

VISIONCRITICAL®
**PANEL *
SUMMIT**

**Social Media and its part in the
research mix**

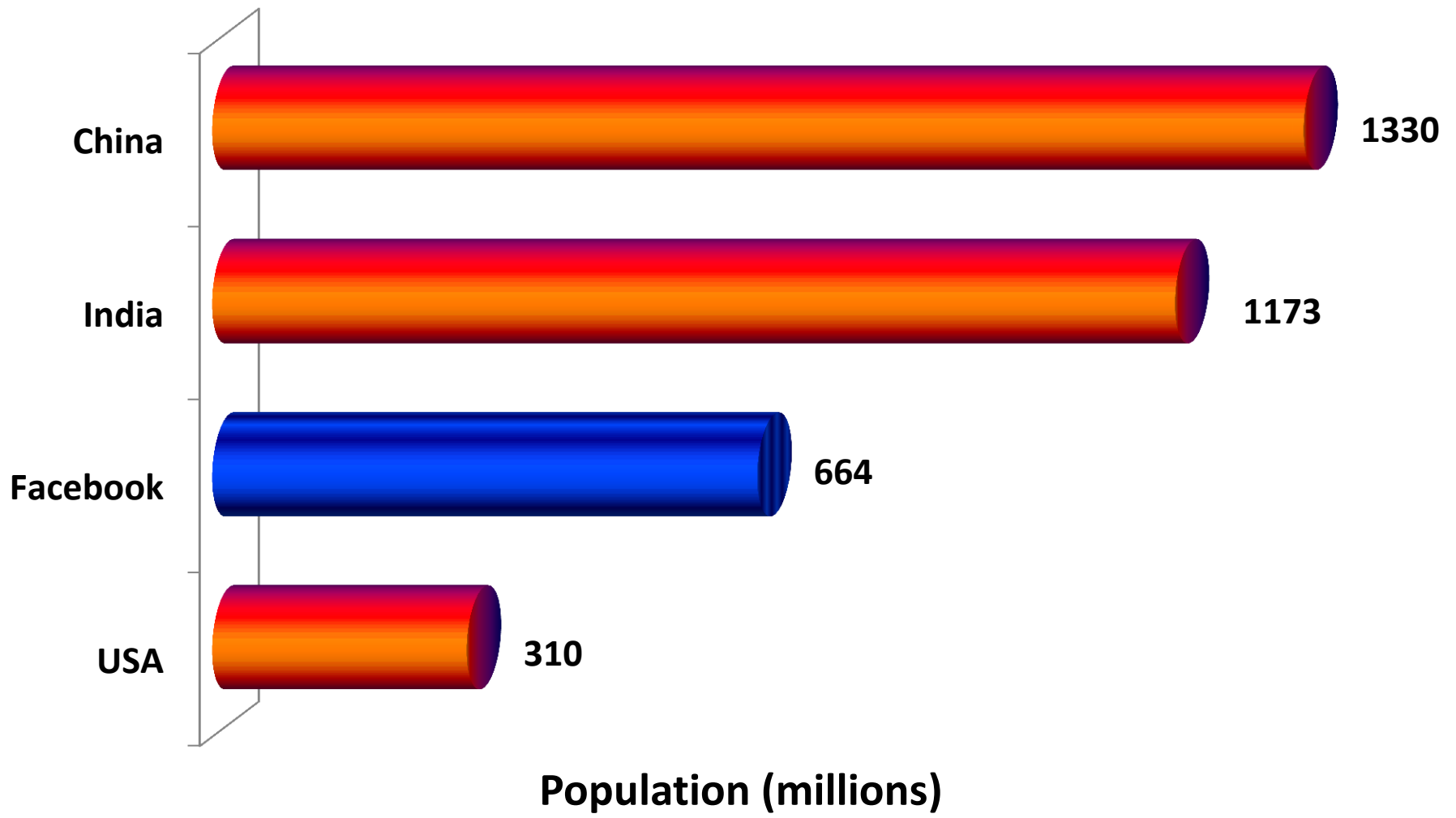
Ray Poynter

Executive Vice President, Vision Critical, UK

Top 14 Sites in UK

- 1 Google UK
- 2 Facebook
- 3 Google
- 4 YouTube
- 5 BBC Online
- 6 Yahoo!
- 7 eBay UK
- 8 Windows Live
- 9 Wikipedia
- 10 Amazon.co.uk
- 11 Twitter
- 12 LinkedIn
- 13 Blogger.com
- 14 PayPal

