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Social Media Monitoring Report: “NewMR”, 6 – 7 December 2010.

Executive Summary.

This report, produced for the Fringe of the NewMR Virtual Festival, is based on a search for the term “NewMR” on 6th and 7th December 2010. These two days were the start of the festival,

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 6th to 10th December.

This report covers all posts on social media (except LinkedIn) that contain the term “NewMR” and were posted 6th and 7th of December, 2010, the first two days 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. A custom source, <http://newmr.org/activity/log/list?fmt=rss>, taking the RSS feed from the NewMR ning site, was added to this.

In the period under consideration, SM2 found 151 posts in total, with 32 posts on 6/12 and 119 posts on 7/12, giving an average of 75.5 posts per day. This shows that the daily number of posts including “NewMR” is rising. The breakdown of the posts found is given in the next section.

Results volume and Statistics.

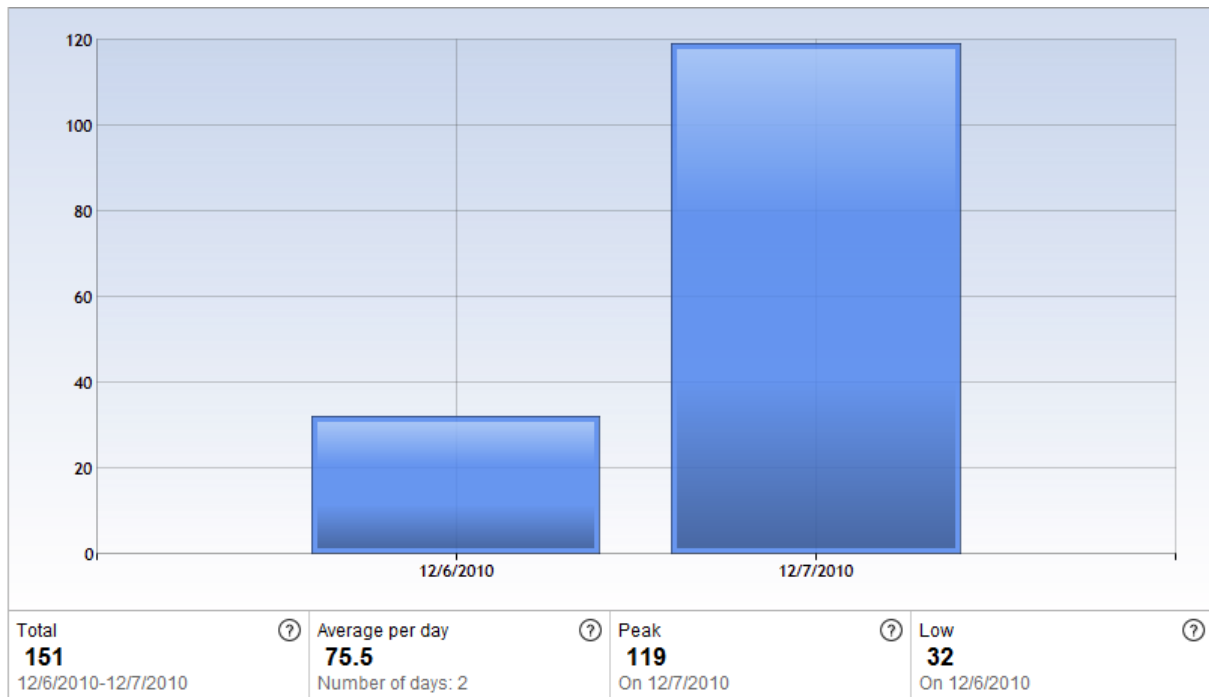


Chart 1: Daily Volume of Posts, all media types.

