Affinio

# *Who's talking about market research other than market researchers?*

Introduction

The purpose of this research paper is to highlight the strengths and benefits of social media research. Contributing to the "role of market research in 2015," the subject area we chose to focus on was "who's talking about market research, other than market researchers?" The data was collected during the month of May using Affinio's social affinity engine. Affinio's algorithm extracts audience insights by mining the billions of network connections between users within the social graph. These connections help uncover the interests and affinities of every user, then grouping individuals into naturally forming tribes of people with common interests.

Understanding users through the social graph goes beyond analyzing what people are talking about, and provides deeper insights into the interests and culture of the niche audience segments. Because the Affinio algorithm looks at connections, we are able to analyze an entire audience; the vocal 10% as well as the majority who choose to remain silent.

Research Part 1: Ran analysis on ARF / Found MRX Tribe

The first part of our research consisted of an audience audit on the Advertising Research Foundation (ARF)'s Twitter handle. The 17,695 followers of @the_arf were segmented into 10 niche tribes based on their interests and passions, through the mining of billions of network connections. The tribes that formed naturally include: general followers, youth/students, business professionals, digital agencies, dutch marketers, SEO, strategists, MRX, designers, and analysts/advertisers.
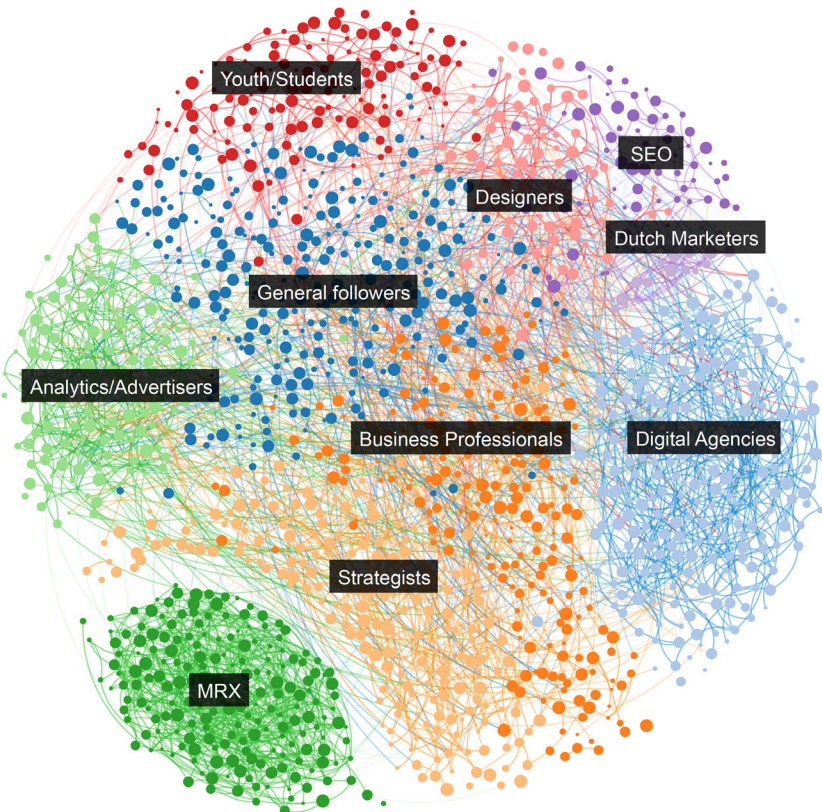
Looking at @the_arf's audience as whole, the top ten most relevant and unique accounts that these tribe members are interested in include:

The ARF
News and opinion on the advertising industry.

Ad Age
Leading global source of news, intelligence and conversation for marketing and media communities.

Adweek
The leading source for news, insight and community for marketers, media and agencies.

Mashable
News, resources, inspiration and fun for the connected generation.

Fast Company
Inspiring readers to think beyond traditional boundaries & create the future of business.

Ad Freak
The home of ad geeks.

Nielsen
Global consumer and media insights.

eMarketer
Research for Marketing in a Digital World.

Forrester Research
Helps develop customer-obsessed strategies that drive growth.

