



## Transcript from March 1, 2011 to March 1, 2011

All times are Pacific Time

### March 1, 2011

- 8:35 am **larsv**: RT @theprcoach How Influenced Should You Be by the Rising Obsession W/ Social Influencers? #measurepr <http://bit.ly/e2ecSK>
- 11:21 am **kdaine**: @alanchumley #measurepr #prmeasure #socialanalytics #socialmediaroi thanks for the mention. Will I see you today?
- 12:23 pm **alanchumley**: Heading over to @prnewsonline 's #prmeasure today in Wash DC. Great looking agenda. Lots 'o smart presenters/panelists. #measurepr
- 1:25 pm **khirek**: RT @shonali: .RT @commammo: Could Relationship Measures Work for Influence? <http://bit.ly/CommAmmo11-4> First of two posts #measurepr
- 1:26 pm **khirek**: hashtag love = #measurepr
- 1:28 pm **shonali**: Awww. <3 Thank you! RT @khirek: hashtag love = #measurepr
- 1:40 pm **PRNewsOnline**: RT @alanchumley: @PRNewsOnline 's #prmeasure today in Wash DC. Great looking agenda. Lots 'o smart presenters/panelists. #measurepr
- 1:53 pm **shonali**: Folks, don't forget the #measurepr chat is today, 12-1 ET, with @smallbizlabs. We're talking research, research & more research!
- 1:58 pm **ScottHepburn**: RT @shonali Folks, don't forget the #measurepr chat is today, 12-1 ET, with @Smallbizlabs. We're talking research, research & more research!
- 2:06 pm **mikedonatello**: I am somewhat surprised that the state of PR measurement is not more advanced. #measurepr
- 2:09 pm **gnosisarts**: RT @shonali: Folks, don't forget the #measurepr chat is today, 12-1 ET, with @smallbizlabs. We're talking research, research & more research!
- 2:13 pm **PRNewsOnline**: Weber Shandwick's @tmarklein "Most tools that are measuring influence are measuring popularity, not how influential they are." #measurePR
- 2:19 pm **provoque\_uk**: Weber Shandwick's @tmarklein "Most tools that are measuring influence are measuring popularity, not how influential they are." #measurePR
- 2:21 pm **mikedonatello**: Precision of PR measurement seems to be 10+ years behind advertising.oriented measurement . #mrx #prmeasure #measurepr
- 2:24 pm **s3barger**: RT @PRNewsOnline: Weber Shandwick's @tmarklein "Most tools that are measuring influence are measuring popularity, not how influential they are." #measurePR
- 2:28 pm **CARMA\_Tweets**: RT @PRNewsOnline: Weber Shandwick's @tmarklein "Most tools that are measuring influence are measuring popularity, not how influential they are." #measurePR
- 2:39 pm **SuzieLin**: RT @shonali: Folks, don't forget the #measurepr chat is today, 12-1 ET, with @smallbizlabs. We're talking research, research & more research!
- 4:11 pm **jenzings**: RT @shonali: Don't forget the #measurepr chat is today, 12-1 ET, with @smallbizlabs. We're talking research, research & more research!
- 4:11 pm **jenzings**: @shonali Sadly, I will miss #measurePR today (meeting), but will review the archive...!
- 4:18 pm **justinjtsang**: RT @PRNewsOnline: Weber Shandwick's @tmarklein "Most tools that are measuring influence are measuring popularity, not how influential they are." #measurePR
- 4:28 pm **shonali**: @jenzings We'll miss you at #measurepr today. @SuzieLin, will you be there?

4:31 pm **SuzieLin:** @shonali Good morning! Yes I will be on the #measurepr chat today. Looking forward to it!

4:44 pm **Smallbizlabs:** RT @shonali @Smallbizlabs on the #measurepr chat is today, 12-1 ET, We're talking research, research & more research!

4:50 pm **shonali:** Just about 10 minutes to #measurepr with @smallbizlabs. Who's coming today?

4:53 pm **tedweismann:** I'll be there - looking forward to it. RT @shonali Just about 10 minutes to #measurepr with @smallbizlabs. Who's coming today?

4:55 pm **CARMA\_Tweets:** Gearing up for today's #measurepr chat at 12-1pm ET courtesy of @shonali -- Should be a good one with all of the #pnid chatter out of DC

4:57 pm **Smallbizlabs:** I'll be tweeting a lot for the next hour or so. I'm on the #measurepr tweet chat. #measurepr

4:57 pm **shonali:** @tedweismann @mattkellypr @carma\_tweets Great! @smallbizlabs #measurepr

4:59 pm **shonali:** I'm heading into #measurepr, so apologies in advance for the excessive tweeting (if it feels like that to you). 'Course, you could join us..

