

## **Social Media Monitoring Report: “NewMR”, 30 September – 29 November 2010.**

### **Executive Summary.**

This report, produced for the Fringe of the NewMR Virtual Festival, is based on a search for the term “NewMR” between 30<sup>th</sup> September and 29<sup>th</sup> November 2010. The majority of the posts found in this time frame were concerned with the organisation of the festival, and attracting people to the fringe site. The majority of posts were found on twitter.

### **Social Media Overview.**

NewMR is the term given for the new forms of market research that have been developing over the last few years, fuelled by the growth of new internet technologies, declines in response rates for traditional survey research, and increases in costs, among other factors. There is currently a group on LinkedIn with this title, for discussion of the new methods, and an online conference, the NewMR Virtual Festival, is being held from 6<sup>th</sup> to 10<sup>th</sup> December.

This report covers all posts on social media (except LinkedIn) that contain the term “NewMR” and were posted between 30<sup>th</sup> September and 29<sup>th</sup> November, 2010, and will therefore cover the main period of planning and promotion for the conference, as well as other posts containing the term.

### **Search Overview and Analysis.**

As the search term has no possible variations, a single search term was required. A profile was created in [SM2](#). No restriction on dates was entered when setting up the search, though in creating this report the period was defined.

In the period under consideration, SM2 found 798 posts in total, with a daily range from a minimum of 0 posts to a maximum of 47 posts, and an average of 13.1 posts per day. Break down of the posts found is given in the next section.

## Results volume and Statistics.

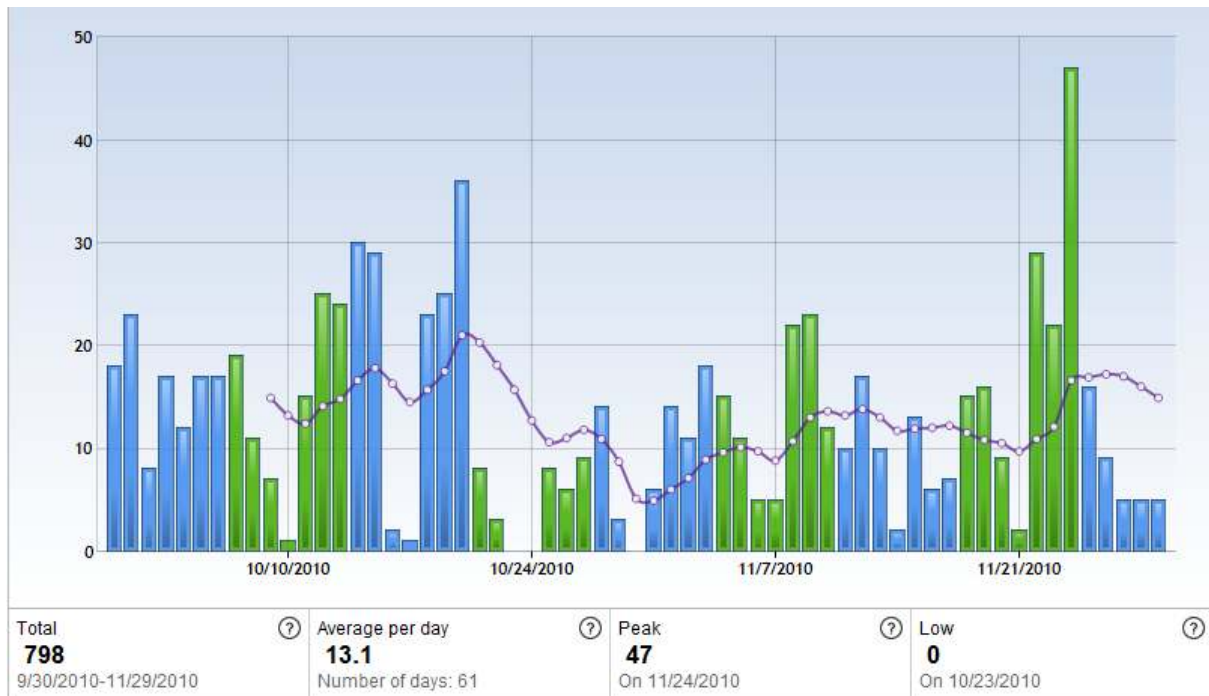


Chart 1: Daily Volume of Posts, all media types.

