Do you Twust Me? -- Measuring the Impact of Social Media on Trust and Credibility

IPRRC

March 7, 2014

PAINE
publishing

Katie Delahaye Paine
CEO
Paine Publishing

www.painepublishing.com
@queenofmetrics
measurementqueen@gmail.com

Methodology

- An Technology Celebrity contracted with KDPaine & Partners (now Salience Insight) to measure the degree to which his audiences trusted him.

- After further discussions, it was agreed that while a survey was a more typical way to measure trust, given the nature of his stakeholder group (100% were on line) we agreed that a content analysis would be an acceptable proxy.

- We collected 7,529 social media items between October 1 and December 31, 2012. Each item was analyzed for specific qualitative characteristics that would reveal how the author perceived the celebrity. In other words, did they trust him, did they feel positively about him, and did they understand his philosophy and beliefs. 91% of all items discussed some aspect of relationship.

- We used Grunig's relationship theory as the framework for our analysis.

| Concept	Examples
Commitment	Long term commitment, committed, long term, maintain, bond, value, like the way he works, like the way he thinks, loyalty
	Reverse: Not into him, don't give a rats ass, don't care, walk away
Trust	Faith, confidence, integrity, dependability, competence, relied upon, keeps his promises, do what he says he will do, honest, principled, doesn't lie, truth
	Reverse: Lies, cheats, steals, liar, thief, corrupt, unprincipled, shark, nasty, snake
Satisfaction	Satisfied, delighted, thrilled, wonderful, awesome, delivers, consistent, reliable
	Reverse: Didn't deliver, fail, short changed, disappointed
Exchange	Gives to the relationship because they have received benefits in the past or are expecting to see something in the future
	Reverse: Expects something in return, expects a favor, takes care of his own, manipulative, doesn't care, takes advantage, steps on people, not helpful, upper hand
Communal	Concerned, caring, good citizen, CSR, helps out , has a sense of community
	Reverse: no sense of community, criminal, displays no care or concern

Top Line Findings

1. Trust was the second most frequently discussed concept. Most people discussed the celebrity in terms of a communal relationship as opposed to exchange. Only 1% of all conversations reflected the perception of an exchange relationship. (There was virtually no discussion of control mutuality, and we therefore eliminated it from the analysis.)

2. Discussions of the celebrity's social media activity, political involvement and biography did not generate as much trust as did his Philanthropy. The celebrity's primary charity was also a significant driver of trust.

3. In terms of specific events, the celebrity's activities around Hurricane Sandy, Military Families/Veteran support and a discussion of accurate journalism were key drivers of conversations that conveyed trust.

4. Trust was most frequently expressed via *Twitter*, followed by *Facebook* and *Pinterest*. Trust was seldom expressed in blogs posts, *LinkedIn*, or *Google+*. Comments on Facebook posts yielded a great deal of high quality conversation in which trust was expressed.

5. ReTweets of the celebrity's posts about Hurricane Sandy and a Twitter fundraising campaign were responsible for more than half the mentions of trust. Trust was also frequently expressed when the celebrity distributed media, or gave a heads up about something he noticed or events he was involved in. People trust that what the celebrity shares is worth reading.

6. Only 1 % (44 stories) were negative, mostly driven by politics and election discussions. There was a minor amount of negativity about the produce with which the celebrity is still frequently associated.

7. The high degree of nature conversations that convey a communal relationship are a bit misleading since there is no way to identify whether someone is sharing a post because they like the animal or they like the celebrity.

8. Curiously, there were few comments on the celebrity's posts to Pinterest as people were most interested in repining infographics rather than discussing them.

Reposts of content generated by the celebrity provided a high level of trust amongst the public. Repins of info graphics on Pinterest along with reTweets and Tweets containing the celebrity's quotes all showed a level of trust..

Efforts to aid military families, Hurricane Sandy victims, and NWF combined with the celebrity's love for nature generated feelings of commitment, trust and satisfaction.

