

Mapping your network of influencers - who is important for you online and what do they think about you?

Presented by Flemming Madsen, Onalytica

Onalytica - History

- ▶ Established early 2004
- ▶ Specialists in analysis of social networks; measurements of influence; quantitative analysis of online information.
- ▶ Initial focus: Social Network Analysis
- ▶ In late 2004 contacted by COI to start analysing who has influence on a range of issues.
- ▶ Since then focused on measuring quantitative analysis of influence, stakeholder identification and analysis, debate analysis and online monitoring.

Why this is important I

- ▶ In the “old” days
 - ▶ TV, Radio, Print media were CHANNELS
 - ▶ You either published or consumed media
 - ▶ Social influence limited to neighbours, family, work colleagues – “people you knew personally”

- ▶ Measurement was easy
 - ▶ Count the heads of those who consumed a channel
 - ▶ Stratify it into a few social groups if you’re advanced

 - ▶ Simple, easy, worked fairly well

Why this is important II

- ▶ **Along came the Internet (broadband penetration)**
 - ▶ Now millions participate
 - ▶ Anyone can publish, comment, recommend, draw attention, relay, shape opinions
 - ▶ Social influence now reaches (and impacts) thousands of people you don't know – who often trusts you more than they trust traditional publishers

- ▶ Think NETWORK – not channels

Why this is important III

- ▶ So everything changed...
- ▶ EXCEPT the way we measure and analyse..
- ▶ Everyone just took the way of analysing print and TV media and used it to analyse the online network.
- ▶ Problem: Traditional metrics rest on the assumption that you are EITHER a publisher or a consumer of information AND that the consumers only influence those they are physically close to.
- ▶ Both assumptions are wrong - and now massively so.

But don't despair...

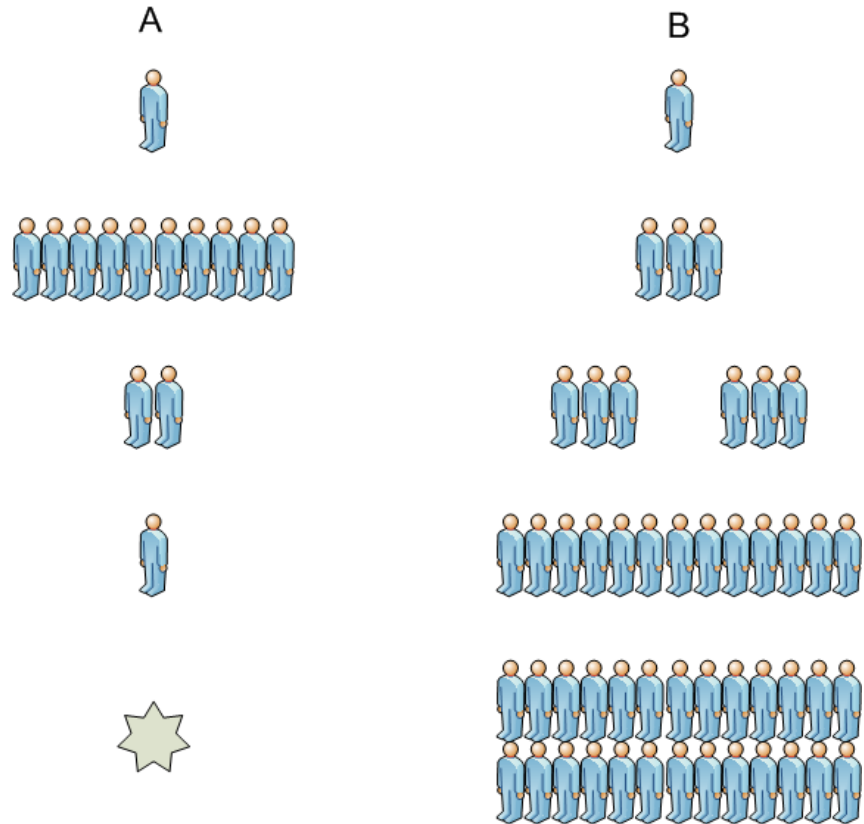
- ▶ Analysis of influence (including indirect influence) in networks can be done
- ▶ Used in the academic community for more than 30 years to measure influence of academic journals
- ▶ Used even longer to model how sectors of the economy indirectly influence each other
- ▶ Commonly referred to as “citation analysis”

How it is done

- ▶ Computer systems collect what has been published online about the topic/brand/issue – often hundreds of thousands of documents/web pages/blog posts/articles.
- ▶ Documents machine-analysed
- ▶ 1) Use citations/references to establish the network so we can analyse the structure and measure influence
- ▶ 2) Analyse the content to identify the issues discussed

Influence vs. Popularity

- ▶ Popular stakeholders of an issue influence many. (But those they influence may not themselves be influential)
- ▶ Influential stakeholders impact those who matter, directly and/or indirectly
- ▶ Think of influence as the aggregated impact over time