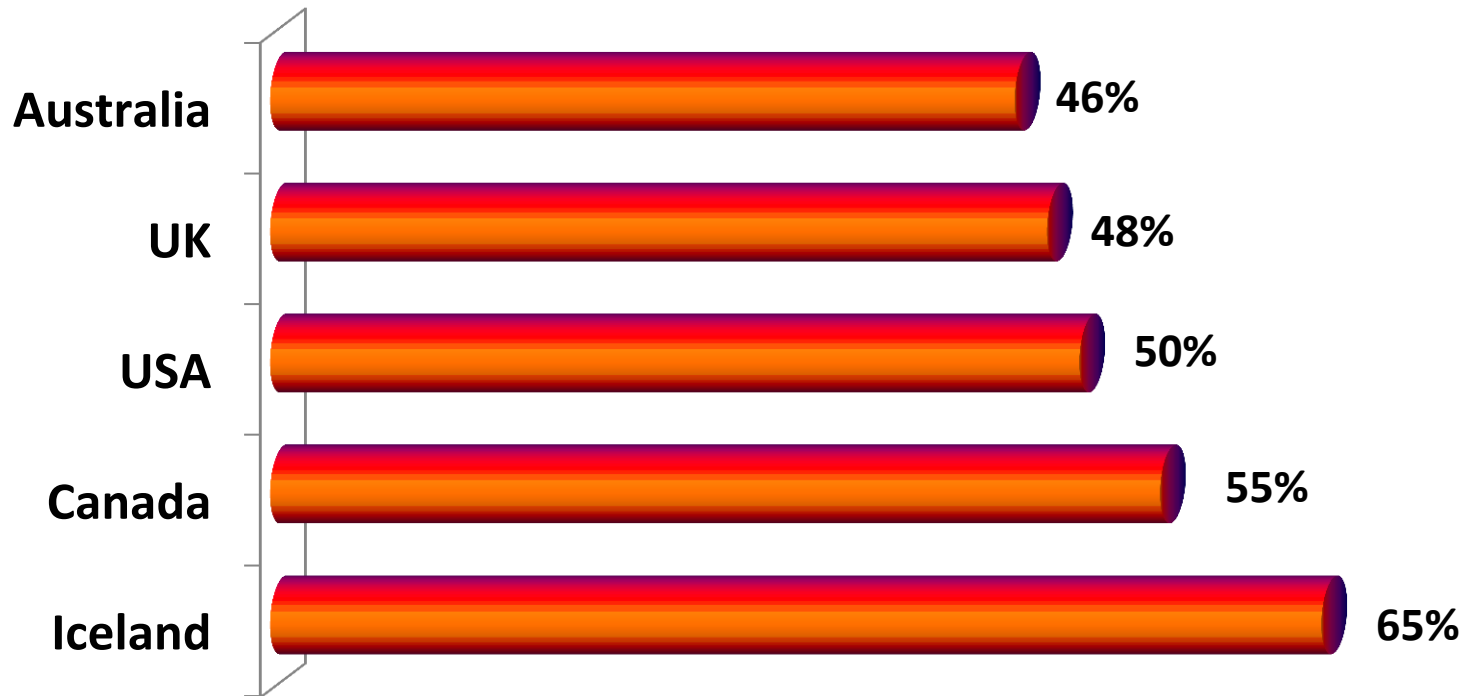
If Facebook were a country...