Share of Relationship Concepts

- Commitment 2%
- Trust 19%
- Satisfaction 9%
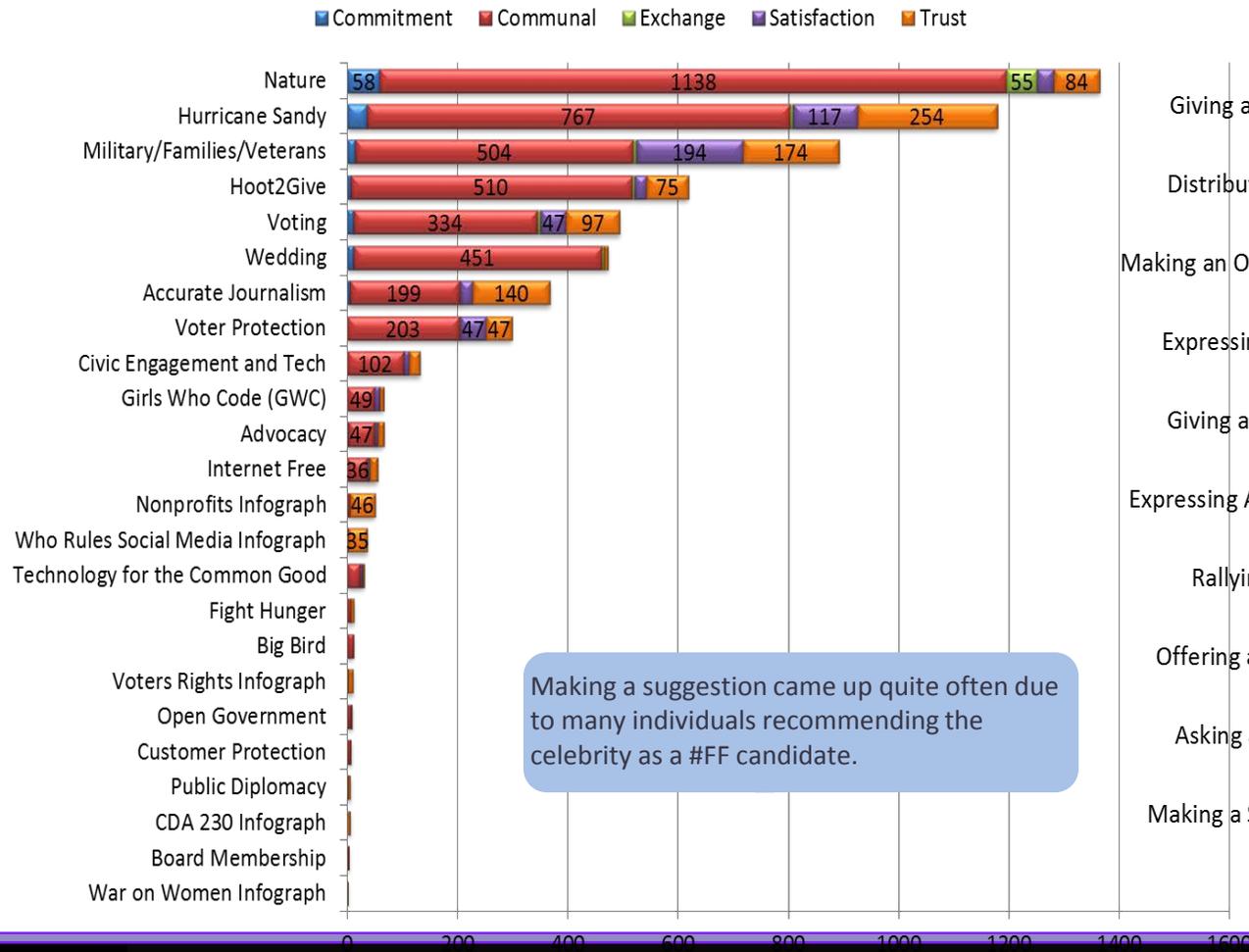- Exchange 1%
- Communal 69%
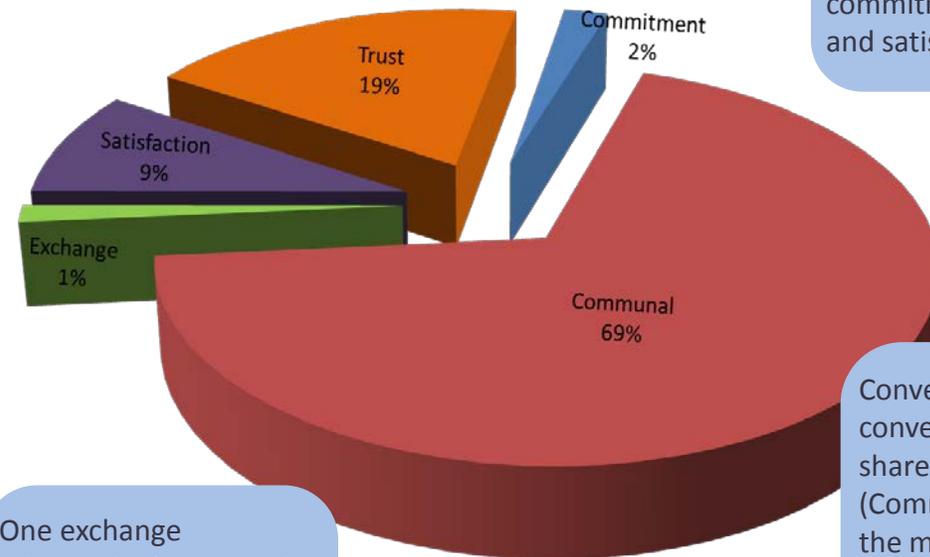
One exchange relationship) a squirrel rehab coordinator was responsible for the majority of exchange conversations.

