

2016 Social Media Standards Testing
Guide to Database Coding

The goal of this project is to test the Conclave Standard for Social Media Measurement . To do that we will test code a batch of items using the methodology proposed in the standards.
The topics selected for testing are Southwest Airlines, Goodwill Internatonal and US Fish and Wildlife. Items for testing were sourced from Cyberalert and included earned media from Facebook and Twitter.

To qualify for the study, each item must meet the following criteria:

- Mention one of the the three brands
- Appear in an item dated between October 1, 2016 - October 31, 2016
- Must be "earned" i.e. neither paid media nor content created by or owned by the brand being studied . Straight Retweets of Organization-created Tweets do not qualify for the study. Modified Retweets in which the author comments or expresses an opinion should be coded.

Coders: in practice it is quite common for coders to confer with each other when any questions or issues arise. However, this is a test to see if applying the standards can generate consistent outcomes. Therefore, please do not confer with each other, but select the best possible option based on the briefing and what is described in the coding instructions below.

<i>Variable</i>	<i>Methodology</i>	<i>Data Entry</i>	<i>Data Review/Clean-up</i>	<i>Notes</i>
itemID	Each item entered should have its own ID number enter that here. If there are several coders each should be giver a range of numbers to represent their batch.	Enter unique item ID number here.	Check for duplicate numbers	Each record must have an unique number. Start with 100 so that each item in the batch is assigned a number, even if it is not coded.

<p>STANDARDS TEST: Does the item meet the criteria for a 'media hit':</p>	<p>All items must at least meet the core criteria of "earned" media and be about one of the three brands and occur in the date range October 1 and October 31, 2015. Is the item an original piece of content, not created or owned by the company? Is the comment or Tweet generated from outside the company? If yes, move forward with coding. If no, do not include in the study. When reading tweets, if clarification is needed please follow link provided in tweet but only code tweet for the content in the 140 characters. Coding social media posts, also involves looking at pictures in the post to determine sentiment and messaging.</p>	<p>0=Yes (this would mean as best you can tell, it counts as a hit. It is possible that as we review the data in its entirety we may see that an item should be deleted e.g. two wire stories on the same day/topic.) 1=No If the item does not meet the criteria, do not code further.</p>		
<p>Media Type:*</p>	<p>Item can be either a Tweet or a Comment or a Post</p>	<p>0=Not sure 1=Tweet 2=Facebook comment 3=Facebook post</p>	<p>Check for consistency and omissions</p>	<p>Each record must have an unique number.</p>
<p>Outlet Title:</p>	<p>Title of media outlet [use sentence case - upper and lower case letters]</p>	<p>0=Twitter 1 = Facebook</p>	<p>Check for blank fields and inconsistency in title entry.</p>	
<p>Author</p>	<p>The author of the post or comment</p>			
<p>Date:</p>	<p>The date the item was posted mm/dd/yy</p>	<p>Entries should be consistent mm/dd/yy</p>	<p>Check for blank fields Scan for incorrect dates (transposed month/day entries, etc.)</p>	

STANDARDS TEST: * Sentiment/Tone:	0=Negative 1=Neutral 2=Balanced 3=Positive	Sentiment should be coded based on the perspective of the average reader. Positive - An item leaves the reader more likely to support, recommend, and/or work or do business with the brand. Negative - An item leaves the reader less likely to support, and/work or do business with the brand Neutral - An item contains no sentiment at all, just reports the facts. Balanced - contains equal amounts of positive and negative content	Coding social media posts, also involves looking at pictures in the post to determine sentiment and messaging.	
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STANDARDS TEST: Quality Measures

Visual*	Inclusion of any chart, graph, logo, photo or other image that conveys a company 'presence' in the item is coded. Visuals can be desirable -- i.e. neutral, balanced or positive; or they can be undesirable --i.e. leaves the reader less likely to support, work for, or do business with the organization.	0=No visual 1=Desirable visual 2=Undesirable Visual		
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Key Message	Company	Key Message	Negative	Definition
	Southwest	1 - Low fare leadership	Expensive, paying more due to delayed flights	Pricing, Deals, Purchases, Low fares, no extra charges for bags, paying extra for tickets
	Southwest	2 - Hospitality	Rude attendants, customer service	Customer Service, High Quality Service
	Southwest	3 - Reliability	late plains, loss of luggage, misinformation	Timeliness of flights, No loss of luggage, follow through
	US Wildlife	1 - Wildlife Trafficking	Lack of effort in protecting animals from poaching, or illegal activities	Hunting animals for monetary gain, poaching
	US Wildlife	2 - Conserving Wildlife/ Landscapes	people complaining that they aren't helping rather just taking land away from farmers	Protecting Land and Wildlife, Endangered Species list
	US Wildlife	3 - Outdoor Recreation - Hunting, Fishing, Etc	not helping recreation just about land	Hunting, fishing, camping, hiking - enjoying nature
	Goodwill	1 - Power of Work to Change Lives	close a store, firing people, letting people go, taking away from job market	Jobs, financial training
	Goodwill	2 - Supports Mission Services	Money not being used to help those in need, going to CEO's	Donating, supporting, volunteering, attending an even
	Goodwill	3 - Leader, Pioneer and Innovator	old fashioned, bunch of old white guys same old same old. Lagging behind other non-profits	Leader in the non-profit industry, innovative in creating jobs and helping with self-sufficiency

Message Tone	Corporate Messages - Clear and apparent editorial positioning of a company favorably or unfavorably on its key messages. Each organization has its own key messages, refer to the DMD for each organization for key messages. Presence of a key message will not necessarily be explicit, but will convey the gist of the key message. The opposite of a key message is a negative message and should be coded as such Provided examples	0=No message 1=Negative 2=Positive	Negative the opposite of the message see above. Positive conveys the true meaning of the key message communicated	
Message Integrity	Message integrity is strictly for positive messages only. Coding social media posts, also involves looking at pictures in the post to determine sentiment and messaging.	0= No Message/Negative message 1=Partial 2=Full 3=Amplified	Fully complete message communicated Item contains the complete message in its entirety. Amplified Multiple messages are conveyed all with positive tone and with potential amplifying adjectives. Partial Only part of the message communicated. Or the message is inferred. only part of the message communicated	Examples Fully Southwest has the best rates , USWFS helps protect endangered animals, Goodwill supports families Amplified amplifying adjectives (Awesome prices, best finds, great fishing advice). Partial My daughter had a great time on our flight with the Southwest flight attendant, USWFS was giving fishing lessons at the park today, dropped my clothes off at Goodwill
Opinion/Advocacy	Each item should be analyzed to determine if it advocates for the organization. Advocacy includes a call to action, or specific recommendation to act or change behavior or belief on the part of the reader (not the organization itself.) i.e. "#iHateSouthwest - if u have had similar bad, inconsistent experiences with @SouthwestAir tweet them, they can't skate with their marketing" you it can be positive or negative: e.g really SHOULD donate to Goodwill, fly Southwest or visit this park.	0= no advocacy 1=advocacy		