

Username	Tweet	Time
Smallbizlabs	I'm at #measurepr at 12:00 eastern and will be tweeting often:) #measurepr	4/26/2011 8:59:26
clickwisdom	RT @smallbizlabs: I'm at #measurepr at 12:00 eastern and will be tweeting often:) #measurepr	4/26/2011 9:00:14
jenzings	@shonali I'm here! #measurePR	4/26/2011 9:00:33
DirectCapital	RT @Smallbizlabs: I'm at #measurepr at 12:00 eastern and will be tweeting often:) #measurepr	4/26/2011 9:00:34
shonali	Heading into our bi-weekly #measurepr chat with @smallbizlabs as the guest today. I'll be talkative. :)	4/26/2011 9:00:35
clickwisdom	RT @KelByrd: Do we over-use #metrics? @nytimes article by @atugend http://nyti.ms/efglfN #in #measurePR cc @chuckhemann @jordanharrison	4/26/2011 9:01:01
shonali	Welcome all to another edition of #measurepr! Who's here today?	4/26/2011 9:01:10
MikeLesczinski	First #measurepr chat, looking fwd to this. #measurepr	4/26/2011 9:01:11
shonali	@jenzings @clickwisdom @whitneygonzalez So nice to see you. Thanks for joining. :) #measurepr	4/26/2011 9:01:34
shonali	@MikeLesczinski You're first chat with us? Welcome! #measurepr	4/26/2011 9:01:50
Smallbizlabs	I'm here #measurepr	4/26/2011 9:01:56
shonali	As you settle in & before we begin, please introduce yourselves; tell us who you are, what you do. #measurepr	4/26/2011 9:02:07
KristinPiombino	It's my first, too! Hi everyone. RT MikeLesczinski First #measurepr chat, looking fwd to this. #measurePR	4/26/2011 9:02:14
shonali	@KristinPiombino Welcome! Thanks for making the time. :) #measurepr	4/26/2011 9:02:39
CARMA_Tweets	I'll be looking in on the #measurepr chat today, featuring @smallbizlabs on research.	4/26/2011 9:02:57
MikeLesczinski	@shonali Glad to be here. #measurepr	4/26/2011 9:03:03
shonali	Me: I'm a #solopr in the DC area, @wgbiz editor & @BNET blogger. Measurement geek, hence this chat. #measurepr	4/26/2011 9:03:13
shonali	@CARMA_Tweets Great to see you! #measurepr	4/26/2011 9:03:25
Narciso17	OK, @Shonali - Looks Like I'm In for Today's #MeasurePR	4/26/2011 9:04:24
shonali	@Narciso17 Great! #measurepr	4/26/2011 9:04:47
Smallbizlabs	We're a research and forecasting firm focused on #smallbiz. We do quant and qual research. #measurepr	4/26/2011 9:04:53

shonali	Our guest today! >> @Smallbizlabs: We're a research and forecasting firm focused on #smallbiz. We do quant and qual research. #measurepr	4/26/2011 9:05:53
KristinPiombino	@shonali Thanks! I'm excited to be here. #measurePR	4/26/2011 9:06:05
shonali	Before we get started, just a few things: 1st, remember to use the hashtag with your tweets (tweetgrid/tweetchat make it easy). #measurepr	4/26/2011 9:06:24
shonali	2nd, do # your answers, e.g. "Re: Q1" or "A1" etc. That helps with the conversation flow, esp. for people dropping in. #measurepr	4/26/2011 9:07:28
shonali	3rd, http://ow.ly/4HiLD is where the chat recaps/transcripts are posted. Might want to bookmark it. #measurepr	4/26/2011 9:08:20
theladywrites	RT @shonali: 3rd, http://ow.ly/4HiLD is where the chat recaps/transcripts are posted. Might want to bookmark it. #measurepr	4/26/2011 9:08:51
shonali	OK! Let's get going. This is the recap of our last chat with @smallbizlabs: http://ow.ly/4HiPj #measurepr	4/26/2011 9:09:48
theladywrites	RT @shonali: 4th: If you have questions for @smallbizlabs during the chat, please DM to me. #measurepr	4/26/2011 9:09:55
shonali	I'll start throwing the questions out to @smallbizlabs, of course all are welcome to answer/share thoughts. #measurepr	4/26/2011 9:10:20
shonali	Q1: @smallbizlabs: Can you explain these terms often seen in survey reports: confidence interval and confidence level? #measurepr	4/26/2011 9:10:42
Smallbizlabs	Q1 The confidence interval (also margin of error) is the plus-or-minus figure reported in newspaper opinion poll results. #measurepr	4/26/2011 9:11:51
shonali	RT @Smallbizlabs: Q1 The confidence interval (also margin of error) is the +/- figure reported in newspaper opinion poll results. #measurepr	4/26/2011 9:12:52
aurorameyer	@shonali was really hoping to join #measurepr but lack of Internet makes it hard!	4/26/2011 9:13:08
mattkellypr	RT @shonali: RT @Smallbizlabs: Q1 The confidence interval (also margin of error) is the +/- figure reported in newspaper opinion poll re ...	4/26/2011 9:13:36
Smallbizlabs	A1 The confidence level tells you how sure you can be. It is expressed as a percentage and 5% is generally used. #measurepr	4/26/2011 9:14:31
clickwisdom	RT @shonali: OK! Let's get going. This is the recap of our last chat with @smallbizlabs: http://ow.ly/4HiPj #measurepr	4/26/2011 9:14:50

