


The Weekly Listen: How news consumption on social media is different, new digital price tags, and virtual store employees

Audio





On today's podcast episode, we discuss how news on social media is different, if the movies are dead yet, the promise of new digital price tags, IKEA paying virtual employees in its virtual Roblox store, the most visited places in the world, and more. Tune in to the discussion with our vice president of content Suzy Davidkhanian and analysts Blake Droesch and Sarah Marzano.

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Episode Transcript:

Marcus Johnson (00:00):

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Hello everyone, and thanks for hanging out with us for the Behind the Numbers Weekly Listen and eMarketer podcast Made possible by Roundel. This is the Friday show that was talking smack about Blake on an episode earlier this week.

Blake Droesch (00:39):

Good thing I don't listen to the podcast.

Marcus Johnson (00:40):

I knew that was coming.

Suzy Davidkhanian (00:41):

Wait, who was talking

Marcus Johnson (00:42):

Smack? This is why. Wow. Wait, you were there.

Suzy Davidkhanian (00:46):

That's what I'm saying. I was there. I did not hear anybody saying about

Marcus Johnson (00:50):

This. I'm going to say two words. Golf Monthly.

Suzy Davidkhanian (00:52):

Oh, right. Oh yeah. Well that's obviously, I'm going to,

Marcus Johnson (00:55):

Suzy was being very mean. This is

Suzy Davidkhanian (00:58):

Also the show. I don't even know what that is. Golf Monthly.

Marcus Johnson (01:00):

See, that's the point. No one does. It's also the show that thought that because it knew how to restart a computer, that it should now unequivocally work in it

Suzy Davidkhanian (01:11):

Not guilty.

Sarah Marzano (01:13):

We all need a backup plan

Marcus Johnson (01:17):

Better than Gardner, right. Suzy, I'm your host, Marcus Johnson. In today's show, how do Americans get their news on social media? Are the movies dead yet? What to make of digital price tags from Walmart, Ikea to pay Roblox players to role play as employees And where are the most visited countries and cities in the world? Join me for this episode. We have three people all based in New York. We start with our vice president of Content who heads up our retail and e-Commerce desk. It's Suzy Davidkhanian.

Suzy Davidkhanian (01:54):

Thanks for having me. Marcus.

Marcus Johnson (01:56):

Hello there. We're also joined by someone on that very desk. He is one of our senior analysts. It's of course Blake Droesch.

Blake Droesch (02:03):

Hello Marcus.

Marcus Johnson (02:04):

Hey fella. And finally we have our analyst who covers everything retail media. For us it's Sarah Marzano.

Sarah Marzano (02:12):

Hi Marcus. Thanks for having me.

Marcus Johnson (02:14):

Of course. Alright folks, we have three segments for you. We start with the story of the week. We play a super duper game for the second segment, and we end with some random trivia. Let's get to it. We start of course, with the story of the week.

Marcus Johnson (02:30):

How do Americans get their news on social media? There's an updated study from the Pew Research Center that shows social media platforms are an important part of the American news diet with half of us adults saying they get their news at least sometimes from social media in general. So half of folks getting news from social media sometimes a few other highlights from the study, I'll give you two. One around three to four in 10. So three in 10 to four in 10. TikTok, Facebook and Instagram users across the different platforms say news is a reason they use the platform versus nearly seven in 10 for X or Twitter users. And second one here, similar shares three to four in 10. TikTok, Facebook and Instagram users say they regularly get news on these platforms. The first one was, its a reason that they use the platform. The second one being they regularly get news on these platforms versus five in 10 half of X and Twitter users. So a couple of top line figures there, but Suzy, I'll start with you. What interested you the most from this research about how Americans get their news on social media?

Suzy Davidkhanian (03:39):

There's a few things, but I think what surprised me maybe the most, most, which is probably not the answer you were looking for, is that we talk a lot about how even social media platforms are politicized, but now when asked even consumers recognize that there are some that are one sided versus the other, and I had never seen data around that. So for me that was really interesting. It's not just hearsay or our gut telling us, but its actually people are noticing and talking about it. And so that also, another thing that surprised me was people realize that there is inaccurate information on these platforms, but sadly they're still turning to it. And so its an interesting tension I find.

Marcus Johnson (04:21):

Yeah, I want to get to the turning to it in a second because the research seemed to suggest that maybe its more I'm here. Oh look, there's some news as opposed to I'm going to social media for news. Either way, you are still consuming it. But the point about that was something that jumped out to me. Most folks often see inaccuracies. It said 25 to 35% of users across

the four platforms, TikTok, Facebook and Instagram and Twitter say they extremely or fairly often see news there that seems inaccurate. And that number jumped to 70 to 85% of folks who said that these inaccuracies were there. At least they noticed them at least sometimes. So yeah, I thought that was a really important one.