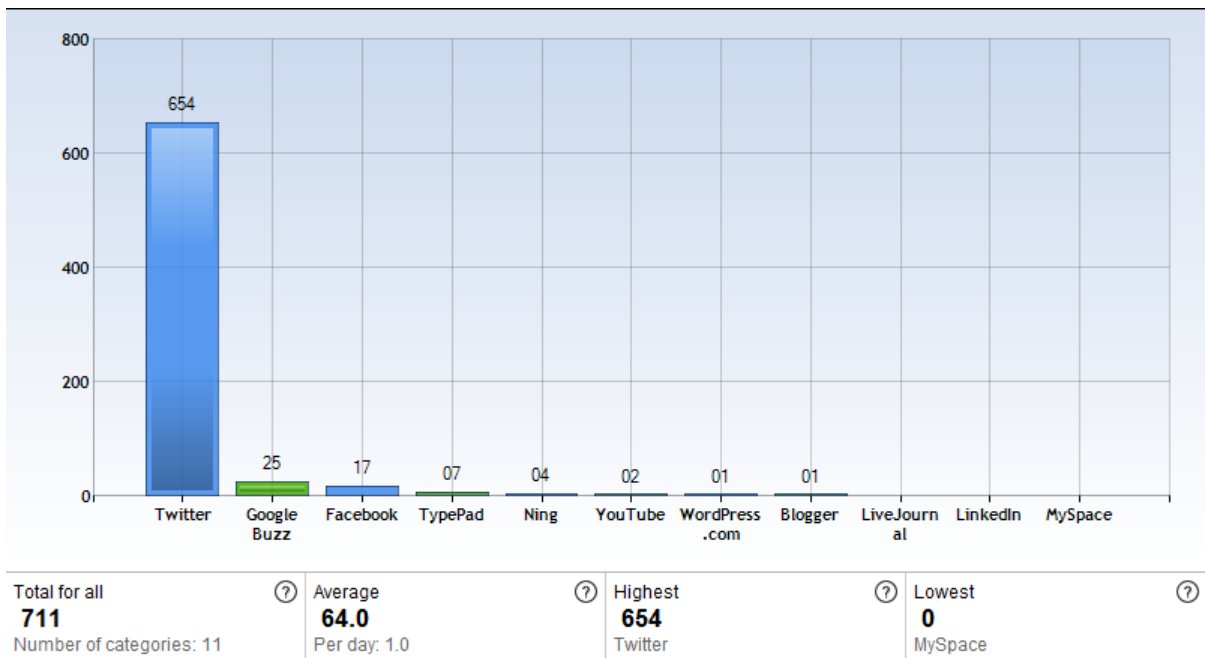


Chart 2: Posts by source.

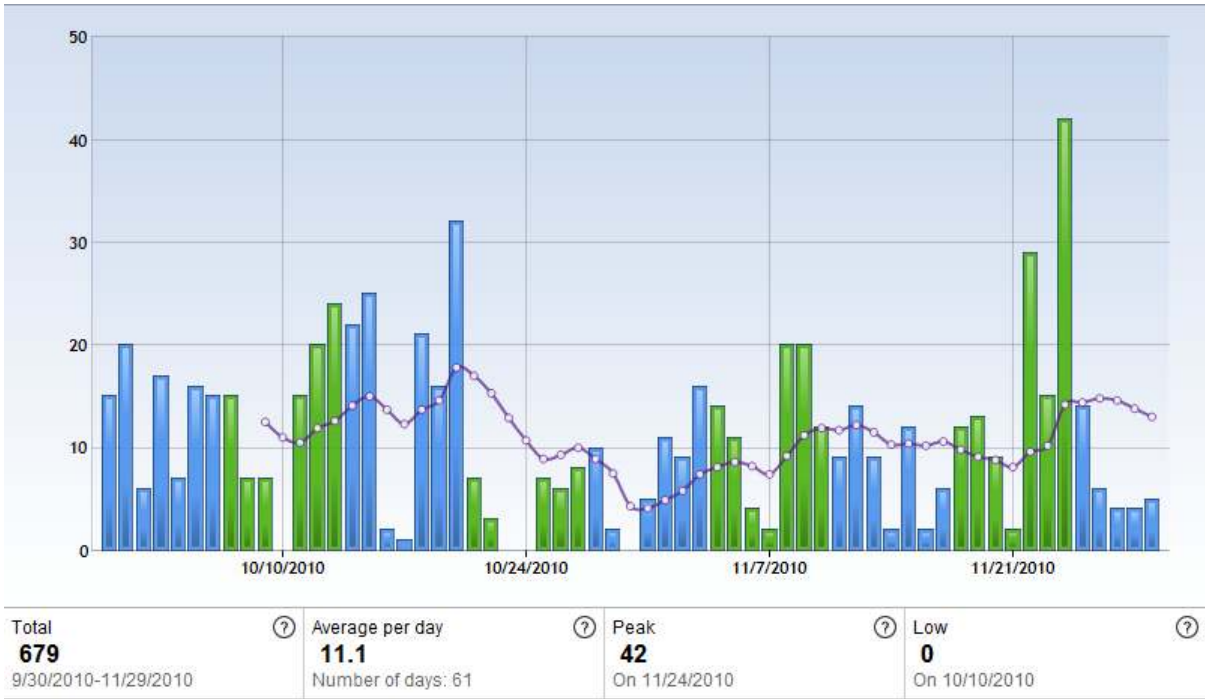


Chart 3: Microblog daily volume.