5:00 pm **shonali:** And... it's time! Welcome to the bi-weekly chat on PR (incl. social media) measurement. Who's here today? #measurepr

5:01 pm **shonali:** Today we're chatting with @smallbizlabs on something very important to measurement: research. But first... #measurepr

5:01 pm **SuzieLin:** I'm here! RT @shonali: And... its time! Welcome to the bi-weekly chat on PR (incl. social media) measurement. Whos here today? #measurepr

5:01 pm **MattLaCasse:** @shonali I'm sitting in! See if I can contribute w/o weighing down the collective IQ. ;) #measurepr

5:01 pm **shonali:** As you settle in, please take a minute to introduce yourself. Tell us who you are, what you do. #measurepr

5:01 pm **hopwood:** Hi @shonali Duncan Hopwood checking in and looking forward to the next half hour before having to duck out early #measurepr

5:01 pm **hopwood:** RT @shonali: And... its time! Welcome to the bi-weekly chat on PR (incl. social media) measurement. Whos here today? #measurepr

5:03 pm **FranchiseKing:** RT @Smallbizlabs: I'll be tweeting a lot for the next hour or so. I'm on the #measurepr tweet chat. #measurepr

5:03 pm **shonali:** @hopwood @suzielin Great to see you and @MattLaCasse too (you never weigh it down. :)) #measurepr

5:03 pm **research4comms:** RT @donbart: This post from @webby2001 on influence is well worth reading <http://ow.ly/45b6Z> #influence #measurepr

5:04 pm **shonali:** We have a lot to get through today with @smallbizlabs, but first, a few reminders (and pointers for anyone new to the chat): #measurepr

5:04 pm **KellyeCrane:** @shonali Hi- I'm the Atlanta-based founder of #solopr, and I love research! #measurepr

5:04 pm **shonali:** 1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr

5:05 pm **BlueprintCG\_PR:** Joining the convo 4 the 1st time RT @shonali As u settle in, please take a min 2 introduce urself. Tell us who u are, what u do. #measurepr

5:05 pm **shonali:** 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr

5:05 pm **MattLaCasse:** I'm Matt. I teach marketing/PR principles to tweens for @bgckids in #Sedalia, MO. #measurepr

5:05 pm **shonali:** 3rd, this is where all chat recaps/transcripts are posted: <http://ow.ly/3OdC8> Might want to bookmark it. #measurepr

5:05 pm **SuzieLin:** Hi all, I'm Suzie, a PR pro and wine blogger. Research is something I've always loved! #measurepr

5:06 pm **shonali:** 4th: I'll be sending questions to @smallbizlabs, but all are welcome to answer. If you have MORE qns for him, please DM to me. #measurepr

5:06 pm **mediachick76:** Interesting article <http://bit.ly/b8mUH1>. Thanks #measurePR

5:06 pm **shonali:** @blueprintcg\_pr @kellyecrane Great to see you at #measurepr!

5:07 pm **shonali:** Twitter seems to be running slow today, but we'll just do the best we can. #measurepr

5:07 pm **gnosisarts:** Hello all. Eric, NYC, joining in the chat. #measurepr

5:07 pm **research4comms:** Hi, Robin from San Francisco is here, looking forward to an exciting hour. #measurepr

5:07 pm **tedweismann:** Hi all, Ted from @LPP\_PR in Boston jumping in for the chat today. #measurepr

5:07 pm **BlueprintCG\_PR:** Excited! Hoping 2 add to the convo & learn from participants RT @shonali: @blueprintcg\_pr @kellyecrane Great to see you at #measurepr!

5:07 pm **fabian\_boehm:** Hi, I am Fabian, I am a Social Media consultant and I am going to write a scientific paper this year on social media measurement #measurepr

5:07 pm **JGoldsborough:** @Shonali and crew are starting #MeasurePR right now. I highly recommend it. It is so choice :). #EvenFerrisLikesMeasurePR

5:08 pm **shonali:** Re: intros: I'm a #solopr pro based in DC, measurement fan (hence this chat), @BNET blogger & @wgbiz editor. #measurepr

5:08 pm **shonali:** OK - we have a lot to get through, so let's get started. Thrilled that @smallbizlabs is joining us today: welcome, Steve! #measurepr

5:09 pm **BobScheier:** @shonali Bob Scheier, long-time IT journalist and marketing copywriter. First time, looking forward to learning... #measurepr

5:09 pm **shonali:** Q1: @smallbizlabs - Can you briefly explain the different types of research, e.g. primary, secondary, etc.? #measurepr

5:09 pm **Smallbizlabs:** Glad to be hear. A bit nervous, the audience sounds like they know a lot more about this topic than I do #measurepr

5:10 pm **Smallbizlabs:** Q1 Primary research is the collection of data that does not already exist. Surveys best the known example #measurepr