Conversations that conveyed a sense of shared values (Communal) represented the majority of conversations, primarily for the celebrity's philanthropic efforts as well as his love for nature.
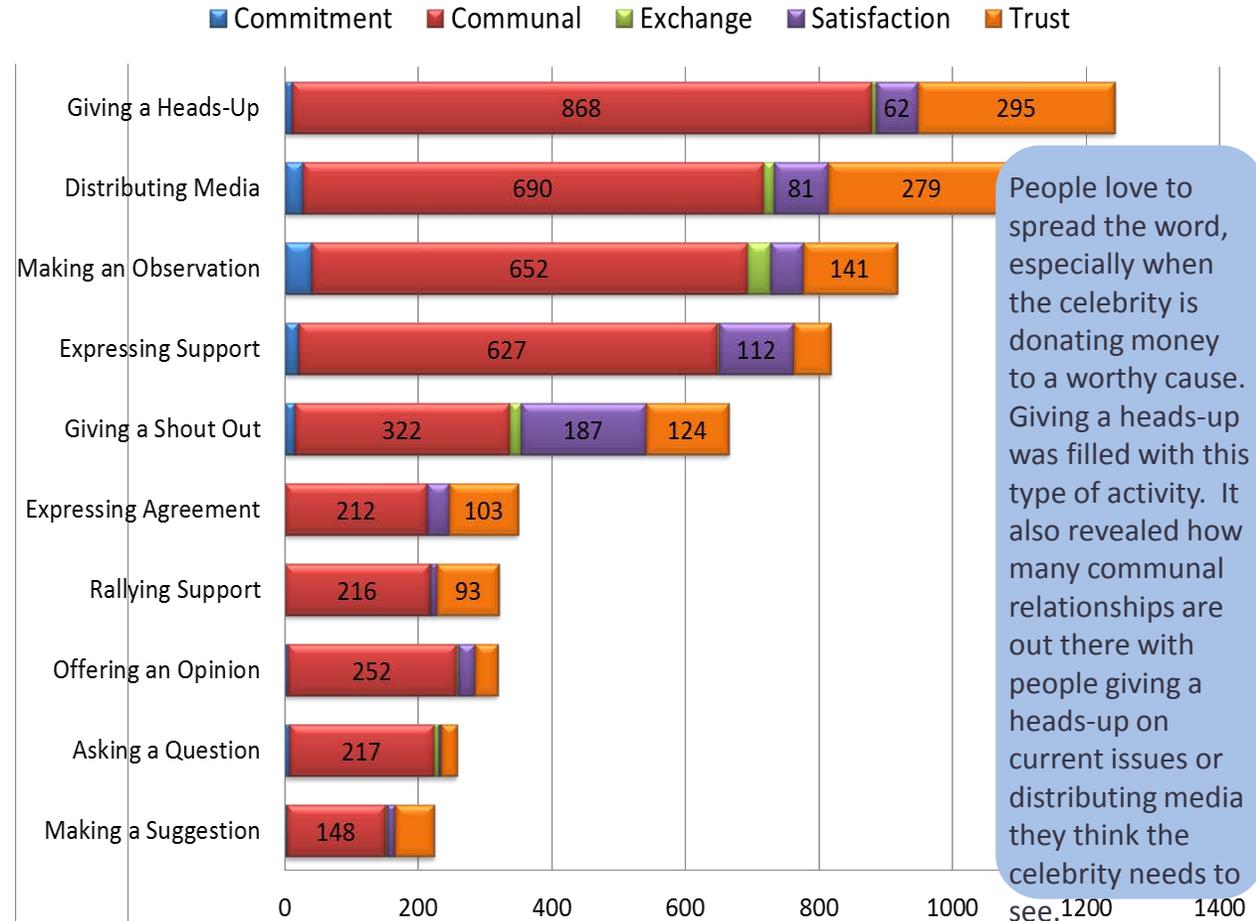
Discussions of nature, specifically the celebrity's Twitter fundraising efforts were most successful in conveying positive relationships concepts

