

## **Social Media Monitoring Report: “NewMR”, 29 November – 5 December 2010.**

### **Executive Summary.**

This report, produced for the Fringe of the NewMR Virtual Festival, is based on a search for the term “NewMR” between 29<sup>th</sup> November and 5<sup>th</sup> December 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 events. The majority of posts were found on twitter. While there has been some quantitative in the proportions of tweet types, and the location of the posts found, the overall picture remains very similar to that in the previous report.

### **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 29<sup>th</sup> November and the morning of 5<sup>th</sup> December, 2010, the day before the start of the Virtual Festival.

### **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 199 posts in total, with a daily range from a minimum of 14 posts to a maximum of 39 posts, and an average of 28.4 posts per day. Thus the daily average has nearly doubled when compared to the time period considered in the previous report. The breakdown of the posts found is given in the next section.

## Results volume and Statistics.



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

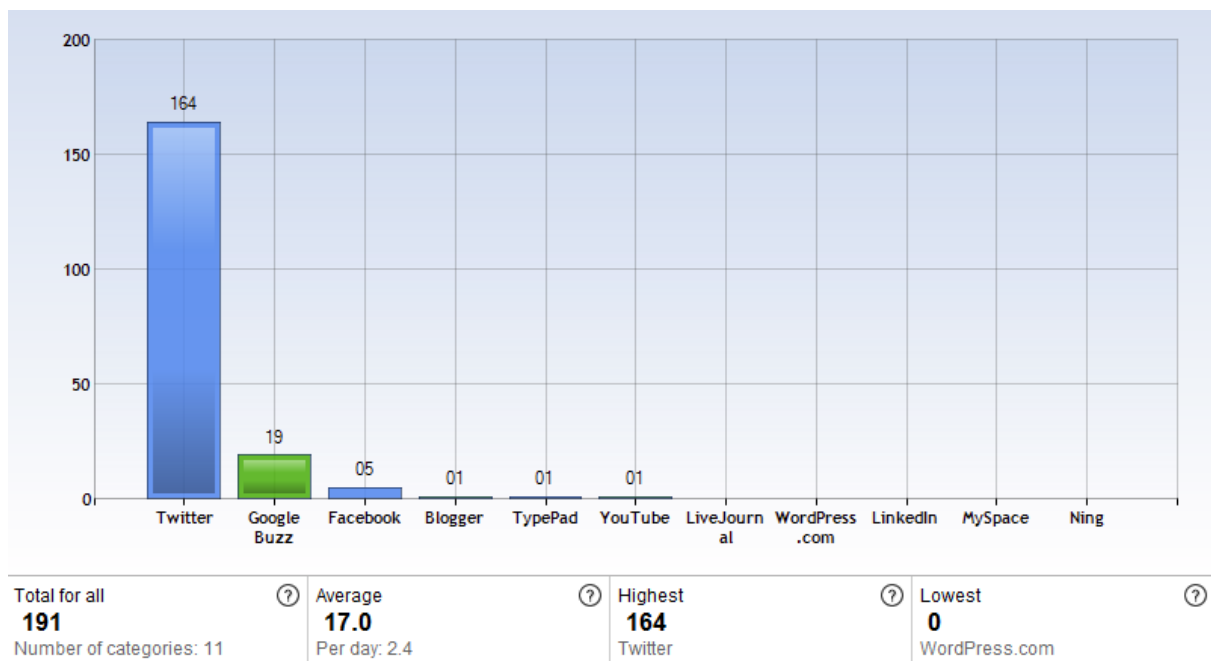


Chart 2: Posts by source.

