

#NewMR



A Presentation from the NewMR “Social Media Research” Event

9 October, 2012



A Review of What Can and Can't be Learned by Passive Research Techniques

Ray Poynter, Vision Critical University

The limits of listening

**A review of what can and can't be
learned by passive research techniques**

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Speaker: Ray Poynter, Vision Critical University, UK
NewMR Social Media Research Event, 9 October 2012, Session 1

Social Media Listening?

Passive collection of naturally occurring comments made in social media

Including

- Social networks
- Microblogging
- Blogging
- User generated media (YouTube/Flicker)
- Comments and Reviews
- Public actions, e.g. Foursquare

What is collected?

That which is said in social media

In locations that can legitimately be queried

Things that are not said, can't be collected

What is said on Social Media?

1. Things that have happened
2. Things people know they would like to happen
3. Personal statements and messages
4. That which is 'sayable'

Things that have happened

**“how times have changed:
Colleague walking around in
office asking if anyone has a
#Nokia charger! could u imagine
this 3 years ago?”**

**“Watching the new CG 2012
Nickelodeon version of Teenage
Mutant Ninja Turtles. It's
certainly not like how I
remember. But I'm not the
target”**

**“A man dressed as an astronaut
gave me a Mars bar on King
Street.”**

What people know they want

"i need an iphone with bbm
and a nokia battery, would
be the perfect phone"

"I wanna get a job at
starbucks, learn how to
make all of the drinks, then
quit."

it's 2012 why doesn't starbucks
deliver yet

Personal Statements & Messages

Anyone else remember how
Nickleodeon's World Wide
Day of Play was the worst
day of the year when we
were younger? I do
#Antisocial

I don't understand why there's a
caramel mars bar when I swear
normal mars bars have caramel
in?!

So good seeing everyone
tonight! I love you all!!! True
friends forever see you soon!



Sayable implies unsayable

Laws, customs, and system limits

Things that are left unsaid

Things we do not have words for

Things we do not admit to ourselves

We tend to say what others say on topics
that others talk about

Who's speaking on Social Media?

In the English speaking developed economies

Most of Facebook hard to search ethically

About 15% of the population use Twitter

Less than 10% comment or upload elsewhere in SM

About 25% contribute to SM discourse

– Perhaps 5% doing 80%

Salience

Some brands are more talked about than others

Some topics more talked about than others

Some formats/executions more talked about than others

**Apple iPhone 5
launch
campaign**

**3 for 2 deal
on
Ashbourne
water, POS**

Social Media Successes

- ✓ Some election polling
- ✓ Campaign monitoring/management
- ✓ Social monitoring/management
- ✓ Fault spotting
- ✓ Ideation
- ✓ Some customer satisfaction
- ✓ Competitive intelligence

Why SM works, when it works?

On some topics, views are homogenous

On some topics, the rank order of preferences is homogenous

On some topics, the changes in views over time are homogenous

Listening Challenges

- ❖ Incomplete coverage
- ❖ Changing bases
- ❖ Where are the comments coming from?
- ❖ The demographics/characteristics of people making comments
- ❖ People, organisations, and bots
- ❖ Gaming the system