Relationship Concept by Topic that Generated Them

■Commitment ■Communal ■Exchange ■Satisfaction ■Trust

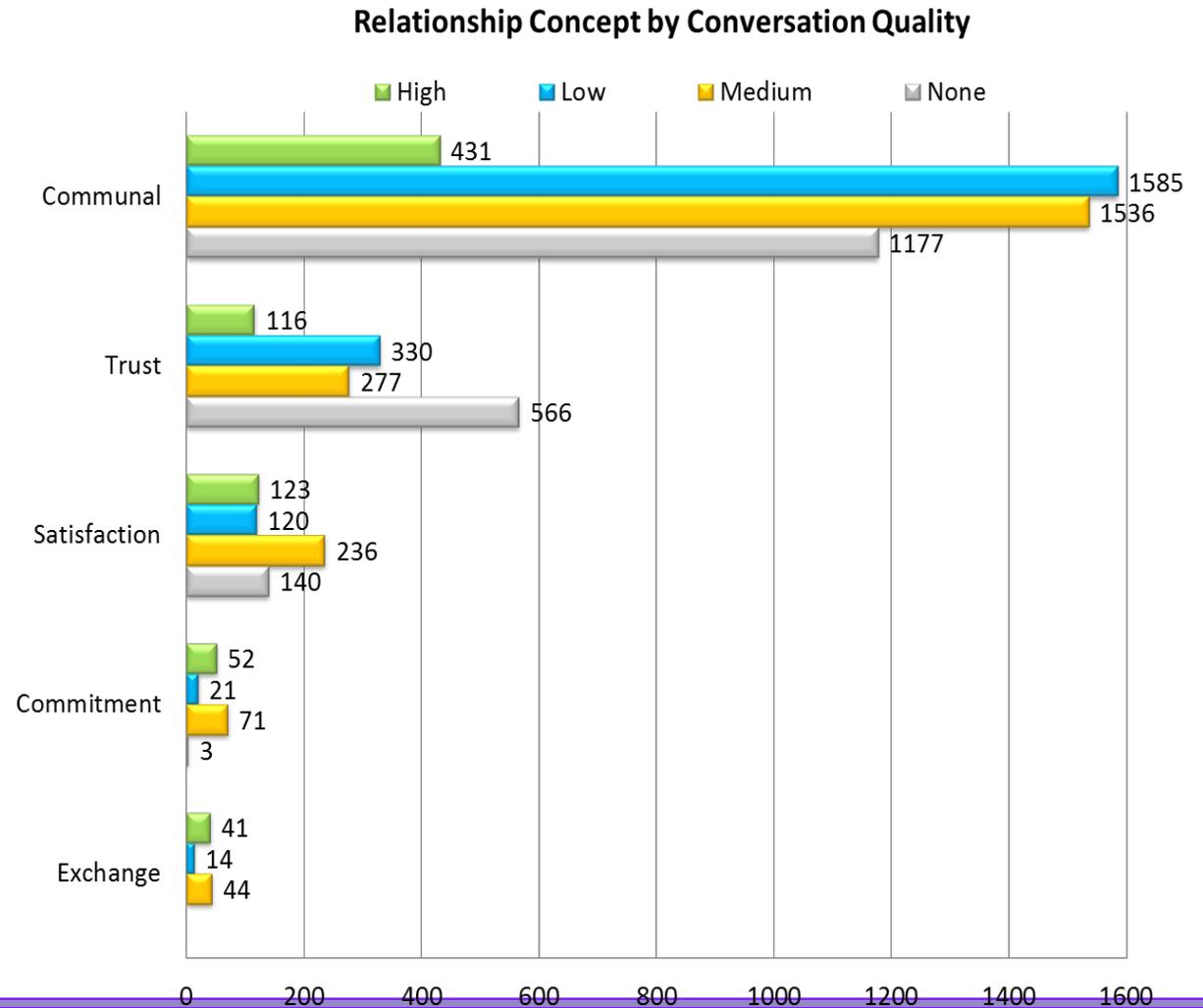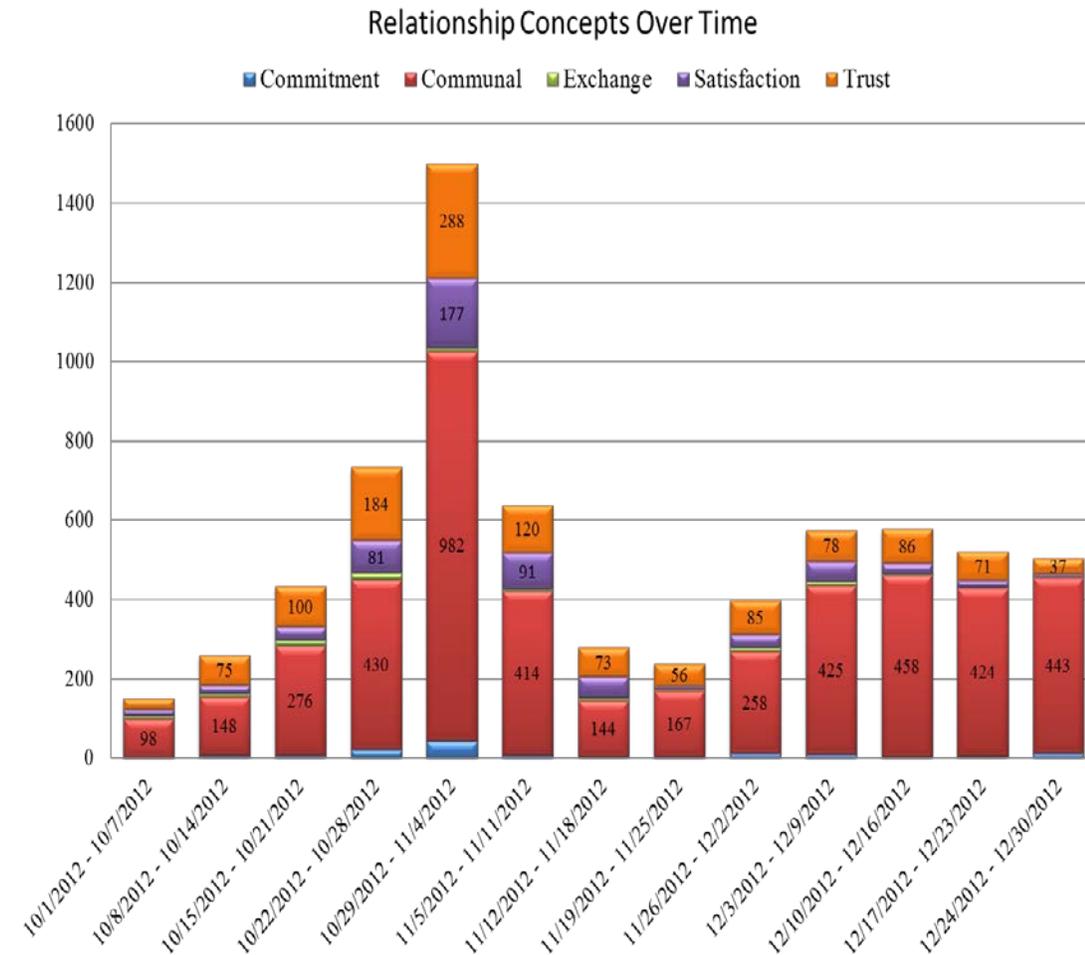| Topic	Commitment	Communal	Exchange	Satisfaction	Trust
Nature	58	1138	55	84	
Hurricane Sandy		767		117	254
Military/Families/Veterans		504		194	174
Hoot2Give		510		75	
Voting		334	47	97	
Wedding		451			
Accurate Journalism		199		140	
Voter Protection		203	47	47	
Civic Engagement and Tech		102			
Girls Who Code (GWC)	49				
Advocacy	47				
Internet Free	36				
Nonprofits Infograph	46				
Who Rules Social Media Infograph	35				
Technology for the Common Good					
Fight Hunger					
Big Bird					
Voters Rights Infograph					
Open Government					
Customer Protection					
Public Diplomacy					
CDA 230 Infograph					
Board Membership					
War on Women Infograph					

> Making a suggestion came up quite often due to many individuals recommending the celebrity as a #FF candidate.