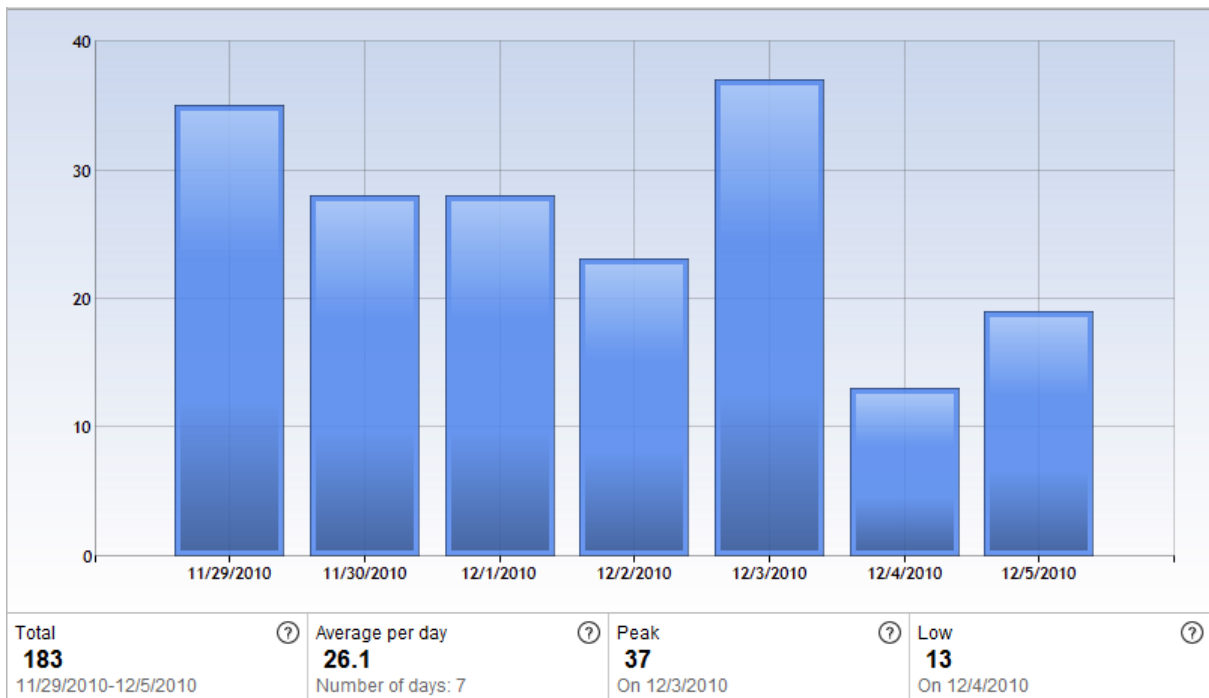


Chart 3: Microblog daily volume.

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. From reading through the posts which contain the term NewMR on Google Buzz, the majority are from users who have set twitter posts to be automatically re-posted onto Google buzz.

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, posts on corporate websites and a variety of other minor social media sites.

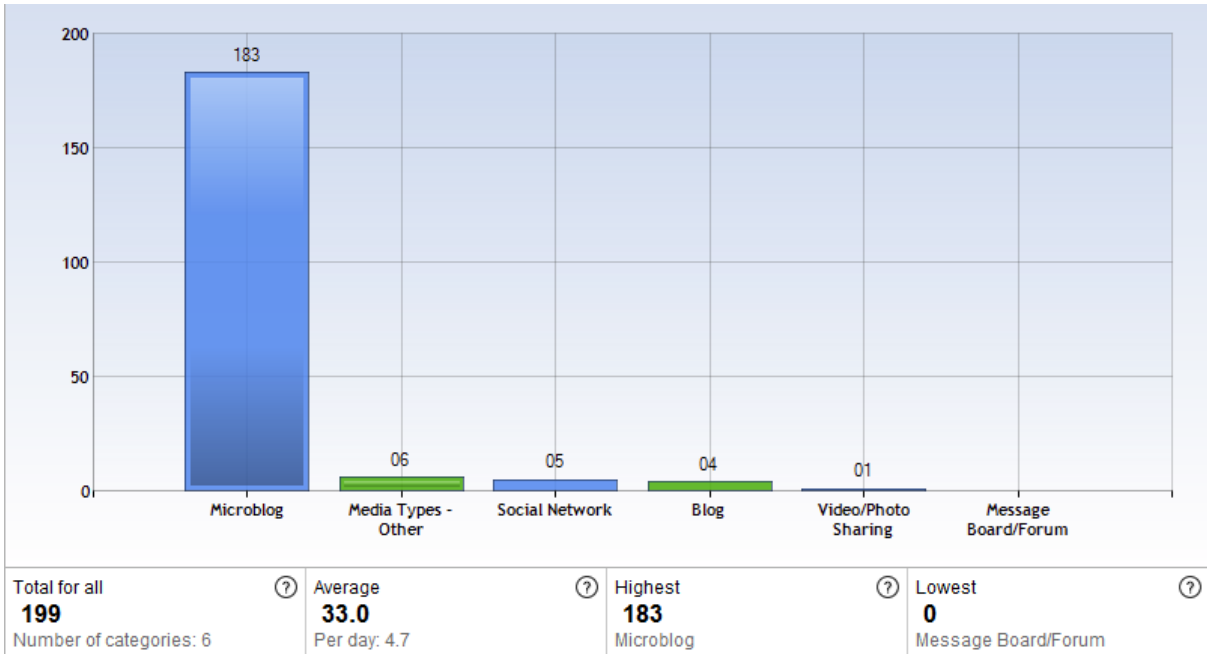


Chart 4: NewMR Posts by media type.