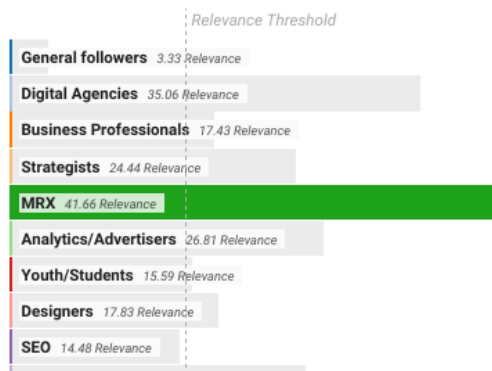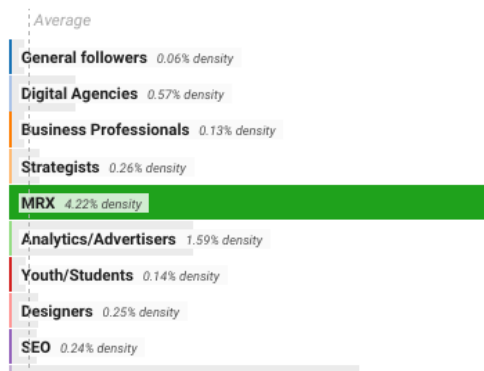**Ogilvy & Mather**
International advertising, marketing and public relations agency.

The most notable tribe found in @the_arf's audience was the MRX tribe. Diving a little deeper, it was discovered that of all of the tribes, the MRX community had the highest shared interests and interconnectivity. This is significant because it identified a tribe of people who are very similar with a high level of shared interests. High interconnectivity represents a higher likelihood that people in the MRX tribe know (and follow) each other. The reason why the MRX tribe looks dense and less connected to the rest of the tribes in the social graph can be explained by the high shared interests within and the high interconnectivity of the tribe.
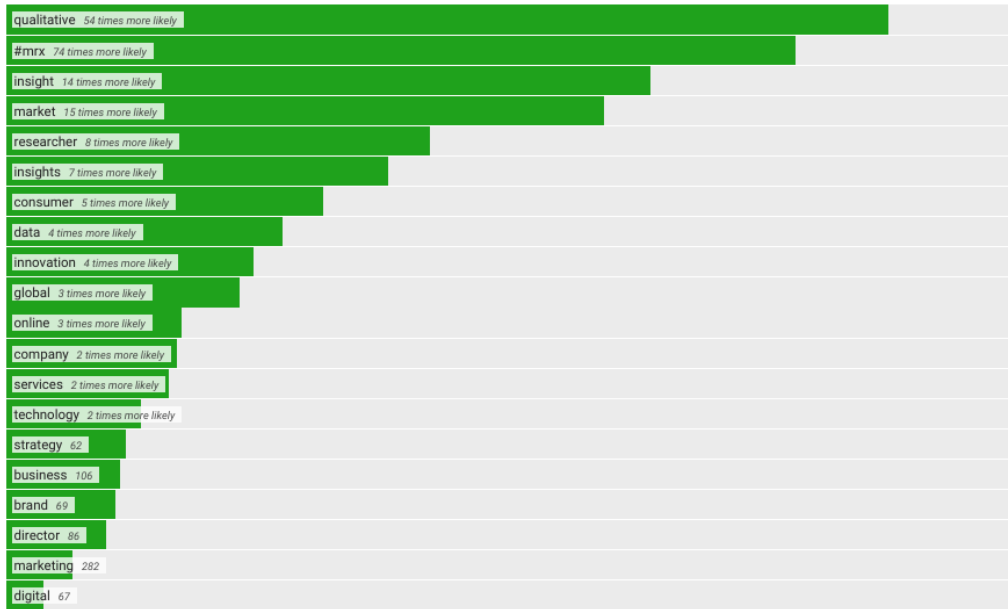
Shared interests within a tribe ?

Relevance Threshold

General followers	3.33 Relevance
Digital Agencies	35.06 Relevance
Business Professionals	17.43 Relevance
Strategists	24.44 Relevance
MRX	41.66 Relevance
Analytics/Advertisers	26.81 Relevance
Youth/Students	15.59 Relevance
Designers	17.83 Relevance
SEO	14.48 Relevance

Interconnectivity (Friendliness) of tribe ?

