

# Understanding the Promise & Peril of SM Metrics (Exercise 13)



**Purpose:** To improve your understanding of metrics

**Method:** In column 1 list three common SM metrics that many people use. In column 2 identify important questions that the metric could help you answer. In column 3 identify how the metric could be a deceptive measure of an important issue. Explain.

Metrics	Important Questions	Deceptive Uses