

## 5 Worksheet on Statistics

Text: "Twitter: we all need to be in the loop", from Düwel/Grün, *The Media*, Viewfinder Topics New Edition plus (München: Langenscheidt, 2011), pp. 47f.

### A REAL TIME COUNTERS

Gary Hayes, responsible for a weblog called "personalizemedia.com", is fascinated by "today's exponential growth of usage of the sharing web". This is why he built and coded an app called *Gary's Social Media Count*, based on various statistics and in the form of a real time counter. In his blog, he says that he was inspired by real existing time counters.

Source:

<http://www.personalizemedia.com/garys-social-media-count/>

(Please copy and paste this hyperlink into your browser.)

A really fascinating "real time counter" is the "Worldometer", for example. It covers many areas, e.g. world population, government and economics, society and media, environment, food, water, energy, and health. In "About Us", the people responsible for the real time counters state that the "counters that display the real-time numbers are based on Worldometers' algorithm that processes the latest and most accurate statistical data available together with its estimated progression to compute the current millisecond number to be displayed on each counter based on the specific time set on each visitor's computer clock." This is how I can say that, for example, today (2012-06-13, 21:40h) as many as 339,612,973,803 e-mails have already been sent.

Source:

<http://www.worldometers.info/>

(Please copy and paste this hyperlink into your browser.)

## B GARY'S SOCIAL MEDIA COUNT

Similar to the "Worldometer", *Gary's Social Media Count* computes figures from statistical data and does not calculate real-time figures. With buttons in the top right corner of the app you can choose the categories "social", "mobile", "games", and "heritage" in different time spans: now, +1 day, +1 week, +1 month, and +1 year.

### 1 START THE MEDIA COUNT AND FIND OUT...

1. **How many tweets have been sent on Twitter "in the last 20 seconds"?**
  - 40,509
  - 50,400
  - 105,111
  - 120,553
2. **How many photos have been uploaded in Facebook "in the last 20 seconds"?**
  - 45
  - 3003
  - 5122
  - 69,444
3. **How long does it take until 50 new android phones have been activated and 6 new i-phones have been sold?**
4. **How many i-pads does Apple sell per week, per month and per year?**

### 2 WORKING WITH THE FIGURES...

1. **Hayes' statistics show how fast we share items, how fast they stack up in the virtual world. There are, for example, 385,185 likes and comments on Facebook in ten seconds. What do you think people might be doing exactly?**
2. **Imagine that in your company (a small chain of burger restaurants in the USA) you have to convince the management board of the benefits of social media. You want to do a presentation and include Hayes real time counter. Which figures would you draw on to convince the board and why? (You can also use figures from Facebook or Twitter pages)**

(Daniela Pröls)