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Social Media Monitoring Report: "NewMR", 7 – 8 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 7th and 8th December 2010. These two days included the main stage day of the festival, and the report covers the previous day due to the fact that all tweets, no matter where they are from, are marked with a PST time stamp (GMT-8). This means that any twitter posts made during the first session of the Main Stage in the early hours of the 8th will have a date stamp of the 7th.

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 7th and 8th of December, 2010, the second day of the Virtual Festival, and the day of the Main Stage.

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 1,048 posts in total, with 123 posts on 7/12[1] and 925 posts on 8/12, giving an average of 524 posts per day. I would expect this to be the peak for posts with this hashtag, as the main part of the Festival is now complete. The breakdown of the posts found is given in the next section.

[1] This is slightly higher than the number reported in the previous report, as the data set presented in that report was pulled before midnight Pacific Time.

Results volume and Statistics.

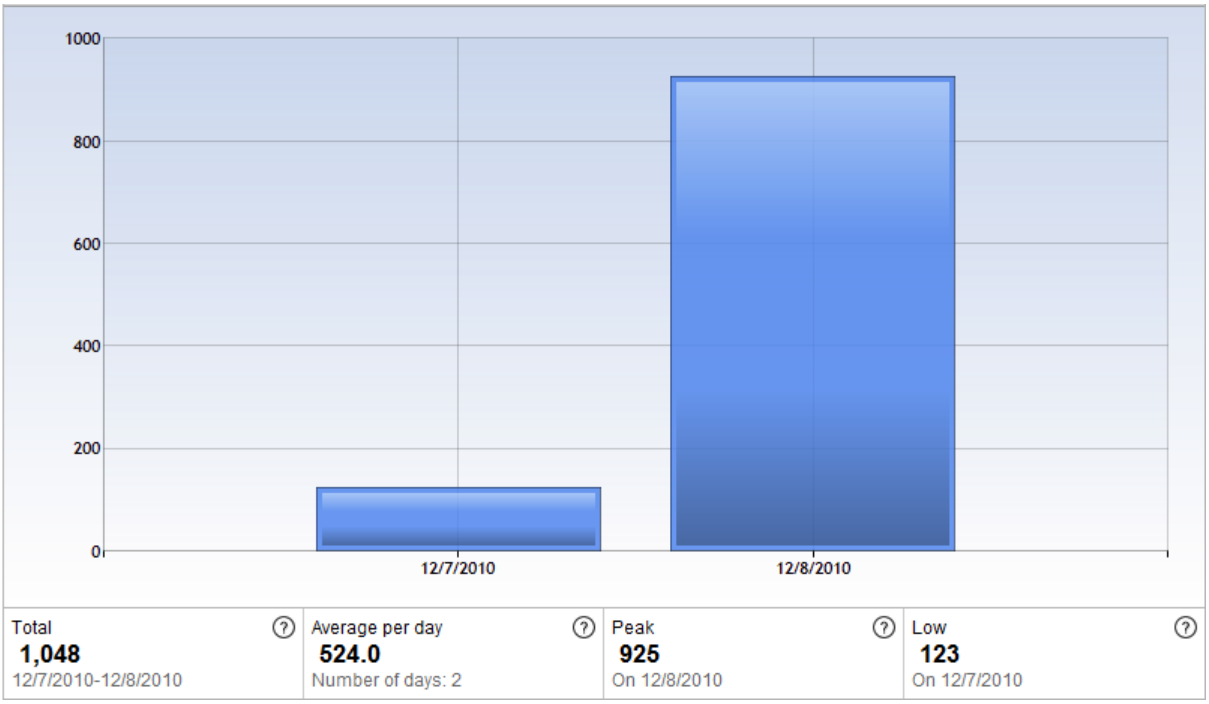


Chart 1: Daily Volume of Posts, all media types.

