Your textbook in Stukent includes seven cases (located in Chapters 13-19) outlining the role of social media in everything from the music industry (did someone say Beyonce?) to kickstarter campaigns to a viral campaign about skinny jeans.

 Explore the seven cases and choose the one that is most interesting to you.

Write a one page analysis of the case you choose - 500 words minimum. There are questions included below for all

seven cases. Scroll down to the case you chose and be sure to answer that case's specific prompts in your one

page analysis.

Chapter 13: Case Study - Digital Transformation at Disney World

Can the MyMagic+ platform be considered a success? Why or why not? What are the factors you would consider

when making this assessment? I.e. What is the definition of success here?

What could potentially go wrong with having so much guest information collected through MyMagic+?

How can Disney assess whether they are recouping their $1 billion investment? What is the value of this platform to

Disney?

How should Disney leverage technology in order to further digitally enhance the guest experience? What should they

do next?

Are the Magic Bands still going to be important or will guests use other kinds of devices/wearables?

Should Disney expand the use of MyMagic+ to its other theme parks?