



# Nexalogy

ENVIRONICS

Claude G. Théoret, PhD

Twitter: @cgtheoret, @nexalogy

Blog: <http://nexalogy.com/blog>

Email: [cg.theoret@nexalogy.com](mailto:cg.theoret@nexalogy.com)



<http://www.socialmediaexplorer.com/2010/04/02/where-social-media-monitoring-services-fail/>



## Where Social Media Monitoring Services Fail

APRIL 2, 2010 · [VIEW COMMENTS](#)

342  
tweets  
retweet

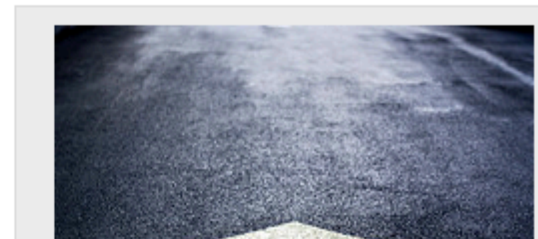
It doesn't matter which social media monitoring service you use. None of them do what you want them to do. They're good at doing part of the job, but not all of it. And sadly, they probably won't ever be good at doing all of the job because you have to do it.

33  
Share

Social media monitoring, whether done with free services like Google Alerts and custom searches, SocialMention.com or even freemium versions of great tools like [Trackur](#); or using paid services like [Radian6](#), [Sysomos](#), [Alterian](#), [HubSpot](#) or [Scout Labs](#), are all software platforms. They're computer algorithms and search spiders that collect information and put it together in a place where you can find it. Some of them do a decent job of organizing and stacking and sorting all that data so you can hit a button and get a pretty chart or graph, too.

But none of them do what you want them to do. They only do half the job.

**None of them tell you what to do with the information.**





<http://www.economist.com/node/16910031>



**Mining social networks**

## Untangling the social web

**Software: From retailing to counterterrorism, the ability to analyse social connections is proving increasingly useful**

Sep 2nd 2010



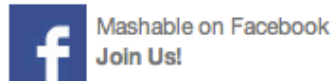
TELECOMS operators naturally prize mobile-phone subscribers who spend a lot, but some thriftier customers, it turns out, are actually more valuable. Known as "influencers", these subscribers frequently persuade their friends, family and colleagues to follow them when they switch to a rival operator. The trick, then, is to identify such trendsetting subscribers and keep them on board with special discounts and promotions. People at the top of the office or social pecking order often receive quick callbacks, do not worry about calling other people late at night and tend to get more calls at times when social events are most often organised, such as Friday afternoons. Influential customers also reveal their clout by making long calls, while the calls they receive are generally short.

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<http://mashable.com/2010/08/20/social-media-monitoring-tools-smarter/>



Spark of Genius Series



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Coated Carvas Collection  
**SHOP NOW >**

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- Network Monitoring
- Social Media
- Social Research
- Facebook Networks



About 18 days ago **Jim Tobin** 33

## Why Social Media Monitoring Tools Are About to Get Smarter

Tweet 1,629

Share 351

submit to digg

email

share

Sign up for Mashable news sent to your inbox

Your Email Address

**Mashable**  
Like 265,379

More Subscription Options » Twitter RSS



As mentioned by Brian Cugelman, and Ilya Grigorik today, Network Analysis is the key to this... enter Actor-Network Theory.

[http://en.wikipedia.org/wiki/Actor-network\\_theory](http://en.wikipedia.org/wiki/Actor-network_theory)

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## Actor-network theory

From Wikipedia, the free encyclopedia

This article **may require cleanup** to meet Wikipedia's **quality standards**. Please [improve this article](#) if you can. *(December 2007)*

**Actor-network theory**, often abbreviated as **ANT**, is a distinctive approach to [social theory](#) and research which originated in the field of [science studies](#). Although it is best known for its controversial insistence on the [agency](#) of nonhumans, ANT is also associated with forceful critiques of conventional and critical sociology.

Developed by [Science and Technology Studies \(STS\)](#) scholars [Michel Callon](#) and [Bruno Latour](#), the sociologist [John Law](#), and others, it can more technically be described as a "material-semiotic" method. This means that it maps relations that are simultaneously material (between things) and [semiotic](#) (between concepts). It assumes that many relations are both material and semiotic. For example, the interactions in a bank involve both people, their ideas, and technologies. Together these form a single [network](#).

