



# WHERE ARE THE CROWDS ONLINE?

MARCH 2010

# About Me

- Twitter: @NickHaC
- CEO & Founder
- Au Market Leader
- 100+ Clients
- Established 2007

Buzz   
Numbers

# About Crowds...

- People are people
- Online vs. Offline
- Types of Gatherings
  - Intimate (<3)
  - Social (3-10)
  - Community (10-150)
  - Crowds (150+)

Group Size	Offline	Online
Intimate	Living Room / Coffee Shop	Email, Instant Messaging
Social	Pub	Email, Personal Blogs
Community	Events, Bars	Blogs, Forums, Mailing Lists, Social Media
Crowds	Sports Events, Protests, Nightclubs	Everywhere online

# Crowds and Dunbar's Number

- Human communities behave differently depending on their size
- *“150... The cognitive limit to the number of people with whom one can maintain stable social relationships”* – Robin Dunbar, 1992
- *“Dunbar's Number isn't just a number, it's the law”* – Seth Godin, 2009

seth godin's  
BLOG



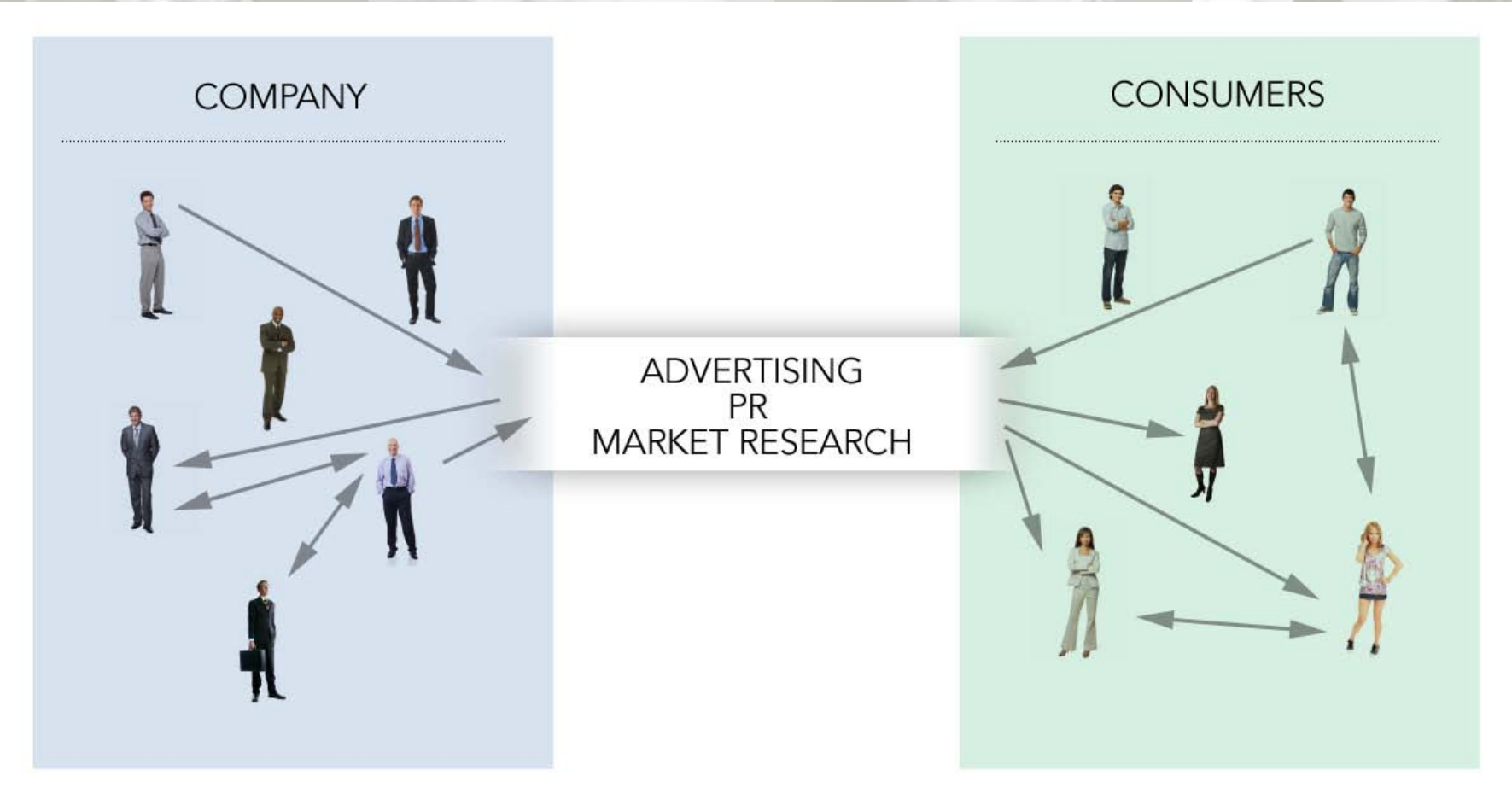
BLOG  
2600 8000 2

# Online Crowds Changing the Real World

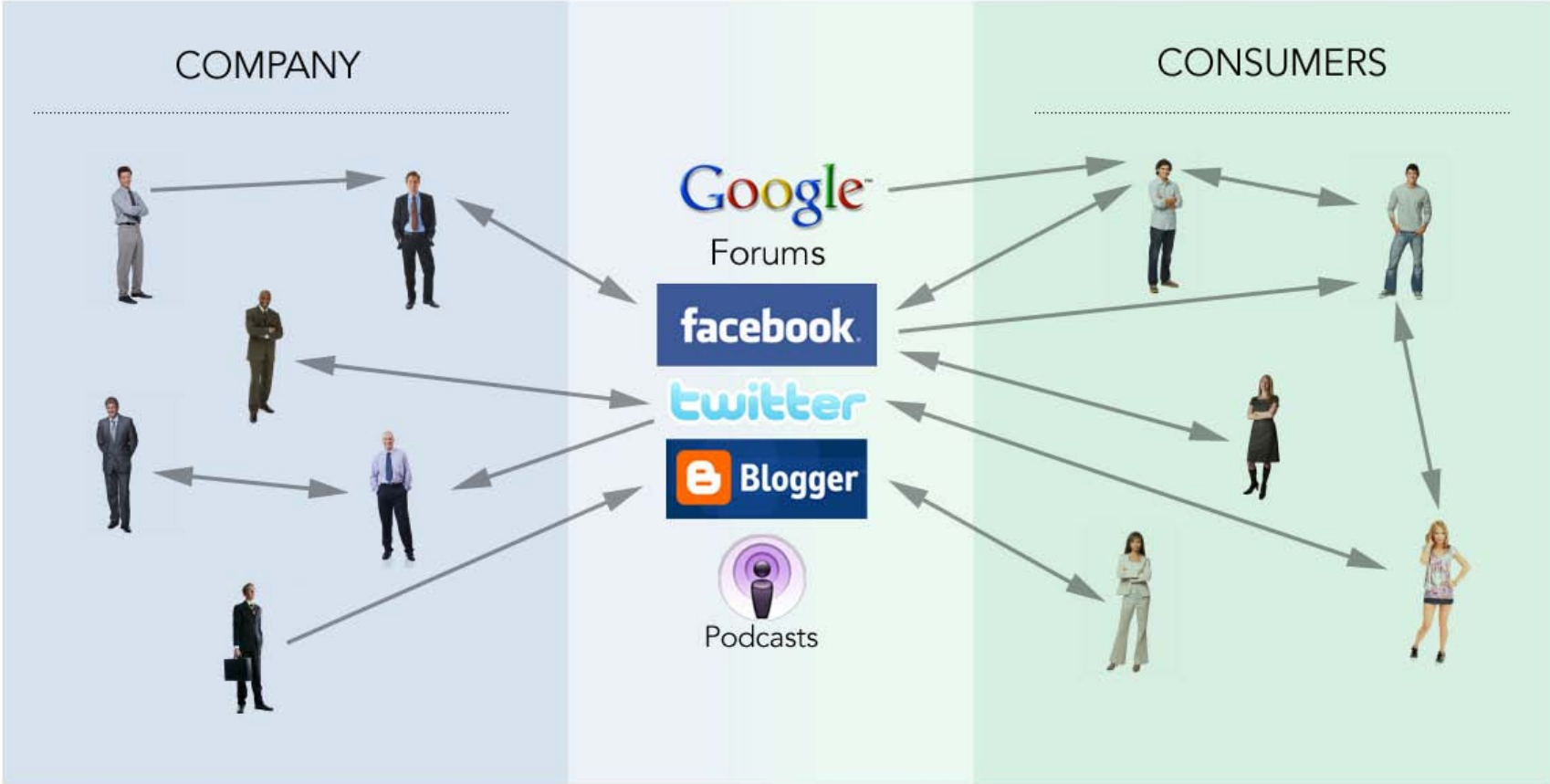
- RickRolling
- Anonymous
- Lolcats
- iSnack 2.0
- Dominos