Example: Jamie Oliver – Juvenile Obesity

- ▶ Example: Imagine we have an important message to communicate about “juvenile obesity”.
- ▶ **Jamie Oliver** is very **popular**, but those who take their advice on this matter from JA are not (on average) very influential.
- ▶ **British Medical Journal, National Obesity Forum, DEFS and Sport England** are less popular but **more influential**. They “have the ear” (aka. Influence) other stakeholders with more influence than those JA influence.
- ▶ JA mainly provides **end users** of this knowledge with information, whereas the other listed stakeholders provides knowledge to stakeholders who go on to provide information to others, and others, and....etc

It's About Insight and Results

- ▶ By combining influence measurements with sentiment and word-of-mouth analysis you get a more correct picture.
- ▶ This leads to a better understanding of the importance of stakeholders, the roles different stakeholders play, the drivers for customer satisfaction and attitudes as well as the content and trends of the debate.
- ▶ This again enables better (more profitable) strategic and tactical decisions.

Questions worth asking

- ▶ Who have influence in relation to an issue/brand? (Who should we influence?)
- ▶ Where do they get their influence from (who listens to them)?
- ▶ When the voices are weighed according to their influence on a topic, what is actually being said?
- ▶ What is our position in the influence network compared to the one we desire – to our competitors?
- ▶ What are the trends in the market?
- ▶ Which features of our products/services do the different market segments appreciate.

Some Examples / Cases

Climate Change (UK perspective)

Top Influencers (top 25 of
551) – Oct/06

Name	Website	Influence
DEFRA	www.defra.gov.uk	100.0
BBC	www.bbc.co.uk	72.7
IPCC	www.ipcc.ch	54.0
HM Treasury	www.hm-treasury.gov.uk	51.7
Guardian	www.guardian.co.uk	51.0
Friends of the Earth	www.foe.org	47.4
Met Office	www.met-office.gov.uk	45.9
UNFCCC	www.unfccc.int	45.7
UKCIP	www.ukcip.org.uk	45.4
Houses Of Parliament	www.parliament.uk	40.3
Energy Saving Trust	www.est.org.uk	37.5
Tyndall Centre	www.tyndall.ac.uk	37.3
DTI	www.dti.gov.uk	36.7
University of Oxford	www.ox.ac.uk	36.3
Dept of Communities	www.communities.gov.uk	34.4
University Of East Anglia	www.uea.ac.uk	33.3
NERC	www.nerc.ac.uk	33.2
EIB	eib.eu.int	33.1
The Carbon Trust	www.thecarbontrust.co.uk	32.7
Environment Agency	www.environment-agency.gov.uk	30.4

Influence is

- Relative
- Topical

Name	Influence
NHS	29.51
WHO	21.51
Department of Health	18.22
The European Union	15.07
FSA	12.44
British Medical Journal	10.65
The Scottish Executive	10.05
BBC	9.77
NICE	9.42
NIH	7.63
The National Obesity Forum	7.30
BHF	7.21
DFES	6.62
Health Protection Agency	6.23
NAO	6.02
OFCOM	5.94
British Medical Association	5.53
Audit Commission	5.42
OFSTED	5.14
Sport England	4.80
Jamie Oliver	4.74
British Nutrition Foundation	4.62
Guardian	4.13
Dept for CMS	4.02
University of Oxford	4.00
The Home Office	3.91
10 Downing Street	3.82
Diabetes UK	3.78
The Food Commission	3.75
International Obesity Task Force	3.71

List of Top Influencers

Topic: Juvenile Obesity, UK

Used for:

Stakeholder identification

Stakeholder prioritisation

Substantiating “gut-feeling”

Optimising Engagement or Advertising

Who has more influence than their popularity should lead us to believe?

Popularity = Cost

Influence = Impact

“Purchase” your influence where it is cheapest

Name	Over-Influence
Health Protection Agency	110%
Parenting	96%
Dept for CMS	93%
British Psychological Society	88%
MEND	72%
BUPA	56%
Teachernet	40%
The Scottish Executive	39%
The European Union	34%
ITV	32%
The Food Commission	31%
NIH	29%
Audit Commission	29%
The National Obesity Forum	24%
Department of Health	23%
OFSTED	22%
Cochrane	19%
Sport England	17%
Tesco	12%

