**TWITTER SEARCHES FOR A BUSINESS MODEL**

1. *Based on your reading in this chapter, how would you characterize Twitter’s business model?*

*It is clearly stated that they had no business model for a long time, they have the a number of methods that could generate huge revenue for the company but they relay instead on investors*

1. *If Twitter is to have a revenue model, which of the revenue models described in this chapter would work?*

*Real-time search and real-time news are excellent revenue models.*

1. *What is the most important asset that Twitter has, and how could it monetize this asset?*

*User attention and audiance size that offer real time news and the company’s huge data base that contains tweets that expresses the audiance opinions about a certain subject.*

1. *What impact will a high customer churn rate have on Twitter’s potential advertising revenue?*

*It will cause revenue to decrease due to the fact that there is less (eyeballs) and thus less observation and opinion acquired from the public that companies would like to study.*

1. *Go to Twitter.com and enter a search on your favorite (or least favorite) car. Can you find the company’s official site? What else do you find? Describe the results and characterize the potential risks and rewards for companies that would like to advertise to Twitter’s audience.*

*Company’s official site appeared in search. I think it’s a good presentation for the seatch to have “People” results and “tweet” results in that way it’s not obvious for the tweeter that he is being offered an ad which makes it more comfortable for him to navigate through the search result. Risk and reward manifests in audiance tweets, if positive and negative feedback of the product is displayed that would make the tweeter trust credability of the platform and thus uses it more often which will lead to increase twitter users and companies to use twitter for advertising their product.*

1. *How would you improve Twitter’s Web site to make it more friendly for large advertisers?*

*I think twitter already created an excellent method for advertising; which is ads that dont like ads just like another tweet in the stream.*

1. *Teenagers are infrequent users of Twitter because they use their cell phones for texting, and most users are adults 18–34 years of age. Find five users of Twitter and ask them how long they have used the service, are they likely to continue using the service, and how would they feel about banner ads appearing on their Twitter Web screen and phone screens. Are loyal users of Twitter less likely (or more likely) to tolerate advertising on Twitter?*

*Most of the users asked use twitter for more than 10 years and younger users use it for a few months. They are more likely to continue using the platform. Most of them found ads are repulsive in general but on twitter ads are not flashy and annoying as on other platforms. They are less likely to tolerate advertising on twitter by companies instead they like to listen to influentials which provides them more honesty about a certain product advertised.*