



Quantified Social Media Analysis: Combining Online Survey and Social Media Monitoring

Voxco White Paper

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Voxco's Acuity4 Platform – Online Surveys and Social Media Monitoring

Effectively tracking conversations and user postings on the web has to be more than a simple exercise in monitoring how many mentions a product, a brand, a company are garnering on the web. As a source of what is trending on the web, or as an early warning system for unexpected feedback (positive or negative), social media monitoring can be very effective, but only if there is a means to quantify this qualitative data.

Voxco has taken a natural language processing approach that combines semantic analysis with proprietary machine learning algorithms in order to reliably identify meaning in online content and more importantly to provide analysis of results in context. Many opinion mining and social media monitoring solutions available do a good job of collecting data, and monitoring for occurrences of keywords, but then leave the customer with the task of manually figuring out how to proceed with analysis, and, from this flood of data, attempt to understand what the appropriate calls to action are within their organization. One of our goals is to improve users' chances of reducing the time that must be spent analyzing data in order to draw reliable conclusions.

Furthermore, the ability to show the context of the topics evoked is critical and makes it feasible for customers to draw actionable conclusions then and there rather than spend time trying to sift through data that is difficult to read and interpret because of lack of context that comes with simple keyword tracking. Above and beyond examining topics in context however, is the growing need to be able to quantify the trends and topics that social media analysis yields. Voxco's Acuity4 platform allows customers to convert possible web trends into targeted surveys thus making it possible to quantify this immense feedback channel along specific market segments or demographic lines, and being able to do so will be increasingly important, if this feedback channel is to be trusted and decisions made based on this data are to be reliable.

As an example, if a company were to find that there was a lot of negative feedback on a particular feature or facet of their product, the likely social media response would be to spend marketing dollars, countering negative feedback, and trying to publicly redress the situation. However, if the company took a closer look at feedback from a sampled group of respondents from their customer base, using a survey designed from the social media analysis data, and found that this negative feedback came from a market segment or demographic group that contributed little to their bottom line, then a more rational social media response would be far less costly and more effective.

Conversely, Voxco's Acuity4 platform affords customers the ability to validate relevance of surveys by tracking corresponding topics, themes and trends on the web, thus significantly helping to increase the reliability of conclusions drawn from surveys. It is possible in addition to automatically analyze responses from open ended questions in order to compare with analysis from unsolicited data from web sources. In so doing customers can confirm whether topics from key market segments or demographic groups are mirrored in importance on the web. The interplay between surveys and social media monitoring and analysis can thus lead to much more effective decisions being made and corresponding actions being taken.

An integrated dashboard where customers can view results from both the survey project and a corresponding social media monitoring project helps to make the most informed decisions based on both rapidly emerging web trends (qualitative), and data vetted for reliability in terms of market and demographic representation (quantitative). As a sample high-level walkthrough of setting up corresponding projects, the steps described below are followed depending on two sample scenarios:

- **Scenario 1:** Customer wishes to understand what trends are on the web and see if they discover anything unexpected.
 - Set up an Acuity4 Social project with relevant queries.
 - Proceed through our automated contextualized analysis to see which topics are bubbling up across the web.
 - Group and save topics or concepts that are most interesting.

- Based on these topics, generate an initial survey using the Acuity4 Survey template.
 - Tweak, adjust and finalize the survey.
 - Run the survey project to obtain market segment, demographic data, etc. for those topics.
 - Review analysis output from both Acuity4 Survey and Acuity4 Social platform through our integrated dashboard and generate reports that will help with decisions about what action to pursue.
- **Scenario 2:** Customer wishes to understand whether insight gained from certain surveys is reflected on the web and possibly learn from data on the web so as to tweak surveys.
 - Set up an Acuity4 Survey project and corresponding survey(s).
 - Proceed through analysis of survey respondent data and export any automated codification output to create a series of queries in an Acuity4 Social project.
 - Adjust and tweak queries as needed based on insight gathered from surveys.
 - Proceed through our automated contextualized analysis to see which topics are bubbling up across the web.
 - Group and save topics or concepts that are most interesting.
 - Make informed decisions as to whether the surveys missed out on key trends or topics.
 - Review analysis output from both Acuity4 Survey and Acuity4 Social platform through our integrated dashboard and generate reports that will help with decisions about what action to pursue.

In summary, Voxco's Acuity4 platform helps customers to combine qualitative analysis of web content with quantitative analysis of survey data, allowing for **Quantified Social Media Analysis**, which leads to much more effective decisions being made and corresponding actions being taken.

FOR MORE INFORMATION

[Acuity4 Survey](#)

[Acuity4 Social](#)