5:10 pm **shonali:** @bobscheier Welcome! @Jgoldsborough LOL, love it. #measurepr #evenFerrislikesmeasurePR

5:10 pm **ShannonRenee:** @shonali I'm here...marketing, PR, event management & ballroom dancer in DC #measurepr

5:11 pm **Smallbizlabs:** Q1 Secondary research is the use, summary, or synthesis of existing research. Using an existing survey or an article #measurepr

5:11 pm **loudoun:** Hi - interactive engagement technologies, marketing, analytics w/@navigationarts and @kmeintmktg, here in NOVA #measurepr #measurepr

5:11 pm **shonali:** @shannonrenee Great to see you! @lamCoffeedude hah! #measurepr

5:12 pm **shonali:** @gnosisarts Hey, Eric, welcome (back). :) #measurepr

5:12 pm **Smallbizlabs:** Q1 Another cut is quantitative versus qualitative. Key point is Internet has made all cheaper and easier to do #measurepr

5:13 pm **gnosisarts:** @shonali Hi Shonali. Thanks. I was a week early to the chat lol #measurepr

5:13 pm **shonali:** RT @Smallbizlabs: A1 Primary research is the collection of data that does not already exist. Surveys best the known example #measurepr

5:13 pm **shonali:** RT @Smallbizlabs: A1 Secondary research is use, summary, or synthesis of existing research. Using existing survey or an article #measurepr

5:14 pm **shonali:** RT @Smallbizlabs: A1 Another cut is quantitative versus qualitative. Key point is Internet has made all cheaper and easier to do #measurepr

5:14 pm **shonali:** @research4comms @fabian\_boehm Welcome! #measurepr

5:14 pm **SuzieLin:** RT @shonali: Q1: @smallbizlabs - Can you briefly explain the different types of research, e.g. primary, secondary, etc.? #measurepr

5:15 pm **AmazingPRMaven:** Hi, I'm a #solopr pro based near DC with mostly nonprofit clients. Looking forward to #measurepr

- 5:15 pm **ShannonRenee:** RT @shonali: Q1: @smallbizlabs - Can you briefly explain the diff types of research, e.g. primary, secondary, etc.? #measurePR
- 5:15 pm **shonali:** @gnosisarts I'll take that as a compliment to the chat. :) #measurepr
- 5:15 pm **fabian\_boehm:** @shonali I would have a question for #measurePR, could you follow me, so that I could DM you. Thanks :)
- 5:16 pm **shonali:** Q2: @smallbizlabs - At what point should PR pros embark on research? Should it be ongoing? #measurepr
- 5:16 pm **shonali:** @loudoun Welcome! #measurepr
- 5:17 pm **Smallbizlabs:** Q2 We think secondary research should be ongoing. We scan on topics of interest on a daily basis. #measurepr
- 5:17 pm **BlueprintCG\_PR:** PR research should be b4, during, & after campaign RT @shonali: @smallbizlabs - At what point should PR pros embark on research? #measurepr
- 5:17 pm **shonali:** RT @smallbizlabs: Q2 We think secondary research should be ongoing. We scan on topics of interest on a daily basis. #measurepr
- 5:18 pm **SuzieLin:** Q2 Research should be ongoing always #measurepr
- 5:18 pm **Sue\_Anne:** Hey all. Joining a bit late. Also in a team meeting. #measurepr
- 5:18 pm **Smallbizlabs:** Q2 Primary research should be done as needed. We do primary research prior to making major decisions #measurepr
- 5:18 pm **shonali:** RT @Smallbizlabs: Q2 Primary research should be done as needed. We do primary research prior to making major decisions #measurepr
- 5:19 pm **provoque\_uk:** Q2 Primary research should be done as needed. We do primary research prior to making major decisions #measurepr
- 5:19 pm **BlueprintCG\_PR:** IMO qualitative is most important b/c tone, perception, is true measure RT @Smallbizlabs: Another is quantitative vs qualitative #measurepr
- 5:20 pm **SuzieLin:** RT @Smallbizlabs: Q2 Primary research should be done as needed. We do primary research prior to making major decisions #measurepr
- 5:20 pm **Smallbizlabs:** Q1 Our fav research task is information discovery - scanning to learn what we don't know we don't know. We do it daily #measurepr
- 5:21 pm **kseniacoffman:** @sue\_anne Tweeting from a team meeting? :) #measurepr
- 5:21 pm **Smallbizlabs:** @BlueprintCG\_PR Agreed. We're big users of qual methods for that reason #measurepr
- 5:21 pm **mattkellypr:** #measurepr Adhere to campaign models, when possible: RACE, ROPE, RPPE all include publics, situational, org research. Don't reinvent wheel.
- 5:22 pm **KellyeCrane:** A2: Research never ends! There's always more to discover. #measurepr
- 5:22 pm **shonali:** RT @Smallbizlabs: Q1 Our fav research task is info discovery - scanning to learn what we don't know we don't know. We do it daily #measurepr
- 5:23 pm **shonali:** @kseniacoffman @sue\_anne Uh oh, did someone get busted? :p #measurepr
- 5:23 pm **Smallbizlabs:** Q1 We also use a "scan - deep dive" approach. We dive deep with primary research when secondary not enough #measurepr
- 5:25 pm **shonali:** RT @Smallbizlabs: Q1 Also use "scan-deep dive" approach. Dive deep w/ primary research when secondary not enough. #measurepr
- 5:25 pm **shonali:** Q3. @smallbizlabs - How does one decide what kind of research method to use? #measurepr
- 5:25 pm **tedweismann:** True to a point, perhaps not for qualitative RT @Smallbizlabs: Key point is Internet has made research cheaper and easier to do #measurepr
- 5:26 pm **hopwood:** Maybe "less expensive" RT @tedweismann: True to a pointRT @Smallbizlabs: Internet has made research cheaper and easier to do #measurepr
- 5:26 pm **Smallbizlabs:** Q3: We use a mix of tools on almost every project ? surveys and focus groups/interviews most common approach. #measurepr