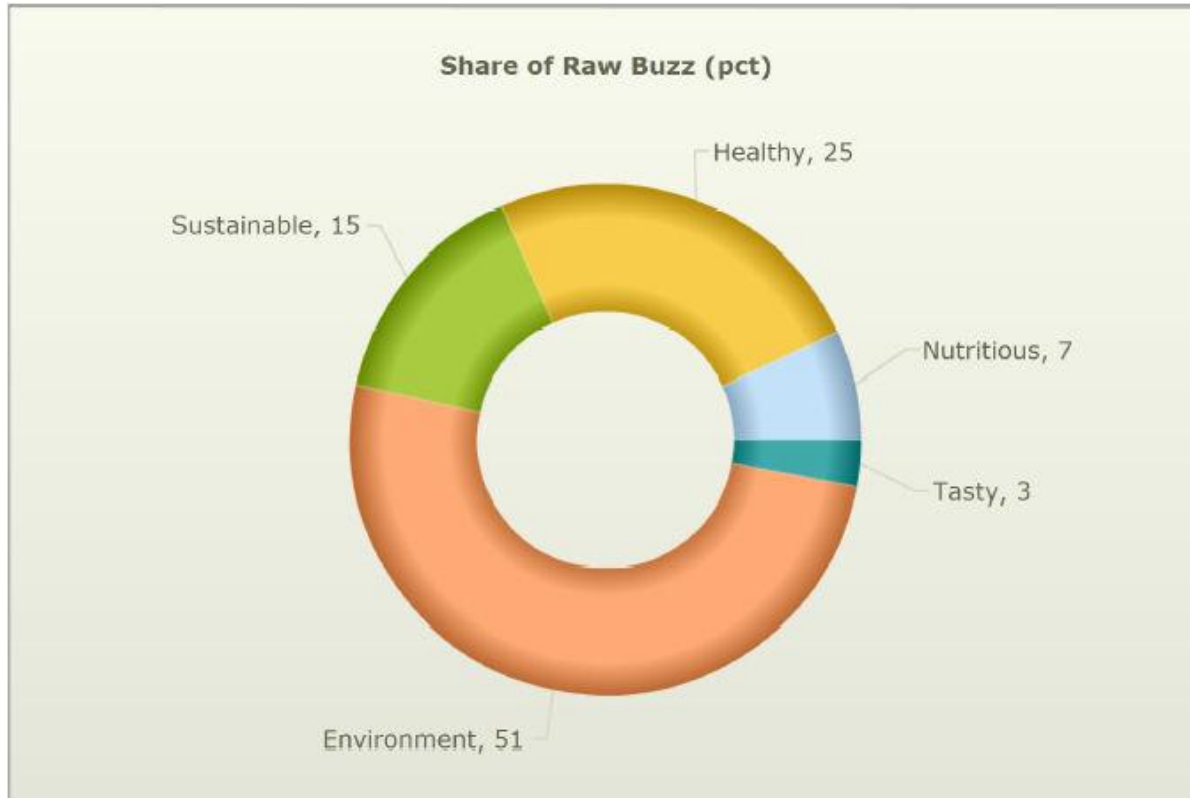
Quantitative Debate Analysis

Topic: Organic Food

Relative Share-of-Voice*

“What are the consumers
talking about?”