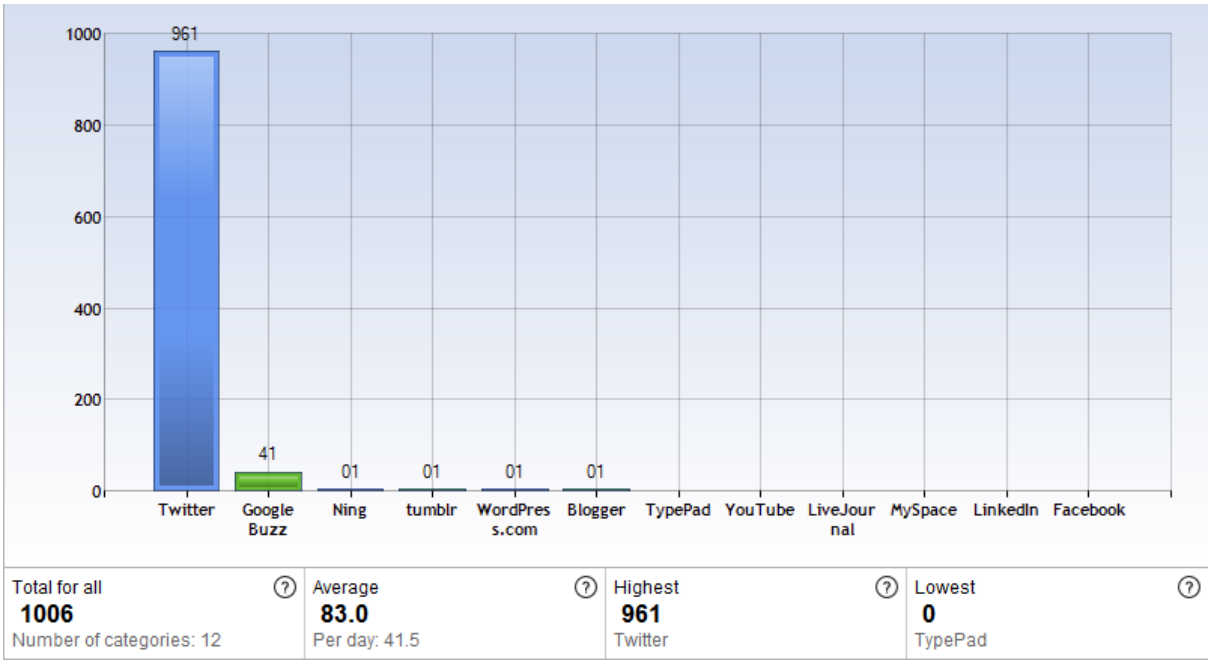


Chart 2: Posts by source.

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. It is interesting to note that, though individual discussion pages were set up for each of the presentations in the Main Stage event, no one used these, and all discussion was on twitter. This demonstrates the importance of using platforms that people are used to using, rather than developing your own for a particular purpose.

It is interesting to note that there were marginally more posts on other media types – including newmr.org – on the 7th than the 8th (21 to 15).
Chart 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.

