

#NewMR



A Presentation from the NewMR “Social Media Research” Event

9 October, 2012



Is it real? Using conventional research to validate and quantify social media findings

Joanne Woolmer, Vision Critical



Is it real?

Using conventional research
to validate and quantify social
media findings.

Joanne Woolmer, Vision Critical,
London, UK

Agenda



1. Social media usage
 - What are people really doing



2. An iPhone 5 case study
 - What social media was saying
 - Evaluating the buzz



3. Conclusions and recommendations

UK Statistics



Internet users 53 million
84% of the population



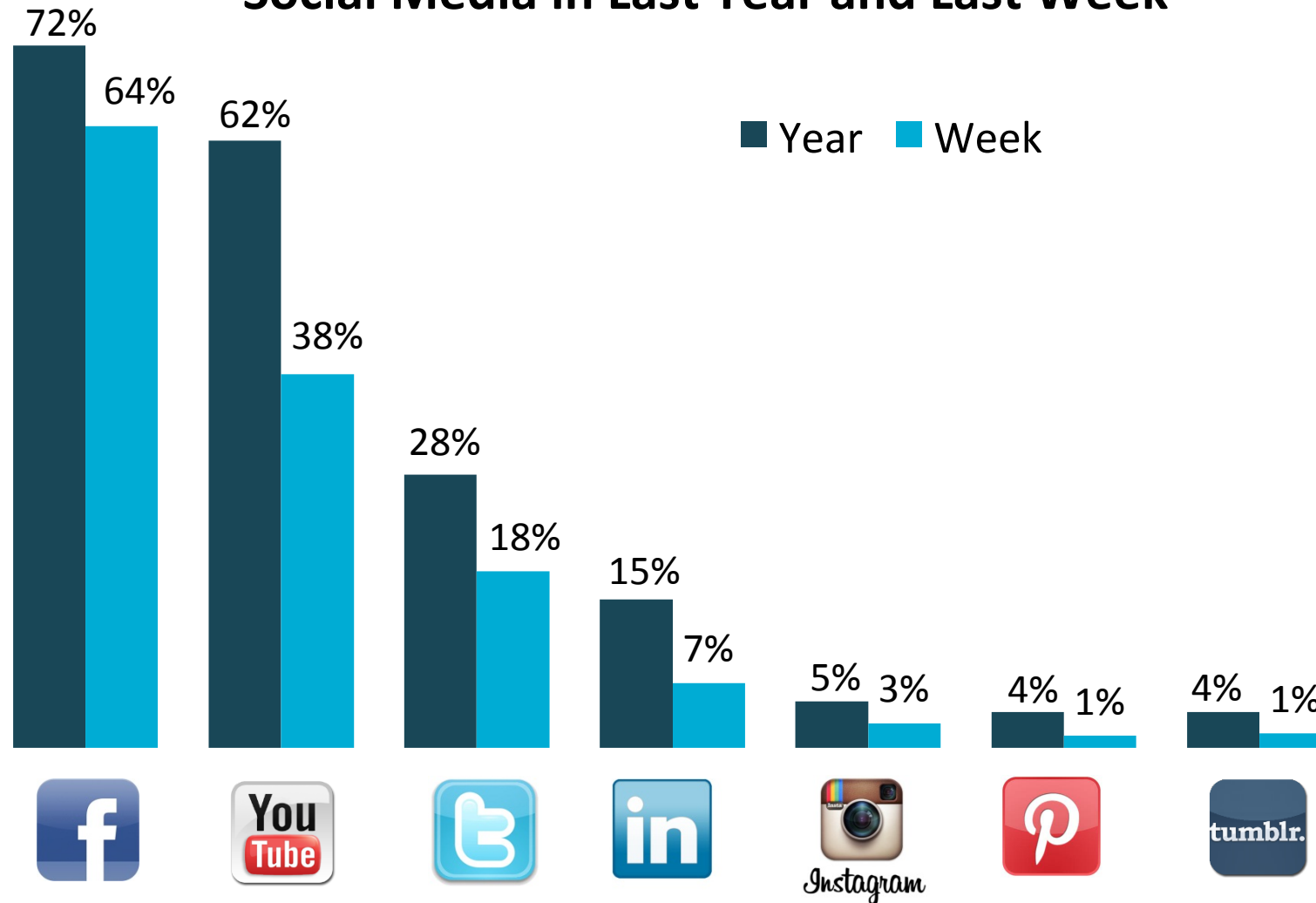
Facebook users, 30 million
49% (in March 2012)
1% of Facebook users = approx. 300K