*All voices same weight



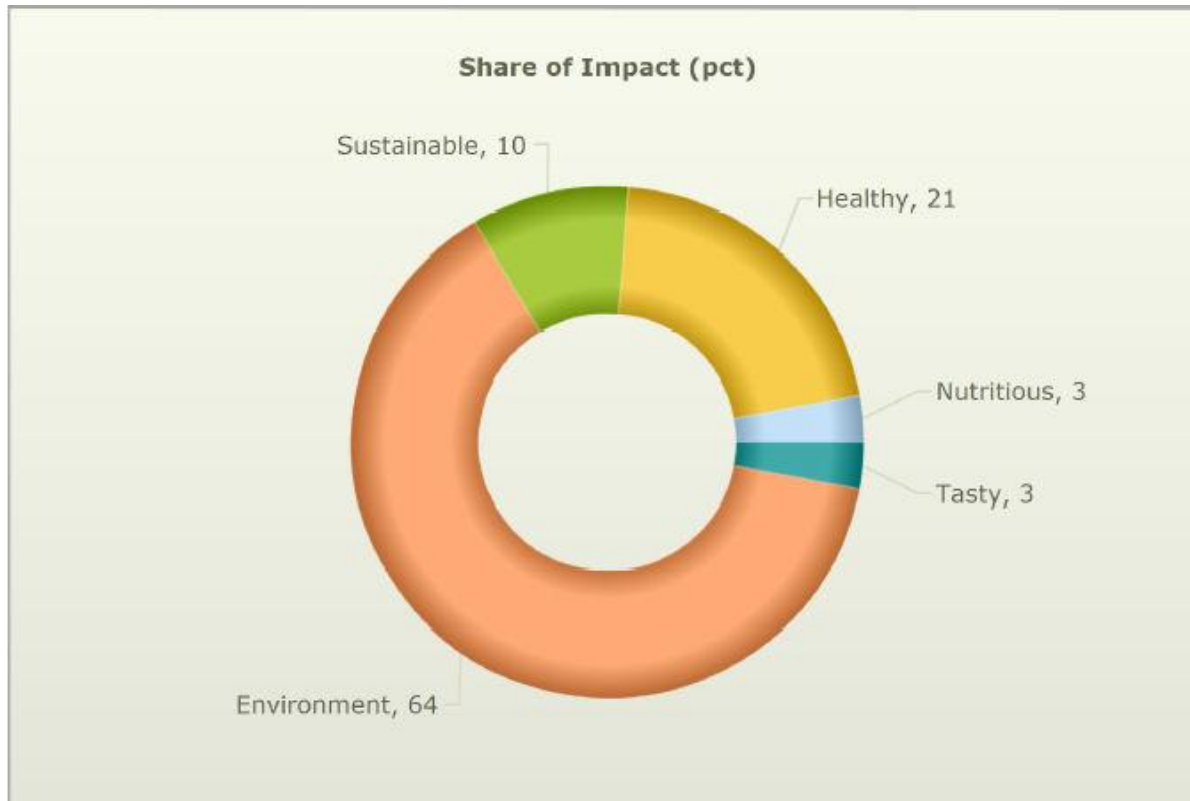
Quantitative Debate Analysis

Topic: Organic Food

Relative Share-of-Impact*

“What are the top influencers and the influential media focused on?”

*Adjusted for the weight (influence) of each voice.



Measure and monitor sentiment

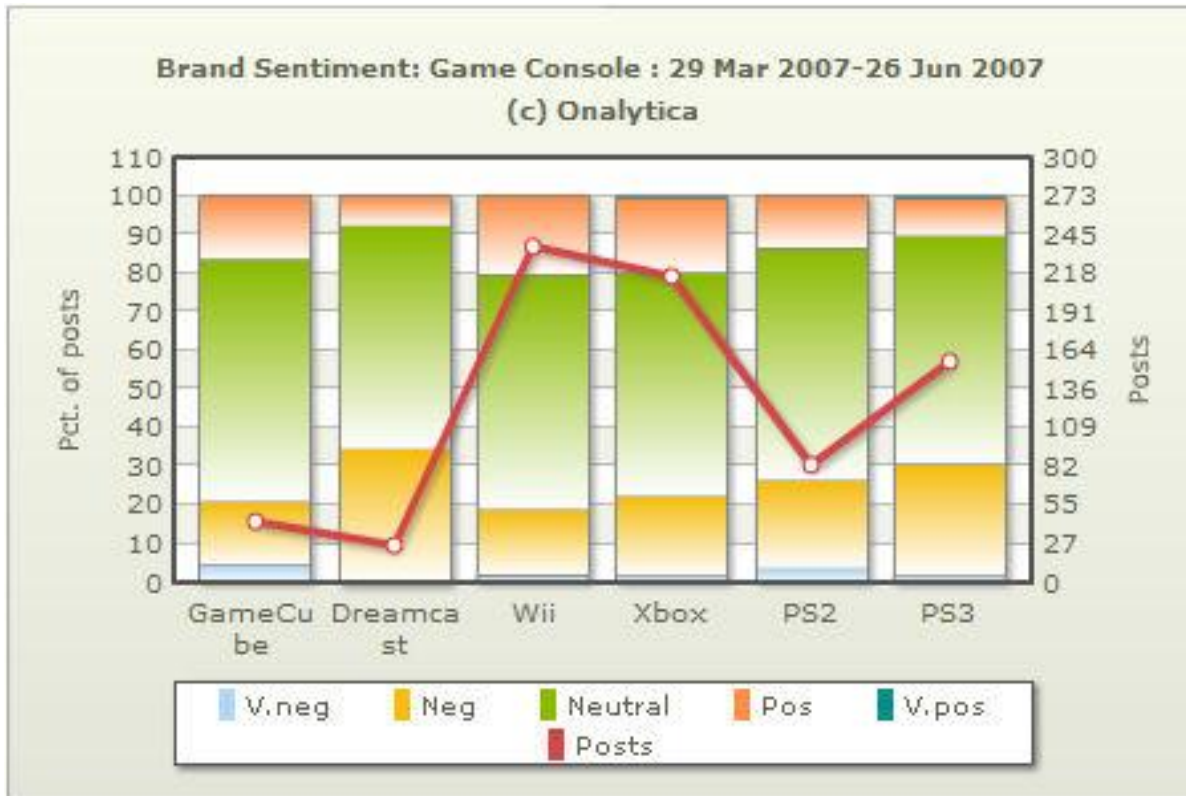
- ▶ HBR DEC-03: “The One Number You Need To Grow”, by Frederic Reichheld
- ▶ We know from Reichheld’s work that the brands with more positive customer sentiment, on average, outgrow those with less positive sentiment.
- ▶ By measuring and monitoring sentiment it is easy to identify critical issues and benchmark against the competition – but watch out for the trap.