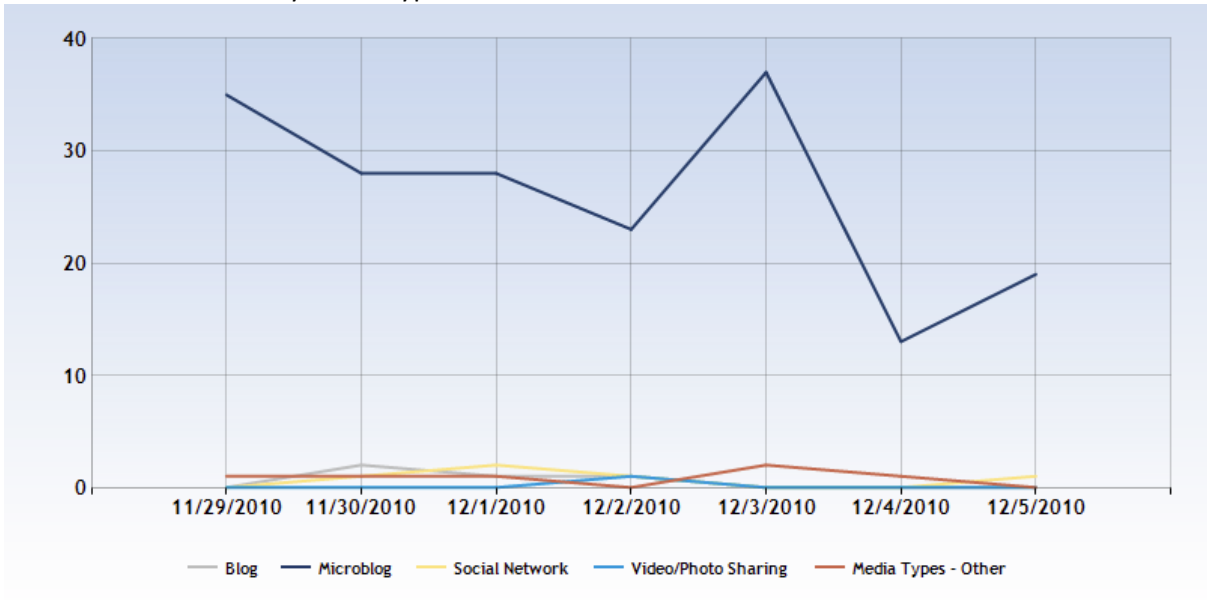


Chart 5: Media type by day, for NewMR.

Chart 5 demonstrates that the peaks in overall posting are matched by the peaks in microblog posting, as would be expected given that posts on microblogs make up 91.96% of all posts. There has not

### 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 46.95% of the tweets sent containing “NewMR” did not mention another user or re-tweet a post made by another user. The proportion of the total number of tweets sent

which are retweets has fallen from 22.44% in the previous period to 17.68%. This is due to a larger number of users posting about their presentations in the festival, or their entries 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:

@nigellegg @prazhari @raypoynter @surveyml @susansweet amsrs apps attending better blog boat book buzz changing check clash competition conference day debate dec december details diverse esomar event events face festival find follow forward free friday fun future gmt great handbook hosmr insight internet jmrj john kbe0 kearon legg live market marketing marketresearch media monitoring mrgasn mrj newm nigel nigellegg online people poster poynter presentations promises qualitative ray register report research revelation site social speakers started study the ticket tickets time titans today tons top twitter under value via video videos virtual visit want watch webinar webinars week world アバターを使いゲーム感覚でデータを収集する新しいコンジョイント分析のアイデア 来週開催される

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, though “qualitative” appears. There are eight posts containing this word, related to the “Clash of the Titans” Online versus Offline qual debate to be held on Tuesday 7<sup>th</sup>. I would hope that during the course of the festival we will see more discussions about the content appearing.

Note also that there is a string of Japanese words at the end of the theme cloud. I used Google Translate, and they mean “Conjoint analysis is a new idea for next week to collect data using a game avatar”. These themes come from a set of six posts, five of which were re-tweets of a single post by the user @surveyml, so I assume that they have basically the same content. This highlights the international nature of the NewMR virtual festival.

## Key Takeaways.

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

- 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.