Source: InternetWorldStats

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Usage

Social Media in Last Year and Last Week



Base: 2005, Sept 2012, Springboard UK

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Case Study

Topic: iPhone 5 launch



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Approach

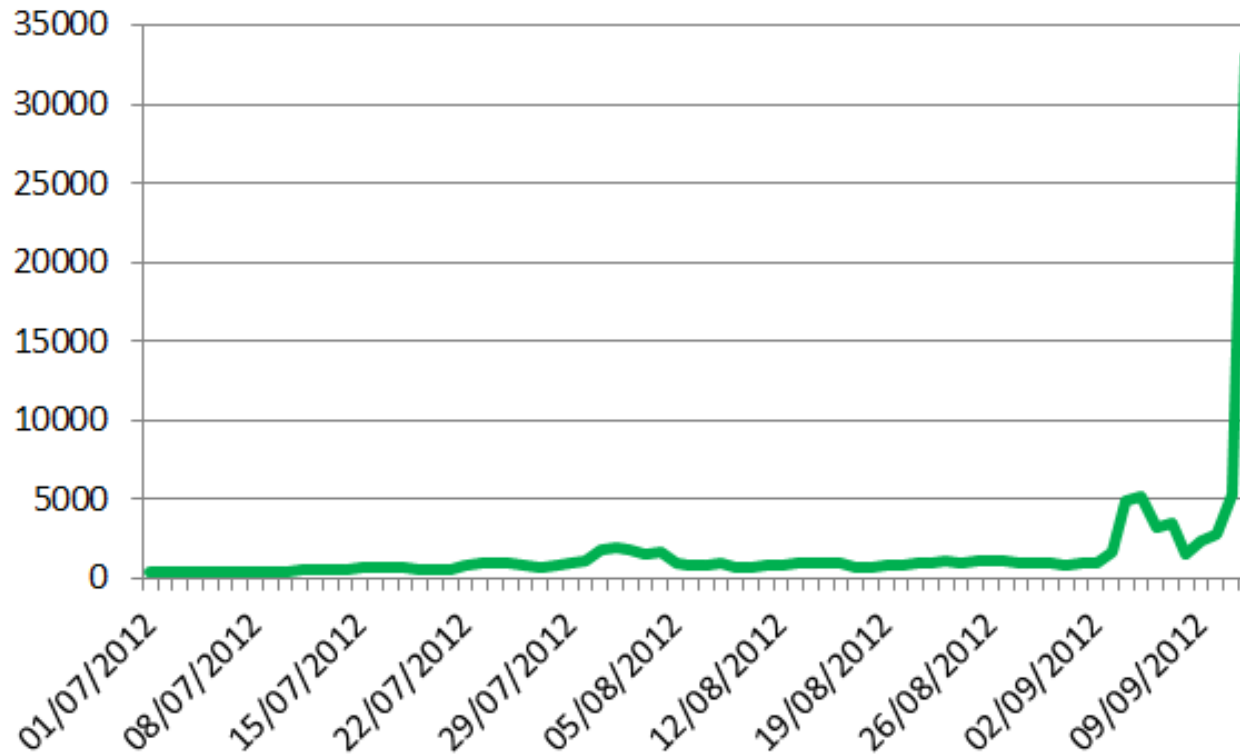


1. Monitored any emerging studies post launch to inform our case study.
2. Listened to the buzz of social media post launch using a social media monitoring tool.
3. Followed up with a quantitative survey on our national Springboard panel to validate and quantify findings.