Average

General followers	0.06% density
Digital Agencies	0.57% density
Business Professionals	0.13% density
Strategists	0.26% density
MRX	4.22% density
Analytics/Advertisers	1.59% density
Youth/Students	0.14% density
Designers	0.25% density
SEO	0.24% density

The members of this tribe are much more likely to self-describe as qualitative, #mrx, insight, market, and researcher.

qualitative *54 times more likely*	
#mrx *74 times more likely*	
insight *14 times more likely*	
market *15 times more likely*	
researcher *8 times more likely*	
insights *7 times more likely*	
consumer *5 times more likely*	
data *4 times more likely*	
innovation *4 times more likely*	
global *3 times more likely*	
online *3 times more likely*	
company *2 times more likely*	
services *2 times more likely*	
technology *2 times more likely*	
strategy *62*	
business *106*	
brand *69*	
director *86*	
marketing *282*	
digital *67*	

Looking into the interests of the members of this tribe, the top ten most relevant and unique accounts that these tribe members are interested in include:

Ray Poynter
Founder of The Future Place
& #NewMR

Annie Pettit
Market Researcher

Kathryn Korostoff
Market Researcher

BrainJuicer
Turning human understanding into business advantage

Jeffrey Henning
MR consultant
and blogger

Market Research Society

Research Now

The Research Club
Gloabl network event
for the MR community

MrWeb
MR Industry Online
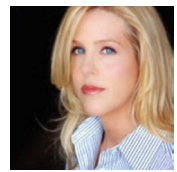
Kristin Luck
Founder of women
in research

It's important to understand that the most unique and influential accounts differ between all of the followers of @the_arf and the MRX tribe found within. As you can see, the influencers for the MRX tribe are much more tribe-specific and relevant to the interests of these tribe members.

Based on how these people self-describe and their unique interests, we determined that this tribe of users are market researchers.

Looking further into the most favorited tweets by the tribe members, you can see that most posts have to do with market research.

Merlien Institute @Merlien — Follow

The 2015 #MRMW Mobile Researcher of the Year is @JasmetSeth of @Ericsson Congratulations! #mrx #esomar #amsrs #newmr

6:45 AM - 21 May 2015

6 favorites

Adriana Rocha @adricrocha — Follow

IBM and Facebook Analytics Deal: this can be disruptive for #MRX industry #bigdata #consumersinsights #newmr #iiex forbes.com/sites/johnelle…

11:14 AM - 7 May 2015

Forbes

IBM And Facebook Ink Deal
Modern marketing depends on using customer data and technology to deliver more personalized experiences at every touch point. Today, IBM announced a collaboration with Facebook to make it easier for...

View on web

4 favorites

Insight Innovation @InsightNovation — Follow

Kristin Luck on #GrowthHacking in the Marketing Measurement Space iiex-na.insightinnovation.org/kristin-luck-o… #mrx #iiex @kristinluck

10:16 AM - 19 May 2015

6 favorites

MarketResearchSum... @theMRSummit — Follow

As we event organisers say, "that's a wrap" for #mrsummit15: thank you to all our speakers, sponsors and delegates. Here's to #mrsummit16!!

12:37 PM - 20 May 2015

5 favorites

ESOMAR @ESOMAR — Follow

Congratulations @tns_global @ITC @loewelintas Farah,Karan and Poonam for winning best presentation award at #Esomar APAC #mrx

6:35 AM - 19 May 2015

5 favorites

Ralph Risk @RRisk — Follow

#ff Truly insightful-not just on friday :-) @Kantar @kantarretail @Kantar_Media @TNS_UK @LightspeedGMI @AddedValueGroup @Millward_Brown #mrx

11:25 AM - 24 Apr 2015

6 favorites

Lumi @lumiinsight — Follow

We're proud to have won the award for Best use of Mobile Technology at #MRMW last night! bit.ly/1PyDqux

10:47 AM - 21 May 2015

5 favorites

Leonard Murphy @lennyism — Follow

Congrats @BrainJuicer, the #1 Most Innovative Company in #Marketresearch for the 4th year in a row! ow.ly/MfWPn #mrx #newmr #iiex

7:00 AM - 29 Apr 2015

3 favorites

Keeping in mind that this tribe of people are market researchers, we then looked into the top trending hashtags in the MRX tribe to determine what market researchers talk about.