Actor-network theory tries to explain how material–semiotic networks come together to act as a whole (for example, a bank is both a network *and* an actor that hangs together, and for certain purposes acts as a single entity). As a part of this it may look at explicit strategies for relating different elements together into a network so that they form an apparently coherent whole.

According to actor-network theory, such actor-networks are potentially transient, existing in a constant making and re-making<sup>[1]</sup>. This means that relations need to be repeatedly "performed" or the network will dissolve. (The bank clerks need to come to work each day, and the computers need to keep on running.) They also assume that networks of relations are not intrinsically coherent, and may indeed contain conflicts (there may be poor labor relations, or computer software may be incompatible).

**Contents** [hide]

- 1 Methodological Influences
- 2 Background and context
- 3 Some concepts
  - 3.1 Translation

### Sociology

*Portal*

**Theory and History**

Positivism · Antipositivism  
Functionalism · Conflict theory  
Middle-range · Mathematical  
Critical theory · Socialization  
Structure and agency

**Research methods**

Quantitative · Qualitative  
Computational · Ethnographic

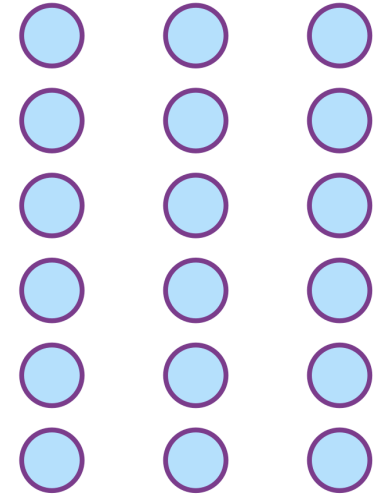
**Topics and Subfields**

cities · class · crime · culture  
deviance · demography · education  
economy · environment · family  
gender · health · industry · internet  
knowledge · law · medicine  
politics · mobility · race & ethnicity  
rationalization · religion · science



Monitoring tools present the social media environment as an orderly place

- Long lists of “nodes”, i.e., blog posts, tweets, etc.
- These are usually presented sequentially, one after the other, ordered by date
- Focus is on real-time updates, not analysis





The problem?

The social media environment is not just a list of nodes (posts/tweets/etc.)

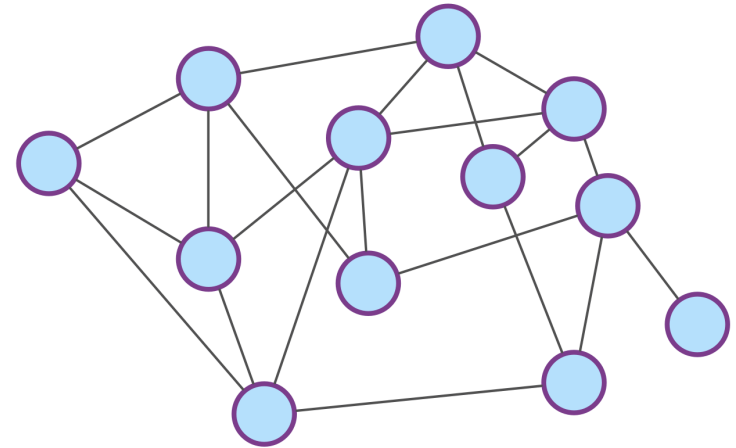
It's a network...

...and networks = relationships

To understand a network, you must understand the **relationships** between all of the nodes in the network:

Getting the long tail is crucial

We do so by understanding the **semantic networks** using principles from Actor-Network Theory





In 2009 an important new trend came into view: anti-energy drinks

- Anti-energy drinks use combinations of herbal/plant extracts and other ingredients to bring about a state of relaxation
- Essentially, it's the opposite of the well-established energy drink segment
- Many brands are trying to establish themselves in this niche
  
- To perform this analysis we tested how 5 brands (Slow Cow, Mary Jane's Relaxing Soda, Vacation in a Bottle, Malava Relax, and Malava Novocaine) are related to four words used to describe the segment (calming drink, relaxation drink, anti-energy drink, and kava drink)