- 5:27 pm **Smallbizlabs:** Q3: We use surveys to find out facts and things that can be quantified ? how much, how long, what color, etc. [#measurepr](#)
- 5:27 pm **shonali:** RT @Smallbizlabs: Q3: We use a mix of tools on almost every project ? surveys and focus groups/interviews most common approach. [#measurepr](#)
- 5:28 pm **shonali:** RT @Smallbizlabs: Q3: We use surveys to find out facts and things that can be quantified ? how much, how long, what color, etc. [#measurepr](#)
- 5:28 pm **Smallbizlabs:** Q3: We also use surveys to understand large populations and when we need statistical significance [#measurepr](#)
- 5:28 pm **MattLaCasse:** A3 Method of research depends on what information you're trying to learn about or what goals you're trying to reach, yes? [#measurepr](#)
- 5:29 pm **SuzieLin:** Q3 I would think the type of research used depends on the topic, client, industry and the goals laid out [#measurepr](#)
- 5:29 pm **Smallbizlabs:** Q3: We use interviews and focus groups (we call them workshops) for softer information - feelings, attitudes, etc. [#measurepr](#)
- 5:30 pm **KellyeCrane:** RT @Smallbizlabs: Q3: We use a mix of tools on almost every project ? surveys and focus groups/interviews most common approach. [#measurepr](#)
- 5:30 pm **shonali:** RT @Smallbizlabs: We also use surveys to understand large populations and when we need statistical significance. [#measurepr](#)
- 5:30 pm **shonali:** RT @Smallbizlabs: Q3: We use interviews & focus groups (call them workshops) for softer information - feelings, attitudes, etc. [#measurepr](#)
- 5:30 pm **Smallbizlabs:** RT MattLaCasse method of research depends on what information you're trying to learn about - Yes, good point [#measurepr](#)
- 5:31 pm **shonali:** @hopwood That's a good point [#measurepr](#)
- 5:32 pm **shonali:** Very true. RT @MattLaCasse: method of research depends on what information you're trying to learn about. [#measurepr](#)
- 5:32 pm **Smallbizlabs:** @SuzieLin - you and Matt are right. The task generally dictates the tool. Many default to surveys [#measurepr](#)
- 5:33 pm **shonali:** Q4. @smallbizlabs: What are some tools for low-cost research? [#measurepr](#)
- 5:33 pm **Smallbizlabs:** We use observational research (fancy name = ethnographic) for things we think people won't talk about or answer in a survey [#measurepr](#)
- 5:34 pm **fi\_skey** @shonali I always question why people think surveys are answer to everything. Sometimes qualitative is more meaningful & useful. [#measurepr](#)
- 5:34 pm **SuzieLin:** RT @Smallbizlabs: We use observational research (fancy name = ethnographic) for things we think people won't talk about or answer in a survey [#measurepr](#)
- 5:34 pm **Smallbizlabs:** Observational research is expensive and time consuming, but leads to great information (it's also fun) [#measurepr](#)
- 5:35 pm **shonali:** @fi\_skeyYea, I think it's the 1st thing that they think of, without first asking what they're trying to find out. [#measurepr](#)
- 5:35 pm **Smallbizlabs:** @fi\_skeyGood point about value of qualitative research. Some leading companies (P&G, Intuit) doing more qual and less quant [#measurepr](#)
- 5:35 pm **MattLaCasse:** RT @Smallbizlabs: Q3: We use interviews & focus groups (call them workshops) for softer information - feelings, attitudes, etc. [#measurepr](#)
- 5:36 pm **shonali:** RT @Smallbizlabs: We use observational rsrch (fancy name=ethnographic) 4 things we think people won't talk about/answer in survey [#measurepr](#)
- 5:36 pm **shonali:** RT @Smallbizlabs: Observational research is expensive and time consuming, but leads to great information (it's also fun) [#measurepr](#)
- 5:37 pm **SuzieLin:** Focus groups r great! RT @Smallbizlabs: Observational research is expensive & time consuming, but leads to great info [#measurepr](#)
- 5:37 pm **Smallbizlabs:** Q4 Hundreds of low cost online survey tools. Survey Monkee and Zoomerang very popular [#measurepr](#)
- 5:38 pm **fabian\_boehm:** RT @Smallbizlabs: Q4 Hundreds of low cost online survey tools. Survey Monkee and Zoomerang very popular [#measurepr](#)