# Corporate Communications 1.0

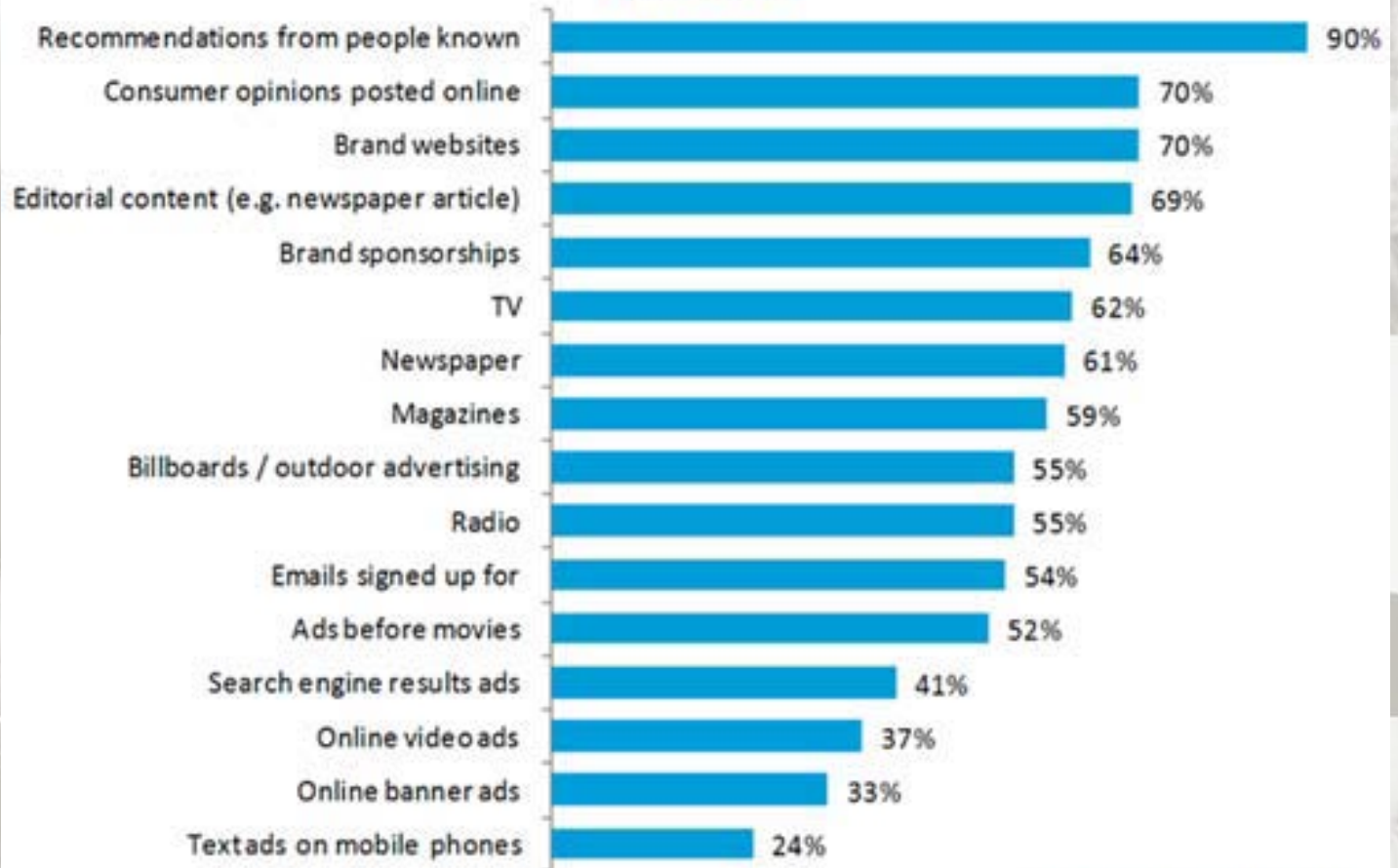


# Corporate Communications 2.0



# Online Crowds and Trust

Have some degree of trust\* in the following forms of advertising  
April 2009



Source: The Nielsen Company

\*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

# How online crowds form

- Transient membership
- Looser forms of affiliation
- No cost to join, no barriers to entry
- No risk to members
- Timeless & asynchronous
- Compounding interest & impact
- Discoverable through many channels



