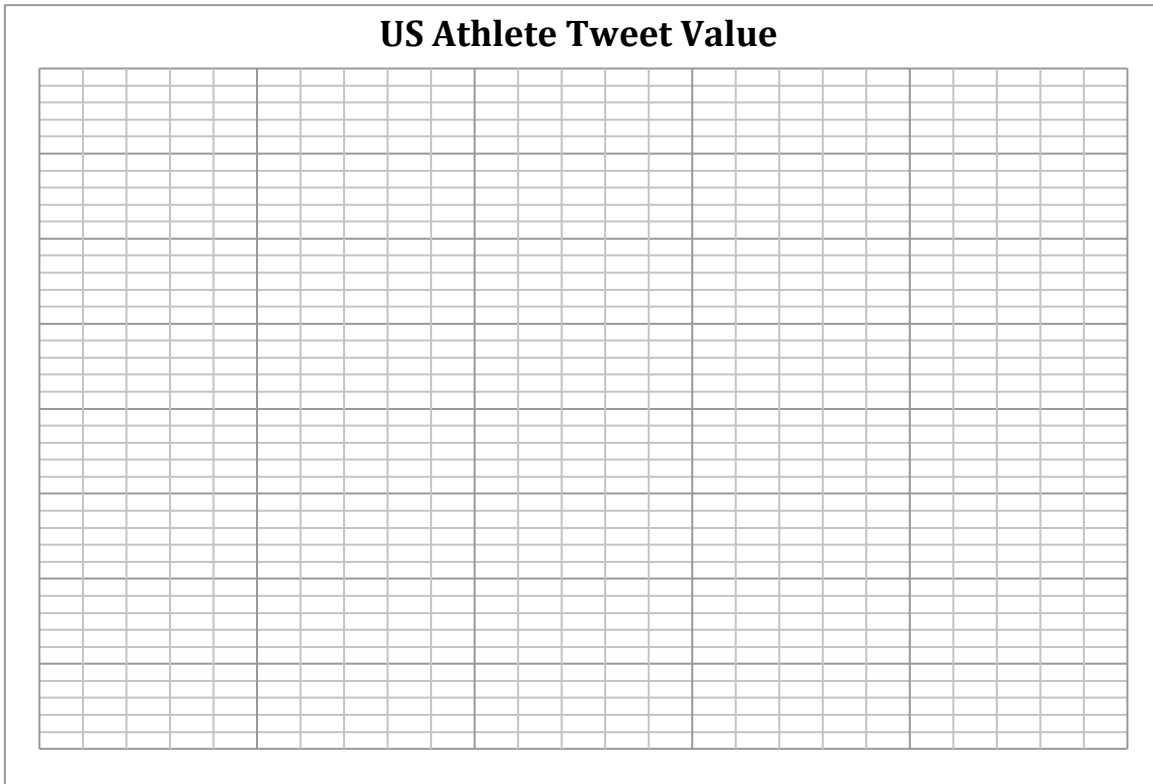


# Tweeting

Popular athletes make a lot of money including money from endorsements. Many athletes also keep social media accounts. Did you know that athletes could actually make money by tweeting for a product, service or company on Twitter? The ten most valuable US athlete tweeters are listed in the chart below along with their number of Twitter followers (as of 8/2014) and tweet value.

Athlete	Followers in Millions	Tweet Value
Lebron James	23	\$139,500
Kevin Durant	11.5	\$66,500
Kobe Bryant	7.2	\$42,400
Floyd Mayweather	6.4	\$34,900
Dwight Howard	6.1	\$34,300
Serena Williams	5.1	\$30,600
Dwayne Wade	4.9	\$28,300
Tiger Woods	4.7	\$27,700
Chis Paul	4.5	\$25,400
Blake Griffin	3.3	\$18,400

1. Take a look at the data. Make a quick estimate, an educated guess, for every million followers how much is a tweet worth?
2. Create a graph for this data, by plotting each athlete's tweet value for number of Twitter followers. Carefully consider your independent and dependent variables and your scales on each axis.



3. Draw a line of best fit for the data. Remember, a line of best fit is not a line graph. The **data points** are not connected. The line of best fit should serve as a line that models the data.
4. Give the equation for your line of best fit. What does each part of your equation represent in this context?
5. Use what you have learned to determine the value of a tweet from the following athletes and entertainers. How did you determine their tweet value?

Name	Followers in Millions	Tweet Value
Katy Perry	74.3	
Ellen DeGeneres	46.5	
Christiano Ronaldo	37.5	
Barack Obama	63.2	
Jimmy Fallon	28.4	
Emma Watson	19	
Ariana Grande	31.8	
Aaron Rodgers	1.5	

6. If Puff Daddy has a tweet value of \$65,000 per tweet about how many followers does he have? How did you figure it out?
7. Do some research. Choose a favorite entertainer, athlete, politician, or whoever and try to figure out what their tweets are worth.

Source: <http://national.suntimes.com/national-sports/7/72/1673165/value-mentioned-professional-athletes-timeline>  
[http://espn.go.com/nba/story/\\_/id/13470682/lebron-james-sponsored-tweets-232-million-followers-cost-140k](http://espn.go.com/nba/story/_/id/13470682/lebron-james-sponsored-tweets-232-million-followers-cost-140k)  
<http://twittercounter.com/pages/100>