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- 5:38 pm **shonali:** RT @Smallbizlabs: Q4 Hundreds of low cost online survey tools. Survey Monkey and Zoomerang very popular. #measurepr
- 5:39 pm **Smallbizlabs:** Q4: One problem with online surveys is lack of statistical signifance. This is due to biased or too small samples #measurepr
- 5:40 pm **Smallbizlabs:** Q4 We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:40 pm **shonali:** RT @Smallbizlabs: Q4: One problem w online surveys is lack of statistical signifance. This is due to biased or too small samples #measurepr
- 5:40 pm **SuzieLin:** RT @Smallbizlabs: Q4: One problem with online surveys is lack of statistical signifance. This is due to biased or too small samples #measurepr
- 5:40 pm **Smallbizlabs:** Q4 We're going to test the new online meeting product from Slideshare for focus groups. It's free #measurepr
- 5:40 pm **shonali:** Nice tip! RT @Smallbizlabs: We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:41 pm **mattkellypr:** RT @shonali: Nice tip! RT @Smallbizlabs: We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:41 pm **fabian\_boehm:** RT @shonali: Nice tip! RT @Smallbizlabs: We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:41 pm **MattLaCasse:** A4 Advantage to online surveys is they can be targeted much more accurately at demographics. Ppl also more likely to take them. #measurepr
- 5:41 pm **shonali:** @Smallbizlabs You mean Zipcast? It's free for people to attend, but the presenter has to have at least a pro a/c I think. #measurepr
- 5:42 pm **Smallbizlabs:** Q4 Social media makes it easy to find people to ask to attend focus groups (or take surveys) They self-select #measurepr
- 5:42 pm **tedweismann:** RT @Smallbizlabs One problem with online surveys is lack of statistical signifance. This is due to biased or too small samples #measurepr
- 5:42 pm **DowntownRob:** RT @shonali: Nice tip! RT @Smallbizlabs: We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:43 pm **shonali:** RT @Smallbizlabs: Q4 Social media makes it easy to find people to ask to attend focus groups (or take surveys) They self-select #measurepr
- 5:43 pm **Smallbizlabs:** @shonali: I do mean Zipcast. As you can tell, I haven't used it yet:). #measurepr
- 5:43 pm **shonali:** @Smallbizlabs LOL! I was trying it out, and it seemed I had to upgrade b/f doing one, but I could be wrong. I upgraded any way. #measurepr
- 5:43 pm **Smallbizlabs:** Q4 An even simpler way to do focus groups is conference calls. This also works and can be cheap #measurepr
- 5:44 pm **shonali:** RT @Smallbizlabs: Q4 An even simpler way to do focus groups is conference calls. This also works and can be cheap #measurepr
- 5:44 pm **shannonpaul:** @shonali @Smallbizlabs Also, observing them in the wild = priceless :) #measurepr
- 5:44 pm **SuzieLin:** RT @Smallbizlabs: Q4 An even simpler way to do focus groups is conference calls. This also works and can be cheap #measurepr
- 5:44 pm **shonali:** ROFL! RT @shannonpaul: @shonali @Smallbizlabs Also, observing them in the wild = priceless :) #measurepr
- 5:45 pm **shonali:** Q5: @smallbizlabs: What tools can we use for sentiment analysis and social media monitoring? #measurepr
- 5:45 pm **Smallbizlabs:** @shannonpaul - we spend a lot time observing the natives in places like Cleveland and Peoria #measurepr
- 5:46 pm **SuzieLin:** RT @shonali: Q5: @smallbizlabs: What tools can we use for sentiment analysis and social media monitoring? #measurepr