The top six trending hashtags from April 22 - May 22, 2015 were:

1. #marketresearch
2. #newmr
3. #mrx
4. #mrmw
5. #iiex
6. #esomar

Research Part 2: Report ran on people talking about the top trending hashtags

The second part of our research was to answer the question: "Who's talking about market research, other than market researchers?"

Taking the 6 top hashtags identified earlier, we ran an analysis on those who were mentioning the term over the past 30 days using Affinio's award-winning technology. Through Affinio's partnership with Gnip, we were able to identify anyone who mentioned the top 6 hastags over the past 30 days. By treating the people who mentioned these given terms as an entire audience, we are then able to segment and analyze to learn more.

5,550 people were found using the terms #marketresearch, #newmr, #mrx, #mrmw, #iiex, or #esomar between April 25 - May 25, 2015. We then segmented this group of people using Affinio to learn more about who they are. As you can see below, there was a variety of people talking about Market Research who aren't market researchers, including: career services/recruitment specialists, healthcare, growth hackers/entrepreneurs, European Market Researchers/Analysts, UK/Politics/News, Digital Strategists, Bollywood Fans/India, Researchers.

The first notable tribe was the tribe of ['Digital Strategists.'](#) Diving deeper, the members most commonly self-describe as: strategist, digital, tech, design, marketing, strategy.

The top ten most relevant and unique accounts that these tribe members are interested in include:

Jay Baer
Digital strategy thought leader
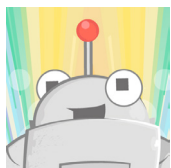
Moz
Marketing analytics software

Social Media Insider
Tips on Social Media marketing
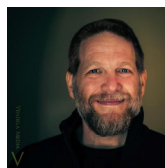
Chris Brogan
NYT bestselling author and business advisor
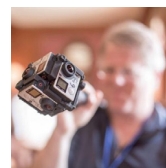
Robert Schoble
Tech thought leader
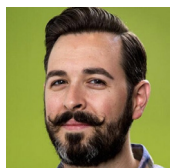
Rand Fishkin
Founder of Moz
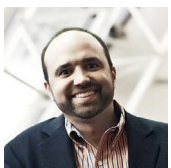
Joe Pulizzi
Content marketer

Mark Schaefer
Social media author and thought leader

Marketing Cloud
Digital marketing platform

Hiten Shah
Founder of two SaaS companies

Looking further, we can see that aside from market research, these top hashtags and mentions were used between April 25 - May 25, 2015:

Top used hashtags
#contentmarketing
#startups
#iot
#digitalmarketing
#startup
#analytics
#advertising
#digital
#socialmedia
#business

Top mentioned accounts
@HubSpot
@thenextweb
@venturebeat
@b2bcommunity
@techcrunch
@inc
@AdAge
@Entrepreneur
@Wired
@AdWeek

The second most notable was the tribe of ['Bollywood Fans / India.'](#)

This tribe was particularly interesting, because on first pass, it seemed odd that Bollywood Fans would be talking about market research, so we decided to explore the tribe further. The top bio keywords used by these members include: Salman, die hard, Gurmeet, Emraan Hashmi, Bollywood, Movie, and Indian. From this, it seems like these users probably aren't talking about market research.

Looking at their interests, the top ten most relevant and unique accounts that these tribe members are interested in include:

Emraan Hashmi
Actor

Fox Star Hindi
Official Bollywood Movies
Twitter of Fox Star Studios
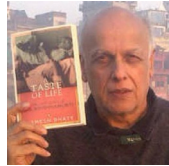
Mahesh Bhatt
Film Maker, Author, Nomad
with no destination
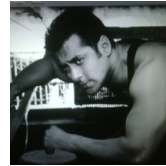
Salman Khan
Film actor, artist, painter,
humanitarian

Taran Adarsh
Film trade analyst
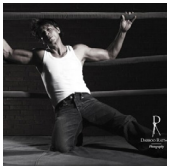
Shah Rukh Khan
Actor

Mohit Suri
Indian film director

Amitabh Bachchan
Actor

Aamir Khan
Actor

Karan Johar
Director, producer, writer, talk
show host and wannabe actor

After looking at the interests, you can see that a few of the top bio keywords (e.g. Salman and Emraan) are in reference to Bollywood actors. If you search the interests for 'Gurmeet,' you'll find that bio keyword is also in reference to a Bollywood actor:

From this, you can infer that the context in which they are talking about #mrx is likely not market research. Let's dive deeper to see if that hypothesis is correct.