# Online vs The Real World

- Real world influencers are influential online
  - Celebrities
  - Business Leaders
  - Journalists
- Online Influencers may have no real world influence but may be more influential than real world (eg Perez Hilton)



*"Who care's - its just a 16 year old kid" –  
Major mobile phone company, 2010*

# What do crowds huddle around?

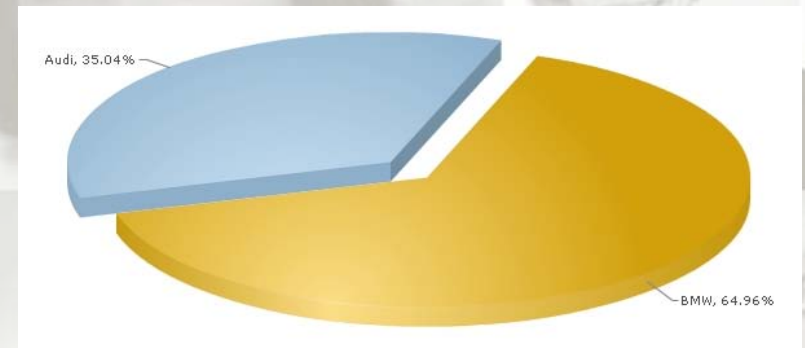
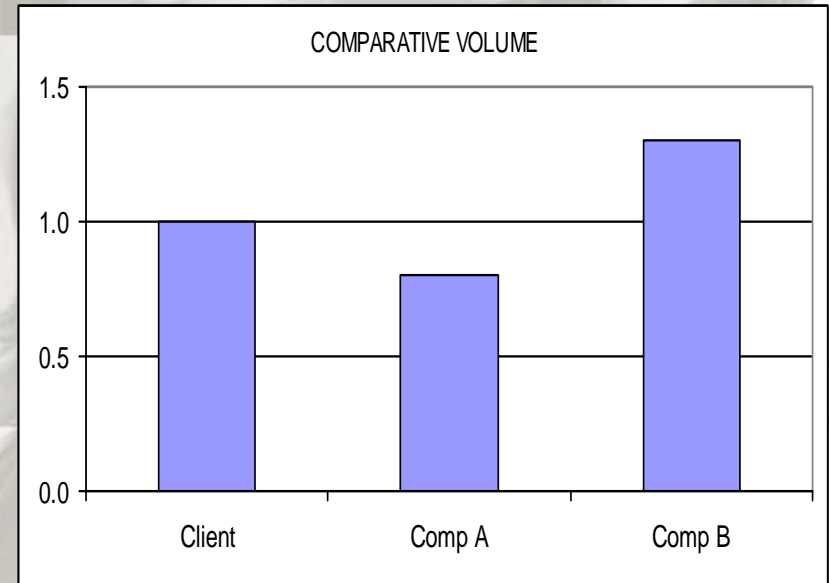
- **Personal Interests**
  - EG: Gaming, Fashion, Finance, Technology, Sports, Gambling, Travel
- **Issues – Cross channel and dynamic**
  - EG: Political & News
- **Events**
  - EG: Community, Corporate, Sports, Real World, Product Launches
- **Locations**
  - EG: Suburbs, Cities, Regions, Countries
- **Community**
  - EG: Forums, Mailing Lists, Groups, IRC
- **Business**
  - Topics of Interest, Market Awareness and Learning
  - Finance, Advertising/Marketing, Technology, HR, etc

# Why do companies care about Crowds?

- Do you care what people say about you?
- We spend millions on market research and media analytics.
- Internet 2<sup>nd</sup> most Influential Media Source (After TV) and growing (Pew Internet Research 2010)
- Value opportunity & risk associated with inaction