Suzy Davidkhanian (05:01):

I think part of that too is because there were lots of different choices around how you're getting your news. Is it your friends and families posts? Is it news organizations? I mean there was a litany of them and so maybe you notice a few more inaccuracies when its not a new source. But then when its a new source for me, I feel sometimes very click Beatty, right? I think I know everything that's going on. I follow some of these major publications, but I don't really have the whole picture. And so that's where it becomes very critical to be able to turn to actual media, full length media.

Marcus Johnson (05:36):

What do you guys make of this? Because that point jumped out to me as well. So the type of news on social media, you could argue its different. I think you could also argue its the same as, or I guess what we've been consuming because the news folks get on social media seem to be Aquinas study less articles and breaking news and more people expressing about current events and funny posts referencing news, which seems maybe different from how we get it, but then I was thinking, is this really that different from how we consume news on tv? Because a lot of cable news of folks expressing their opinions and late night shows that often folks making jokes about the news. So it kind of seems like it almost, its similar content, different medium perhaps.

Sarah Marzano (06:20):

Yeah, I think that makes a lot of sense. That was something that really stood out to me about the article as well is the different sources for news across the platforms with Facebook and Instagram indexing more towards, you're hearing things from people personally, whether that's friends or family or an acquaintance, and then moving over into TikTok and X being different, whether its influencers on TikTok or actual journalists on X and sort of mirroring when you look at the trends of those who come to social platforms specifically seeking news right on X, that was the only platform where we saw well over a majority of users saying, we're coming here for news and then they're getting it from media journalists like those reputable

sources. So it was interesting how those things kind of followed one another, whereas it almost felt like on Facebook and Instagram its like you're using it despite having to hear about what your friends and family think about the news. Yeah,

Suzy Davidkhanian (07:17):

Well it does mirror. I agree. It mirrors real life sort of cable news, but at the same time there were people, I don't know what the number was, but there were people in the study who realized that the algorithms are also telling you what to see and surfacing the news that they think you would be most interested in, which is obviously what the algorithms are for. They want as much engagement as possible. So somehow there is a mirroring but not quite of cable news because A, B, C is deciding what you need to hear about as are the late night talk show hosts.

Marcus Johnson (07:49):

Yeah. Blake, what jumped out to you mate from this study?

Blake Droesch (07:52):

Yeah, I think that what this study doesn't it sort of skims but doesn't get at the heart of is what are the types of content that people are actually interacting with on social media and what is their perceived accuracy of the news? It's always funny when you're asking people to gauge whether or not that they deem the information that they're getting from social media to be accurate or biased or not, because a lot of people think that will label any type of news whether its legitimate or not, that conflicts with their worldview as somehow inaccurate or bias.

Blake Droesch (08:37):

But in terms of going on platform by platform, I think its very interesting that X has maintained its relevancy as a news source. But I think that that's really because journalists and people in the media are still primarily using X, whereas more general consumers have probably moved away from the platform. But its interesting to see sort of that number tick up on TikTok and it becoming more of a source for cultural and political conversation. And I think that that's kind of an interesting insight into maybe where that activity has shifted towards with the fact that a lot of non-media, non journalist people have left acts and are discussing it elsewhere. And I think that can be indicative of what might be a potential headache for TikTok

either in this election cycle or going forward because at the same time, TikTok ISS also trying to grow and monetize very quickly and an influx of political and cultural conversation. Obviously it brings up a lot of brand safety and moderating issues. So I think that that was a very sort of interesting takeaway to see that shift in where the conversation's happening.

Suzy Davidkhanian (10:00):

But I also think its part of it is the formats of the different platforms. Twitter is more words and you can have these notifications so it breaks the news for you and if your notifications are on, you don't even need to go to Twitter to see, or sorry x, to see what the news is. You can just see it in your notification. Whereas the other three are much more image driven and or video driven. And so that doesn't seem like the place you're going to go in the minute while you're traveling to figure out what's happening in the news.

Marcus Johnson (10:30):

I want to talk about news by platform for a second just to end the story of the week here because Blake, you mentioned TikTok and they pop up in this data, which I find quite interesting in where people are going for their news is changing question being how many Americans regularly get news from social media? It seems like its pretty complicated because by platform it has been changing over the last couple of years quite drastically. So we can show you the data here. This chart showing pure research numbers on what share of US adults regularly get their news from social media in 2020 and then again in 2023. Since 2020, the share of folks who get their news on Twitter, the top of this chart has fallen six points along with the share who is still in first place though, along with the share who get them from Facebook news, from Facebook, Reddit and Snapchat. However, the share of Americans getting news from TikTok Blake mentioned is up 21 points now joint second with Facebook, so it now goes X Twitter and then second place distant second is Facebook and TikTok joint second, but Facebook's been going down. TikTok has been going up. Instagram and LinkedIn also up a bit. The share of people getting used from YouTube was flat, so kind of up and down across the board depending on the platform. But yeah,

Suzy Davidkhanian (11:40):

Fascinating guys. Are we surprised that Snapchat is one of the places where people are getting news? I don't even think I understand that one, you're getting news about your family maybe and friends, but are you getting world news from that?