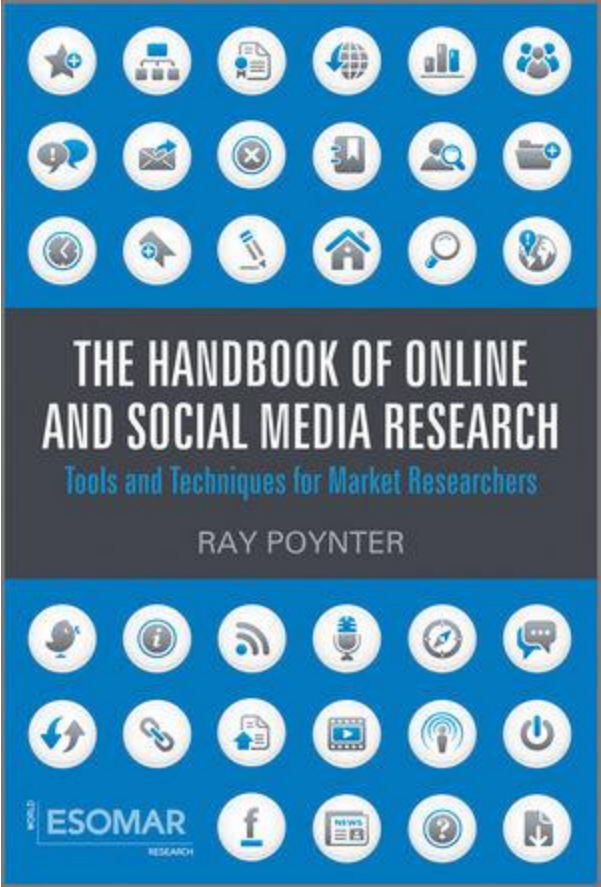




One-in-six of the global population use Facebook

% of Population using Facebook





Social Media Research

Social Media
Monitoring

Researching
Social Media

Community
Panels

Social Media
As Sample

