

## Metrics

Gathered from the Telekom Vote 2 to determine the superior ideas.

### Average Daily Social Media Usage

Out of 29 participants:

Time Spent	Number of Participants
0-1 hours	4
1-2 hours	12
2-3 hours	8
4-5 hours	2
More than 5 hours	3
No time spent	0

Most people spend 1-2 hours per day on social media, indicating a significant daily engagement.

### Average Daily Consumption of TikTok, Instagram Reels, YouTube Shorts

Out of 28 participants:

Time Spent	Number of Participants
0-1 hours	11
1-2 hours	9
2-3 hours	5
4-5 hours	1
More than 5 hours	2
No time spent	0

A large portion of the audience spends 0-1 hours on these platforms, showing lower engagement with short-form video content.

### Reading Print Media

Out of 28 participants:

Options	Number of Participants
No	6
Books	19

Options	Number of Participants
Newspapers	7
Posters	5
Calendars	4

A significant number of participants engage with print media, favoring books.

## Preference for Traditional vs. Digital Media

Out of 28 participants:

Option	Number of Participants
Traditional media	2
Digital media	16
Both	Approx. 9
None	Approx. 1

Digital media is clearly preferred over traditional forms, aligning with broader trends towards digital consumption.

## Opinion on Memes and Humorous Content in Social Media

Out of 28 participants:

Response	Percentage
Good	100%
Bad	0%

There's overwhelming support for memes and humorous content, indicating its importance in engagement on social media platforms.

## Favorite Gaming Genre

Out of 28 participants:

Genre	Number of Participants
Action	4
Adventure	3
RPG	15
Strategy	7
Shooter	8

Genre	Number of Participants
Survival	3
Simulation	4
Sports	0
Racing	3
Other	3
Does not play games	2

RPG games are the most popular, followed by shooter and strategy games, indicating a preference for immersive and complex game mechanics.

### Opinion on Escape Rooms

Out of 28 participants:

Response	Percentage
Good	80%
Bad	20%

Escape rooms are generally well-received, suggesting that interactive and puzzle-based activities are favored by the majority.

### Enjoyment of Playing Minigames Against Friends

Out of 28 participants:

Response	Percentage
Good	80%
Bad	20%

A majority enjoys playing minigames against friends, emphasizing the social aspect of gaming.

### Occasional Games with Friends

Out of 28 participants:

Response	Percentage
Good	80%
Bad	20%

There's a preference for social gaming.

## Frequency of Playing Online or Mobile Games

Out of 28 participants:

Frequency	Number of Participants
Daily	13
Frequently during the week	7
Rarely	7
Never	2

Most participants play online or mobile games daily, indicating high engagement with digital games.

## Do You Like VR Games?

Out of 28 participants:

Response	Percentage
Good	60%
Bad	40%

The data suggests that the majority of participants have a positive attitude towards VR games, though a significant portion still does not enjoy them, indicating VR's appeal might still be niche.

## Would You Participate in Gambling if There Is a Chance to Win Money?

Out of 28 participants:

Response	Number of Participants
Yes, definitely	7
It depends	9
Never	12

While a notable number of people are open to gambling for money, a larger portion is either hesitant or firmly against it, showing a balanced but cautious approach towards gambling.

## How Do You Call ‘That’ Thing?

Out of 28 participants:

Response	Number of Participants
Geländer	16
Handlauf	3
Other	9

The majority calls the thing ‘Geländer’, but also ‘Handlauf’ as a more specific term.

## Have You or Someone You Know Ever Fallen Down Stairs? If Yes, What Were the Circumstances?

Out of 28 participants:

Response	Number of Participants
No, I don’t know anyone	6
Looking at phone	6
Slipped	12
Tripped	17
Pushed	7
Not paying attention to surroundings	4
Other reasons	4

The most common reasons for falling down stairs include slipping, tripping, or being pushed. Distractions like phone usage also represent a notable portion of the incidents.

## How Would You Describe Your Humor?

Out of 26 participants:

Type of Humor	Number of Participants
Black humor	8
Silly humor	5
Everything	3
Irony	2
Other	8

Many of the participants share a black humor, but overall it is a diverse mix.

## Do You Sometimes Experience Boredom During Breaks While at University or Work?

Out of 27 participants:

Response	Percentage
Yes	75%
No	25%

A majority of respondents report experiencing boredom during breaks, suggesting there might be opportunities to make break times more engaging for them.

## Do You Like Statistics?

Out of 27 participants:

Response	Percentage
Good	70%
Bad	30%

The majority of respondents have a favorable opinion of statistics, indicating a positive or neutral relationship with data-driven insights.

## Do You Visit the Cafeteria?

Out of 27 participants:

Response	Percentage
Good	67%
Bad	33%

A significant majority use the cafeteria, though there's still a notable minority that does not engage with it regularly.

## Would You Visit the Cafeteria if You Had a Free Voucher?

Out of 27 participants:

Response	Percentage
Yes	95%
No	5%

Almost all respondents would be motivated to visit the cafeteria if they had a free voucher, which could suggest that incentives could increase foot traffic in such areas.