Top 10 Types of Conversation by Relationship Concepts

■Commitment ■Communal ■Exchange ■Satisfaction ■Trust

Type	Commitment	Communal	Exchange	Satisfaction	Trust
Giving a Heads-Up		868		62	295
Distributing Media		690		81	279
Making an Observation		652			141
Expressing Support		627		112	
Giving a Shout Out		322		187	124
Expressing Agreement		212		103	
Rallying Support		216		93	
Offering an Opinion		252			
Asking a Question		217			
Making a Suggestion		148			

> People love to spread the word, especially when the celebrity is donating money to a worthy cause. Giving a heads-up was filled with this type of activity. It also revealed how many communal relationships are out there with people giving a heads-up on current issues or distributing media they think the celebrity needs to see.

PAINE publishing

Even Low Quality Conversations and reTweets conveyed positive aspects of relationships with the celebrity

Relationship Concepts Over Time

Legend: ■ Commitment ■ Communal ■ Exchange ■ Satisfaction ■ Trust

Relationship Concept by Conversation Quality

Legend: ■ High ■ Low ■ Medium ■ None

Communal
- High: 431
- Low: 1585
- Medium: 1536
- None: 1177

Trust
- High: 116
- Low: 330
- Medium: 277
- None: 566

Satisfaction
- High: 123
- Low: 120
- Medium: 236
- None: 140

Commitment
- High: 52
- Low: 21
- Medium: 71
- None: 3

Exchange
- High: 41
- Low: 14
- Medium: 44

Definitions

Qualified Outlets:

- Blogs
- Twitter
- Facebook
- YouTube
- Google+
- Reddit
- Digg
- Tumblr
- Pinterest
- Linked-In

Tone:

POSITIVE	An item leaves the reader more likely to support, recommend, or work with the celebrity
NEUTRAL	An item contains no sentiment at all
NEGATIVE	An item leaves the reader less likely to support, recommend or work with the celebrity
BALANCED	An item includes both positive and negative sentiment

Owned Media:

Items from the celebrity's media sources were tagged as 'Owned media'

Examples of Owned Media:

- Twitter: @thecelebrity
- Facebook: facebook.com/the celebrity
- The blog for the Celebrity's charitable efforts

Comments:

Comments were collected and human coded if the item was relevant to the study. Comments were collected for seven days after the original post appeared.

Quality of Conversation

Each post was analyzed to determine the quality of the conversation. We defined quality as follows:

HIGH	Discussions that are informed, intelligent implied knowledge of the celebrity. Understanding of motivation
MEDIUM	Expressing support, thoughtful, but with not too much depth of thought
LOW	Simple greeting, joke, sharing media
NONE	Straight retweet without comment

Appendix A

Subjects:

	the celebrity's Advocacy Page which includes his blog
Philanthropy	Donations, Charitable activities
Social Media Activity	Discussions of the celebrity's activity in social media (i.e. Klout score, Tweeting, Foursquare, etc)
Politics	Voter Protection, voting
General	Mentions of the celebrity without any connection to his other efforts
Legislative	the celebrity's activities to promote free speech and keeping the internet open
Biography	Biography write ups about the celebrity

Conversation Types:

1. Acknowledging receipt of information
2. Advertising something
3. Answering a question
4. Asking a question
5. Augmenting a previous post
6. Calling for action
7. Disclosing personal information
8. Distributing media
9. Expressing agreement
10. Expressing criticism
11. Expressing support
12. Expressing surprise
13. Giving a heads-up
14. Responding to criticism
15. Giving a shout-out
16. Making a joke
17. Making a suggestion
18. Making an observation
19. Offering a greeting
20. Offering an opinion
21. Putting out a wanted ad
22. Rallying support
23. Recruiting people
24. Showing dismay
25. Soliciting comments
26. Soliciting help
27. Starting a poll

Paine Publishing:
Providing communications professionals the knowledge and information they need to navigate the journey to good measurement

- ▶ For more information on PR and Social Media measurement go to www.painepublishing.com
- ▶ For a copy of this presentation or to subscribe to *The Measurement Advisor* our e-newsletter, give me your card or email me at measurementqueen@gmail.com
- ▶ Use IPRRC2014 and receive a 10% discount!
- ▶ Follow me on Twitter: @Queenofmetrics
- ▶ Friend me on Facebook: Katie Paine
- ▶ Or call me at 1-603-682-0735