

# QualitativeMind

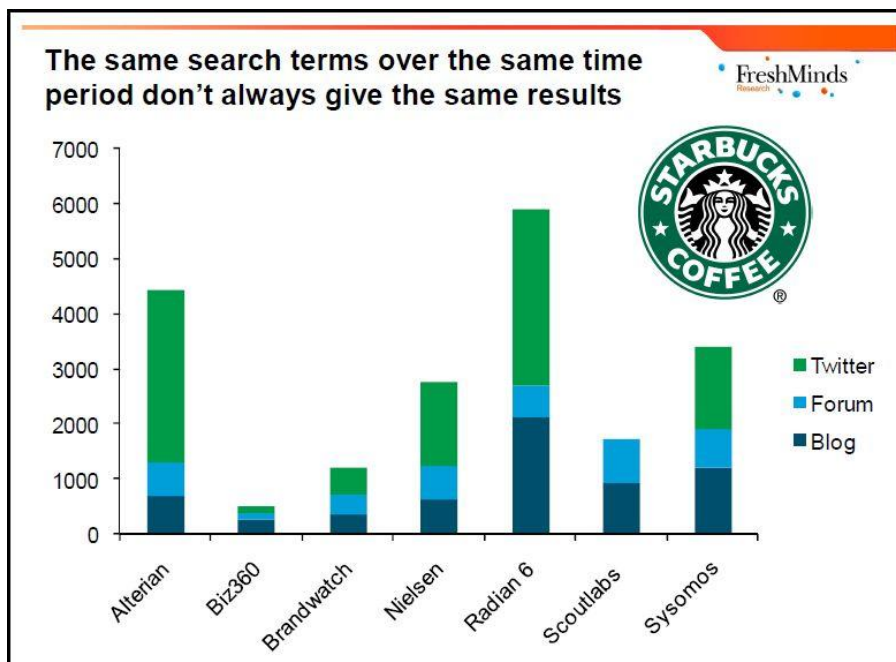
Learning transforms who we are and what we do



## Web/Social media searching and 'Listening' tools

There is a huge range of tools and you will just have to find which work best for you and the type of work you do. Remember your results will depend on the popularity of the subject; searches for 'Stork Margarine' will be disappointing while those for 'IPad' will be overwhelming. Use the advanced search features where you can.

Be aware that a lot of volume may just be background noise (mentions and posts may be duplicated a number of times) and that you are getting the views of unknown people responding to inconsistent stimuli. Some of the voices you hear will be from people who have been planted or paid to influence social media and despite all the 'real time' claims, there will be a lot of out of date stuff too. Different tools search, rate and analyse differently, so aim to use a range of them if accuracy matters. Remember the profile of social media users may not match the profile of your brand or organisation.



Having said that it's a whole lot better than guessing or asking the managing director's wife; it does represent the issues consumers care about and it can bring early warning of dissatisfaction with products and customer service, or unmet needs. And according to Nielsen, consumer recommendations have now become the most powerful form of advertising (**78%** of people trust customer reviews).

So go for it.

## Keyword tools

These help you understand what search terms people use when they are looking for something, and can therefore increase the efficiency of your own site as well as showing general trends. This is just a small selection and focuses more on the free ones.

- [Google keyword tool](#)
- [Google Webmaster tools](#) allows you to see how Google rates your site
- [Google Insights](#) can show you what features are important, how seasonality affects sales, look at competitive brands and possible new markets.

**Choosing advertising messages**

Insights can help you determine which messages resonate best. For example, an automobile manufacturer may be unsure of whether it should highlight **fuel efficiency**, **safety**, or **engine performance** to market a new car model.

**Interest over time**

When the three features are entered into Insights, we can see that there's a considerable amount of interest in **car safety**. With this information, the manufacturer may want to consider incorporating car safety into its marketing strategy.

- [Google Trends](#) a companion to insights, it allows you to compare popularity of phrases by region and by time

Google trends qualitative research Search Trends chrzanowskajoanna@gmail.com | Sign out

Tip: Use commas to compare multiple search terms.