- 5:46 pm **fabian\_boehm**: RT @shonali: Q5: @smallbizlabs: What tools can we use for sentiment analysis and social media monitoring? #measurepr
- 5:46 pm **loudoun**: U can sic the Mechanic Turkforce against a test case, landing page, or something for feedback - paid, but lots of global input #measurepr
- 5:47 pm **Smallbizlabs**: Q5 Sentiment analysis tools are one of the most exciting new research methods. They allow realtime research and analysis #measurepr
- 5:47 pm **SuzieLin**: RT @Smallbizlabs: Q5 Sentiment analysis tools are one of the most exciting new research methods. They allow realtime research and analysis #measurepr
- 5:48 pm **shonali**: RT @Smallbizlabs: Q5 Sentiment analysis tools are one of the most exciting new research methods, allow realtime research/analysis #measurepr
- 5:48 pm **Smallbizlabs**: RT @loudoun U can sic the Mechanic Turk - we haven't done this but have heard great things about it. We are going to test #measurepr
- 5:49 pm **Smallbizlabs**: Q5 There are hundreds of online sentiment analysis tools - one of the hottest VC investment areas right now #measurepr
- 5:49 pm **jaedupree**: @Smallbizlabs Have you seen GutCheck.com yet? Interesting instant-feedback concept. #democon #measurepr
- 5:50 pm **shonali**: RT @loudoun: U can sic the Mechanic Turkforce against a test case, landing page, etc for feedback-paid, but lots of global input #measurepr
- 5:50 pm **shonali**: RT @Smallbizlabs: There are hundreds of online sentiment analysis tools - one of the hottest VC investment areas right now #measurepr
- 5:50 pm **Smallbizlabs**: Q5 We use free and simple tools a lot - Google and Twitter search, Klout, etc #measurepr
- 5:51 pm **fi\_skey**: Always begin w/ an objective RT @shonali: I think it's 1st thing they think of, w/o first asking what they're trying to find out #measurepr
- 5:52 pm **shonali**: Uh oh, I better not get started on Klout! RT @Smallbizlabs: Q5 We use free/simple tools a lot-Google/Twitter search, Klout, etc. #measurepr
- 5:52 pm **SuzieLin**: @shonali LOL, I was thinking the same thing about Klout #measurepr
- 5:52 pm **KellyeCrane**: @Smallbizlabs When you use free tools, how do you compile the info in a meaningful way? #measurepr
- 5:53 pm **shonali**: @fi\_skey Exactly! Begin at the end. It's one of the most basic things, and I'm always amazed at how many don't. #measurepr
- 5:53 pm **Smallbizlabs**: Q5 Shonali: Didn't know Klout was such a controversial topic? Why? #measurepr
- 5:53 pm **fabian\_boehm**: Don't get me started on that one! RT @SuzieLin: @shonali LOL, I was thinking the same thing about Klout #measurepr
- 5:53 pm **GoToMeeting**: Nice! RT @Smallbizlabs Q4 We've been doing online focus groups using GoToMeeting. Works surprisingly well. #measurepr
- 5:54 pm **shonali**: @Smallbizlabs I think it's a laudable initiative, but far too many people/cos get stuck on the score w/o context. @ginidietrich #measurepr
- 5:54 pm **Smallbizlabs**: Q5: We use cheap or relatively cheap tools like Actionly. We are big fans of Radian 6, but it is expensive #measurepr
- 5:54 pm **shonali**: @Smallbizlabs It's a bit of a bee in bonnet for me, @JGoldsborough @chuckhemann & many more! #measurepr
- 5:55 pm **SuzieLin**: RT @Smallbizlabs: Q5: We use cheap or relatively cheap tools like Actionly. We are big fans of Radian 6, but it is expensive #measurepr
- 5:55 pm **shonali**: RT @Smallbizlabs: Q5: We use cheap or relatively cheap tools like Actionly. We are big fans of Radian 6, but it is expensive #measurepr
- 5:55 pm **Smallbizlabs**: @KellyeCrane: It's hard, but we load key stats from multiple sources into a spreadsheet and then score it #measurepr
- 5:56 pm **shonali**: @fabian\_boehm @SuzieLin LOL! #measurepr
- 5:56 pm **Groshak**: RT @jaedupree: @Smallbizlabs Have you seen GutCheck.com yet? Interesting instant-feedback concept. #democon #measurepr

5:56 pm **fabian\_boehm**: I am pretty sure our Klout score will drop within the next days haha !! RT @shonali: @fabian\_boehm @SuzieLin LOL! #measurepr

5:57 pm **shonali**: Re: compiling info (@KellyeCrane qn) @smallbizlabs: we load key stats fm multiple sources into spreadsheet, then score it #measurepr

5:57 pm **Smallbizlabs**: Q5 Interesting about Klout. We simply see it as another data source and input. #measurepr

5:57 pm **gnosisarst**: Yeah can we please not talk about Klout anymore in PR chats? lol #measurepr

5:57 pm **fabian\_boehm**: Me too! (@KellyeCrane qn) @smallbizlabs: we load key stats fm multiple sources into spreadsheet, then score it #measurepr

5:57 pm **CommAMMO**: A little frustrated that I had such trouble following #measurepr today - hinkey internet access and balky Tweetchat. Sigh.