Rumsfeld adapted to SM

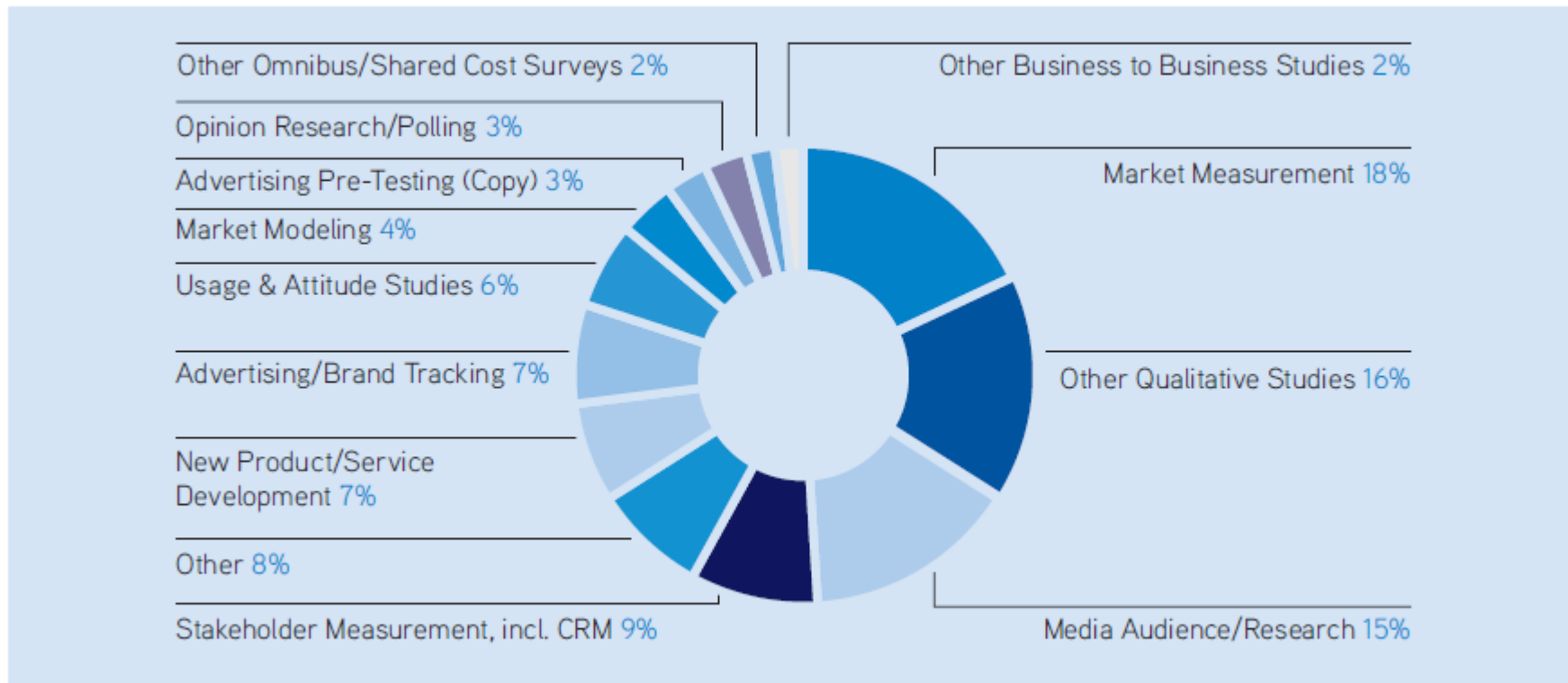
There are known knowns – things people have experienced

There are known unknowns – things people know they want

But there are also unknown unknowns – things people don't know they want, don't know are possible, and can't envisage

Esomar global

SPEND BY RESEARCH PROJECT TYPE 2011



See Annex, table 3.4, pages 114-115 for available country data and project type definitions.

SM Potential

Category	ESOMAR	SM?	Net%
Market Measurement	18%	1%	0.2%
Media Audience/Research	15%	1%	0.2%
Stakeholder Measurement, incl. CRM	9%	2%	0.2%
New Product/Service Development	7%	3%	0.2%
Advertising/Brand Tracking	7%	25%	1.8%
Usage & Attitude Studies	6%	10%	0.6%
Market Modelling	4%	1%	0.0%
Opinion Research/Polling	3%	3%	0.1%
Advertising Pre-Testing	3%	3%	0.1%
Other Qualitative Studies	16%	10%	1.6%
Other B2B Studies	2%	5%	0.1%
Other Omnibus/Shared Cost	2%	1%	0.0%
Other	8%	20%	1.6%
Mid-term Potential			6.6%
Market Size	\$33Billion	SM	\$2Billion

The Future?

Legislation may restrict what we can listen to

Social media could become more/less popular

- People may become more/less open

Tracking people & linking to communities may make SM feedback richer

Listening may morph into ‘talking with’

4 Concluding Thoughts

1. If people are talking about you, you need to listen!
2. SM can be a great new source
3. In a few cases, SM listening will be a replacement method
4. SM's main problems relate to probing and to quantitative predictions

Thank you

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Q & A



Sue York
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The screenshot shows the homepage of Vision Critical University. At the top, the logo "VISIONCRITICAL UNIVERSITY" is displayed in white on a black background. To the right of the logo are navigation links: "Blog", "Events", "Training", "Glossary", and "Contact". Below the navigation bar is a horizontal menu with several categories: "An Introduction", "Market Research", "Community Panels", "Product Knowledge", "Videos & Webinars", and "Research Reports". The "All Resources" link is highlighted in a grey box. The main heading is "Welcome to Vision Critical University". Below the heading is a paragraph: "Here you will find a wealth of learning resources to help answer your questions about running community panels, conducting market research online and using our software products." There are six featured resource cards arranged in a 2x3 grid. Each card has a representative image and a title: 1. "An Introduction" with an image of a man pointing at a whiteboard. 2. "Market Research" with an image of a colorful pie chart. 3. "Community Panel" with an image of a diverse group of people raising their hands. 4. "Product Knowledge" with an image of a computer keyboard. 5. "Videos & Webinars" with an image of a man speaking into a microphone. 6. "Research Reports" with an image of a laptop and a tablet displaying data.

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