Searches Websites United Kingdom All subregions All years

Scale is based on the average traffic of **qualitative research** from United Kingdom in all years. [Learn more](#)  
An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

qualitative research 1.00

Search Volume index

News reference volume

Rank by qualitative research

- A [The SAGE Handbook of Qualitative Research](#)  
Science Daily (press release) - Apr 18 2007
- B [Research and Markets: The BHP Billiton Limited Strategic Analysis Profile is a Comprehensive Profile of the Company Including Both Quantitative and Qualitative Research](#)  
FOXBusiness - Apr 16 2008
- C [OPPORTUNITIES IN QUALITATIVE RESEARCH](#)  
guardian.co.uk - Jun 11 2008
- D [Research and Markets: Overseas Shipholding Group, Inc. Strategic Analysis Profile is a Comprehensive Profile of the Company including both Quantitative and Qualitative Research](#)  
MarketWatch - Aug 28 2008
- E [QualVu Releases Enhanced VuPoint Analytics Portal Designed for Video-Based Qualitative Research](#)  
Reuters - Nov 3 2009
- F [Software training for qualitative research held in Butuan City](#)  
Business Mirror - Mar 3 2010

[More news results](#)

- [Hitwise](#)(a high-end competitive information tool)
- [Keyword Discovery](#) claims to be the most advanced keyword tool available – it searches multiple databases. Not free but a 30 day trial is free.

## General Monitoring Tools

Based on a list provided by Econsultancy, and extended through other sources. Don't forget [Google Alerts](#), which gives you email updates of the latest Google results for your specified search terms. Many of these tools are FREE but the trend is to provide increased functionality for payment.

**Addict-o-matic** [www.addictomatic.com](http://www.addictomatic.com) 'Inhale the web' Allows you to create a custom-made page to display the latest buzz on any topic.

**BackType** [www.backtype.com](http://www.backtype.com) is a social analytics platform that helps companies understand their social impact.

**Bloglines** [www.bloglines.com](http://www.bloglines.com) A web-based personal news aggregator that can be used in place of a desktop client. Also for mobiles.

**Blogpulse** [www.blogpulse.com](http://www.blogpulse.com) A service of Nielsen BuzzMetrics. It analyzes and reports on daily trends within the blogosphere. You can also search and get basic trend data.

**Blog catalog** <http://www.blogcatalog.com/> useful for searching blogs

**BoardTracker** <http://www.boardtracker.com> A useful tool for scanning and tracking within forums. Shows related tags.

**Commentful** and **co.comments** These service notify of comments/follow-ups on Blog posts and similar content such as Flickr or Digg. They make it easier to track conversations.

**FriendFeed Search** [www.friendfeed.com/search/advanced](http://www.friendfeed.com/search/advanced) Scans all FriendFeed activity. With Friendfeed your friends comment on the things you share and you can follow in real time.

**HowSociable?** [www.howsociable.com](http://www.howsociable.com) over 80,000 brands measured using 32 metrics. Simple scores against a set of benchmarked brands.