5:57 pm **shonali**: Q6 - last question! @smallbizlabs: Is it possible to use Twitter as a focus group? #measurepr

5:58 pm **Smallbizlabs**: Q5 @Groshak - we haven't used Gut Check but are planning on reviewing in the next week or so. We've heard good things. #measurepr

5:58 pm **SuzieLin**: @CommAMMO I switched over to Tweetdeck today because Tweetchat was so slow on updating #measurepr

5:58 pm **Smallbizlabs**: @Groshak Have you used GutCheck? If so, what do you think? #measurepr

5:59 pm **SuzieLin**: RT @shonali: Q6 - last question! @smallbizlabs: Is it possible to use Twitter as a focus group? #measurepr

5:59 pm **CARMA\_Tweets**: @shonali Agreed re: context augmenting data collection - Could be compared to the value of qualitative research #measurepr

5:59 pm **Smallbizlabs**: Q6: I think Twitter can be used for focus groups and we've done it. Having said that, it is very limiting;) #measurepr

5:59 pm **zoomerang**: Q5 Some nice free social listening tools: SocialMention, Google Alerts, Search.Twitter.com, Online Surveys & RSS Feeds. #measurepr

6:00 pm **SuzieLin**: RT @Smallbizlabs: Q6: I think Twitter can be used for focus groups and we've done it. Having said that, it is very limiting;) #measurepr

6:00 pm **tedweismann**: Great question! RT @shonali Q6 - last question! @smallbizlabs: Is it possible to use Twitter as a focus group? #measurepr

6:00 pm **shonali**: FYI, the website for GutCheck is www.gutcheckit.com (you'll get an error without "it"). #measurepr

6:00 pm **fabian\_boehm**: RT @shonali: FYI, the website for GutCheck is www.gutcheckit.com (you'll get an error without "it"). #measurepr

6:00 pm **SuzieLin**: RT @shonali: FYI, the website for GutCheck is www.gutcheckit.com (you'll get an error without "it"). #measurepr

6:00 pm **shonali**: RT @Smallbizlabs:Q6: I think Twitter can be used for focus groups and we've done it. Having said that, it is very limiting #measurepr

6:01 pm **CommAMMO**: @suzielin had three posts for #measurepr that resulted in closed browser - finally went to Hootsuite, but was bursts insted of streams

6:01 pm **zoomerang**: Q6 Twitter can be a good focus group, you can tweet a poll/survey at peak times, ask for RTs, & Tweet again throughout the day. #measurepr

6:02 pm **gnosisarst**: Twitter can be greqate for primary research data gathering, though. Also, Linkedin. #measurepr

6:02 pm **shonali**: @Smallbizlabs How so (re: Twitter focus groups being limiting)? Q6 #measurepr

6:02 pm **shonali**: @CommAMMO Oh NO! @suzielin #measurepr

6:02 pm **Smallbizlabs**: Q6 Our best use of Twitter focus groups has been from using it for prepping for in-person focus groups #measurepr

6:03 pm **SuzieLin**: Yep RT @GnosisArts: Twitter can be greqate for primary research data gathering, though. Also, Linkedin. #measurepr