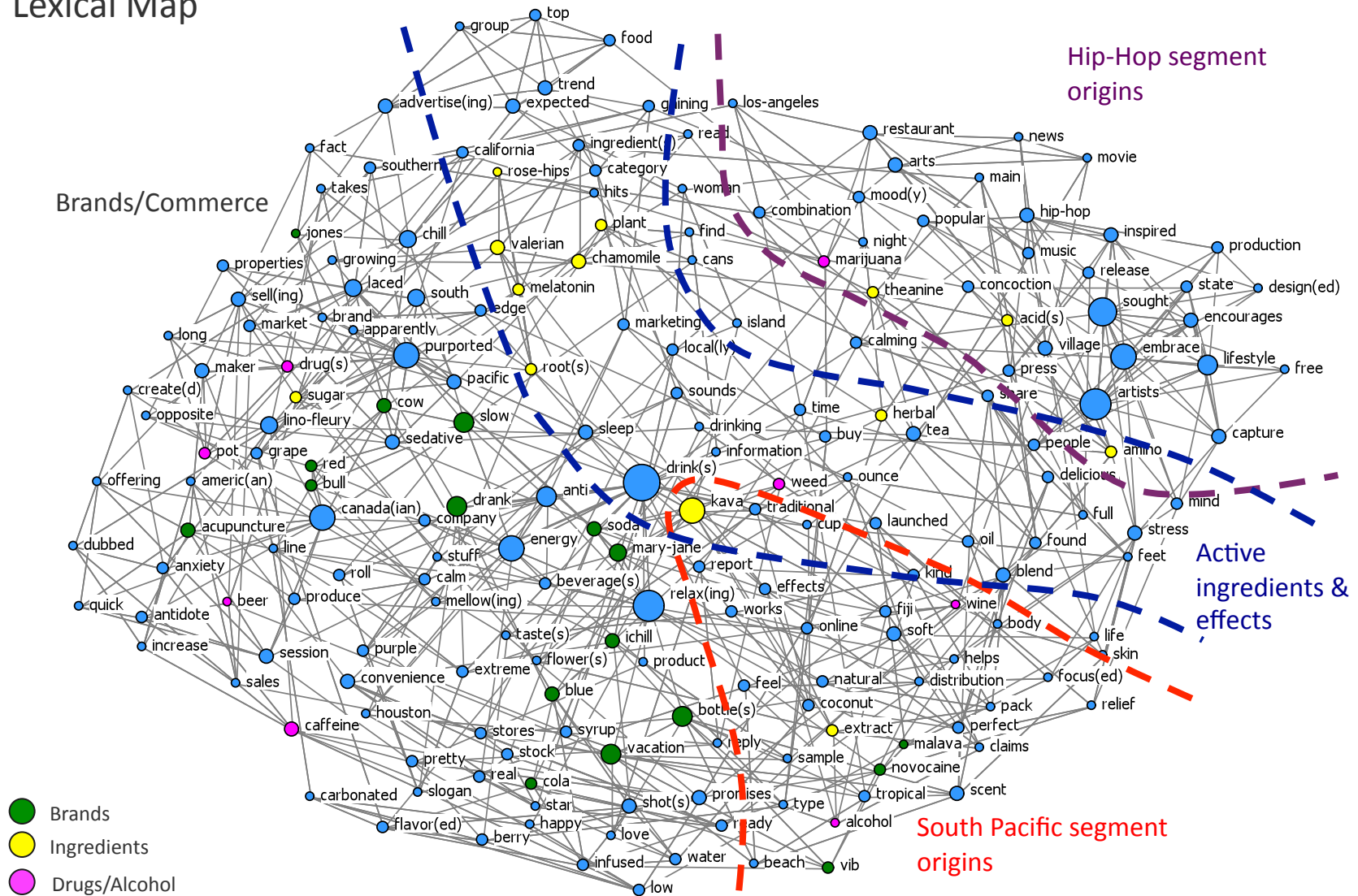
# Demo: Anti-Energy Drinks

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## Lexical Map





We also routinely produce other analysis outputs to add value to the intelligence we provide:

- Key influencer lists – more than just a popularity contest, we provide annotated lists of the people who ARE influential in the discussion based on their actual engagement in the discussion
- Discussion timelines – what happened, when (and why)
- Blog “typology” graphs that group blogs or twitter users by behaviour/attitude/preference
- Co-Word association lists – lists of the top # of words associated with any other word in the dataset (useful for messaging development, SEM, etc.)