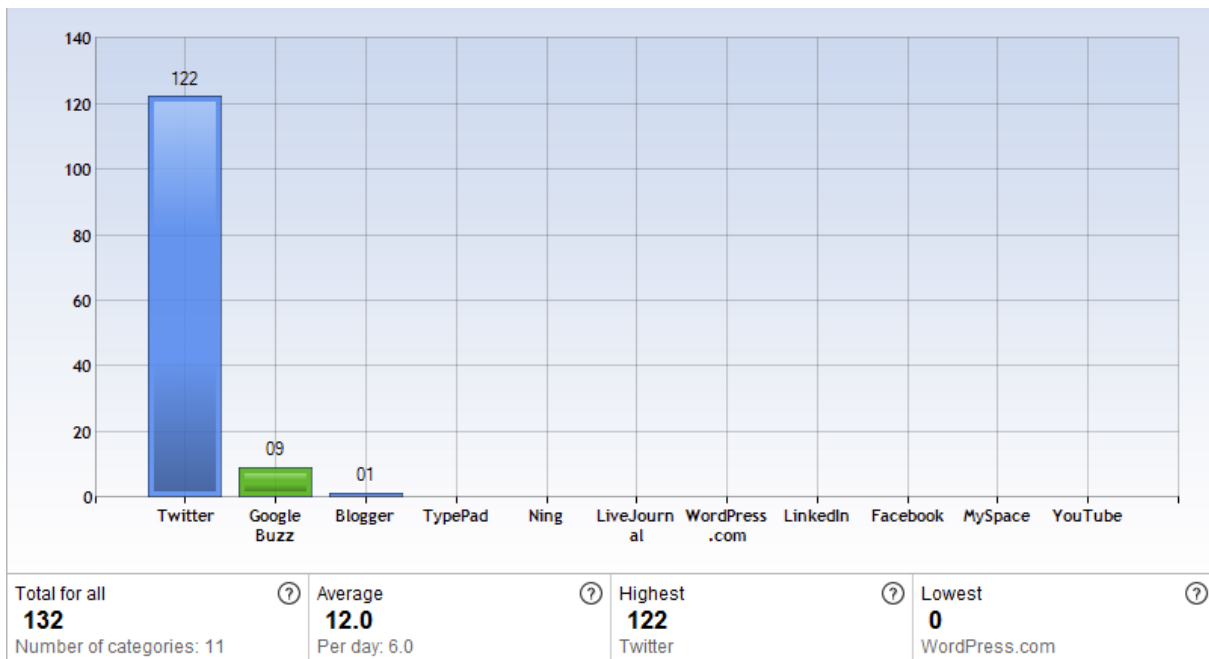


Chart 2: Posts by source.

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 the NewMR site not being classified.

Even though the posts on the NewMR site are included in the dataset, twitter remains the dominant platform on which people are discussing the conference and the theme.

Charts 3 below shows the data split by media type; note here that "Microblog" includes both Twitter and Google Buzz; the category blogs includes blogs on a custom domain, and everything else goes

into “other”, a catch-all category which includes the NewMR site, Slideshare, twibes.com, mainstream news sites, posts on corporate websites and a variety of other minor social media sites.