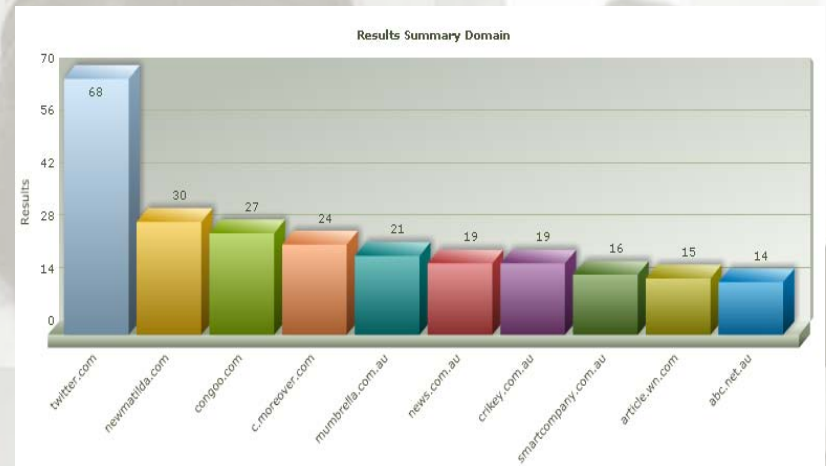
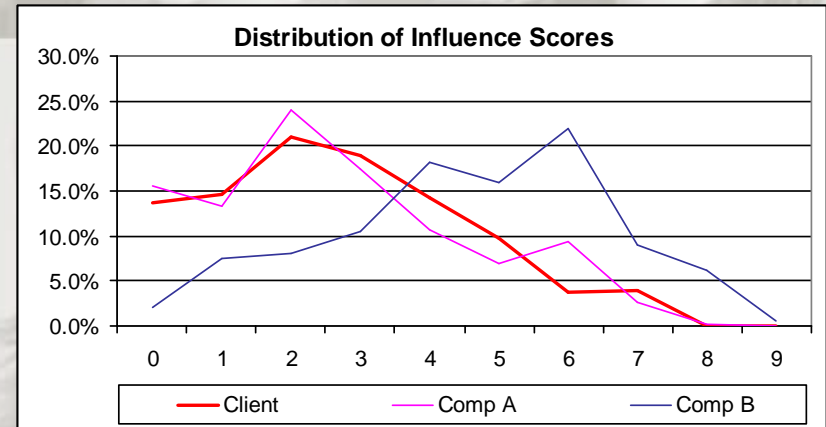
# How do we analyse crowds?

- Types of Monitoring
  - Brands
  - Products
  - Companies
  - Events
  - Issues
  - Topics



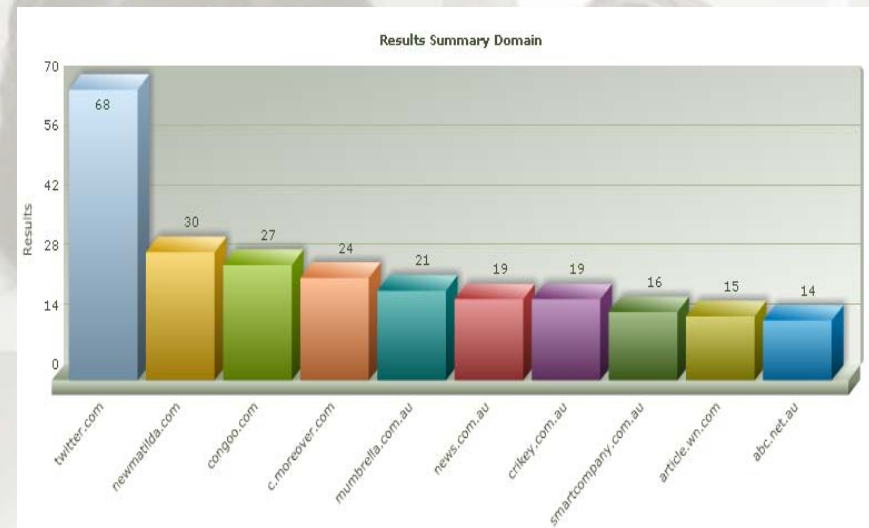
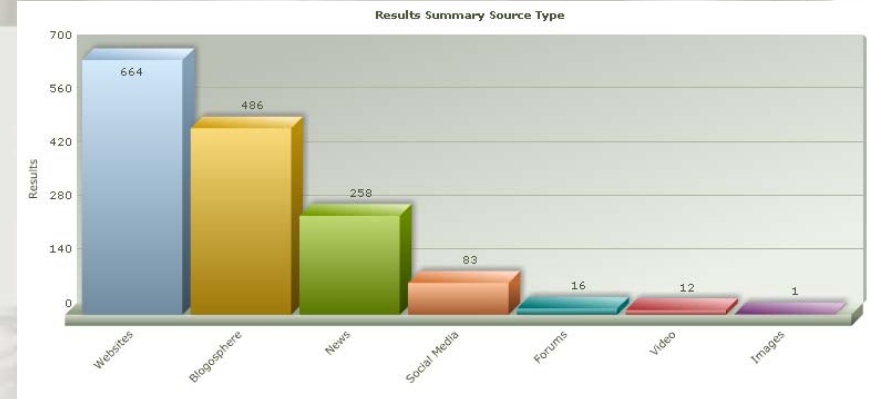
# How do we analyse crowds?