Marcus Johnson (11:51):

Yeah, its interesting because its at the bottom of the list, but its still 15% of people are saying that they're getting news from there. But based on the types of news we were talking about, maybe more like opinions from friends that are news related or funny comments which have a news angle potentially. Alright folks, that's it for the story of the week. Let's move now to the game of the week. Today's game of the Super Duper game.

Marcus Johnson (12:19):

How's it work? Three rounds today we have Fortune teller Move the Needle and the random Scale the better the answers, the more points you get. Let's play. We'll start with Suzy for round one. Fortune teller, this is where we predict the future. Are the movies dead yet? Esther Zuckerman of Vox things going to the movies isn't dead yet. Writing that the post-strike summer was always going to be tough. That's last summer, but there are lots of reasons not to panic noting first that this summer's movie season hasn't gotten enough to the best of starts with the four guy and Mad Max prequel both struggling. However, Ms. Zuckerman thinks that inside Out two, which poured in 155 million in its us opening weekend and Bad Boys two, nope, not two, four, they're on now grabbed 56 million over its opening weekend. They're both reasons to be more optimistic. But Suzy, the question is playing fortune teller by the end of 2025. So by the end of next year, will the movie theaters be better or worse off than they are today?

Suzy Davidkhanian (13:21):

So if you tuned in on Monday than I'm very excited about movie theaters, but I just think they need to be re-imagined and be a little bit more immersive and a little bit more experiential. And I think the movies is similar to retail in some ways. Is retail dead? Is them all dead? No, obviously its not dead. We just have to rethink about how do we drive traffic? And its the same for the movies. If its a really strong movie, then you just need to figure out how do you differentiate the experience so people aren't streaming and they're ready to par extra dollars to come to the theater. Whether that's merchandising, more pr, I mean just think about Barbie and how there was hot pink everywhere, right? So I just think its about Reimagined definitely not dead. It's such an old industry. There's no way

Marcus Johnson (14:08):

Sarah.

Sarah Marzano (14:09):

Yeah, no Suzy Halen. Some of the stuff that this had me thinking about, but I think to answer the question, but the end of 2025, I mean right now in the article mentioned this, we're still seeing the impacts of the Hollywood strike movies that we're supposed to have come out by now have been rescheduled. Some of 'em are even pushed to next year. But again, I think Suzy's absolutely right. I think this had me thinking about how the path to purchase for movies has changed and the way folks consume content has changed in a way that's removed some of the urgency that would've historically driven activity for an opening weekend. And so I think movie theaters do need to evolve in order to drive that foot trapp. I think Barbie's a great example of something where there was a real social element to that movie.

Sarah Marzano (14:54):

There were people dressing up taking photos, it was a real event to go to with other people. I think about things like Oppenheimer where the draw was like, this is better than watching the movie in your living room because its supposed to be seen on this big screen and with audio that you're not going to be able to replicate at home. And I think the article touched on the success of Inside Out too, and I think its funny to think about that audience of kids, right? Where there is that entertainment draw and they are going to have that sense of urgency. So I think its just really important to think through how you turn things into an experience when you're effectively competing with the comfort of people's homes.

Marcus Johnson (15:37):

Blake,

Blake Droesch (15:38):

The reason why Oppenheimer and Barbie did so well I think is those really hit the sweet spot of movies that went on to achieve critical acclaim but also had mass appeal. But I think it also reminds me of another news story that we've seen recently, which is Sony purchasing the Alamo Drafthouse and I think just more companies investing in that type of enhanced movie experience, it indicates that yes, maybe the sizes of the audience might be getting a little bit smaller, but the industry is adapting to creating an experience that is going to enhance and get more dollars out of the audience that it still does have and is still interested in going to the movies but maybe in a slightly different way. And I think that still is a large enough audience that it can keep the movie industry successful even as the dynamics shift.

Marcus Johnson (16:41):

It appears as though it can. I mean Blake, you mentioned audience. I think that's one reason why it feels like the movies are dying because maybe less people are going, but when you look at the data, it's suggesting a comeback. The dollars are up even though it may not feel like it. Last year's US Box office was 9 billion total for the year. That's up 20% over 20% on the previous year. The problem is it's still 22% below pre-pandemic 2019 and 25% below the record, which was 2018. And then the history before that for a decade before 2019, it was stuck at 11 billion from 2009 to 2019. So it is getting there, it's getting back to those levels just not quite yet. This year it has been struggling because of last year's writer strike. If you look at the domestic box office from January to June 16th, so from January of this year to June 16th and look at where it was the same time last year, it's down 24%. So whether it be able to make that up in the second half of the year possibly. Final point for me here that I thought this was interesting.

