**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Audience Interaction Quiz**

*Directions: Complete the following questions about audience interaction. Each question is worth one point unless otherwise noted. (20 points total)*

1. Evaluate the following market research survey questions, indicating their strengths and weaknesses. (2 points each, 10 points total)

* Are your parents interested in the yearbook? YES NO

Possible Strengths:

* Includes possible choices
* Quick to answer
* Gathers information about members of the audience that are not often surveyed

Possible Weaknesses

* Could be better presented as a rating, for example, “On a scale of 1-5, how interested are your parents in the yearbook?”
* Some students may not know this information about their parents. It would be helpful to have a descriptor such as, “I don’t know”, “Maybe”, or “Sometimes”.
* What section of the yearbook would you look at first?

Portraits Student Life Sports Academics Senior Ads

Possible Strengths:

* Includes possible choices
* Quick to answer
* Indicates areas of interest to the audience

Possible Weaknesses

* Does not include other possible areas of student interest, for example, the Index, Advertising, Title Page, Signature Pages, etc
* Would be useful to have a descriptor such as “Other” to include some of these other possibilities, without having to list all of them.
* Do you go to our news website to read articles? YES NO

Possible Strengths:

* Includes possible choices
* Quick to answer
* Written clearly
* Provides information about whether members of the audience engage with the website

Possible Weaknesses

* Could be better presented with a list of possible activities to engage in on the website (e.g. read articles, watch videos, take surveys, view photo galleries, etc), since it is possible some audience members go to the website for other activities than reading articles
* Would be beneficial to have other descriptors, such as, “Sometimes”
* When was the last time you read our newspaper?

Possible Strengths:

* Gathers information about audience engagement with the newspaper
* Open-ended questions allow the audience to explain their answer

Possible Weaknesses

* Written with a very negative connotation
* Even if a student has not read the newspaper recently, there could be many explanations for their behavior. The question does not glean useful information about *why* a student may not have read the paper.
* Do you use social media?

Possible Strengths:

* Quick to answer
* Gathers information about audience preferences around engagement tools

Possible Weaknesses

* Could be better presented with choices (Facebook, Twitter, etc)
* Does not define social media, so students could consider some outlets “social” that the publications staff may not
* A student who uses social media in general will not necessarily use social media to interact with a publication

2. Why is it important to understand a market audience? (2 points)

Possible answers: To know …

1. How to engage your audience
2. What kind of businesses to solicit for advertising in your publications
3. How to plan coverage so the audience cares
4. Which social media outlets are essential
5. How to sell your publications to your audience, especially yearbooks

3. Describe how Twitter, Facebook, and Pinterest can be used in different ways to reach an audience. (6 points, 2 points each)

Twitter: Breaking news, alerting, searching, inviting

Facebook: Starting conversations, verifying, feedback, inviting

Pinterest: Inviting, curating information

4. Write a sample Twitter post for the following events. (2 points)

*You are getting ready in the morning when you get a text message from the school district informing you that school has been cancelled due to a power outage. You know that not every student has signed up for text message alerts from the school, and they may not be checking the school website. Luckily, you are the social media editor for your news website, and you can inform other students about the situation.*

Answers will vary, but should be less than 140 characters, including punctuation and spaces, and capture the following aspects of the story:

1. School is cancelled due to a power outage
2. Announcement came via text message from the school district

Responses should contain correct spelling and grammar, and should NOT sensationalize. Also, the post should be written the spirit of Twitter, with a focus on alerting.