Monitoring



Scale - size of buzz in social media



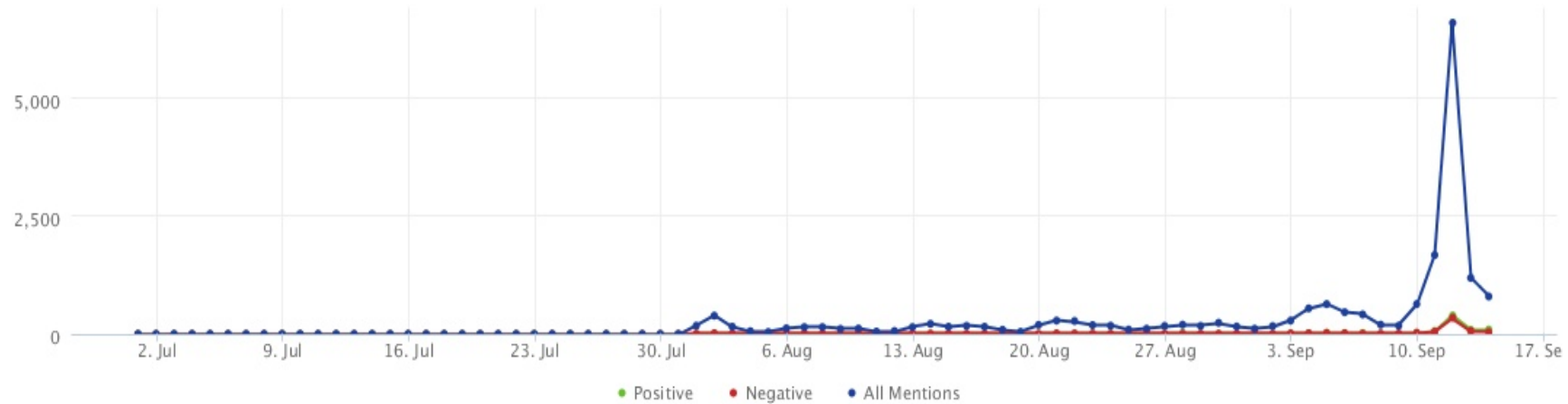
“Big Deal or Big Disappointment”, Annie Pettit, Conversation, 3rd October 2012.