framingyou	RT @Smallbizlabs: Q1 The confidence interval (also margin of error) is the plus-or-minus figure reported in newspaper opinion poll resul ...	4/26/2011 9:15:12
shonali	RT @Smallbizlabs: A1 The confidence level tells you how sure you can be. It's expressed as a percentage and 5% is generally used. #measurepr	4/26/2011 9:15:19
clickwisdom	@kristinpiombino I'm excited to be here too. #measurepr	4/26/2011 9:15:25
Smallbizlabs	A1 In a poll if the confidence interval is +-4% and the candidates poll shows the race is 52-48%, statistically they are tied #measurepr	4/26/2011 9:16:17
clickwisdom	RT @shonali: RT @Smallbizlabs: A1 The confidence level tells you how sure you can be. It's expressed as a percentage and 5% is generally ...	4/26/2011 9:16:46
shonali	RT @Smallbizlabs: A1 In a poll if confidence interval is +-4% & candidates poll shows race is 52-48%, statistically they are tied #measurepr	4/26/2011 9:17:32
aurorameyer	internet came back! So happy to be here. I'm Aurora from Columbia, Mo. Thanks @shonali for the invite! #measurepr	4/26/2011 9:18:25
Smallbizlabs	A1 With a confidence leve of 95%, the results of 1 in 20 (5%) questions in a survey may be off #measurepr	4/26/2011 9:18:29
clickwisdom	RT @mattkellypr @shonali via @Smallbizlabs: Q1 Confidence interval (also margin of error) is +/- figure reported in newsp polls. #measurepr	4/26/2011 9:18:30
Narciso17	. @aurorameyer Good to Have You Here at the #MeasurePR	4/26/2011 9:19:03
Smallbizlabs	A1 Pretty boring stuff. The good news is you don't need to know the underlying math:). #measurepr	4/26/2011 9:19:15
shonali	RT @Smallbizlabs: A1 With a confidence leve of 95%, the results of 1 in 20 (5%) questions in a survey may be off. #measurepr	4/26/2011 9:19:19
shonali	@aurorameyer Welcome (back)! #measurepr	4/26/2011 9:19:34
jenzings	LOL, Good! RT @Smallbizlabs: A1 Pretty boring stuff. The good news is you don't need to know the underlying math:). #measurepr	4/26/2011 9:19:51
shonali	Just what it means. :) RT @Smallbizlabs: A1 Pretty boring stuff. The good news is you don't need to know the underlying math:). #measurepr	4/26/2011 9:20:11
whitneygonzalez	Confidence levels remind me of statistics class. #measurepr	4/26/2011 9:20:23
Narciso17	Good News fm @Smallbizlabs: You Don't Need to Know the Underlying Math #MeasurePR	4/26/2011 9:20:24