- Metrics of Analysis
  - Volume of discussion
  - Influence
    - Distribution
    - Rankings
    - Traffic
  - Equiv. Media Value



# How do we analyse crowds?

- Media Types (Blogs VS Forums)
- Domains (Top domain)
- Geography (Country, State, City, Suburb)
- Topics (Service, Price, Quality, Complaints, Satisfaction)
- Debate & Virality – Monologue vs Dialogue



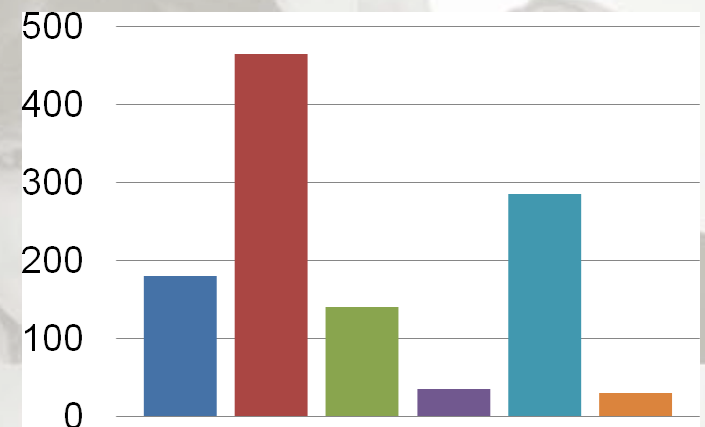
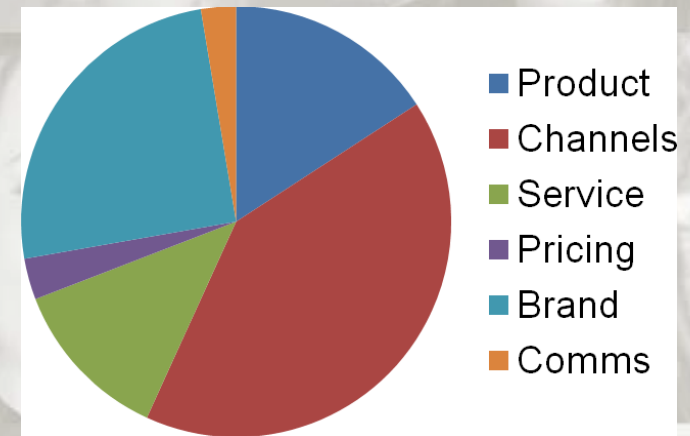
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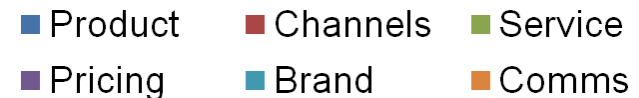


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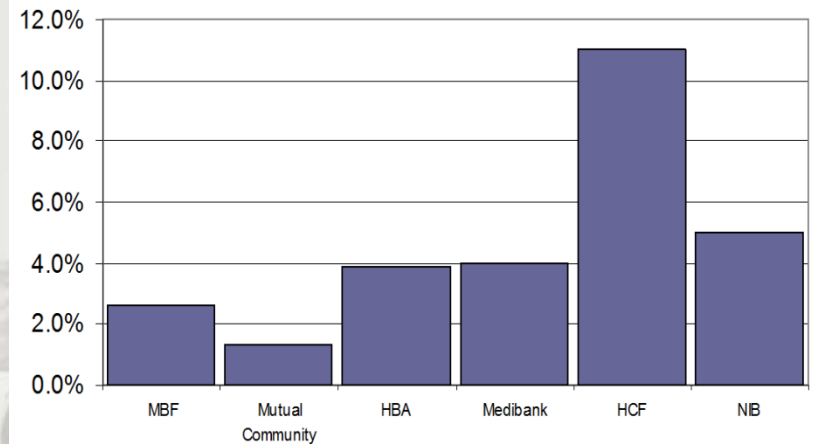
Conversations