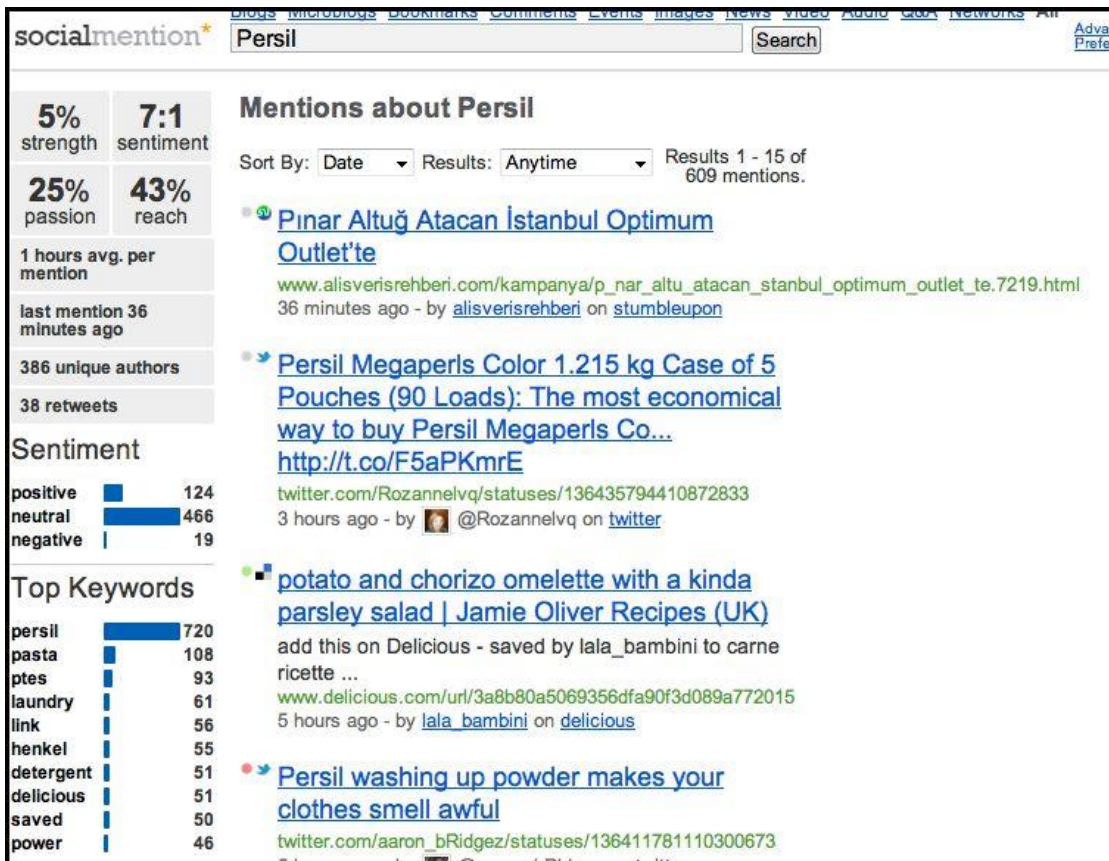
**Icerocket** [www.icerocket.com](http://www.icerocket.com) Searches a variety of online services, including Twitter, blogs, videos and MySpace.

**Keotag** [www.keotag.com](http://www.keotag.com) tag search

**MonitorThis** [www.alp-uckan.net/free/monitorthis](http://www.alp-uckan.net/free/monitorthis) Subscribes you to up to 20 different RSS feeds through one stream.

**Samepoint** [www.samepoint.com](http://www.samepoint.com) searches social media and include analysis of negative and positive words found.

**Social Mention** [www.socialmention.com](http://www.socialmention.com) as you can see overpage this does have a dashboard and sentiment analysis built in – you will also see from the screenshot how out of line these can be – the search term was Persil (in English).



**Surchur** [www.surchur.com](http://www.surchur.com) An interactive dashboard covering search engines and most social media sites. Even includes products on EBay and Amazon.

**Technorati** <http://technorati.com/> allegedly the largest blog search engine in the world. Real-time search for user-generated media (including weblogs) by tag or keyword. Also provides popularity indexes.

**Tinker** [www.tinker.com](http://www.tinker.com) news feeds, tweets, videos and people matching your search term.

**Trackur** [www.trackur.com](http://www.trackur.com) monitor 10+ million media mentions a day across more than 100+ million news sites, blogs, forums, Twitter, Google+ and Facebook

**Trendrr** <http://trendrr.com/> uses comparison graphing to show relationships and discover trends in real time. Covers social media, blogs and video. Focuses on entertainment. Free (limited) and professional options.

**UberVU** [www.ubervu.com](http://www.ubervu.com) social media dashboard for small business. 15 days free trial.

**WikiAlarm** – [www.wikialarm.com](http://www.wikialarm.com) - Alerts you to when a Wikipedia entry has been changed.

**YackTrack** <http://yacktrack.com/search>

**Omgili.** <http://omgili.com/> THE search engine for discussions taking place in Forums, Q&A sites, Newsgroups/Mailing-lists and other social platforms.