framingyou	RT @Smallbizlabs: A1 With a confidence leve of 95%, the results of 1 in 20 (5%) questions in a survey may be off #measurepr	4/26/2011 9:20:25
shonali	Q2: @smallbizlabs Last time, you said the lack of statistical significance is a potential problem with online surveys. Why? #measurepr	4/26/2011 9:20:58
Smallbizlabs	A1: The key is knowing the probability that the numbers aren't what they say. Lower confidence and interval levels are better #measurepr	4/26/2011 9:20:58
shonali	@Narciso17 LOL. I don't know why everyone is so frightened of math. It's not like we're doing calculus or something. :p #measurepr	4/26/2011 9:21:20
shonali	RT @Smallbizlabs: A1 The key is knowing the probability that the #s aren't what they say. Lower confidence,interval levels=better #measurepr	4/26/2011 9:22:14
Narciso17	. @shonali There's a Reason Why I Chose a 'Non-Math' Degree ;) #MeasurePR	4/26/2011 9:22:17
Smallbizlabs	A1 larger differences in results means less likely there is a mistake. #measurepr	4/26/2011 9:22:28
clickwisdom	@shonali @Narciso17 I love math. =-) #measurepr	4/26/2011 9:22:40
aurorameyer	math doesn't have to be scary, especially when you have really smart people helping you and explaining what it means #measurepr	4/26/2011 9:22:49
shonali	RT @Smallbizlabs: A1 larger differences in results means less likely there is a mistake. #measurepr	4/26/2011 9:23:32
Smallbizlabs	A1 a poll showing one candidate is ahead 75-25% will more likely be correct in picking a winner than 52-48% #measurepr	4/26/2011 9:23:46
Narciso17	I Need to Have @ClickWisdom and @Shonali on My Team for Their Love of Math ;) #MeasurePR	4/26/2011 9:23:57
clickwisdom	Thanks for this. / RT @framingyou via @Smallbizlabs A1 W conf lev of 95%, results of 1 in 20 (5%) ques in surv may be off #measurepr	4/26/2011 9:23:57
clickwisdom	RT @narciso17: I Need to Have @ClickWisdom and @Shonali on My Team for Their Love of Math ;)	4/26/2011 9:24:20
clickwisdom	#MeasurePR RT @shonali: RT @Smallbizlabs: A1 larger differences in results means less likely there is a mistake. #measurepr	4/26/2011 9:24:35
shonali	RT @Smallbizlabs: A1 a poll showing one candidate is ahead 75-25% will more likely be correct in picking a winner than 52-48%. #measurepr	4/26/2011 9:24:42
Smallbizlabs	A1 Statistical signifance calculators do the math for you. I use Raosoft's, but there are a lot of them #measurepr	4/26/2011 9:25:13
clickwisdom	@smallbizlabs Re A1 What do you mean by "larger	4/26/2011

	differences in results"? #measurepr	9:25:28
Smallbizlabs	A1: Raosoft's calculator is at: http://bit.ly/gb3yFx #measurepr	4/26/2011 9:25:50
Narciso17	More Good News fm @Smallbizlabs: Statistical significance calculators do the math for you #measurepr #MeasurePR	4/26/2011 9:26:04
shonali	Link pls? RT @Smallbizlabs: A1 Statistical significance calculators do math for you. I use Raosoft's, but there are lots. #measurepr	4/26/2011 9:26:09
shonali	Thanks! RT @Smallbizlabs: A1: Raosoft's calculator is at: http://bit.ly/gb3yFx #measurepr	4/26/2011 9:26:20
shonali	@Smallbizlabs Oh, I've used this one too! Love it. #measurepr	4/26/2011 9:26:36
clickwisdom	RT @shonali: RT @Smallbizlabs: A1 poll showing 1 cand is ahead 75-25% will more likely be correct in picking winner than 52-48%. #measurepr	4/26/2011 9:26:54
clickwisdom	RT @smallbizlabs: A1: Raosoft's calculator is at: http://bit.ly/gb3yFx #measurepr	4/26/2011 9:27:01
Smallbizlabs	A1 larger difference exceed the confidence interval (margin of error). Tough concepts to explain in Twitter:). #measurepr	4/26/2011 9:27:23
clickwisdom	I am learning a lot at the #measurepr chat! ReQ2--I've always suspected this, but would love to know why. #measurePR	4/26/2011 9:27:34
jenzings	RT @shonali: Q2: @smallbizlabs Last time, you said the lack of statistical significance is a potential problem with online surveys. Why? ...	4/26/2011 9:27:39
jenzings	@smallbizlabs Re: Raosoft's (Q1): what would one fill in the population size field, for example? #measurepr	4/26/2011 9:28:14
shonali	Q2 Online samples can be biased. That means they don't represent the population being studied	4/26/2011 9:28:17
Smallbizlabs	#measurepr	4/26/2011 9:29:38
shonali	RT @Smallbizlabs: Q2 Online samples can be biased. That means they don't represent the population being studied. #measurepr	4/26/2011 9:30:25
Smallbizlabs	Q2 Example of online sample bias - about 15% of Americans not online, so online survey cannot include them #measurepr	4/26/2011 9:30:38
shonali	RT @Smallbizlabs: Q2 Example of online sample bias - about 15% of Americans not online, so online survey cannot include them. #measurepr	4/26/2011 9:31:16
jenzings	Re Q2--are online surveys typically voluntary/opt in? Doesn't that impact bias too? #measurePR	4/26/2011 9:31:46
KristinPiombino	RT @Smallbizlabs: Q2 Online samples can be biased. That means they dont represent the population being	4/26/2011 9:31:46