Sentiment

Analyse the distribution of posts on brands/issues according to sentiment:

Unadjusted for Influence

Wii has the highest % of positive and the lowest % of negative posts



Sentiment

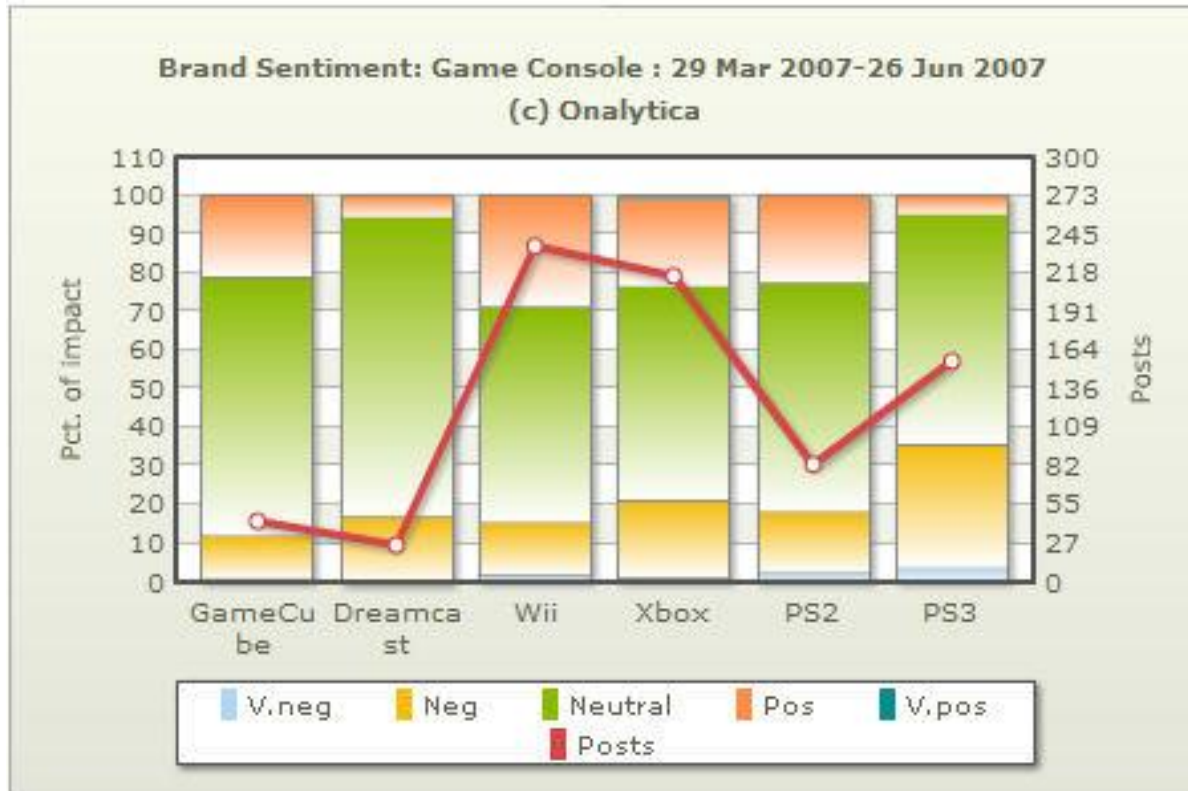
Analyse the distribution of posts on brands/issues according to sentiment:

Adjusted for Influence

Even greater difference when adjusted for influence

Wii (Nintendo) clearly has the lead over PS3 (Sony)

Still, Nintendo's turnover is only 1/8 of that of Sony....