Social Media
Bots

Social Media / Big
Data Integration

Social Media
Research

Facebook
Pages

Auto-
ethnography

Brand
Communities

MROCs

Netnography

Crowdsourcing

Smartphone
Enabled

Gamification

Listening is the new asking

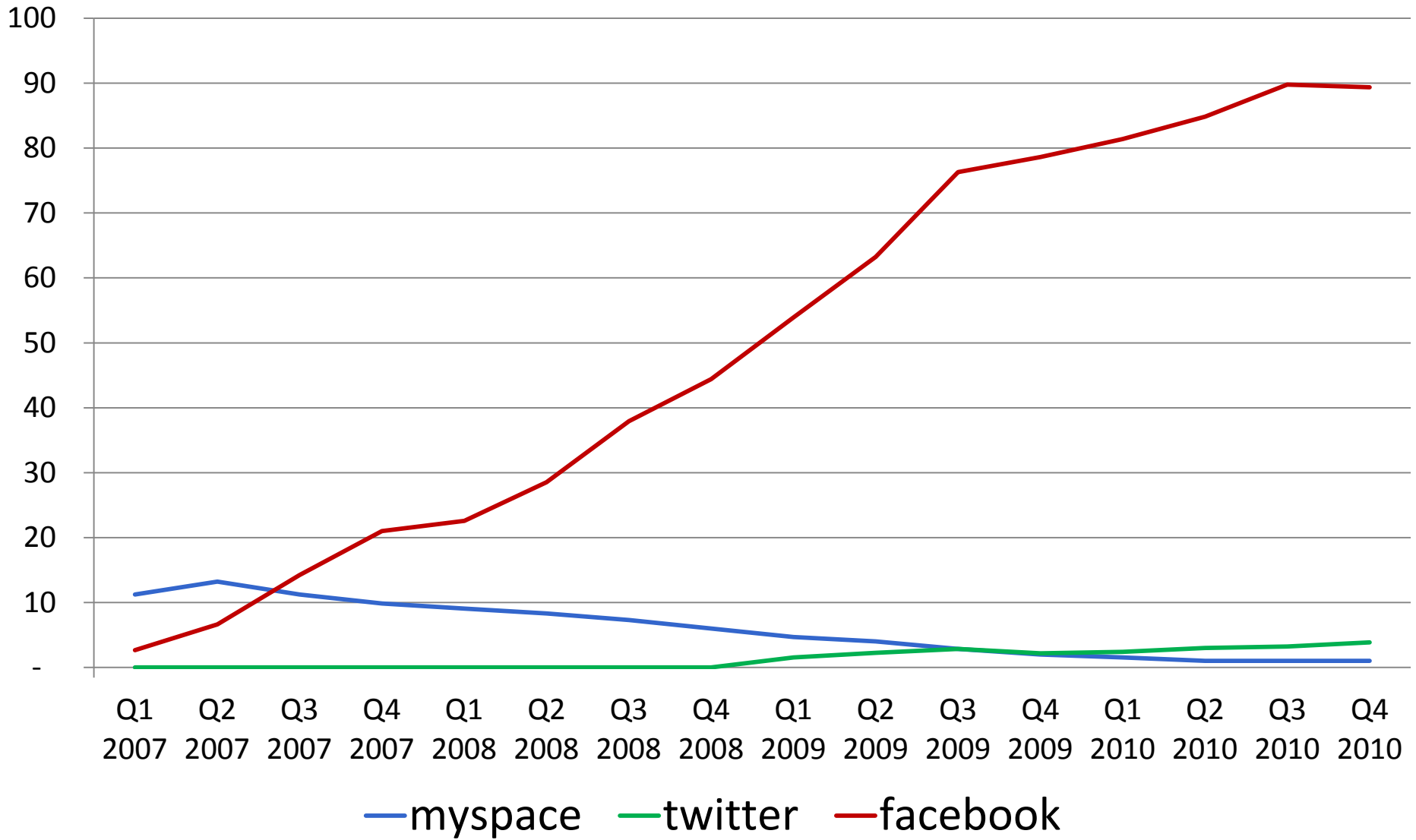
Social Media
Monitoring

Social Media
Bots

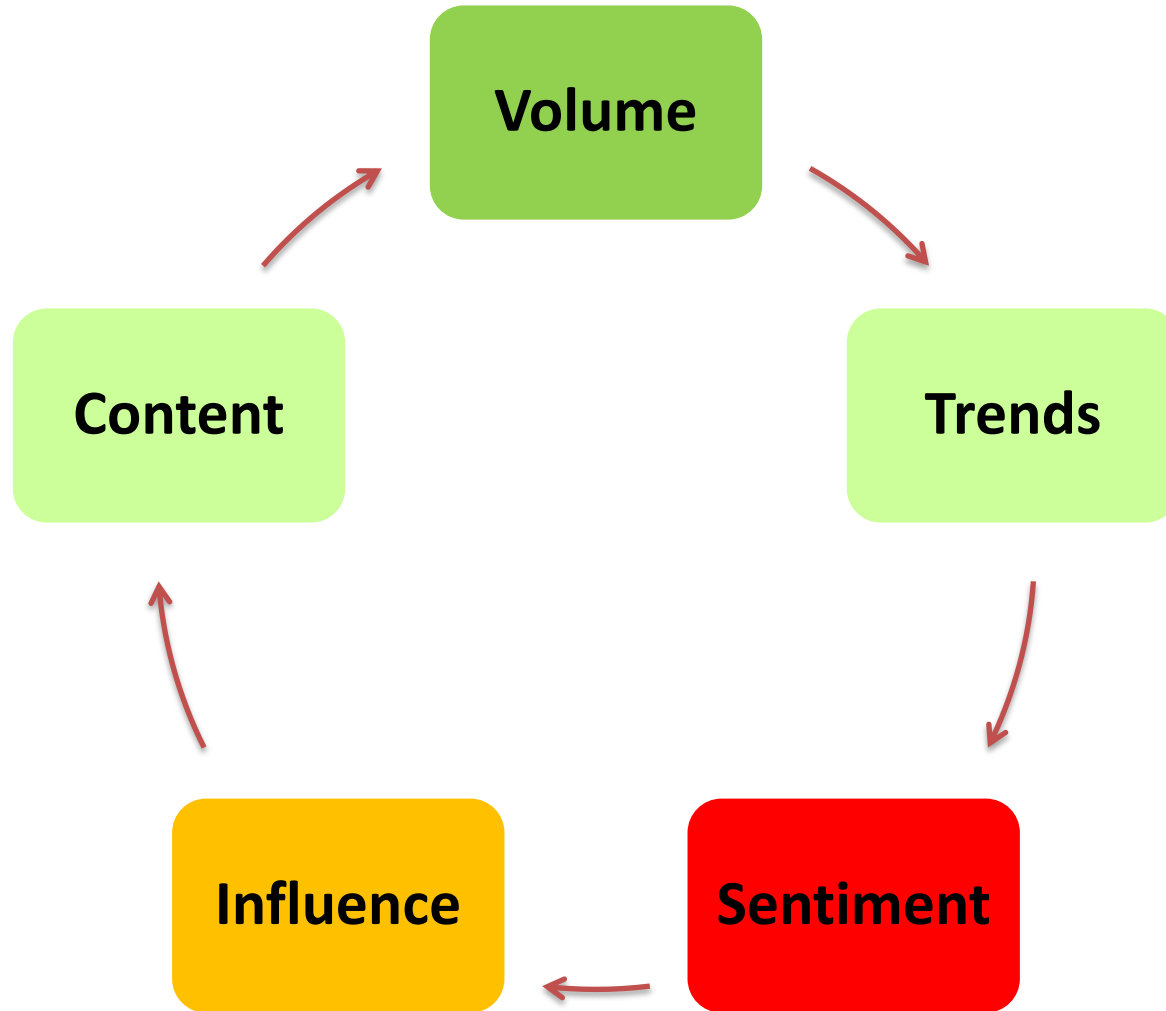
Social Media
Research

Netnography

Google Insights



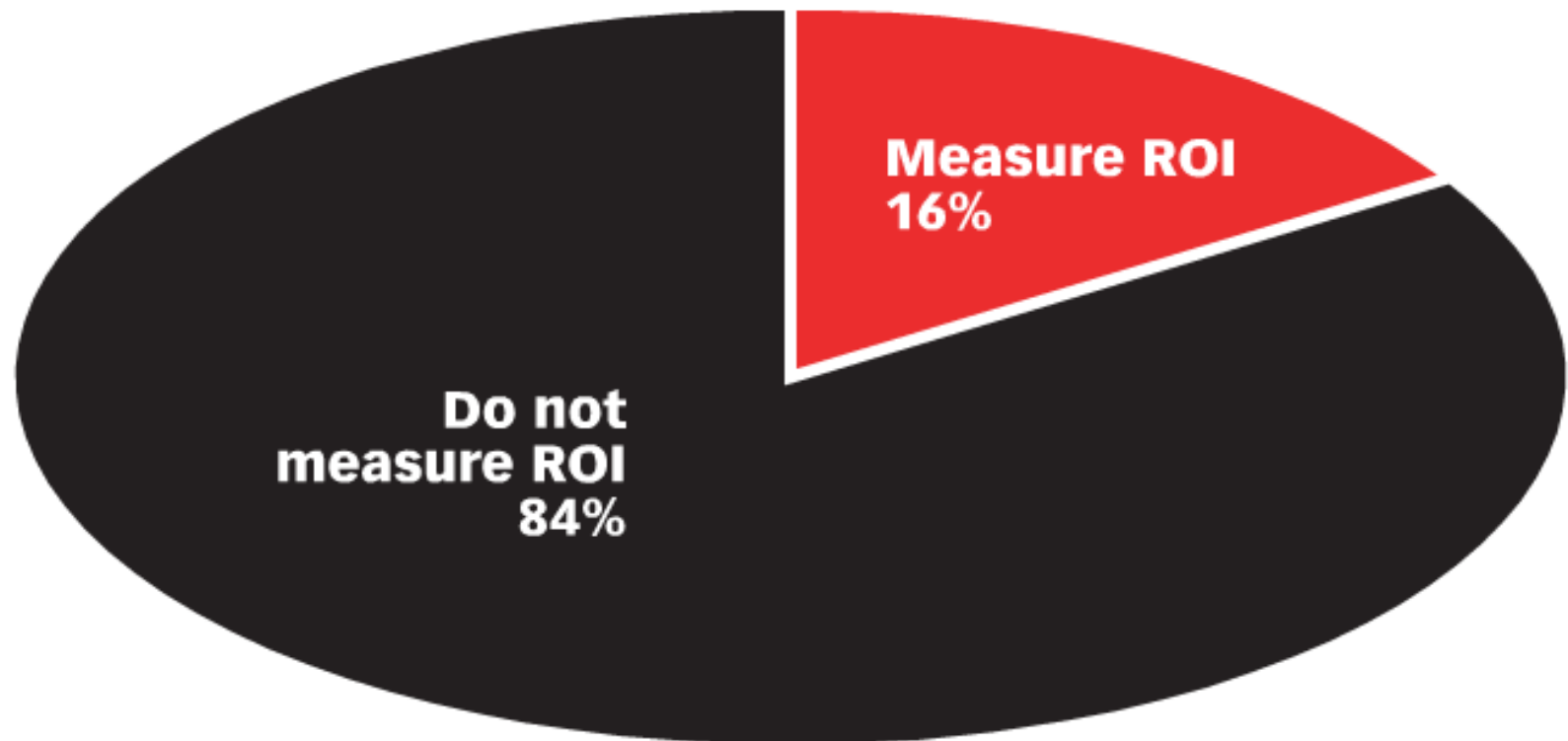
Commercial 'Listening'