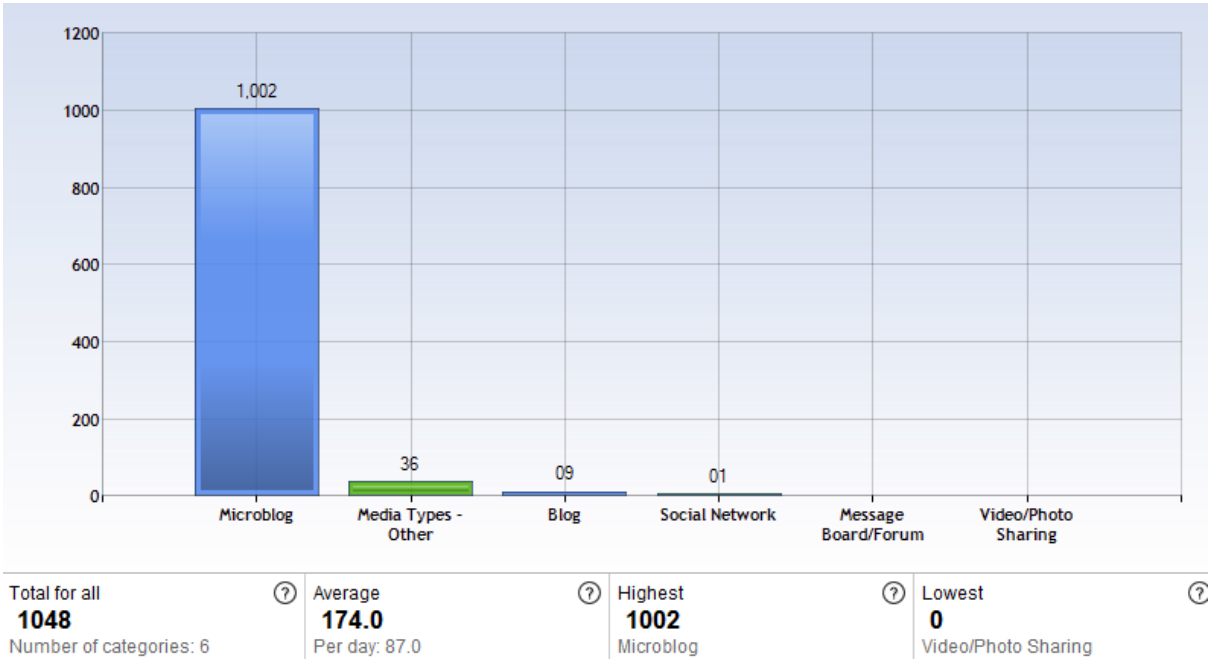


Chart 3: NewMR Posts by media type.

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 51.67% 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 20.49% in the previous period to 17.5%. These changes are due to a large number of users posting their own comments about the presentations.
In this period, there was a much larger number of users posting with the hashtag #NewMR than in the previous periods covered. @lovestats posted the most tweets (159), followed by @prazhari (94) and @curiouslyp (51). In terms of clean tweets, with no mentions and not retweets, the top three were @lovestats (122), @curiouslyp (29), and @tomewing (28). This suggests that @lovestats was the most influential user, but the ratio of received retweets to sent tweets shows that @jhenning only made two tweets, but was retweeted eleven times, and mentioned 21 times. At present I am unsure of how to take this method of calculating influence further.
SM2 has three measures of sentiment, brand references, content tone, and content emotions, through which I am going to explore the conversations that took place around some of the presentations. This is done by setting up categories for the name of the presenter and their twitter user name; as these categories are not mutually exclusive, this may bring in tweets about other presentations, but these will be filtered from the discussion.

TomEwing: Game On: How game mechanics are changing the consumer world, and how researchers can play

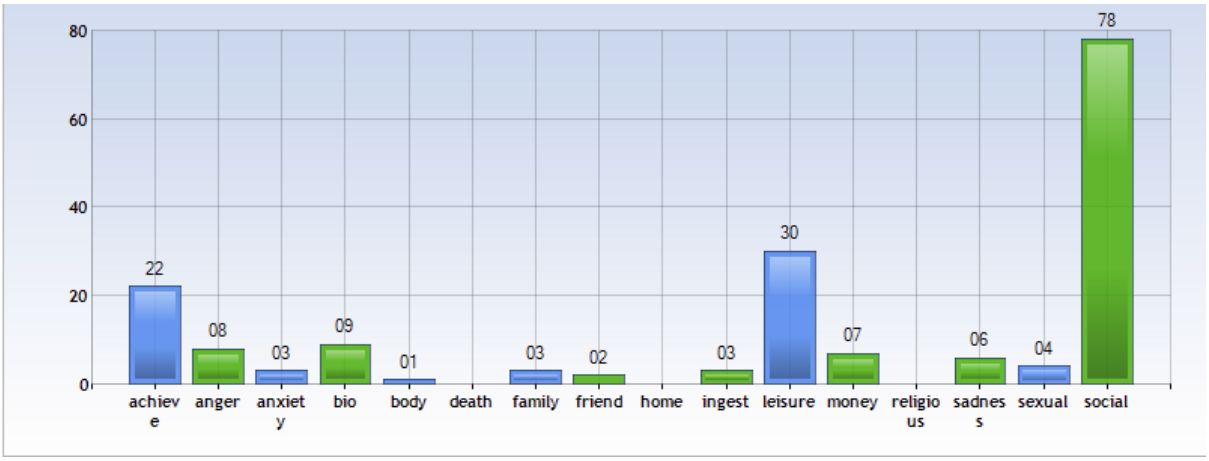
This presentation got a lot of attention, and Tom also made a lot of posts later in the day. An example post about the presentation is