**Jodange** [www.jodange.com](http://www.jodange.com) turns tracking into a measure of consumer sentiment with TOM – Top of Mind. 30 day free trial.

## Tools to help you analyse the social media habits of your customers

Source: [www.paratuscommunications.com](http://www.paratuscommunications.com)

(I'm not entirely sure where some of the info produced stands in relation to Data Protection as it is about named individuals)

1. **Fliptop.** Fliptop is a tool that will let you upload email contacts from your computer, an email marketing platform, social media, or Salesforce. It will give you 100 free social profiles; anything beyond that is a paid option. It's an easy way to test the software to see if it's something you'd like to consider paying for and using. It returns demographics, title, company, all of the social platforms the person uses, and their Klout score.
2. **Qwerly.** Qwerly is a little more sophisticated and should be used by someone who understands APIs and how to insert a key into your Web properties. This is a paid tool that takes the person's name and location, and returns their bio, social networking profiles, usernames, and influence score (such as Klout).



Qwerly is the world's largest database of social media profiles. It's powerful, simple and fast. And our API integrates seamlessly with your application.

### The Data

You can get data about a user by querying our API with an email address or a social identifier, like a Twitter handle, a Facebook username or a Facebook ID. The data returned usually includes:

- the person's name
- their location
- a short description, like a Twitter bio
- their social networking profiles and usernames across the web, including Facebook, Twitter, LinkedIn and many, many more
- a score of their online influence among their peers, like Klout

3. **Gist.** Gist is a tool you insert into your email server (such as Outlook or Gmail). Every time you email someone, it returns information such as their most recent blog post, what they're reading, their shared photos, and their social networks
4. **Xobni.** Xobni is the Batman of email. When installed in your email server, it returns so much information it's almost scary. It gives you the social platforms, just like the other tools, but it also shows you which attachments you've exchanged with that person, what time they're typically on email and responding, how many emails they've sent you or haven't responded to, and more.



The infographic on the left shows more of the range of Twitter tools. If you go to <http://oneforty.com/pages/twitterverse> you can find out more about each one by clicking on them – if you really have nothing better to do....

**Facebook tools** Many of the general tools include Facebook as a source, but if you are particularly interested in Facebook you can use one of these

**All Facebook Stats** Fan counts, page stats, interaction analyses, market benchmarking etc etc.

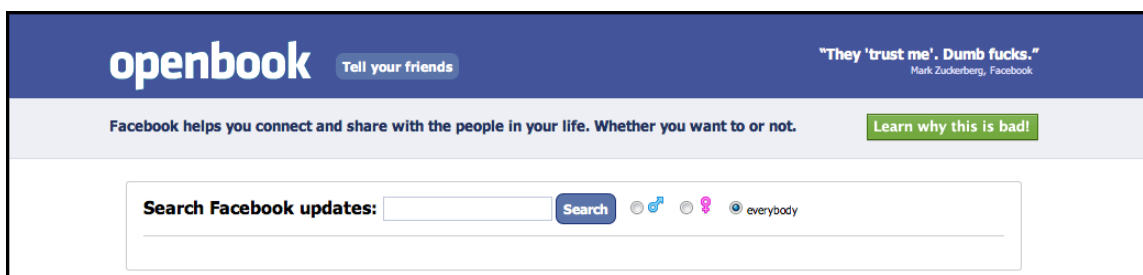
**Export.ly** Data you can export and analyse in Excel

**Facebook Central** From Sysomos, includes tools for managing pages as well as analysing them.

**PageLever.com** Facebook fan page insights and analytics on steroids.

**Facebook Open Search** <http://openstatussearch.com/> search Facebook without logging in. Not owned or approved of in any way by Facebook.