Marcus Johnson (17:44):

In an inflationary climate, the movie theater tickets are the first to be cut. This chart here shows that when it comes to the entertainment, consumers cut back on due to inflation. Movie theater tickets are clearly first to go according to Morning Consult as the top result here with 31%. Yeah, a couple of points ahead of books and seconds. So given that we are still in this inflationary climate, it's double what it's been since what people used to the last two decades, but it's half of what it was two summers ago and so it's still high and that's the first thing to go apparently movie tickets. Let's move to round two now. We'll start with Sarah. This is Move the Needle where folks, tell me how much this story will move the needle out of 10. Talking digital price tags from Walmart. The retail giant will replace paper price tags with digital shelf labels DSLs according to a payments article. It noted that following a test of the retailer's location in Grapevine, Texas, the digital labels will be expanded to 2,300 stores by 2026. It's about half of its US store number. The labels are developed by a fusion group and let employees update prices with a few clicks of an app. Walmart stress. The new prices will be reviewed daily and adjusted overnight. They won't be changed hour to hour, but Sarah move the needle. How impactful will these DSLs digital shelf labels be out of 10?

Sarah Marzano (19:05):

I'm going to give it a seven. I feel good about this technology rolling out into Walmart stores. I mean electronic shelf labels are digital shelf labels aren't a new technology. They've been

around for quite some time, but what I like here is that Walmart has the infrastructure to rule this out. They have an internal employee app that can be used within their stores and I think the utility for this technology is really high and that's something that we see some tension with when it comes to the digitization of physical stores as both the infrastructure needed in order to rule out new technology at scale, but also thinking through solutions to actual problems that exist. And Walmart is really touting the efficiency and time savings these digital labels are going to bring to their employees who are otherwise spending a lot of time manually updating traditional paper tags with merchant price updates. But they also mentioned the utility for the LED lights that can flag where something is, whether that's for a product restock or fulfilling an online order. So I think there's a lot of sort of exciting utility for how this can make better use of the staff's time. I would just want to caution that this isn't a way to have fewer staff in stores,

Marcus Johnson (20:28):

Blake.

Blake Droesch (20:30):

Yeah, I agree. I would give it about a eight out of 10. I think that it is easy to imagine sort of a far off future where digital price tags are the norm everywhere and Walmart certainly being a technological innovator in the retail space with the pockets to invest in a digital price tag infrastructure is going to pay the dividends in the longterm for all of the ways that Sarah already laid out. I do think that a lot of the sort of paranoia around dynamic pricing will be interesting to see how consumers react to it, but I will ultimately lean in Walmart's favor because they have a great reputation with their customer and offering everyday low prices. And I don't think that this will be taken the wrong way, such as what we saw with the Wendy's incident when they introduce dynamic pricing. It'll be interesting for sure.

Sarah Marzano (21:41):

I think there's a way to, or its very easy to imagine how this could also become something that has customer facing utility. When you think about those, the LightUp tags where you can quickly find something. The amount of times I've been in a grocery store looking for something that should be obvious and wandered up and down like five aisles before coming across it, so you could see them rolling out some of this functionality as a way to make it

easier for consumers to shop in store, which I think would shift the pendulum more in the favor of consumers. But I think you're right, sort of flag the dynamic pricing piece.

Marcus Johnson (22:16):

So what Sarah's talking about. So yes, its not just a price tag, its also stock to light. It's called feature flashes, an LED light on the shelf tag showing employees locations that require attention or restocking, but then also there's pick to light, which is a feature that speeds up the picking process by guiding employees, maybe customers to the items needed. Suzy, what you got for us?

Suzy Davidkhanian (22:40):

So I would give it a 10 actually because I think, yeah, I really think having come from a department store, I think its not just about the tags on the shelf but also all the signage. Sarah said it, its not new in Canada. We've had it for a long time in Kohl's. They have it and I was trying to figure out when they launched it and the earliest I could find, and so it might be even earlier than that was 2013 and for Kohl's it started on the running shoes. I remember all the running shoes are tagged, but now its also signage and in addition to everything everybody has said, there are a lot of lost opportunities when its the wrong sign or the wrong price on an item and you go to point of sale and now you have to sell it at whatever that tag is, even if its wrong because you have to honor the price.