Researching Social Media

Researching
Social Media

Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)



*Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.*

Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

Showing the most recent 50 of 114 total tweets

Want more data? Get the full report for complete analysis of all available tweets.

Get the full report »

Share these results:



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↓ Excel

↓ PDF

🖨️ Print

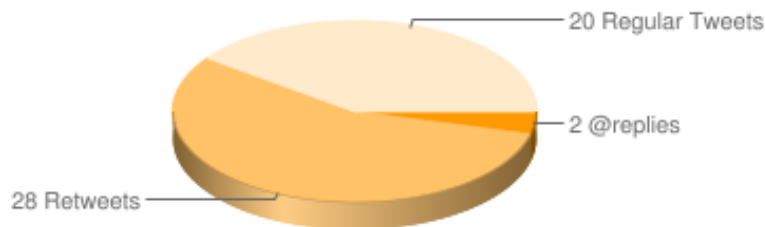
[Report Help](#) | [Join our mailing list](#)

TweetReach for *visioncritical*

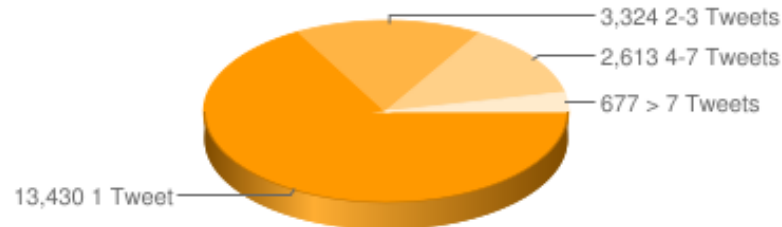
Reached **20,044** people via **50** tweets

Searching a maximum of 50 tweets

Tweet Types



Exposure: 39,808 Impressions



Each pie slice shows how many people saw how many tweets



[lennyism](#): The answer is yes. RT [@tcollins](#): Has Mobile Research Hit the Tipping Point? | Vision Critical <http://t.co/BVUmbmNp> #MR #MRX #newmr #ESOMAR
about 2 hours ago



[mikebeder](#): RT [@tcollins](#): Has Mobile Research Hit the Tipping Point? | Vision

Impressions Contributed by 31 Twitterers

visioncritical	12,307
RayPoynter	5,984
webnewser	4,033
jennibeattie	3,153

Utilising Branded Presences in SM

Facebook
Pages

Brand
Communities

Crowdsourcing



25 million fans

Disney

Company



Wall



Disney

Who do you think is the cutest Disney couple?