**Openbook** <http://youopenbook.org/> All the stuff not protected by privacy settings – and it can be a lot.



Pro

## Professional Social Media Monitoring tools



Unlike the search engines they present the results in a much more meaningful way, with de-duplication, some forms of analysis, sometimes including sentiment tracking – (deciding whether comments are positive or negative), and a dashboard for those all important KPIs. Below are a few of these tools. The descriptions are mostly from their websites.

**Radian6** enables organizations to become Socially Engaged Enterprises, with the power to understand and gain insights about social media through metrics, measurement, sentiment and analytics reporting. Our social media listening, tracking, monitoring and engagement tools allow organizations to successfully employ a social media strategy and understand the impact the Social Graph and Social CRM have on their success. Radian6 can also provide advice on how to use social media guidelines, best practices, case studies and training for your staff.

**Buzzmetrics** Nielsen Online’s BuzzMetrics services deliver trusted brand metrics, meaningful consumer insights and real-time market intelligence to help clients apply the power of consumer-generated media (CGM) to their businesses. BuzzMetrics services give you the tools to understand:

- How consumers feel about your brand, product or service—in their words
- How online conversations can power or deflate your brand
- Specific issues that are being discussed around your company, brand or organization
- Events, trends and issues that may be influencing industry and brand buzz
- How your online and offline marketing campaigns resonate with consumers
- How to leverage word-of-mouth to drive brand credibility, and ultimately—sales

**Sysomos** A real-time social media monitoring and analytics platform featuring automated sentiment, global and multi language support, full featured Engagement workflow and detailed demographics.

[Brandwatch](#) offers a full range of Social Media Monitoring tools and services. Whatever your needs, from a simple monitoring project to full-blown Analyst Reports or API integration, we have a solution for you.

[Cymphony](#) Cymphony's sophisticated [Maestro](#) platform collects all forms of content, organizes and categorizes it, and provides a powerful but easy-to-use interface with data visualization and discovery features that allow you to gain valuable insights from selected discussion most relevant to your brand.

[Alterian SM2](#) Alterian Social Media products will allow you to:

- monitor brands
- identify key communities and influencers
- address customer service issues
- conduct unbiased research
- generate new sales leads

[Lithium](#) The Lithium Social Customer Suite is a complete set of social apps that allow you to listen, engage, and act on your customers' conversations, practicing better social CRM—creating relationships that are good for them and good for you.

[Netbase](#) Social media has turned the Internet into the largest repository of consumer opinion in history. [NetBase Insight Scorecards](#) and [NetBase Insight Workbench](#) tap into this repository through ConsumerBase, NetBase's own social intelligence warehouse. ConsumerBase contains billions of conversations from more than 95 million sources, from forums/blogs to reviews to Facebook and Twitter. 500,000+ new entries, status updates, and comments appear in these sources every hour. We use the most advanced natural language processing (NLP) engine to read, understand, and categorize every posting according to:

- Emotions and sentiment expressed
- Opinions and behaviors described
- Preferences people rave about

Using the science of language, we can automatically aggregate the data in ConsumerBase into a simple but rich set of metrics and charts in our Scorecards. And we save analysts hundreds of hours of coding work, helping them uncover or discover actionable insights using our Workbench. Unlike technologies that infer sentiment based on statistical keyword matching, NetBase uses NLP that is over 80 percent accurate in determining not only sentiment but deeper insights like opinions and emotions. Our NLP engine provides the most accurate insights because it reads and diagrams every sentence it indexes (identifying the nouns, verbs, and adjectives) and takes into account the role that every word plays in every sentence. It understands the English language as well as:







- Urban words or "slanguage," for example, "My new phone is sick!"
- Alternative spellings, for example, "luv," "kewl," or "gr8"
- Abbreviations, for example, "IMHO," "ttyl"
- Common misspellings, for example, "teh/the"

**Fresh Networks** have a comparison of social media monitoring tools on their blog here:

<http://www.freshnetworks.com/blog/2010/04/social-media-monitoring-review-2010-test-1-results/>

**FreshMinds** Research also ran a comparison study using Social media analytics and "traditional research" (no details given) to answer a brief of "Identifying white space in a saturated health food category in the UK, Oz and Brazil". They delivered similar conclusions for one third of the cost, with additional insights re consumer trends that enabled them to build personas to inform product positioning.