Suzy Davidkhanian (23:21):

So I think all the efficiencies that we've talked about, plus making sure that you're selling the right product at the right price at the right time. And I'm not even talking about dynamic pricing, I'm just talking about regular merchandising, the store plus I would add for some places during some events like trying to get a head of Amazon Prime or a one day sale or trying to do a Black Friday special, just think about how easy it would be to have these digital signages that are like urgency, right? This is only going to be \$3 for the next three hours and then with the flip of an app you can bring it back to the regular price or a different price and it'll be so much more efficient for everybody.

Marcus Johnson (24:02):

I was listening but I also noticed if I look a bit like an elephant,

Suzy Davidkhanian (24:08):

Marcus, come on. Serious.

Marcus Johnson (24:11):

I was mostly listening but I did

Sarah Marzano (24:13):

Notice that. Which one of us did you stop paying attention to and

Suzy Davidkhanian (24:16):

Notice that to decide?

Marcus Johnson (24:18):

Suzy, obvious. Really quick.

Suzy Davidkhanian (24:21):

Really quick though. That was an obvious one because clearly I will never win so he doesn't need to listen.

Marcus Johnson (24:29):

It's half true. Do you think that consumers to Blake's point are going to be paranoid that prices are changing hour to hour and wait a second, that was this, but now its that, or do you think that they're going to appreciate to what you were suggesting that retailers can say in the morning, oh get down here in the afternoon, we are going to be discounting this, that and the other. Do you think they'll appreciate that hour to hour or morning to afternoon fluctuation?

Suzy Davidkhanian (24:55):

I think we have to give retailers some credit that they've understood dynamic pricing is not a positive experience. And so its not like when you're booking a flight where depending on the time of day and how many people are looking at it, its just a completely different process. Especially because when you're buying things in a store, for the most part there are one of many versus on a plane there's a hundred seats, right? Yep,

Marcus Johnson (25:21):

Yep. So hammer the point home that you all touched on in terms of time saved. Walmart stores have 120,000 products on the shelves and they make thousands of pricing updates every week. Price changes they say can take used to take two days, could now be done in a couple of minutes. So that's the difference that the potential difference these digital shelf labels could make. Let's move to round three. Suzy, just out in front by a 0.5 to Sarah and Blake with four a piece. See if that's how the game ends. Final round, round three is the random scale. We'll start with Blake. Folks have to tell me about the chances of something happening using the random scale. We're talking about Ikea paying 10 Roblox players to role play as employees in its virtual store. This is an article from West Davis of the Verge. He explains that IKEA will pay these folks \$16 an hour to work in the coworker game, a virtual version of its Ikea store in Roblox, helping virtual customers find virtual furniture. You have to be 18 in order to apply for one of the 10 virtual store employee positions and live in the UK or Ireland. Interviews were held earlier this week and the coworker game launches this coming Monday, June 24th. But playing the random scale, the question is will other retailers follow suit from the scale this week from lowest to highest is first. This is madness. Second, this might work for some third, most retailers will be doing this within a few years. And fourth we've got get on board, this is the future, Blake,

Blake Droesch (26:53):

Go one or whatever the lowest chance of anybody else

Marcus Johnson (26:57):

Doing this is madness.

Blake Droesch (26:59):

Well, you're giving me a scale on the chance you asked what are the chances of it happening and this is madness is not a prediction. I don't really understand what we're doing here.

Marcus Johnson (27:08):

What do you mean? You understand? We could have had this conversation before the episode. This is madness means this is madness

Blake Droesch (27:13):

Probably question doesn't make any sense.

Marcus Johnson (27:15):

Will other retailers follow suit? And you are basically saying, no, this is madness.

Blake Droesch (27:20):

Yeah, that's what I'm saying.

Marcus Johnson (27:21):

Yeah, that's the lowest one. Explain yourself.

Blake Droesch (27:23):

Okay. Yeah, I just think its kind of like a one-off nice marketing gimmick, but I don't think its going to be so revolutionary that other retailers are going to feel like they have to do it. Will there be other ways in which that retailers will have other marketing experiences in the Metaverse or on Roblox? Yeah, sure. But I think that this particular example is kind of just like a little fun splash in the pan, but its not going to be anything revolutionary.

Marcus Johnson (27:56):

Thanks out Suzy.

Suzy Davidkhanian (27:58):

So I obviously am going to answer your question in a different way for this particular idea of are other retailers going to put up fake real stores in Roblox? No, this is madness, right? To Blake's point, this is madness. Okay. Ikea though is pretty much ahead of an ar vr. I mean they have scan and go technology in some of their stores in some countries. I think if anybody was going to try this gimmicky thing, IKEA is a good place to start and they've really gamified it. I think they understand how to use Web3 also known as the metaverse, but I prefer calling it Web3 because of beta. But anyways, so I digress. So I think in the like will we see fake real stores? No, obviously not. Do I think retailers need to get on board, this is the future and they need to think of immersive experiences. Yes. So for that I think do you just have to be authentic and do something that makes sense and rings for your consumer. So if you are a company that has a Target market of 85 plus year olds, maybe not the best place to be, right? But if your Target market is a younger customer and you're not using these immersive experiences, you're going to lose out.