studied #measurePR

clickwisdom	How can ppl take those seriously? / RT @smallbizlabs: Q2 Online samples can be biased. they don't represent pop being studied #measurepr	4/26/2011 9:31:56
aurorameyer	is there ever an instance where bias in a survey is good? #measurepr	4/26/2011 9:32:56
Smallbizlabs	A2 Most bias has to do with how survey respondents are found. #measurepr	4/26/2011 9:33:02
jennimacdonald	@shonali What is the URL for the site you use to organize all the tweets for #measurepr? want to join :)	4/26/2011 9:33:04
shonali	Good question. RT @jenzings: Re Q2-are online surveys typically voluntary/opt in? Doesn't that impact bias too? #measurepr	4/26/2011 9:33:06
jenzings	Re: Q2--what I mean is, easier to exit out. Some ppl participate via phone w/a feeling of duty (lack of btr word) not so online #measurePR	4/26/2011 9:33:11
jenzings	RT @Smallbizlabs: A2 Most bias has to do with how survey respondents are found. #measurepr	4/26/2011 9:33:32
Smallbizlabs	A2: Not sure of a case where bias is good. #measurepr	4/26/2011 9:33:56
shonali	RT @Smallbizlabs: A2 Most bias has to do with how survey respondents are found. #measurepr	4/26/2011 9:34:00
shonali	@jennimacdonald I'm not sure I know what you mean? To join the chat just follow the hashtag. Easiest via Tweetgrid/Tweetchat. #measurepr	4/26/2011 9:34:36
Smallbizlabs	A2 Survey respondents need to fully reflect the population being studied. #measurepr	4/26/2011 9:34:58
shonali	RT @Smallbizlabs: A2 Survey respondents need to fully reflect the population being studied. #measurepr	4/26/2011 9:35:22
Smallbizlabs	A2: Having said all that, online surveys have some huge advantages - they are cheaper and quicker #measurepr	4/26/2011 9:35:45
jenzings	Re: bias being good: only if you are conducting a survey to prove a point rather than get data. Blech. Not cool. #MeasurePR	4/26/2011 9:35:52
shonali	RT @Smallbizlabs: A2: Having said all that, online surveys have some huge advantages - they are cheaper and quicker. #measurepr	4/26/2011 9:36:06
aurorameyer	@jenzings @Smallbizlabs Thanks! #measurepr	4/26/2011 9:36:30
Narciso17	online surveys have some huge advantages - they are cheaper and quicker via @Smallbizlabs #MeasurePR	4/26/2011 9:36:30
Smallbizlabs	A2: We often accept higher confidence intervals and margins of error to save money and time. The tradeoff is often worth it #measurepr	4/26/2011 9:36:49