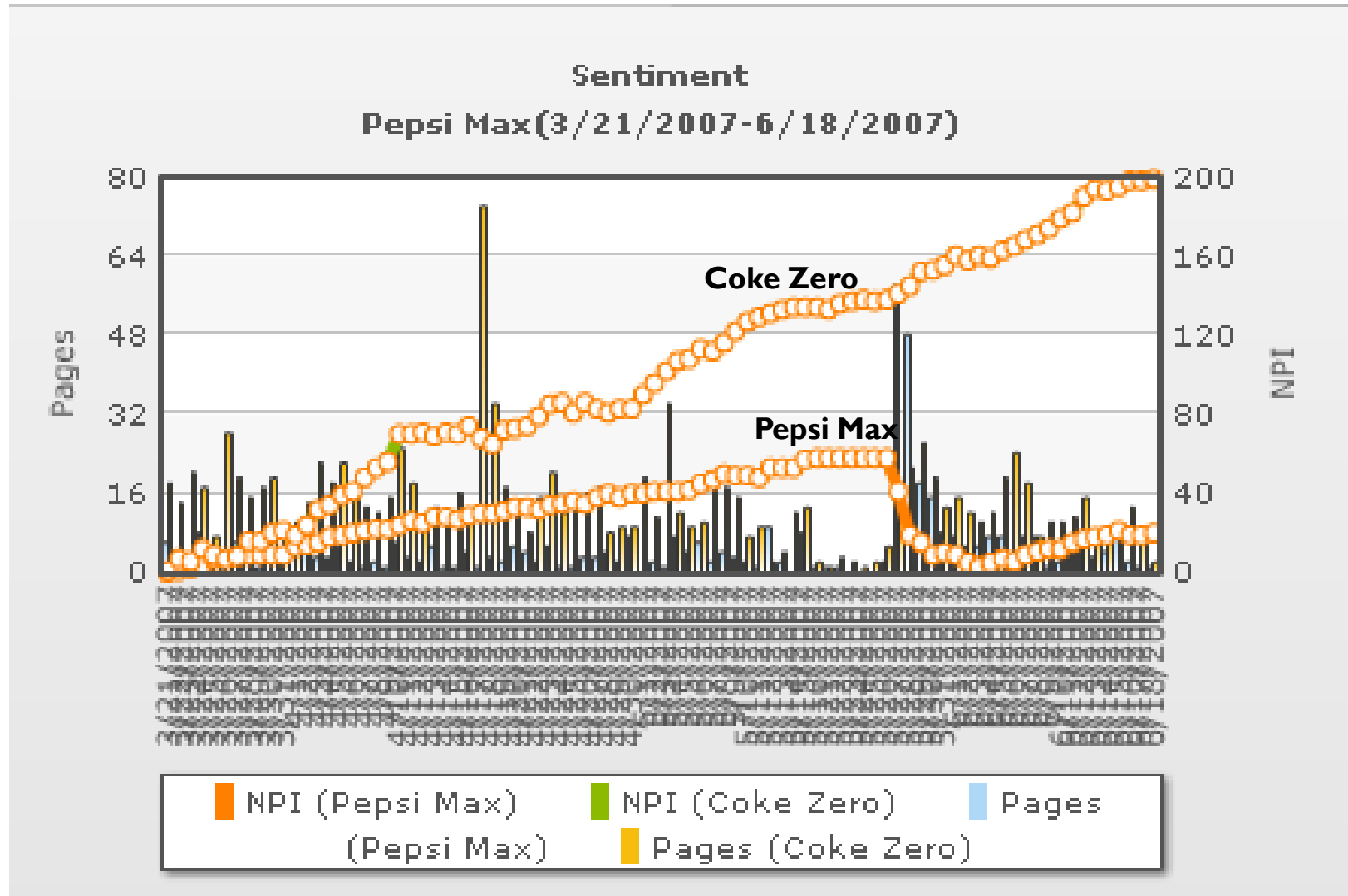
Nintendo's value surges ahead of Sony

By Stephen Foley in New York

Published: 26 June 2007

Nintendo's market value has surpassed that of Sony on the Japanese stock market for the first time, another point scored against its arch-rival in the console wars between the Nintendo Wii and Sony's PlayStation 3.

Pepsi Max Vs. Coke Zero - Sentiment last 90 days to 18th June



Example, Sentiment - Pepsi vs. Coke

Select action.. Filter text Filter

<input type="checkbox"/>	PageDate	Notes	Link	Site	Sentiment	Inf
<input type="checkbox"/>	27/May/07 10:38	0	Slashdot Some Soft Drinks May Damage Your DNA	science.slashdot.org	-15	1.76

(Click to toggle the selection of thi

Daily Mail
 24 HOURS A DAY

18 June 2007

Health » Diet & fitness

Chemical in soft drinks 'can wreck your child's DNA'
 By JENNY HOPE - More by this author »
 Last updated at 09:00am on 28th May 2007

Parents were warned to limit their children's consumption of soft drinks amid fears over the safety of a commonly-used preservative.

Research shows that E211 - found in drinks such as Fanta and Pepsi Max - can switch off vital parts of DNA, causing serious damage to cells.

Laboratory tests suggest this could even result in degenerative diseases such as Parkinson's and cirrhosis of the liver.

However, the Food Standards Agency and drinks manufacturers insisted that the additive had been rigorously assessed before being approved for use.

The research into E211 - or sodium benzoate - was carried out by Peter Piper, a molecular biology expert at Sheffield University.

He found that it could damage an important area of DNA called mitochondria.

Harmful: Soft drinks can hit our health

► Negative article had significant repercussions on the sentiment towards Pepsi



Top Stories Today – Sorted by Importance

influencemonitor

Project: Diabetes

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- Buzz
- Stakeholders
- Notes
- Manage
- Settings
- Logout

Today

May 2007

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Buzz List | 5/3/2007 - 5/3/2007

Select action..

	PageDate	Notes	Link	Site	Sentiment	Inf
<input type="checkbox"/>	03/May/07 10:14	0	Yes! Coffee Really is Good For You	www.msnbc.msn.com	-2	6.41
<input type="checkbox"/>	03/May/07 05:42	0	Mental illness linked to short life	www.usatoday.com	-4	5.34
<input type="checkbox"/>	03/May/07 01:51	0	Tight diabetes control doesn't harm cognitive function, study finds	www.boston.com	-2	4.49
<input type="checkbox"/>	03/May/07 05:00	0	No. 12 takes fifth run at diabetes	www.boston.com	0	4.49
<input type="checkbox"/>	03/May/07 00:56	0	Diabetes treatment said no threat to mental skills	today.reuters.com	0	3.22
<input type="checkbox"/>	03/May/07 01:01	0	Eating cherries 'can cut risk of heart disease'	www.telegraph.co.uk	-3	3.07
<input type="checkbox"/>	03/May/07 01:01	0	Diabetics given heart risk alert	www.telegraph.co.uk	-3	3.07
<input type="checkbox"/>	03/May/07 04:04	0	Study shows tight diabetes control does not impact cognitive ability...	www.eurekalert.org	-6	2.97
<input type="checkbox"/>	03/May/07 06:39	0	Pfizer Touts Lyrica's Effect In Treating Pain Disorder	online.wsj.com	-1	2.83
<input type="checkbox"/>	03/May/07 00:36	0	Using Health Products for Weight Loss	digg.com	2	2.10