Marcus Johnson (29:06):

Did you just answer with the lowest and the highest options at the same time?

Suzy Davidkhanian (29:10):

Yeah, because as Blake pointed out, this is madness. I take that board because I want to win because I want to win. I take it

Marcus Johnson (29:18):

Back. No chance at this point. No,

Suzy Davidkhanian (29:19):

Blake did not point out that your question was poorly phrased. It

Marcus Johnson (29:23):

Wasn't hey dot attack the question, it was written,

Suzy Davidkhanian (29:26):

But we both answered it in the same way. He also said,

Marcus Johnson (29:30):

Blake picked madness. You picked madness, but this is also the future.

Suzy Davidkhanian (29:34):

No, Blake picked madness, but of course people are going to have to use Metaverse.

Blake Droesch (29:39):

No, that's not what I said. That's

Marcus Johnson (29:41):

Not what he said too.

Suzy Davidkhanian (29:42):

I'm not going to put Sarah on the spot, but we all know that's exactly what Blake said there is replay available.

Marcus Johnson (29:47):

There's no pressure to answer that. Okay, what's this? The NBA finals you can't

Suzy Davidkhanian (29:52):

Call for. There is a replay to answer

Marcus Johnson (29:55):

That challenge flag. Sarah, you're up. God knows what Suzy just said.

Sarah Marzano (30:00):

I landed somewhere between this is madness and this might work for some, I think this isn't the first retailer activation on Roblox. I know a hundred percent more about Roblox than I did a few hours ago after reading about this. I think what I would question, I think Suzy, you said something to the effect of retailers going to have to figure out what works for them and their customers. What was really madness or bizarre to me about the IKEA activation is it seems to be sort of a PR stunt around their career track. So I actually copy something from their website. It says, gives players the opportunity to experience ikea's unique approach to careers where non-linear career journeys or the norm. I've never wondered what it would be like to work at an ikea. I don't know how much draw this is going to have. I don't necessarily associate IKEA with a place that is easy to get help from an employee whether there are many employees. So I'm curious if this is going to be it for Ikea, right? Are people that excited to know what it would be like to work at Ikea is what I would call into question.

Marcus Johnson (31:01):

Very nice. Finally, someone actually knew how the game was played. It's the end of the game. Let's count the scores this week's winner, Suzy. Somehow.

Sarah Marzano (31:17):

Somehow,

Marcus Johnson (31:18):

How did that happen? Somehow? Yeah, exactly. My question exactly. Suzy was seven, Sarah and Blake was six apiece. You didn't really know how to answer the question, but your answer is really good. So congratulations. You're the winner. You get the championship belt.

Suzy Davidkhanian (31:30):

That's all I care about.

Marcus Johnson (31:32):

Good. Last word.

Suzy Davidkhanian (31:33):

Not interested. Okay, good. Perfect. Just the championship belt. I know nobody wants to talk about my basil. I have replaced my tomatoes. Let's move on with my basil.

Sarah Marzano (31:42):

I want to talk about your basil more than people want to hear me talk about it. Sorry, sorry, sorry.

Marcus Johnson (31:46):

Please don't encourage it. Sarah. You won't be one vibe back on. Alright, let's move on before Suzy can move the camera and show us a miniature garden, which doesn't really exist. What are we talking about now? It's time for dinner party data. This is the part of the show where we tell you about the most interesting thing we've learned this week. We start with Suzy because she won.

Suzy Davidkhanian (32:09):

Are you guys ready? Probably not today. We have a choice. Today is the solstice. It is also almost my birthday. But more importantly, did you like that? More importantly, it's national selfie day. And so for retailers that means a lot in terms of Instagrammable moments and we've been talking about it too, having immersive spaces. But do you know when the selfie became popular

Marcus Johnson (32:36):

Too? Recently?

Suzy Davidkhanian (32:38):

It does feel like that. 15 years ago in 2010. My gosh. Right. So it was the word of the year in 2013, which also feels like it was a very recent addition to our vocabulary. And 2014 was the

year of the selfie. 4% of photos taken are selfies and people spend on average 54 hours a year taking selfies. And the most popular selfie, I mean I have lots of stats per person. Yeah, 54 hours a year taking selfies.

Marcus Johnson (33:10):

Whoa, whoa, whoa. Average four hours, two full days worth of time taking selfies

Suzy Davidkhanian (33:18):

Throughout the year. Throughout 365

Marcus Johnson (33:20):

Days. Yeah, per person, per capita person.