Looking into content at the top shared visual media, it's all film related as you can see below:

477 shares

327 shares

283 shares

213 shares
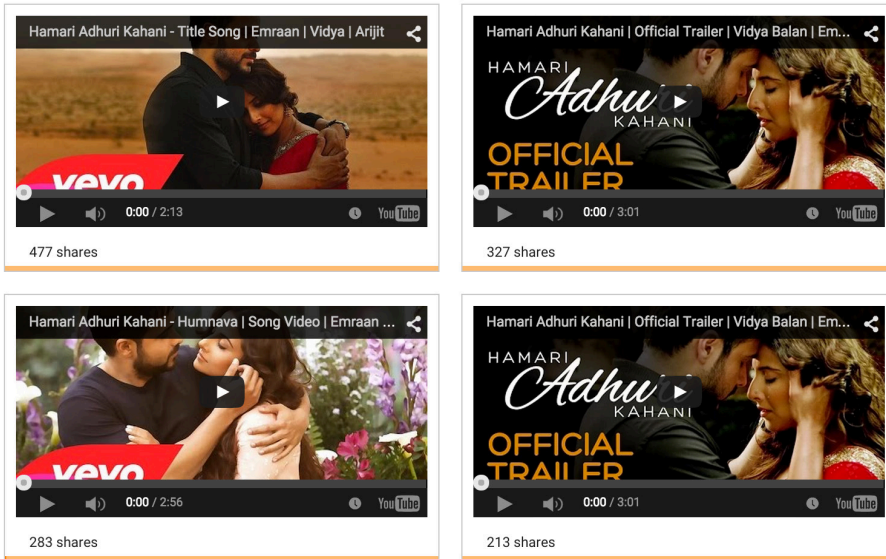
Looking at how these users self-describe, what they are interested in, and the content they are sharing, it's pretty evident that these people are not talking about market research. We noticed that in their top hashtags, #MRX did show up. By clicking on the hashtag in that tribe, we discovered that these Bollywood fans are using #MRX in the context of the incredibly popular Indian show "Mr. X," not market research.

While a component of the Affinio analysis is to understand who is talking about a given subject, social graph analysis with layered content analysis provides context and a deeper understanding of the members of an audience on a psychographic level.

Market research through the social graph provides a lot of insights around personas that exist within a social audience, what makes them tick, and how these users behave online. More specifically, using the Affinio platform with the GNIP integration allows you to understand what people are talking about, but puts context behind these conversations. For example, we saw that 'Digital Strategists' were a community of users found discussing the relevant market research hashtags, but diving deeper into their community, we understand why they might be discussing Market Research and how it applies to them. In the 'Bollywood Fans / India' tribe, we saw that members of this tribe were using one of the relevant market research hashtags, but they weren't using it in the context of market research, but to discuss the popular show Mr. X. Here's how you can tell whether the content is being used in a relevant way:

The Affinio Chrome Extension allows you to understand the context of a tweet by understanding the interests of the tweeter.

Here, you can see a tweet with #MRX shows up with high relevancy to the 'Bollywood' tribe indicating that they are interested in the movie rather than market research.

Information from the social graph allows you to understand:

- · Who the members of an audience are, and how they are connected - where they are located, what the most favorited and shared posts are, how engaged these users are

- · What these members are interested in - what do they have high affinity to and what are the most relevant accounts?

- · The context in which what content resonates best with these users, such as topics, favorites, links, and domains.

Here are 5 reasons why understanding an audience through social graph can help you:

- · To guide hypotheses for market research
- · To develop personas based on real data
- · To uncover naturally occurring trends without the observer effect
- · To find the right people for surveys and quantitative feedback
- · To know your competitors' customers better than they do

As highlighted in this case study, there are a number of strengths and benefits of social media research, particularly through the social graph. Going beyond just listening to what people are talking about on social media, the social graph provides context to the content that is being shared across different tribes and communities of people. We are able to understand the interests and affinities of users, regardless of whether they actively engage or choose not to.

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