1 2 3 4 5 6 7 8 9 10

Apple + Greenpeace – Raw Sentiment



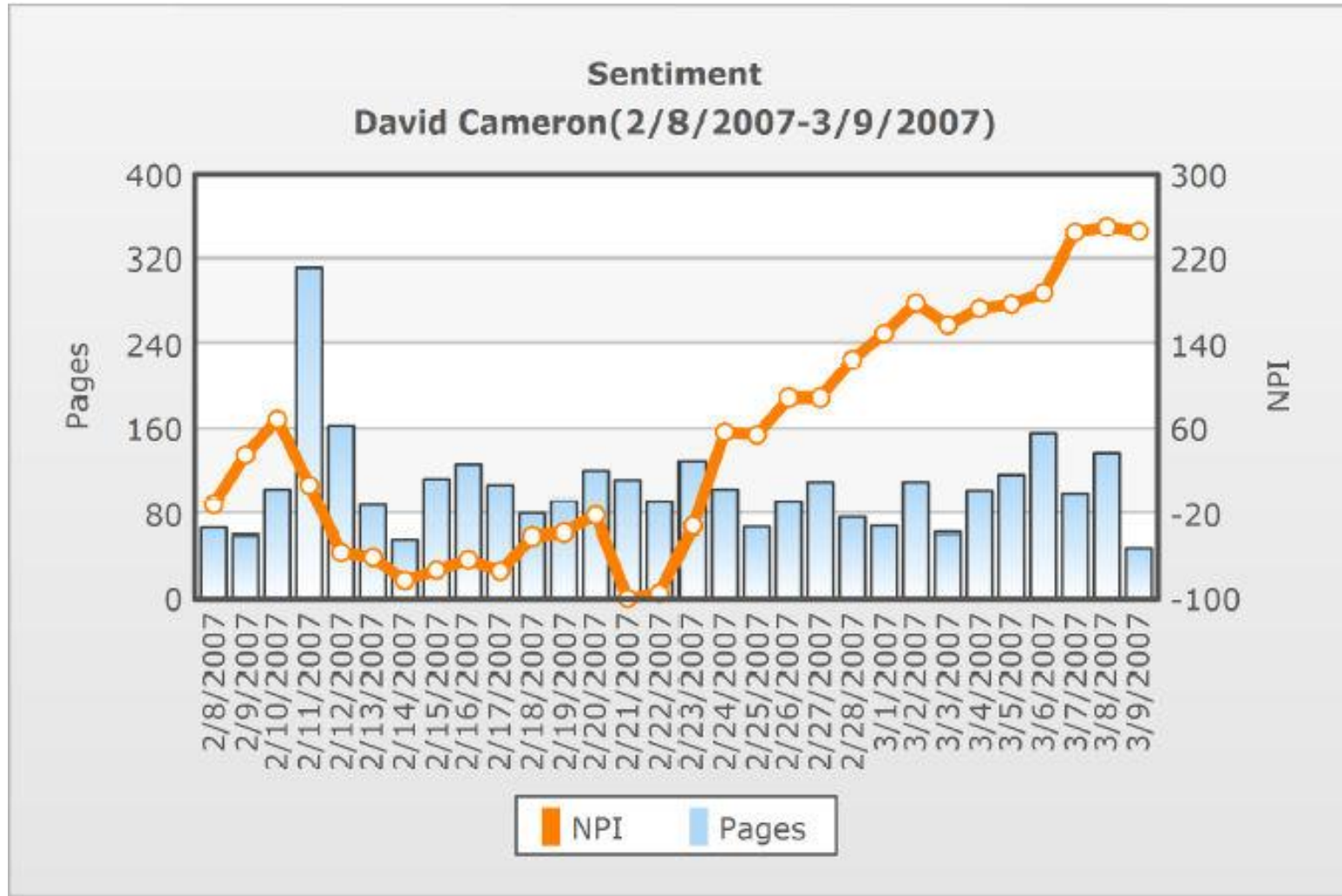
Apple + Greenpeace – Impact Sentiment

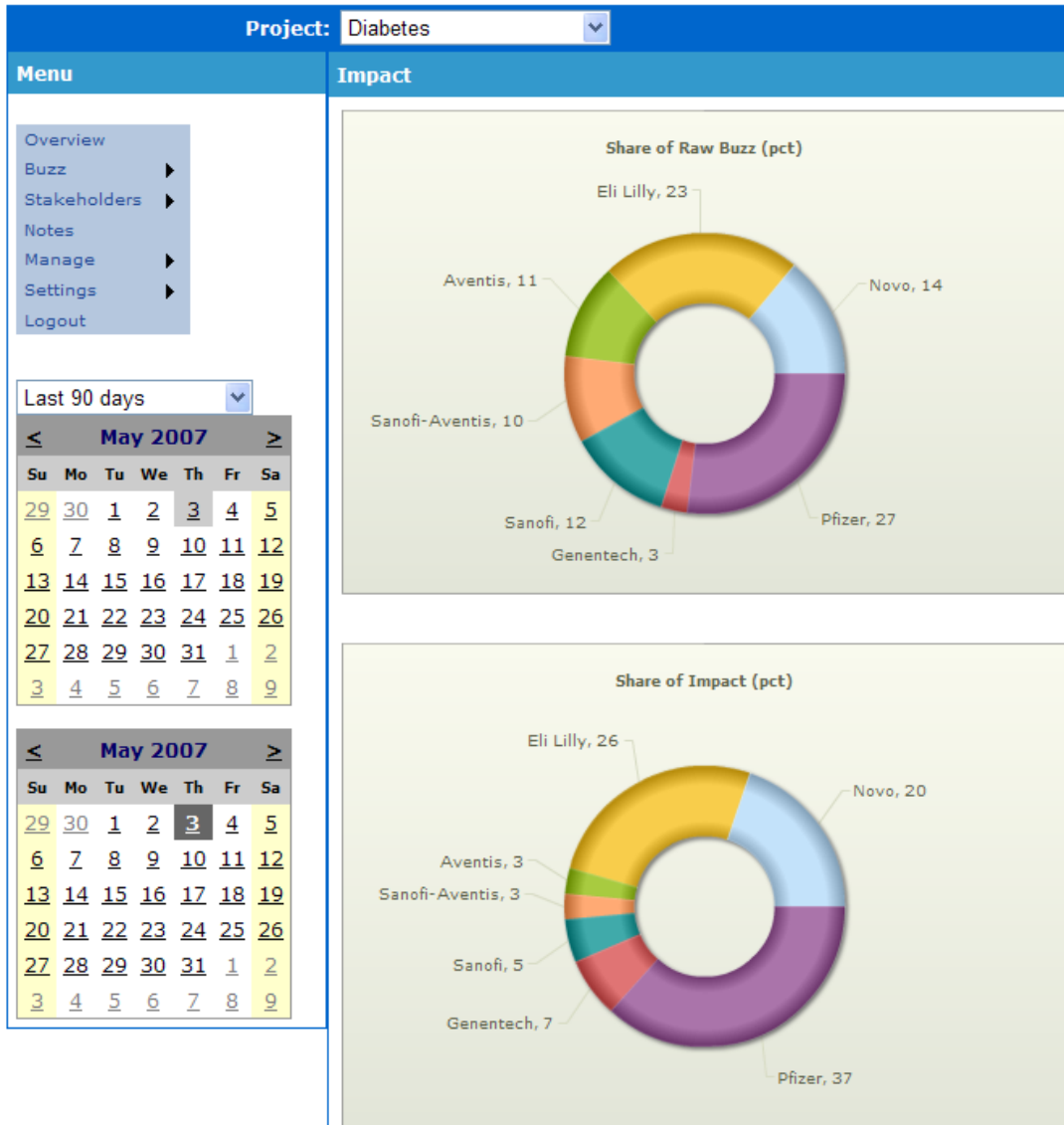


All voices weighted equal (wrong)



Voices weighted according to influence.





Debate Analysis

Analyse the debate

Brands share-of-voice

And share-of-impact

We know that outcome is closely related to share-of-voice and even closer to share-of-impact*

*Adjusted for the topical influence of each voice

Project: **Diabetes**

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Last 90 days

May 2007

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Time-Impact

Share of Buzz (pct) over time

Month	Novo	Eli Lilly	Aventis	Sanofi-Aventis	Sanofi	Genentech	Pfizer
2/2007	10	25	10	10	15	5	35
3/2007	15	25	10	10	15	5	30
4/2007	15	15	10	10	15	5	35
5/2007	15	5	20	20	25	5	10

Share of Impact (pct) over time

Month	Novo	Eli Lilly	Aventis	Sanofi-Aventis	Sanofi	Genentech	Pfizer
2/2007	10	35	5	5	10	5	30
3/2007	30	30	5	5	5	5	20
4/2007	25	15	5	5	5	5	40
5/2007	25	5	20	20	20	5	5

Identify Trends

How did we get to where we are?

What fuels the debate?

Are we focusing on the right issues?

Are we prepared for the issues gaining momentum?

Why are some issues gaining momentum?

How can we stimulate the debate?

Are we listening?

Thank you very much

- ▶ More Information and examples:
- ▶ Visit www.onalytica.com