- 6:03 pm **shonali:** @zoomerang But RTing a poll/survey, etc., is different from a focus group, isn't it... @smallbizlabs? #measurepr
- 6:04 pm **shonali:** RT @Smallbizlabs: Q6 Our best use of Twitter focus groups has been from using it for prepping for in-person focus groups #measurepr
- 6:04 pm **SuzieLin:** RT @Smallbizlabs: Q6 Our best use of Twitter focus groups has been from using it for prepping for in-person focus groups #measurepr
- 6:04 pm **Smallbizlabs:** @shonali: Twitter provides limited ability for follow-ups or in-depth Q&As. 140 is tough for research :) #measurepr
- 6:04 pm **KellyeCrane:** @Smallbizlabs Thanks for answering the question - always interested in how different folks do this. #measurepr
- 6:04 pm **shonali:** RT @Smallbizlabs: Q6 Twitter provides limited ability for follow-ups or in-depth Q&As. 140 is tough for research #measurepr
- 6:05 pm **shonali:** @Smallbizlabs Yea, I agree. #measurepr
- 6:05 pm **inowgb:** TopTag(3hrs) 1:#teamzucker 2:#ihatequotes 3:#measurepr 4:#damnyouzucker 5:#7 6:#tfb 7:#socialmedia 8:#Trends ..
- 6:06 pm **gnosisarts:** A6 But twtpoll.com is great for polling. We've sent it to email subscribers and actually gotten stat. sig. results #measurepr
- 6:06 pm **Smallbizlabs:** @KellyeCrane - our scoring system is pretty simple. We weight each input based on our view of impact #measurepr
- 6:06 pm **fabian\_boehm:** RT @gnosisarts: A6 But twtpoll.com is great for polling. We've sent it to email subscribers and actually gotten stat. sig. results #measurepr
- 6:07 pm **shonali:** RT @gnosisarts: A6 But twtpoll.com is great for polling. We've sent to email subscribers and actually gotten stat. sig. results #measurepr
- 6:07 pm **Smallbizlabs:** RT @gnosisarts A6 But twtpoll.com is great for polling. <- Agreed #measurepr
- 6:07 pm **SuzieLin:** @shonali @Smallbizlabs I agree, 140 limits a lot when it comes to research #measurepr
- 6:08 pm **shonali:** We're over time, folks, and still have some questions that didn't get asked. We'll have to have @smallbizlabs back, eh? #measurepr
- 6:08 pm **SuzieLin:** Yes! RT @shonali: We're over time, folks, &still have some ques that didn't get asked. We'll have to have @smallbizlabs back, eh? #measurepr
- 6:09 pm **gnosisarts:** @shonali @smallbizlabs Thank you both for a stimulating chat. #measurepr
- 6:09 pm **shonali:** Thanks very much to everyone who participated, and a special shoutout to Steve King of Emergent Research aka @smallbizlabs. #measurepr
- 6:09 pm **gutcheckit:** @groshak @jraedupree @Smallbizlabs Just so you guys know, you can find us here @gutcheckit & at www.gutcheckit.com ! #democon #measurepr
- 6:10 pm **Smallbizlabs:** Last point - understand stats & survey methods enough to know if you're working with statistically significant data #measurepr
- 6:10 pm **shonali:** The next chat will be 2 weeks from today, 12-1 pm ET on March 15. Hope to see you all there! #measurepr
- 6:10 pm **tedweismann:** @shonali @smallbizlabs Thanks for some great information and insights. Learned a lot more about research as a result #measurepr
- 6:10 pm **Ron00708:** Plz see my adhelp too <http://bit.ly/hCktzW> RT @Smallbizlabs: RT @gnosisarts A6 But twtpoll.com is great for polling. <- Agreed #measurepr
- 6:10 pm **SuzieLin:** @shonali @smallbizlabs Thank you for a great and insightful chat! #measurepr
- 6:10 pm **Sue\_Anne:** @KseniaCoffman Well, I just tried and failed to "participate" in #measurepr
- 6:10 pm **shonali:** The "official" chat is now over, please feel welcome to use the hashtag to index PR/SM measurement related convos. #measurepr
- 6:10 pm **SuzieLin:** RT @shonali: The next chat will be 2 weeks from today, 12-1 pm ET on March 15. Hope to see you all there! #measurepr
- 6:10 pm **shonali:** "See you" soon - remember, next chat is March 15, 12-1 pm ET. Thanks, all! #measurepr

- 6:11 pm **Smallbizlabs:** @shonali Thanks for having me. It was fun and I learned a lot. Can't wait to try GutCheck. #measurepr
- 6:11 pm **shonali:** RT @Smallbizlabs: Last point - understand stats & survey methods enough to know if u're working w statistically significant data #measurepr
- 6:11 pm **cloudspark:** need to read the #measurePR chat from today when it's a bit quieter around here.
- 6:12 pm **shonali:** @Smallbizlabs Absolutely our pleasure - you were awesome. Thanks again! #measurepr
- 6:15 pm **NanaMary05:** RT @inowgb: TopTag(3hrs) 1:#teamzucker 2:#ihatequotes 3:#measurepr 4:#damnyouzucker 5:#7 6:#tfb 7:#socialmedia 8:#Trends ..
- 6:16 pm **SoloDove\_PR:** RT @Smallbizlabs: Last point - understand stats & survey methods enough to know if u're working w statistically significant data #measurepr
- 6:16 pm **rajean:** Me too @cloudspark! re: want to read the #measurePR chat I missed today. Always good info for #PR pros.
- 6:22 pm **shonali:** @zoomerang Good point. Thank you for sharing that. :) #measurepr
- 6:22 pm **KellyeCrane:** @Smallbizlabs Is your view of impact dependent on influence measures? #measurepr
- 6:22 pm **shonali:** @zoomerang I look forward to you participating more frequently in #measurepr, then. :)
- 6:23 pm **shonali:** @suzielin @tedweismann @gnosisarts @fabian\_boehm You're so welcome! #measurepr
- 6:24 pm **shonali:** @rajean @cloudspark Today was really good, @smallbizlabs "brung it" to #measurepr. :p
- 8:58 pm **actionly:** Looking to track ur Social ROI using a Social Media Monitoring tool, Try Actionly <http://bit.ly/grq62C> #measurepr