Communicating with ML+- Reasoning (Exercise 4)

Purpose: To demonstrate how to communicate with different audiences

Method: Complete the first chart by assuming you are explaining Snapchat, Facebook and another platform choice to a stereotypical grandmother who is technophobic. Then, complete the second chart by assuming you are explaining Snapchat, Pinterest and some other SM platform to a young, mid-level manager who makes use of Facebook.

Audience: Technophobic grandmother

Platform	Most Like (ML)	Plus (+)	Minus (-)	"Sexy" Statement
Facebook				
Snapchat				
Other				

Audience: Young Mid-level Manager Who Uses Facebook

Platform	Most Like (ML)	Plus (+)	Minus (-)	"Sexy" Statement
Pinterest				
Snapchat				
Other				