Note that the volume of posts which have been classified in Chart 2 is lower than the total volume in Chart 1; this is primarily due to posts on blogs on custom domains and articles on mainstream news sites not being classified here.

Secondly, note the very high proportion of posts containing this term which are on Twitter; for this reason I present Chart 3, Microblog daily volume, though it should be noted that this includes posts from Google Buzz as well as twitter.

Charts 4 & 5 below show the data split by media type, and then media type by day; the category blogs includes blogs on a custom domain, and everything else goes into "other", a catch-all category which includes Slideshare, twibes.com, mainstream news sites, and a variety of other minor social media sites.

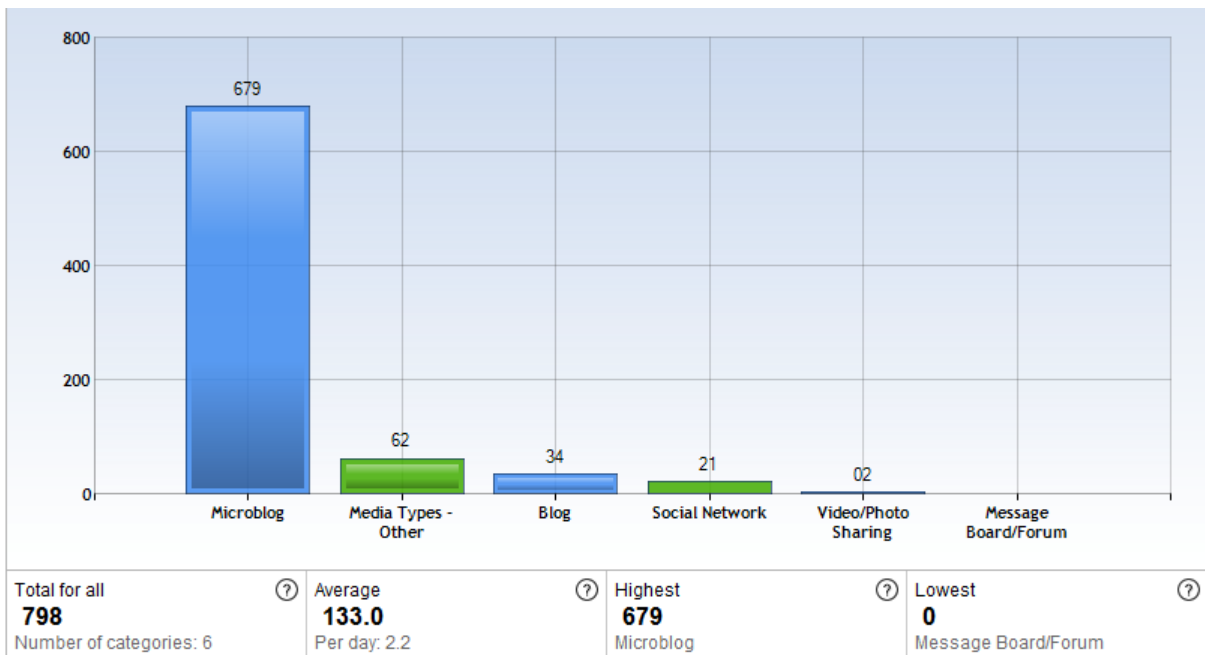


Chart 4: NewMR Posts by media type.

