**Answers**

1. b) one in every six

2. c) 60 hours

3. c) Social media

4. b) posts, images and videos

5. d) Advertise products and services

6. c) across different consumer groups

7. b) classmates.com

8. d) myspace.com

9. b) Web 2.0

10. c) Facebook

11. c) 200 million

12. d) Operation costs

13. c) A tool for connecting with future employers

14. d) news, opinions and information

15. a) human resources