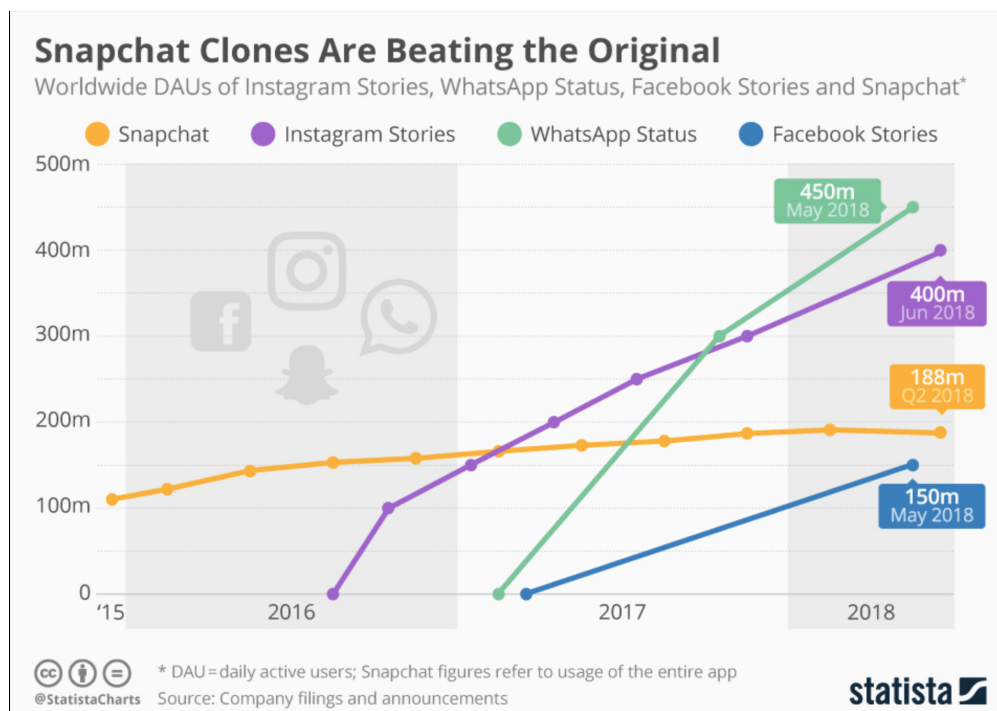


Rate of Change: Snapchat Clones

Below you see the daily average users (DAU) reported for various social media companies.

Source: <https://www.statista.com/chart/10558/daus-instagram-stories-whatsapp-status-snapchat/>



1. Declare letters to represent the variables and meanings for this graph:

Independent variable:

Dependent variable:

2. Write a formula to calculate the rate of change on any of the curves.

3. Focus your calculations as much as possible on the year 2017. Calculate the average rate of change in DAUs for Snapchat in 2017. Describe the meaning of this number in a sentence.

4. Calculate an average rate of change in DAUs for WhatsApp in 2017. Describe the meaning of this number in a sentence.

5. What's unfair about this data?