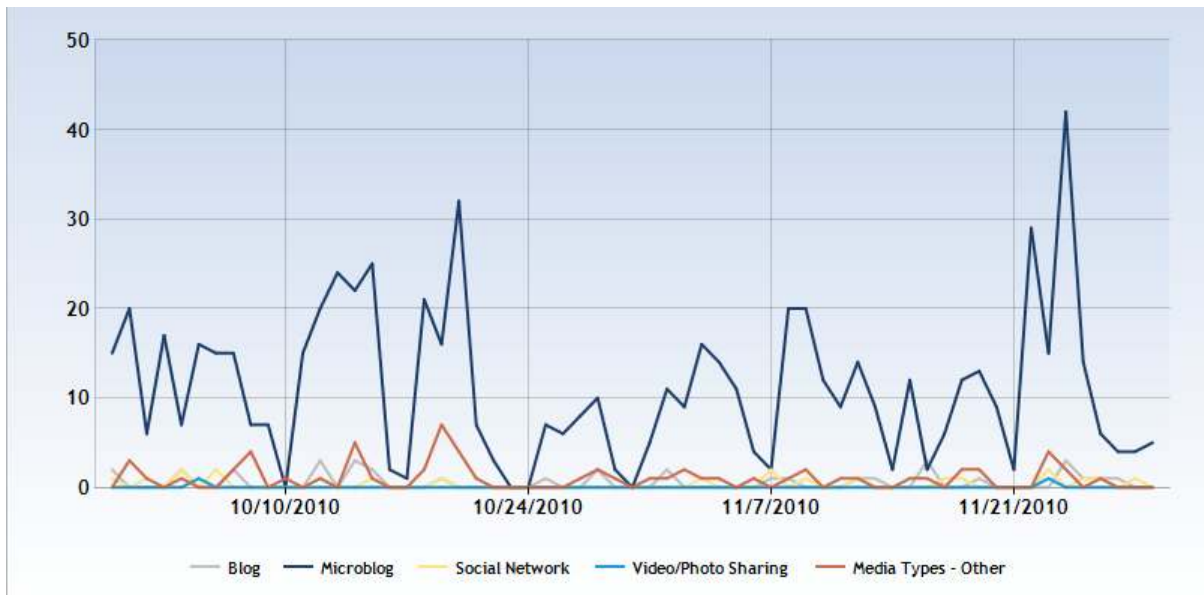


Chart 5: Media type by day, for NewMR.

Chart 5 demonstrates that the peaks in Media types – other and microblog posts seem to be quite closely related, and that peaks in overall posting are matched by the peaks in microblog posting, as would be expected given that posts on microblogs make up 85.1% of all posts.

### Conversation Overview.

Using an external programme, a count was made of the total number of tweets sent, by each user, the number of @mentions, and the number of retweets. An @mention is when a user mentions the name of another user, in order to draw their attention to the tweet. A retweet, on the other hand, is where a post previously posted is reposted by a second user. Note that SM2 does not find retweets made using the “retweet button” method – retweets where the original user’s avatar can be seen in the twitter timeline). Note that this external programme has been written by myself.

These counts show that only 42% of the tweets sent containing “NewMR” did not mention another user or re-tweet a post made by another user. A quick glance through the text shows that there is a lot of retweeting being done, and retweets amount to 36% of all tweets sent. This is due to people sharing information regarding competitors in the video and poster competitions, ticket sales, and other aspects of the festival.

As before, I would hope that more tweets of “original content” will be produced during the Festival itself, and there will be more conversation (demonstrated by an increase in the proportion of posts with @mentions but not retweets).

### Keyword Cloud Analysis.

The keyword cloud below shows the key themes found by SM2 within the text of the full set of posts:

@lennyism @raypoynter @tomewing amrs analysis best blog buzz check cluster collaborative companies competition conference confirm data day days december esomar event events example facebook **festival** find free friday fringe future global going good great industry interesting legg london main **market** marketing marketresearch media members meme messages mobile mobilemr monitoring mrgasn **mrx** newm **newmr** news nigel nigellegg november online people place pls post poster poynter presentations qualitative ray report researchers sale sign-up **social** speak stage submitted survey **synopses** synopsis think three tickets time tmre today tomorrow too top twitter two until use video **virtual** vote voted voting want way webinar world

Note that a number of twitter user names appear as themes in this keyword cloud. This is to be expected, as the twitter conversation around the term contains a large proportion of retweets. Further, at present the themes drawn from the conversation are almost entirely concerned with the administration and planning of the festival, rather than about the content. I would hope that during the course of the festival we will see discussions about the content appearing.

### Key Takeaways.

The majority of the conversation around NewMR during October and November has been concerned with the Festival taking place next week, and the majority has taken place on twitter. Points to look out for over the next two weeks:

- More posts on other networks;
- A greater proportion of “clean tweets” and @mentions on twitter;
- More posts containing actual Market Research related content, as opposed to details of the festival; I hope to be able to provide some ranking of the videos, posters, and presentations according to the volume and sentiment of the posts they receive.<sup>1</sup>

### Next Steps & Recommendations.

The next report in this series will be available at the same time next week.

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<sup>1</sup> Note that this suggestion could be considered to be manipulation of the research process, however it would be good to see some discussion taking place in “the wild”, off the newmr.org site.