## The analysis demonstrated clear differences in what was driving conversations in each market

Market	Weight loss	Seeking fibre sources	Health benefits
 UK	<b>29%</b> <ul style="list-style-type: none"> <li>• 'Feeling full for longer'</li> <li>• Some understanding, but need some clarification on how it works</li> </ul>	<b>A%</b>  <ul style="list-style-type: none"> <li>• Grains, cereal, wholemeal</li> <li>• Sometimes gogi or acai berries</li> </ul>	<b>21%</b> <ul style="list-style-type: none"> <li>• Traditionally, digestive health association dominates (15%)</li> <li>• Slowly changes to a more holistic view</li> </ul>
 Brazil	<b>X%</b> <ul style="list-style-type: none"> <li>• Seek miracle diets</li> <li>• Exploring link between fiber &amp; weight loss, but still weak understanding</li> </ul>	<b>44%</b>  <ul style="list-style-type: none"> <li>• Home-made supplements</li> <li>• Fruit</li> </ul>	<b>B%</b> <ul style="list-style-type: none"> <li>• 'Proper functioning of the body'</li> <li>• 11% mention digestive health</li> <li>• Some confusion, ask questions to clarify</li> </ul>
 Australia	<b>Y%</b> <ul style="list-style-type: none"> <li>• Very good understanding of fibre – weight loss link</li> <li>• May reject too sugary / high in calories</li> </ul>	<b>XX%</b>  <ul style="list-style-type: none"> <li>• Fruit (acai berries, chia seeds)</li> <li>• Supplements</li> </ul>	<b>27%</b> <ul style="list-style-type: none"> <li>• Very good understanding of the importance of fibre</li> <li>• 19% refer to digestive health</li> </ul>

**Getting the most out of automated social media tools**  
 -- Phil Burgess,  
 Head of Consumer Research –  
 FreshMinds  
 Research - 27th  
 January 2011

## General listening tools

Just in case you think that unless you're 15 years old and have Feedburners, Twitterfeeds and Friendfeed aggregators at the ready you're really not going to get on top of this let's just pull back a little to consider some much more general search tools you do need to consider as information sources:

**Wikipedia** – an open source encyclopaedia – this is the biggest most up to date encyclopaedia updated by an army of volunteers – there is a blend of commercial and non commercial information here and it is an important reference source.

**Amazon** - one of the biggest online retailers – which also contains listings by 3<sup>rd</sup> party merchants. Customers write reviews. And you can see how well an item is selling and what else purchasers are selling.

**Flickr** – this is one of the largest repositories of photography – much of it from pros and semi pros. You can search by keyword. If you want to take it to the next level try [www.taggalaxy.de](http://www.taggalaxy.de) which displays images by keywords in planets 255 a time. If you want to see how people see something by the way they photograph it then Flickr and taggalaxy are worth a look. And it's fascinating to watch.

**YouTube** – the largest repository of videos the vast majority posted by the general public. As well as enthusiasts and publicity people. Useful for ethnography. What do the creators choose to focus on? You tube can be seen as channels as well as individual films and site visitors can comment and rate the videos.

Facebook – the biggest social site of them all. Facebook has groups some officially endorsed by brands others highly unofficial – both kinds are research sources.

**Delicious/Digg/Stumbleupon** are all systems where those who have signed up can tag a site they like which is then catalogued. It is like a public bookmark you can share with others. And each tag is a different keyword.

**RSS/Atom feeder reader** – Most web pages have RSS feeds attached. If you sign up for a feed then when that web page is updated with new content then either you are mailed to tell you it has changed. Or it is automatically downloaded to a reader for you to review next time you open it. **Feedly** is a reader which starts with RSS but then uses your browsing patterns to create a kind of newspaper front page for you based on what it thinks you will find interesting.

Oh and many of these tools are accessible by smartphone so you don't even need be by a computer to be told more than you really want to know!