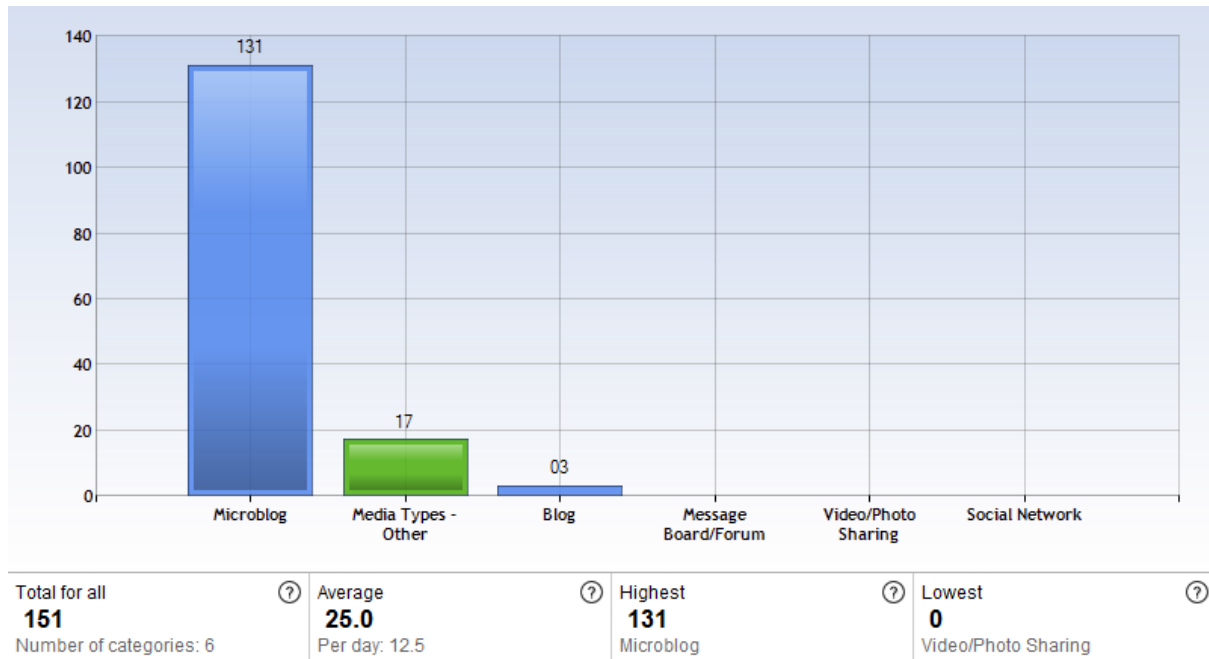


Chart 3: NewMR Posts by media type.

Conversation Overview.

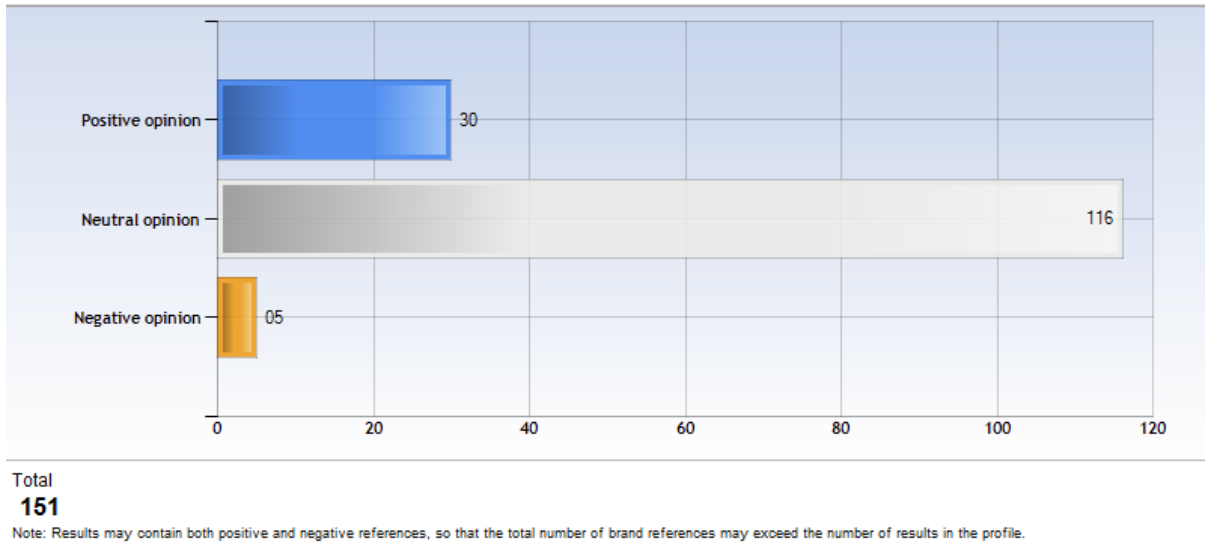
Using an external programme, a count was made of the total number of tweets sent, by each user, the number of @mentions, and the number of retweets. An @mention is when a user mentions the name of another user, in order to draw their attention to the tweet. A retweet, on the other hand, is where a post previously posted is reposted by a second user.

