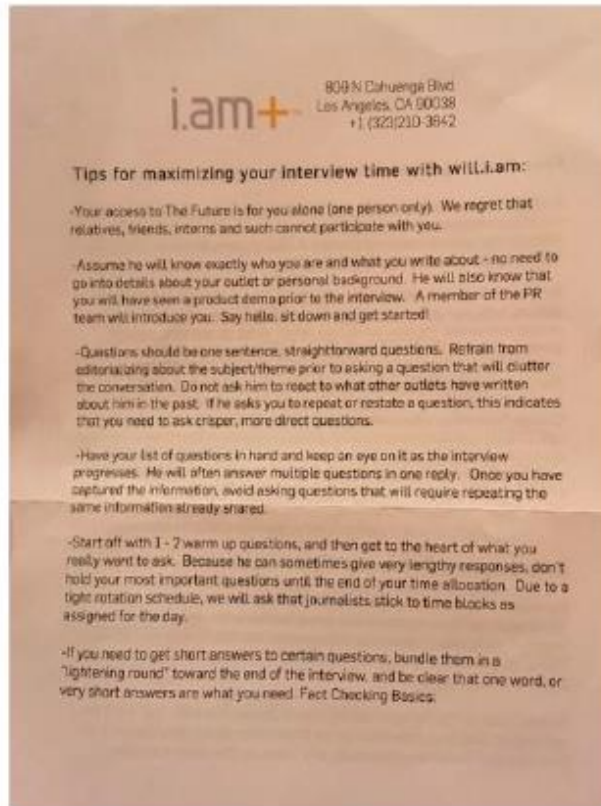
1. Funny
2. Famous
3. Fascinating

If it involves someone famous but it's neither funny or fascinating then it's not a hot topic, but if it's both funny and scandalous but just involves a regular Joe it could still go viral. For instance, genuine news story this week; Madonna might have watched a movie with her son. Useless.

However, a \$278m arctic research vessel having to be officially named *Boaty McBoatface* because of the internet is one of the great things to happen ever. Trending for days.

Here my top 5 trending topics that have caught my eye recently:

## 1. Will.I.Am interview techniques



Harry Wallop  
@hwallop

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Here's page 1 of "tips for maximising your interview time with will.i.am" [telegraph.co.uk/men/the-filter...](http://telegraph.co.uk/men/the-filter...)

10:22 PM - 2 Apr 2016

483 424

Last week, a list of tips and tricks for "maximising your interview time with Will.I.Am" was sent out to journalists, found its way onto Twitter, and immediately became a topic on trending live. It has it all – it's about a famous person (the clue is in the title) it's funny (Will.I.Am is referred to throughout as "The Future"...not even joking), and it's fascinating, because it gives an insight into the whacky world of Will.I.Am. And because he's referred to throughout as "The Future". Amazing.

## 2. Iggy Azalea wet herself



IGGY AZALEA  
@IGGYAZALEA

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The real story is i peed my pants.

7:44 AM - 20 Jan 2016

1,298 2,307

Bodily functions are always funny, and they're even funnier when they're being performed by pop stars. Sometimes it's important to remember that A Listers are just people too, and being just people, they go to the toilet like the rest of us. Sometimes they even go in their own pants. Just like the rest of us. Thanks Iggy Azalea for that heart (crotch?) warming reminder.

### 3. Zayn Malik: Record Breaker

**Zayn Malik Updates**  
@ZaynReport

Zayn's **PILLOWTALK** broke Justin's record of 'Most streams in the first 5 days of the song's release' on Spotify with over 26.5M streams!

5:47 PM - 4 Feb 2016

1,595 retweets 1,538 likes

As in nature, symmetry in a trending story is a satisfying thing. Zayn Malik's debut single broke records for topping charts (it beat J D's highest ever debut by some margin). The world went mad. We chatted about it on *Trending Live*. Teenage girls everywhere swooned. But then, as if obeying Newton's Third Law, Zayn's debut single saw the biggest week two Billboard chart drop in history. Two weeks, two records, one trending story.

**Chart News**  
@chartnews

15 Feb

Billboard Hot 100: #7(-6) **PILLOWTALK**, @zaynmalik [2 weeks]. "peak: #1 for a week"

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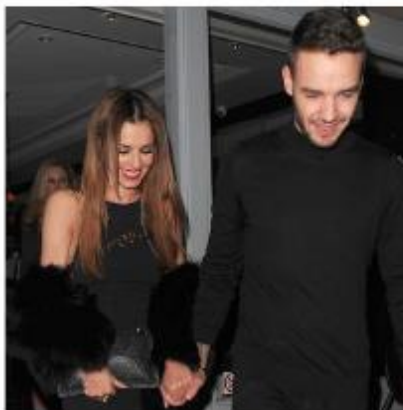
**Chart News**  
@chartnews

PILLOWTALK by @zaynmalik scores the biggest 2nd-week drop for #1-debuting singles in Hot 100 history.

8:51 PM - 16 Feb 2016

788 retweets 773 likes

### 4. Cheryl and Liam went on an actual proper date in public



All together now, "Aww..." [Will Alexander/WENN]

Most of me really doesn't care about this story, two people start dating, big deal. But there is something about it that I do find fascinating. Maybe it's because I've met Liam a few times (oh mind you don't tip over that huge name I just dropped there) and he's actually a really really nice guy? Maybe it's because of the incredibly annoying way their relationship started, with weird cryptic messages and pictures? Maybe it's because our Chezza has been so unlucky in love so many times that we're just rooting for her to find a nice boy to settle down with? Whatever the reason, it's a story that just keeps giving.

### 5. Taking the piss out of celebrity selfies

celestbarber · 1 month ago

I think this makes me brave or dumb. #celestbarberaccepted #celestbarber #funny #cuttingherberton #zaynmalik

2423 likes 879 comments

We all have such a strange relationship with 'celebrities'. We insatiably consume even the blindest stories about them (see topic 4), we make them rich by seemingly hanging off every word they say, we put them on pedestals and shower them with attention. But really, all we want to do is laugh at how ridiculous they are. Australian comedian Celeste Barber is helping us do that by recreating their Instagram posts in a more...um...real way. And it's great. Check out her Instagram here.

Will Best presents on *Trending Live* on 4music Monday - Thursday 4pm - 6pm and *Almageddon*, the final is Saturday 16th April at 8.25pm on CBBC.