> *Fascinating presentation by Tom Ewing at the **#NewMR** Festival this morning on using game mechanics to generate consumer insight*

This is classified as positive both for brand reference (due to proximity of "festival" to the search term) and on content tone. Through the day the "gamification" meme was carried on, with positive tweets such as

> *biz decisions have been gamified for years... **#NewMR** | Agreed. Best strategists r astute at game theory. #NGMR*

The chart below shows the sum of emotions for the category ***Tom Ewing***. Note that the emotion is scored on the presence of key words (for example, ***work*** gives an ***achieve*** score of 1; ***annoy*** gives an ***anger*** score of 1), so the presence of more than one key word in a post will mean that post is scored more than once.



The high score for leisure is due to the presence of variations of the word game in many of the posts in this category, as well as mentions of the tweetup Tom was planning. The score for achieve is high due to the concept of winning inherent in games, such as the tweet below,

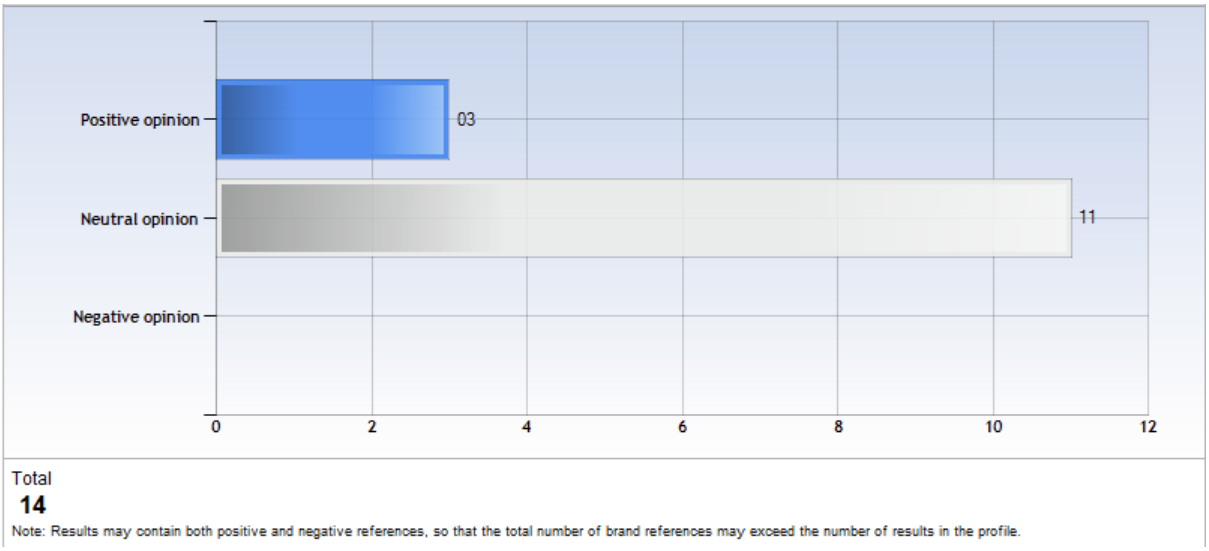
> *Naturally, my **#NewMR** presentation on gaming tomorrow includes a game! Pics from 39 different games: whoever names most wins, er, something.*

This was scored 1 for ***achieve***, 3 for leisure, and 2 for social. This tweet also demonstrates a common theme among the participants, that while the content of the conference was taken seriously, that did not stop people from having a bit of fun.