# Stakeholder Segmentation Graph

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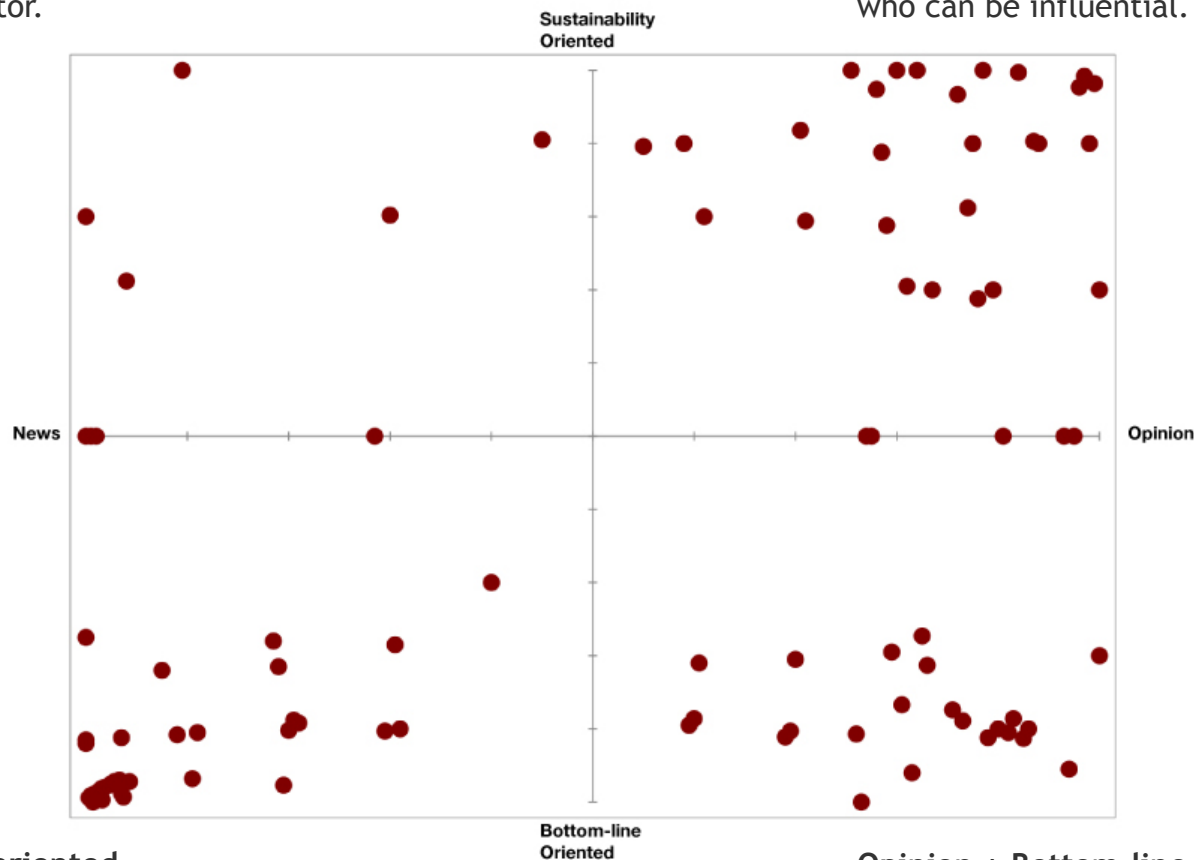
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## News + Sustainability oriented

There is very little activity related to news about positive sustainability-related activities. This represents an important opportunity for companies in this sector.

## Opinion + Sustainability oriented

This is the most active of the four quadrants, and indicates that despite the overall prevalence of finance-related sites there is a core of advocates who can be influential.



## News + Bottom-line oriented

This quadrant of the graph is the second most populated of the four quadrants and is made up of blogs that republish financial information from newswires etc.

## Opinion + Bottom-line oriented

This is also a very active quadrant and collects financial analysts and others who report opinions about the subject concerned primarily with bottom-line performance.



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Blog: <http://nexalogy.com/blog>

LinkedIn: <http://www.linkedin.com/company/nexalogy-environics>

Email: [cg.theoret@nexalogy.com](mailto:cg.theoret@nexalogy.com)