20 minutes ago · Like · Comment

10,426 people like this.

View all 3,671 comments

Disney had 3,671 answers to their question in 20 minutes



Welcome, Guest

Sign In
to share, vote
& discuss

SIGN IN

Check out
the latest
ideas now!

Help shape the future of Starbucks—with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.



vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.



see

This is the proof. See which of your ideas were the most popular and watch as we take action.

CATEGORIES

▼ PRODUCTS

Coffee & Espresso Drinks

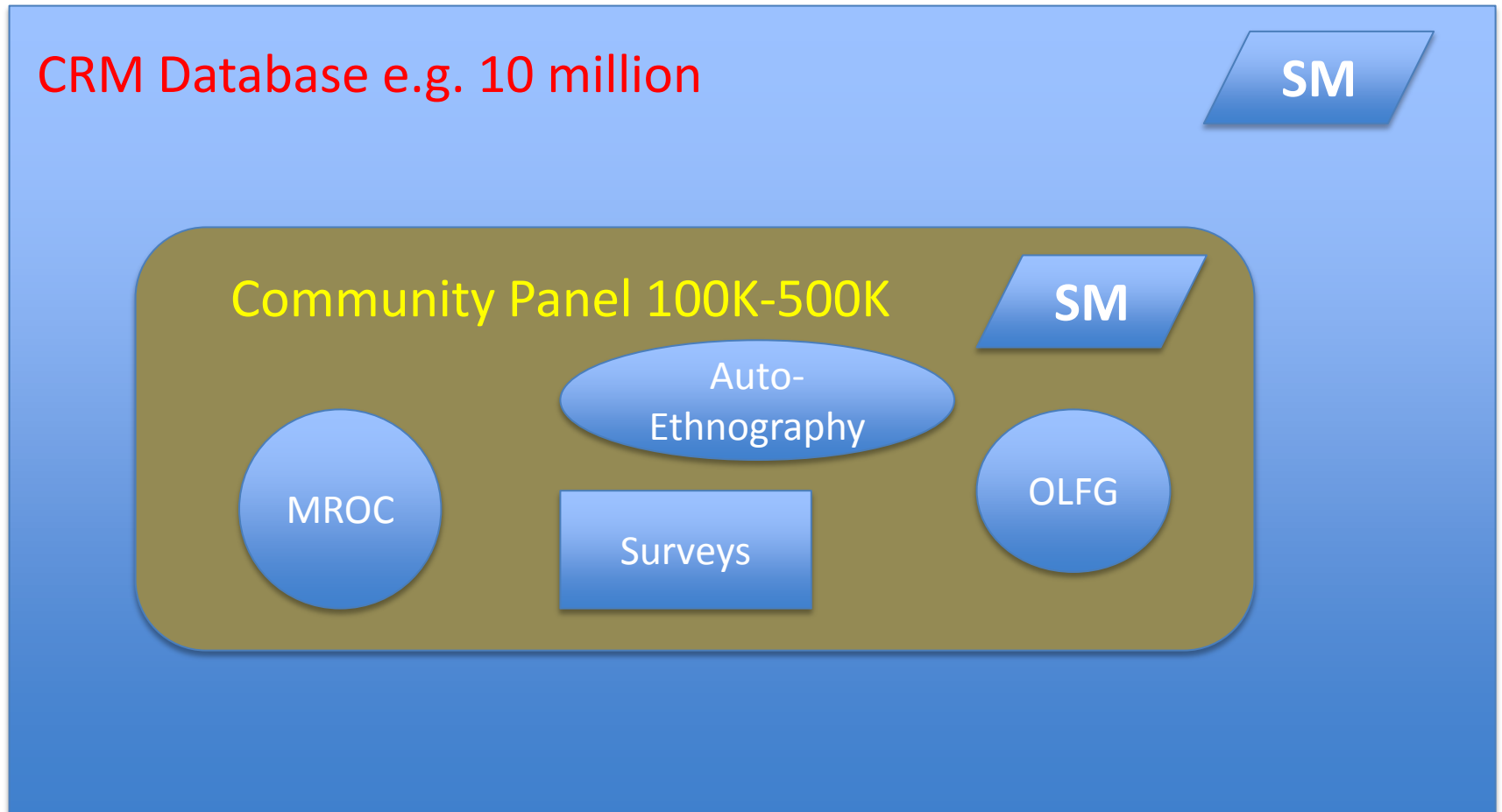
Tea & Other Drinks