Suzy Davidkhanian (33:22):

Good I guess. Yeah. Yes, that is exactly right. Do you know where the most, it was a rundown of fun selfie stats. So I have to get back to you on where this particular selfie stack came from, but I will probably digo, probably Apple after I had to turn my computer on and off so that my mic would work. I lost the page, otherwise I would be able to tell you right away and

Marcus Johnson (33:48):

She wants to work in it. Go on.

Suzy Davidkhanian (33:51):

I have a lot of other ones, but do you know what is the most popular selfie destination?

Marcus Johnson (33:58):

As in like

Sarah Marzano (33:59):

Where to put them?

Suzy Davidkhanian (34:00):

No, sorry, where to take your own selfie.

Marcus Johnson (34:02):

Do you mean in the house? In the garden, or do you mean location in the world?

Suzy Davidkhanian (34:05):

Location in the world. The Eiffel Tower. Oh, he found my study. That was a guess. He found my study. Yes, the Eiffel Tower and 34% of people post no selfies every day, but there is nearly half of people who post one to three selfies every day on some social platform. Jesus. We are not those people clearly. But its happening.

Marcus Johnson (34:40):

I'm check my Instagram for multiple selfies.

Suzy Davidkhanian (34:44):

Are you on Instagram?

Marcus Johnson (34:45):

Maybe

Suzy Davidkhanian (34:46):

I'm going to start following you and send you pictures of my basil.

Marcus Johnson (34:50):

You won't be able to find me. I have an AV secret. That's my middle name. Alright, let's move on. I'd say very nice, but that was

Suzy Davidkhanian (34:59):

Very informative.

Marcus Johnson (35:01):

It was painful. Sarah, you are next.

Sarah Marzano (35:05):

Yeah, mine. I'm proud of myself. I think it takes us back to one of our stories at the top, but there's an anti sunscreen movement on TikTok that is taking hold among younger consumers. So I heard about this on the radio this morning and I looked it up and there is a study from the

Orlando Health Cancer Institute that found that one in seven adults under 35 thought the daily sunscreen use is more harmful to the skin than direct sun exposure. Why? And 23% drinking water and staying hydrated would somehow prevent sunburn. So be careful where you get your news.

Marcus Johnson (35:46):

Wait, any why? Any explanation?

Sarah Marzano (35:50):

Sorry I didn't go that deep on. It's okay. But there's influencers breaching the harmful effects. The harmful effects of sunscreen and people are listening.

Suzy Davidkhanian (36:01):

It must be all those chemicals. You know how there was this moment in time or even like a, B, C, like the morning shows we're talking about what to look out for from an ingredients perspective, but how did it go from watch out from these ingredients to never apply sunscreen nuts. Yep. Where is sunscreen?

Sarah Marzano (36:20):

It's upsetting.

Marcus Johnson (36:24):

Good god. Blake.

Blake Droesch (36:27):

So for some reason, I don't remember what it was now, was doing some research on the origin of fruits and vegetables last

Suzy Davidkhanian (36:40):

Week. My garden

Sarah Marzano (36:42):

Busy,

Blake Droesch (36:43):

That had nothing to do with it. And I found some really interesting things in terms of where different, the native origins of different types of fruits and vegetables, for example. These are the three that kind of were most surprising to me is that citrus is not native to South America. It's native to the continent of Asia and Australia and potatoes are not native to Europe. We would associate potatoes with Ireland. They're actually from North America. And then tomatoes, surprisingly enough originated in South America, Mexico, and Central America. Which was also surprising because while you would think about tomatoes in terms of South American cuisine, you would also think of that in Italian cuisine. And a lot of the exchange of fruits and vegetables came from what is known as the Colombian exchange, which was the widespread transfer of plants, animals, precious metals, commodities, culture, Cuban populations, technology, diseases and ideas between the new world in the western hemisphere and the old world in the eastern hemisphere in the late 15th and following centuries. So there's, its a whole topic about how different types of plant species transferred, beginning, obviously in the colonial era. And its very interesting because if you think about the fact limes, for instance are not native to North America, considering how much we associate things like Mexican food with limes or potatoes. We relate to the potato famine in Ireland, but not native of there. I just thought it was very interesting.

Marcus Johnson (38:54):

I think we need to have a conversation about how you're spending your free time. Blake,

Blake Droesch (38:58):

You don't think that's interesting?

Marcus Johnson (39:00):

No, I'll be in New York next week. We'll go out.

