Social Media Intelligence

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What is Social Media Intelligence?

• The challenge facing organizations

• Social Media Intelligence
  – Understand the science of opinion and the implications for social media data and metrics
  – Measure what matters (not what’s easy to measure)

“The Value of Social Dynamics in Online Product Ratings Forums,” *Journal of Marketing Research*, 2011, with Michael Trusov

“Sentiment and Venue Choice in Social Media Posting Behavior,” under review at *JMR*, with David A. Schweidel

“Drivers of Social Media Rebroadcasting: Investigating the Role of Message Content and Influencers,” under review at *JMR*, with Yuchi Zhang and David A. Schweidel
WHAT do we say?
Social Media Posting Decisions

Opinion / Brand Evaluation

Do I post?

What do I post?
- Sentiment
- Product Attribute

Where do I post?
- Venue Format
- Domain
Rating Trends

**Activists**
- Post frequently
- Attracted by lack of consensus
- More negative
- Variance and volume make them more negative

**Low Involvements**
- Post infrequently
- Deterred by lack of consensus
- More positive
- Variance and volume make them more positive
Implications
What should we do?

• If you’re listening, don’t over-react. The ratings environment does not necessarily reflect the opinions of the entire customer base

• “Listen to ALL the American people”
  – Encourage diversity of opinion
  – Monitor different venues / data sources
WHERE

do we post?
Social Media Posting Decisions

Opinion / Brand Evaluation

- Do I post?
- What do I post?
  - Sentiment
  - Product Attribute
- Where do I post?
  - Venue Format
  - Domain
What affects posted sentiment?

- General Brand Impression (GBI)
- Venue
- Venue-specific dynamics
- Message topic
Does it Matter Where We Listen?

From a sample of social media comments pertaining to an enterprise software brand (courtesy of Converseon)
Plus, sentiment metrics vary depending on topic.
GBI vs. Offline Survey

- Potential for GBI as a lead indicator

- Correlation with survey (t)
  - GBI = .376
  - Avg sentiment = .008
  - Blogs = .197
  - Forums = -.231
  - Microblogs = .394

- Correlation with survey (t-1)
  - GBI = .881
  - Avg sentiment = .169
  - Blogs = .529
  - Forums = .213
  - Microblogs = .722
Regressed brand’s stock price against GBI (controlling for market index). Across iterations...

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Social Media Intelligence vs. Social Media Noise

• Account for differences in social media sentiment across venues and across sub-topics

• Potential to use social media for market research
  – Adjusted measure (GBI) can serve as lead indicator

• At a minimum, dashboard metrics should disaggregate and separately report venue-specific and topic-specific metrics
Why Do People Post?

Opinion Formation versus Opinion Expression

- Opinion formation
  - Pre vs. post purchase
  - Customer satisfaction and word-of-mouth

- Opinion expression
  - Opinion dynamics
  - Opinion polls and voter turnout
Perils of Selective Listening

- Index of *over/under*-estimation of messages mentioning specific product attributes

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