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Initiated Discussion



	Initiated	Avg Replies	Debate
MBF	2.6%	5.0	9.1%
Mutual Community	1.3%	4.5	0.0%
HBA	3.8%	18.6	0.0%
Medibank	4.0%	1.8	0.0%
HCF	11.0%	3.7	0.0%
NIB	5.0%	3.9	0.0%

# What about Sentiment Analysis?

- Holy Grail?
- Humans can't agree
- Language is quirky
  - False Negatives
  - False Positives
- Is a mood ring useful anyway?



# Case Study: Microsoft



Type: Monitoring Government Blogs

Topics: Brands, Products & Competitors

Action: Engage in real world and win deals

Benefit: Revenue, Customers, Reduce

Competition

# Case Study: Ford



Type: Monitoring Car Forums

Topics: Products & Geography

Action: Predictive analysis & inventory planning

Benefit: Market Intelligence, Reduce cost of inventory, reduces loss of sales

# Case Study: Dell



Type: Monitoring Social Media

Topics: Competitors

Action: Provide sales advice and attractive offers to customers researching competitors

Benefit: Direct and measurable increase in Sales.

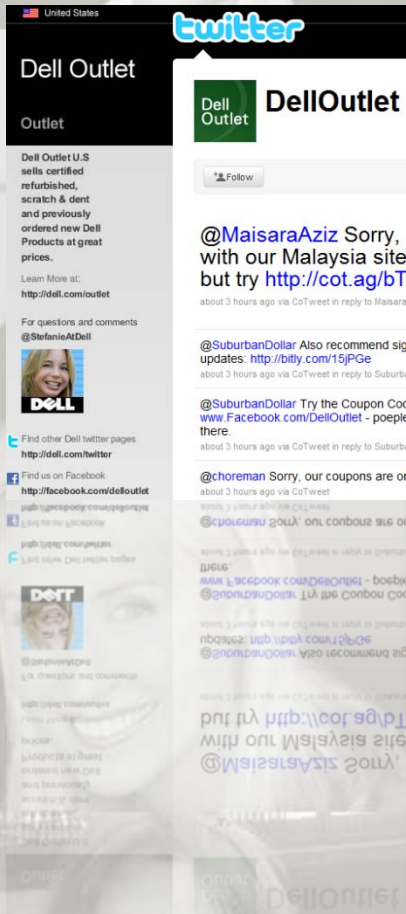
# Case Study: Dell Outlet

Type: Social Media Broadcasting

Topics: Products

Action: Post offer's from Outlet store to Twitter

Benefit: \$3M Annually in Revenue from Twitter Sales.



# Case Study: Unilever



The Unilever Brand Wagon

The Unilever Brand Wagon



Type: Monitoring All Online

Topics: Products

Action: Product Development Research

Benefit: Deliver products that better meet customers needs, reduce costs and increase accuracy of Market Research

# Case Study: Big 4 Accounting Firm



Type: Monitoring Forums & Social Media

Topics: Brands, Competitors Brands

Action: Track Graduate Recruitment Discussions

Benefit: Improve market awareness of benefits of Grad Programmes and reduce leakage of top talent to other grad programs

# Next Steps

- What kind of crowd analysis can benefit your company?
- Build an internal business case or execute a pilot project.
- Define success metrics and report against them.



# Overcoming Internal Objections

- Social Media doesn't affect our industry/business!
  - Every company cares about their image
  - Internet Research: Journalists, Market Analysts, Customers etc
  - HR, Corporate Comms, Marketing, Media,
- It's too expensive!
  - Compared to what?
  - What would it cost if we missed a Crisis or Competitor Action?
- We don't have resources?
  - Time is spent company online
  - Agencies here to help...

# Thank you for your time

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