These counts show that over these two days 50% 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 risen from 17.68% in the previous period to 20.49%. This is due to a larger number of users retweeting details of the festival, while others are posting about their presentations in the festival, or their entries in the video and poster competitions, ticket sales, and other aspects of the festival.

In this period, @raypoynter got the most retweets (8), while both @raypoynter and @longomr received 7 @mentions; I believe that these two factors combined suggest that these two measures are important for influence, suggesting these two users are among the most influential for this term. 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).

SM2 has three measures of sentiment, brand references, content tone, and content emotions, which I am going to explore.

Brand reference sentiment is produced by the existence of negative words in the same post as the keyword which was used for the search, and for the current dataset produces the following chart:



This shows that only five posts contained negative phrases associated with the search term; these phrases were:

- “risk of over promising”;
- “lost track listening to #newmr”
- “emotional needs too” and
- “nervous about talking at #newmr”

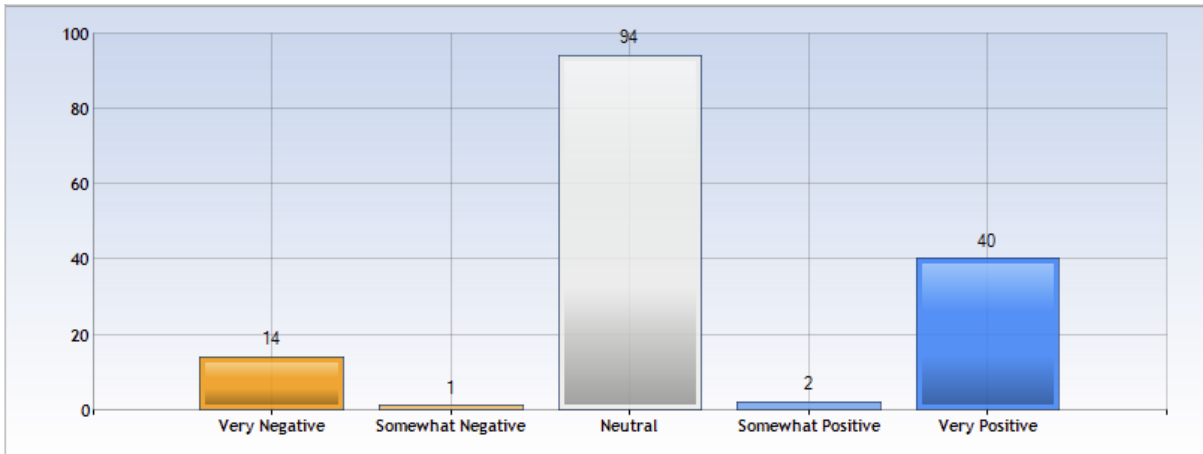
These phrases do not reflect negative thoughts about the conference; the risk is the risk of Market Researchers promising too much, it is clients who have emotional needs, “lost track” is about the multiple locations and global nature of the conference.

The positive opinion is related to words like “festival” – found in many posts, as the event is called the NewMR Virtual Festival – “passionate”, “best”, and “wonderful”. In comparison to the negative comments, these are much more clearly aligned with the festival itself, showing positive anticipation for the event.

Content tone picks out negative or positive words within the post which are not so closely related to the search term. So for example, the tweet,