Research Communities

Community
Panels

MROCs

Community Panels in the Future?



Linking to the 'Real' World

Social Media
As Sample

Social Media / Big
Data Integration

Auto-
ethnography

Smartphone
Enabled

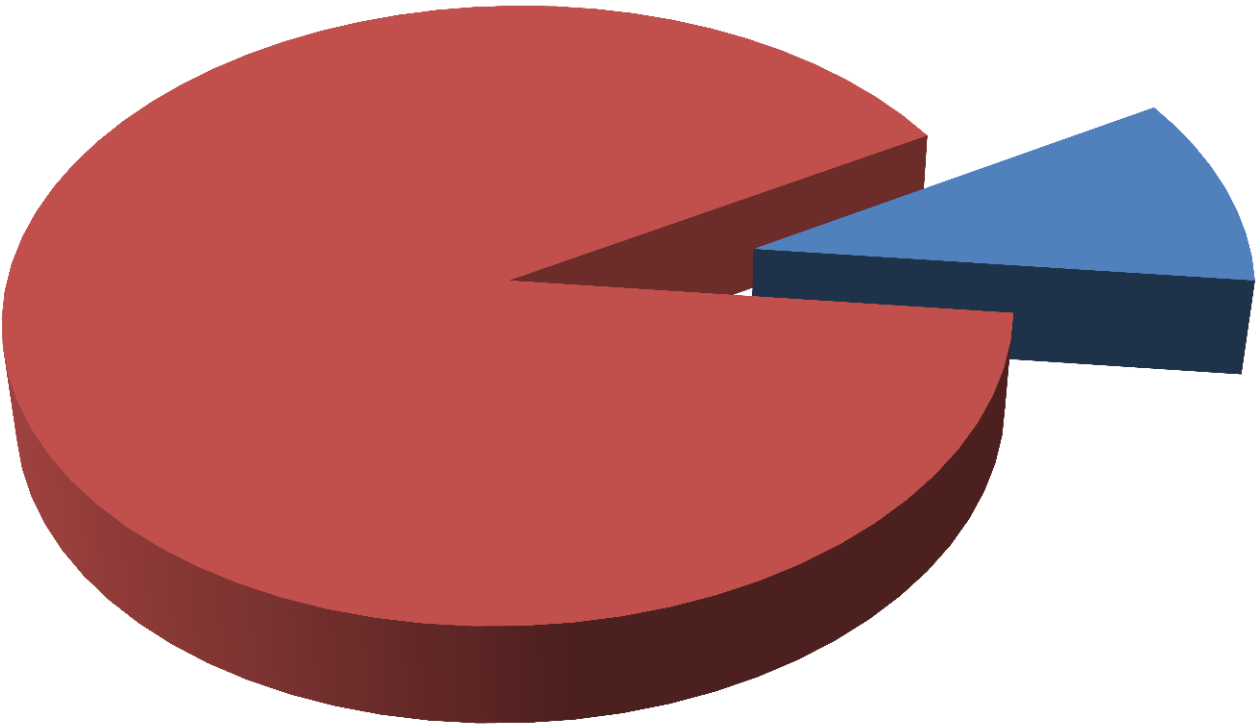
Gamification

Listening's Role in the Research Mix?

Necessary , but rarely sufficient



Listening to Social Media as a proportion of MR in foreseeable future



■ Social Media ■ The rest

Thank You

Questions?

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**Listening and Acting on the Voice of
the Customer**

Julie Curphey, Charlotte Scrutton
Pfizer