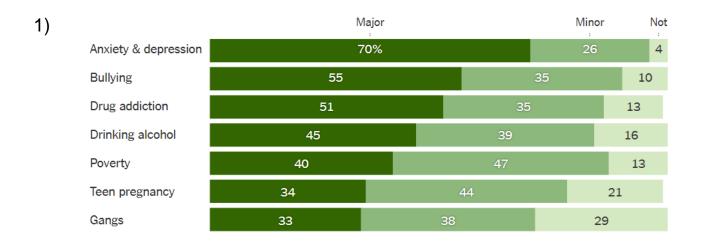
### Handout 4 - Role Play

Choose a graph that interests you. Describe the graph to your partner. Explain what the graph shows. Then, come up with a good idea based on the graph. Explain why this is a good idea.





% of respondents, June 2020

### Facebook

2)

18.3%

### Instagram

11.1%

#### **Pinterest**

2.9%

## Snapchat

1.0%

#### TikTok

1.4%

### Have made a purchase via a social platform other than those listed above

2.5%

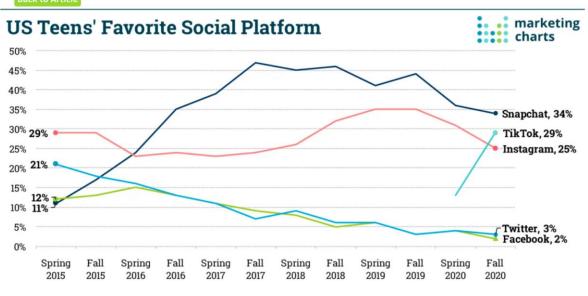
# I have not purchased anything in this way

70.4%

Note: ages 18+; in the past year

Source: "The eMarketer Facebook Flash Survey" conducted in June 2020 by Bizrate Insights, June 29, 2020

Back to Article



4)