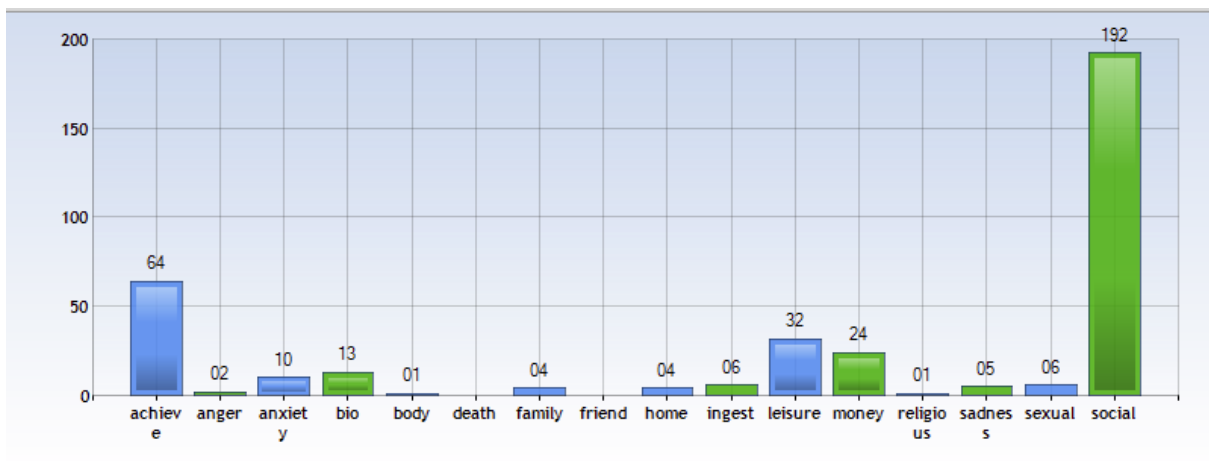
#newmr if we encourage more silence in our focus groups, will we make our clients nervous or worried about ROI?

contains the positive word “encourage”, and the negative words “nervous” and “worried”, making it very negative for this measure of sentiment. The chart for Content tone for the current dataset is below:



The “Very Negative” posts highlight a number of dangers facing market research, while the very positive posts include words like “success”, “benefit”, “festival”, “useful”, and “friends”, and “valuable”. Again, these comments are split between positive about the Festival itself, and positive potentials for market research.

The final type of sentiment, Content Emotion, is based on specific words which are held to connote specific emotions – achievement, anger, anxiety, bio, body, death, family, friend, home, etc, as shown in the chart below.



For example, the system will give the following tweet:

Naturally, my #NewMR presentation on gaming tomorrow includes a game! Pics from 39 different games: whoever names most wins, er, something.

A score of three for the emotion “Leisure” for inclusion of the word “game”, “Achieve gets a score of one for the word “wins”, and so on. Note that the system has pulled out six posts with sexual content; these contain either “love” (eg “If you love surveys”) and “Virgin” (eg “The Virgin Blue Success Story”). Neither of these are being used in a particularly sexual way.

“Money” gets a mention due to the final push to sell tickets to the webinars, for example

You can still buy tickets for the rest of the #newmr Webinar, still only \$50, <http://newmr.org/> - tickets give access to the recordings

Although mentions of value, in terms of RoI for particular activities, and the value of the services provided by market research, are also present.

“Ability”, “gain”, “competition”, “win” are among the words that make up the emotion of “Achieve”; I get the sense from these posts that not only are we trying to achieve something individually in the competitions and producing good presentations, but the people posting around this topic also want to achieve a greater understanding the business we are in.

Keyword Cloud Analysis.

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

@clubmanta @longom @nigellegg @raypoynter adamou amazing amsrs analysis betty big blog buzz check clash clients **commented** conference cost create data debate discussion discussions download esomar ethics **festival** folks follow fringe fwd games going good gordon great hope hour hours idea insight insights interesting itrack legg logging love **luke** market marketing media mobile monitoring mroc **mrx** newm **newmr** nigel nigellegg offline **online** **pearson** people photo post poster powered poynter prue qsearch qual ray report risk save signed silence smmeasure social speakers speaking started story techniques terry thanks then think tickets time titans today tomorrow twitter use virtual webinar wednesday week 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. The theme cloud is denser than in the previous period, and contains a larger number of words concerned with the mechanics of the conference, such as “logging”, on accessing the webinars, and “silence”, from a discussion of whether there would be sound prior to the start, so that attendees could confirm that the connection is working. Words such as “iTrack” come from the discussions around the poster competition.

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:

- People are generally positive about the conference,
- The range of topics being discussed is expanding; expect this to further grow in the next report;
- Emotions cover a range,
- Volume of posts is increasing.
- Help in defining the influencers would be appreciated.

Next Steps & Recommendations.

The next report in this series will be available tomorrow at about the same time. This will attempt to split out the posts according to the presentation being discussed, and so will go into a bit more detail.