My conclusion from the analysis of the tweets and other posts by and about Tom Ewing in this period is that he is a social person, ready to discuss his work, and he made a well received presentation.

Annelies Verhaeghe: Beyond the Hype.

This presentation, in which Annelies gave case studies of some of the social media research work she has been involved in, and Annelies herself only received/made 14 tweets; however, none of them contained negative words, as shown by the chart below:



The positive posts in this category are as follows:

> *thanks for all the tweets! I am glad you enjoyed my presentation ;-) #**NewMr***

> *RT @liveinsights: Great point by Annelies Verhaeghe #**NewMR** Festival a limitation of SM dashboards - you only type in the search words that you already 'know'*

> *RT @TariqMirza: Annelies - conversation is the new unit of analysis... loving **#newmr***

Note that the second tweet is an RT, but the original is not present in the data. This is because the original tweet was retweeted using the "New style retweet" which does not allow editing, and transfers "ownership" of the record to the last person to retweet it in the twitter database.
The emotion content analysis did not draw out much; some tweets, such as

> *Annelies doubling up as Ghent's tourism ambassador **#NewMR***

did not contain any words giving an emotion score.
I would attribute the lack of negative mentions to the fact that in her presentation Annelies did not set up her methodology against any traditional methods of research, and neither she nor her presentation talked or were discussed in terms of threats to incumbents, rather as a new way of seeing things.

Bernie Malinoff: Sexy Questions, Dangerous Results.
There were sixteen posts in this category, and, as with Annelies Verhaeghe, none were negative on the Brand References measure. This category included a number of versions of

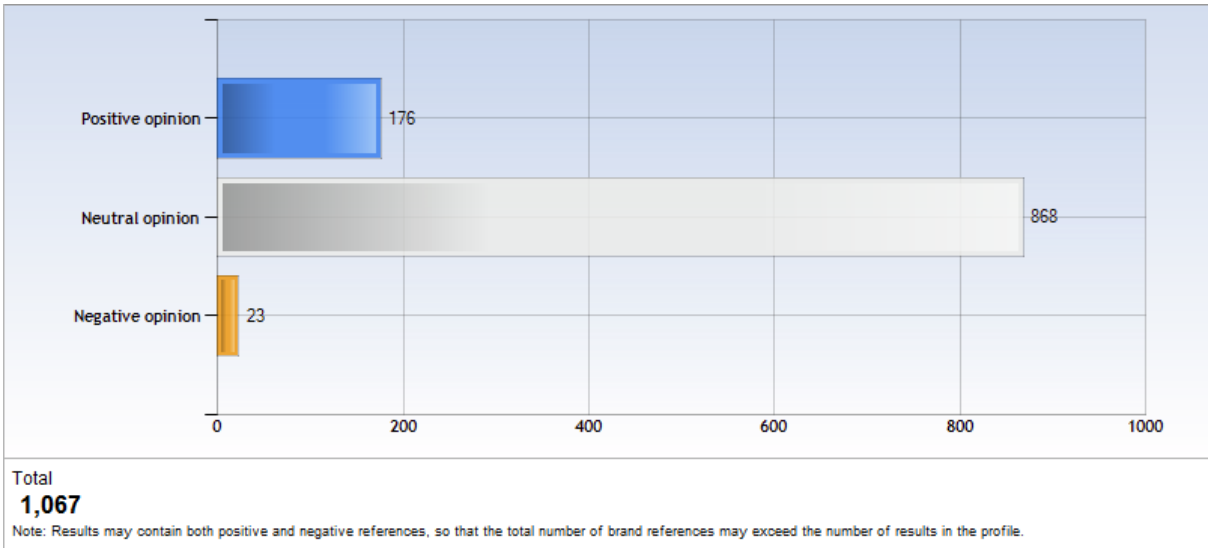
> *RT @berniemalinoff: Sexy Questions, Dangerous Results? is up next ... awesome speakers **#NewMR #newmr***

which is positive from containing the word awesome. Bernie's work on questionnaire design was well received; a number of people suggested he should receive an award:

> *Virtually thank you!! RT @JHenning @TariqMirza @askiajerry Bernie Malinoff deserves a (virtual) statue - fantastic prez #NewMr Hear Hear!*

Overall conversation.