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iPhone 5 Launch



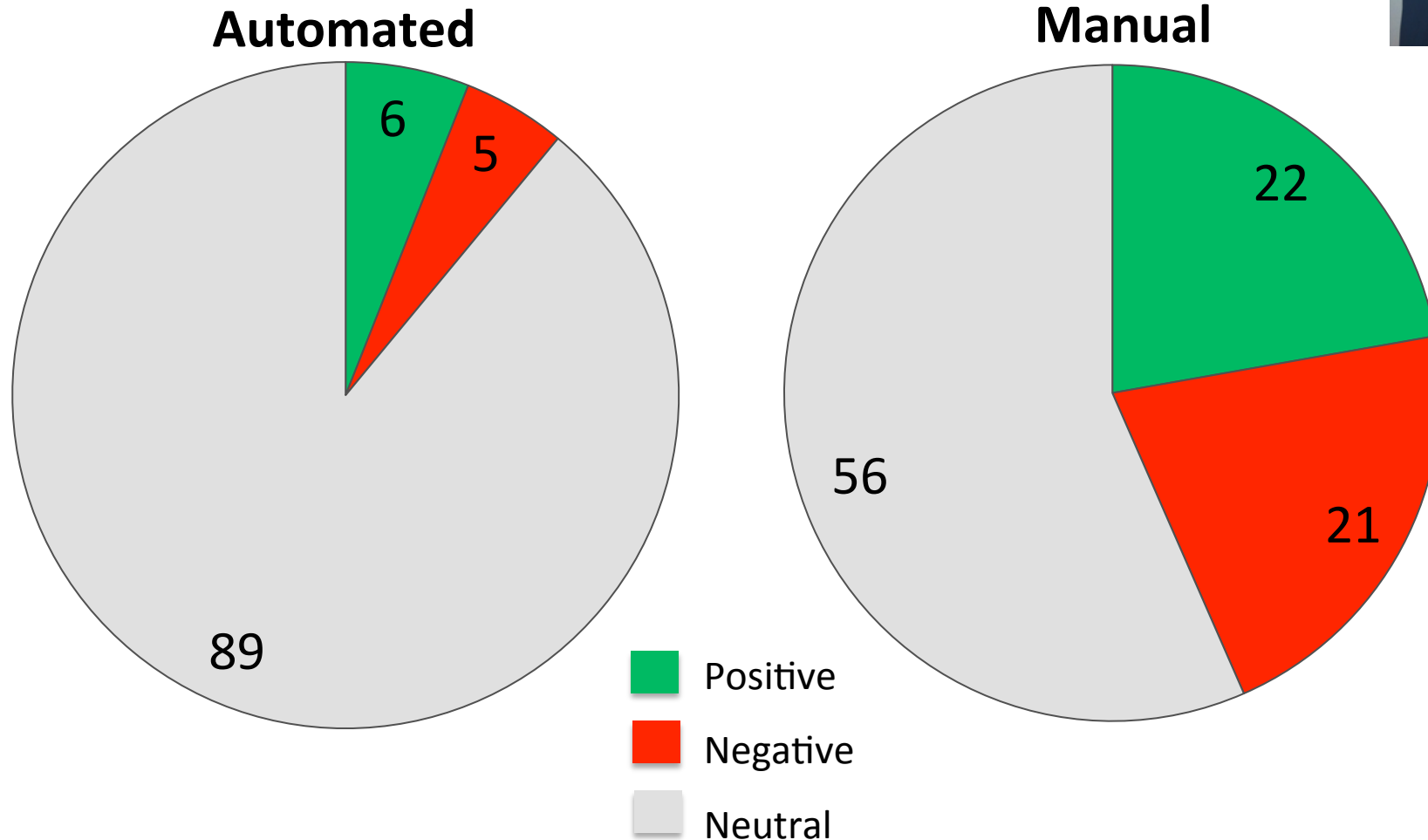
Scale - size of buzz in social media



Quantitative Survey:

Pre launch - 81% aware of iPhone 5 launch

The UK iPhone 5 Twitter Sentiment Analysis

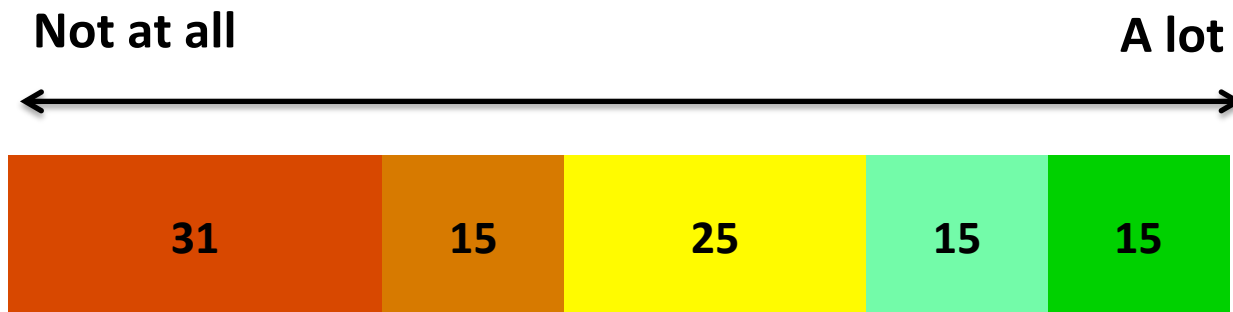


Base: 444 tweets – 13th September 2012

Response to Launch



Want an iPhone 5?

