**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
* What section of the yearbook would you look at first?

Portraits Student Life Sports Academics Senior Ads

* Do you go to our news website to read articles? YES NO
* When was the last time you read our newspaper?
* Do you use social media?

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

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

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.*