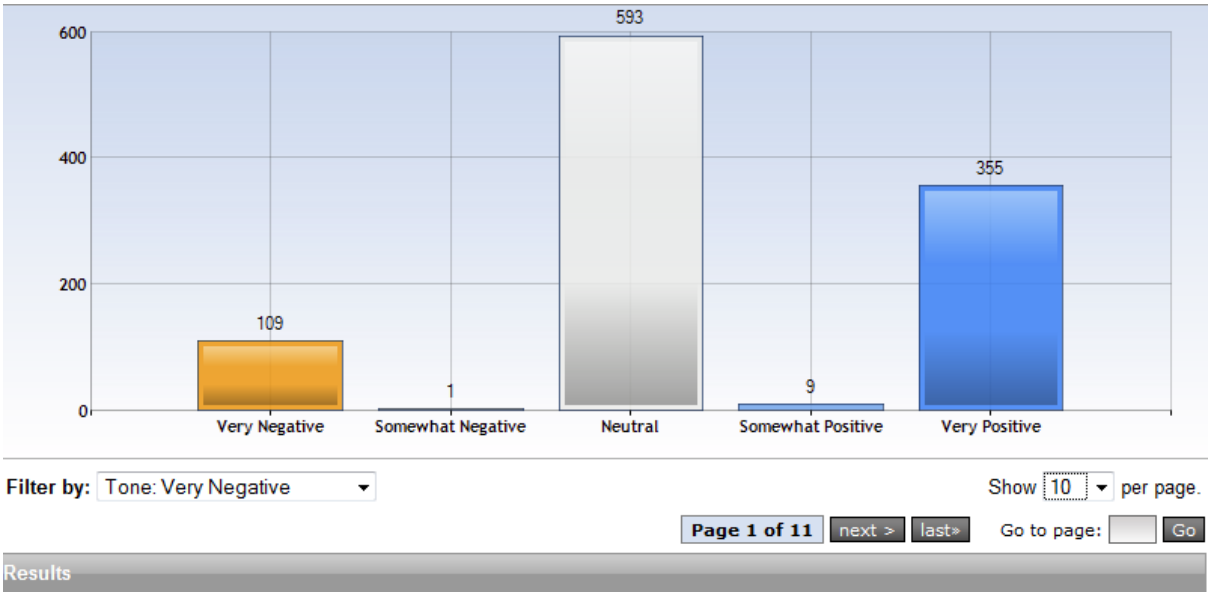
The chart below shows the Brand reference sentiment for the full data set:



Thus the posts around the hashtag remain overwhelmingly neutral or positive, with a very small proportion negative. This small negative posts contained a variety of content, from the posts about a fight between marketers and scientists, to the following:

> *Really like the point that #MRX is parasitical on new tech - draining fun and life from communication formats until we're rejected* ***#newMR***