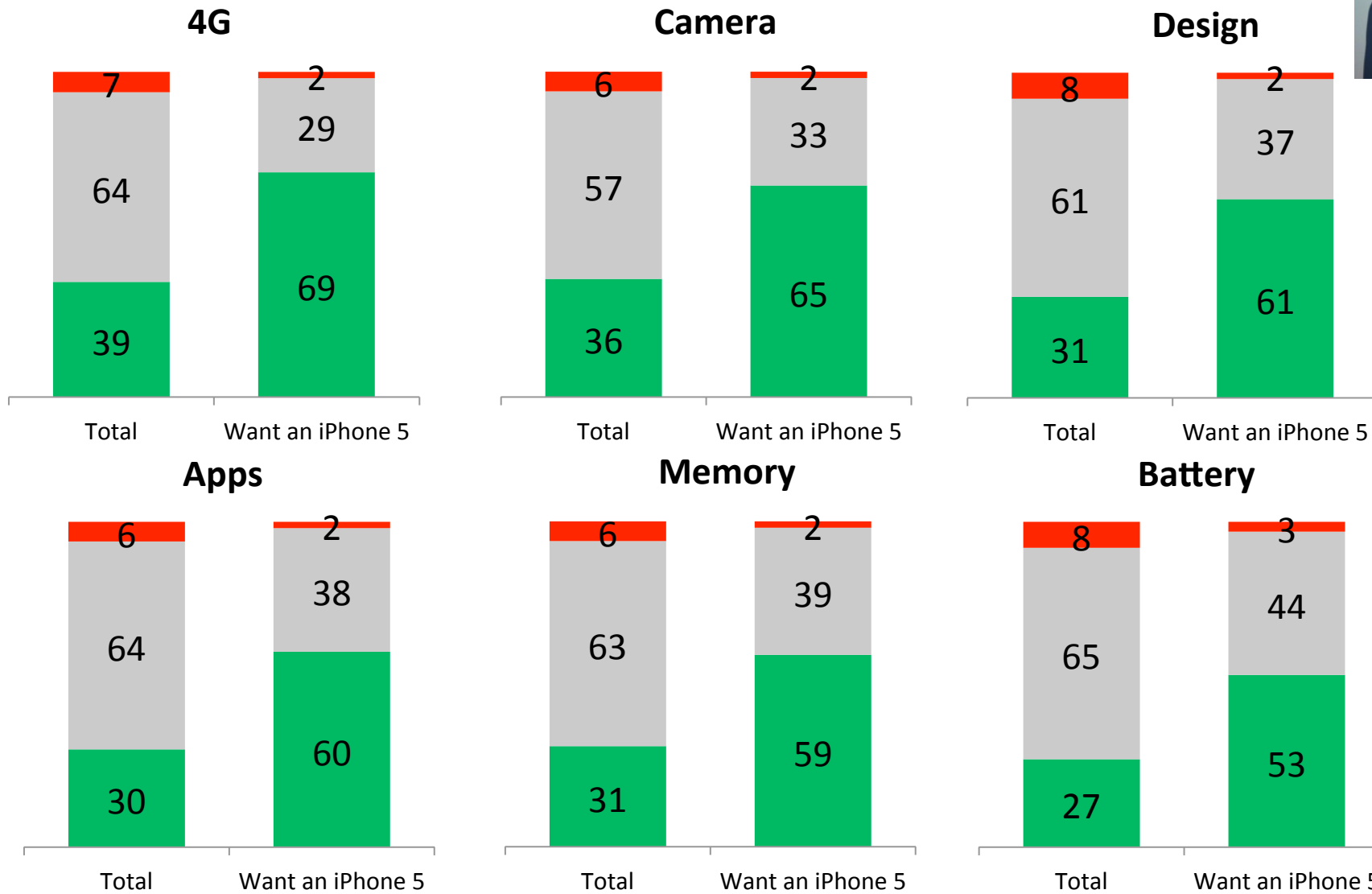


Are all views equal?

The Positive Story



■ Positive
 ■ Neutral
 ■ Negative



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o2 and 4G



In the social media monitoring o2 was one of the main mentions

An omni used to explore preferred network?

o2 = 32%

Amongst non-o2 people an open-end asked –
“Why?”

9% cited 4G concerns

The topic was suggested via SM,
but validated and quantified via a survey

Conclusions and Recommendations



1. Listening to SM is a must!
2. But it is a blunt and uncalibrated tool
3. Identifying who you are listening to is important
4. Social media can be used in conjunction with surveys
5. To work out what is real and how big it is



Thank you

Joanne Woolmer
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Q & A



Ray Poynter
VCU, Vision Critical



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Joanne Woolmer



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Follow Jo's tweets at @ http://twitter.com/JoWoolmer_VC

Connect with Jo on LinkedIn @ <http://uk.linkedin.com/in/joannewoolmer>

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