

## 5 Statistics – Answer Key

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.

### B GARY'S SOCIAL MEDIA COUNT

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

1. How many tweets have been sent on Twitter "in the last 20 seconds"?

☐ 40,509

2. How many photos have been uploaded in Facebook "in the last 20 seconds"?

☐ 69,444

3. How long does it take until 50 new android phones have been activated and 6 new i-phones have been sold?

50 androids in 7 seconds

6 i-phones in 7 seconds

4. How many i-pads does Apple sell per week, per month and per year?

week: 1,270,086

month: 5,533,920

year: 66,827,040

## 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?**

While some people might be sharing their thoughts and feelings via a smart phone or computer in their free time, others just might be wasting time at work. People could be discussing world news or sharing private news (relationships, births, deaths etc.). They also might be commenting on new profiles or holiday photos, posting meaningless messages like "What a day!" or discussing really interesting news.

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.)**

Young people love eating burgers and they are also the ones who use websites like Facebook or Twitter to share, discuss, chat etc. very often. The benefits of social media show in the huge number of daily Facebook and Twitter activities (according to Hayes, Facebook has 3 billion "likes" and comments a day and Twitter is able to record as many as 175 million tweets every single day). Even small business owners must now realize the enormous power of Facebook and Twitter to contact and influence their potential customers.

The biggest burger chains *McDonald's* and *Burger King* have an extremely strong presence on both of the social networking sites:

**McDonald's/ Facebook:** more than 20 million people "like" it, roughly 330,000 people "talk about it" and 2.5 million additional people have visited the page.

**McDonald's/ Twitter:** half a million followers

**Burger King/ Facebook:** about 5 million people like it, roughly 69,000 people "talk about it" and over 6,000 additional people have visited the page.

**Burger King/ Twitter:** roughly 60,000 followers

On social networking sites you can create groups or fan pages, for example. The best thing about them is that they hardly need any monitoring and that creating a page is very easy.

Your company's page can include newsletters, announcements, special offers, photos, contests, polls, links, videos, questions and answers, and much more. In today's virtual world every company must be in touch with online communities as products are also sold through them.

*(Daniela Pröls)*