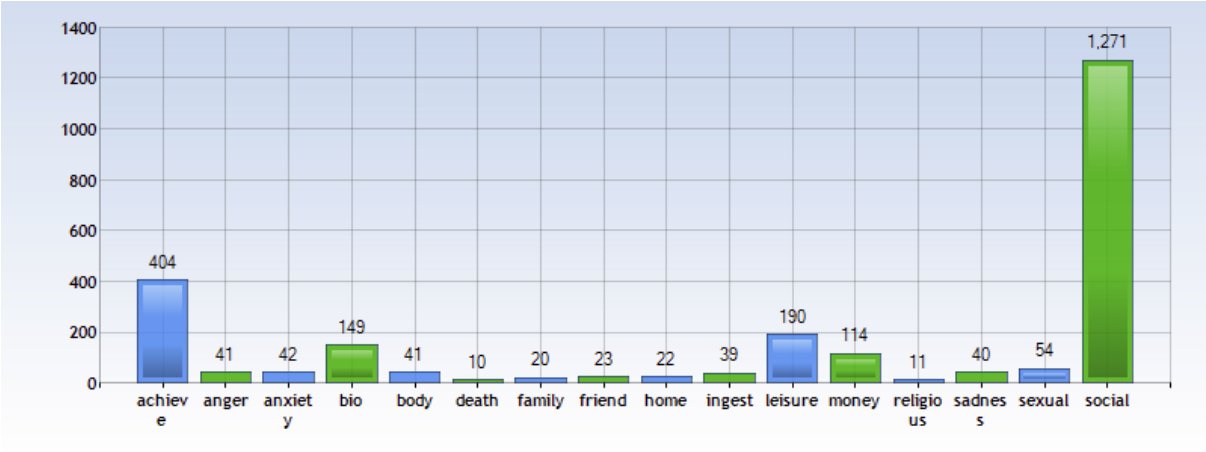
Which is classed as negative because of the closeness of rejected to the search term. This tweet brought up an important point in one of the presentations, that MR uses technologies that have been developed elsewhere until people no longer trust or are willing to work with the industry, which then moves on to new technologies.



The content tone chart shows more negative posts than brand reference; many of these are from people who are ***sorry*** they can't attend the sessions, are ***miss***ing the sessions, or ***exhausted*** from attending the sessions. Some were directly related to the content of the sessions, such as

The dangers of lurkography, Erica Ruyle, what seems fine to us may look creepy to the observerd ***#newmr***

a tweet that makes me want to see this particular presentation, and highlights pitfalls in some research methodologies.



This shows that the posts contained words covering the full range of emotions and states which SM2 classifies. Note that the posts categorised as containing bio references contained words such as ***says, listened, lunch, feed,*** and ***thinking***. The posts containing death references included the following:

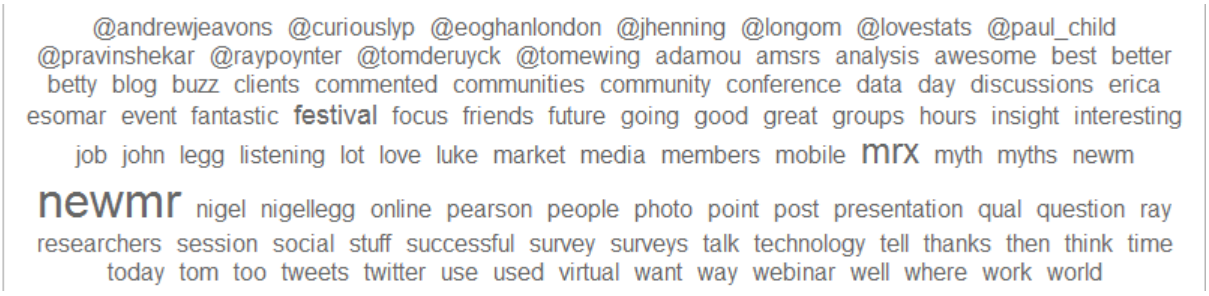
*Set my alarm to hear @annaliezze's presentation on #**NewMR** and overslept. Egads, this 24-hour conference is goign to kill me!*

*@melrp But the end won't be until after i've starved to death :) #**ne**wmr*

Both of these classifications demonstrate that people were having a general conversation about other things using the hashtag, and so the Virtual Festival did have a little of the social aspect of a face to face conference.

Keyword Cloud Analysis.

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



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. There are more words concerned with market research, such as survey, but the only words given importance are ***#newmr*** – the search term; ***#mrx*** – the general hashtag for market research; and ***festival***. This suggests that the posts around the theme were diverse and contained a variety of content.

Key Takeaways.

From the posts found, people found the conference interesting and useful, though tiring (for those who tried to attend the full day). A wide range of material was covered in the twitter stream, reflecting the variety in the presentations, and there were many more people tweeting than in previous periods covered, making definition of influencers difficult.