Blake Droesch (39:04):

I am not going to

Marcus Johnson (39:05):

Maybe be outs. Okay. Sorry. Convenient. Yes you are. No,

Blake Droesch (39:09):

I'm

Marcus Johnson (39:09):

Not actually. All right, fine. Nevermind just

Suzy Davidkhanian (39:12):

Myself then. Well Sarah and I will go out with you and talk

Marcus Johnson (39:15):

About moving on. Okay, I've got one for you real quick. The most visited places in, we'll see in the world in 2023 alone, global inbound tourist arrivals reached 1.3 billion rights. Bruno Vanity of visual capitalists, but that's still 88%, just 88% of pre pandemic levels. Arrivals to China being half of what they were is a big reason for that. But yeah, still not reached pre pandemic. But more and more people aren't traveling. We'll turn this into a quick game. We've got two questions. Whoever picks the country or the city with the highest number of tourists wins, we'll do country first. The most visited country in the world will start with Sarah Suzy, then Blake. The most visited country in the world in 2023. According to the world tourism organization was

Sarah Marzano (40:12):

France.

Marcus Johnson (40:14):

Nevermind. No need to play the game. France is true. Yep. Hundred. Wait,

Suzy Davidkhanian (40:18):

I was going to say, wait, can

Sarah Marzano (40:19):

I win? Do I win

Marcus Johnson (40:20):

Now? Yeah, you won. Yeah. Yeah, its no. Yeah, I should have just said shout out because that didn't work at all. How

Suzy Davidkhanian (40:25):

Expected? Because now I didn't get to say Armenia.

Marcus Johnson (40:28):

No, no, no. France is go visit number one. Anyone want to get a break? Suzy? Can you guess two or three? What other countries are up there? It's at least fourth close. Nearly half of that of France. In terms of tour,

Suzy Davidkhanian (40:42):

I feel like England is probably a big one.

Marcus Johnson (40:45):

That's actually quite high because they're in such a small country. Seventh.

Sarah Marzano (40:49):

Oh, Portugal.

Marcus Johnson (40:50):

Portugal. No, Spain number two. So France, a hundred million. Greece is 10th. France, a hundred million. Spain, 85 million. The US 67 million. Then Italy and Turkey. Round out the top five. Let's go the most visited city. We'll just say, shout out in the world's 2023 world tourism organization.

Suzy Davidkhanian (41:11):

I mean, it has to be Paris.

Marcus Johnson (41:13):

Paris is fifth. This is according to Euro Monitor International. Oh, this

Suzy Davidkhanian (41:16):

Is a different

Marcus Johnson (41:17):

From 2023. Yes.

Sarah Marzano (41:19):

Barcelona.

Marcus Johnson (41:21):

Barcelona. No. So Paris is fifth. Barcelona. No, Rome

Suzy Davidkhanian (41:26):

And the Vatican.

Marcus Johnson (41:27):

No, Blake,

Blake Droesch (41:28):

I guess. Las Vegas.

Suzy Davidkhanian (41:30):

Oh yeah. Haven't we had this conversation before? Nope.

Sarah Marzano (41:33):

New York.

Marcus Johnson (41:35):

New York is on here. Eighth place. Jesus. So I will give you the top three. It's Istanbul. 20 million, just over 20 million

Suzy Davidkhanian (41:44):

Is Yvan. Next

Marcus Johnson (41:46):

Is one more time.

Suzy Davidkhanian (41:47):

Yvan Capital of Armenia. No.

Marcus Johnson (41:50):

Okay,

Sarah Marzano (41:50):

We're there

Marcus Johnson (41:50):

Again? No, still No. London is second, which? 19 million. Dubai with 17 million. Analia surprised me in Turkey again. 16 million Paris for 15. And then it goes Hong Kong, Bangkok, New York, Cancun and Mecca.

Suzy Davidkhanian (42:08):

Cancun

Sarah Marzano (42:10):

Right after New York.

Suzy Davidkhanian (42:13):

Interesting.

Marcus Johnson (42:15):

Alright folks, that's all we've got time for today's episode. Thank you so much to my guests. Huge thank you of course to Sarah.

Sarah Marzano (42:21):

Thanks for having me. I'm upset I didn't win,

Marcus Johnson (42:24):

I couldn't hear it. And your voice, thank you to Blake.

Suzy Davidkhanian (42:28):

Always a pleasure.

Marcus Johnson (42:29):

Okay. Equally as disappointed. And thank you to Suzy.

Suzy Davidkhanian (42:33):

Oh my God, I'm so excited. Thank you so much for having me

Marcus Johnson (42:36):

Too much. Dial it back. She won this week's game of the week. Thanks to Victoria who edits the show. Stuart, who runs the team. Sophie does our social media. Lance runs our video podcast and to everyone for listening in, we hope to see you on Monday for the Behind the Numbers Daily. That's an e-Marketer podcast, made possible by Roundel. Happiest of weekends.