shonali	RT @Smallbizlabs: A2: We often accept higher confidence intervals, margins of error to save money, time. Tradeoff is often worth it #measurepr	4/26/2011 9:37:44
jenzings	@smallbizlabs Re: Q2, on average, how much "worse" are the margins of error? #measurePR	4/26/2011 9:37:47
clickwisdom	Can't think of reason for bias being "good." RT @jenzings: if yr conducting survey to prove pt--not get data. Blech. Not cool. #MeasurePR	4/26/2011 9:37:52
Smallbizlabs	A2 We also think some information is better than no information, so we use online surveys often due to resource constraints #measurepr	4/26/2011 9:38:12
clickwisdom	RT @narciso17: online surveys have some huge advantages - they are cheaper and quicker via @Smallbizlabs #MeasurePR	4/26/2011 9:38:16
shonali	RT @Smallbizlabs: A2 Some information is better than no information, so we use online surveys often due to resource constraints #measurepr	4/26/2011 9:38:55
Smallbizlabs	@jenzings - the higher the margin of error the less likely the results are accurate #measurepr	4/26/2011 9:39:36
shonali	@Smallbizlabs Re: Q2, is there any point at which that "some" info isn't helpful b/c of higher confidence interval, MoE? #measurepr	4/26/2011 9:40:07
jenzings	@Smallbizlabs Yes--got that. I mean, is there a standard deviation from online vs. other survey types? #MeasurePR	4/26/2011 9:40:20
dfriez	RT @Smallbizlabs: A2 We also think some information is better than no information, often due to resource constraints #measurepr (Agreed!)	4/26/2011 9:40:22
Narciso17	Good Question, @jenzings #MeasurePR	4/26/2011 9:40:23
Smallbizlabs	A2: If the margin of error is so great you can't trust the results, you have a problem #measurepr	4/26/2011 9:41:53
MikeLesczinski	@Smallbizlabs Since online surveys don't use random sampling or meet confidence levels, isn't some info worse than no info? #measurepr	4/26/2011 9:41:55
MikeLesczinski	I'm thinking of how that information can be used, manipulated, disseminated.... #measurepr	4/26/2011 9:42:48
shonali	RT @Smallbizlabs: A2: If the margin of error is so great you can't trust the results, you have a problem. #measurepr	4/26/2011 9:43:03
Smallbizlabs	A2 @MikeLesczinski many online surveys do use random sampling and meet confidence intervals - depends on the survey #measurepr	4/26/2011 9:43:32
Smallbizlabs	A2 @MikeLesczinski but y u right. If the sample is hugely biased, the info will be bad. We see this a lot #measurepr	4/26/2011 9:44:56

shonali	RT @Smallbizlabs: A2 @MikeLesczinski but y u right. If the sample is hugely biased, the info will be bad. We see this a lot #measurepr	4/26/2011 9:45:34
shonali	Q3 (last for today): @smallbizlabs Are there any drawbacks to doing qualitative research online, e.g. online focus groups, etc.? #measurepr	4/26/2011 9:46:11
Smallbizlabs	A2 @MikeLesczinski A lot of thought leadership surveys we see use very biased samples. As PR pros you should watch out for this #measurepr	4/26/2011 9:46:15
MikeLesczinski	Thanks! Yeah, I was more concerned w/ the "some info better than no info" suggestion... #measurepr	4/26/2011 9:47:34
shonali	RT @Smallbizlabs: A2 A lot of thought leadership surveys we see use v biased samples. As PR pros you should watch out for this. #measurepr	4/26/2011 9:47:45
Smallbizlabs	A2: The media used to care a lot more about survey rigor than they do today. But a bad survey can still be a PR problem #measurepr	4/26/2011 9:47:46
shonali	RT @Smallbizlabs: A2: Media used to care a lot more about survey rigor than they do today. A bad survey can still be a PR problem #measurepr	4/26/2011 9:48:31
Smallbizlabs	A3: We love doing qualitative research online. Saves a lot of time, travel and money #measurepr	4/26/2011 9:48:37
KristinPiombino	RT @shonali: Q3 Are there any drawbacks to doing qualitative research online, e.g. online focus groups, etc.? #measurePR	4/26/2011 9:49:01
mattkellypr	A3 Depends where you're drawing respondents from, incentives providing, question structure, etc. Be transparent w/ findings. #measurepr	4/26/2011 9:50:22
Smallbizlabs	A3: One drawback to online qual is you don't see the participants face to face. Lot's of missed body language and expressions #measurepr	4/26/2011 9:50:48
shonali	RT @Smallbizlabs: A3: We love doing qualitative research online. Saves a lot of time, travel and money #measurepr	4/26/2011 9:50:52
Narciso17	Good Points fm @mattkellypr: (A3) Depends where you're drawing respondents from, incentives providing, question structure, etc. #MeasurePR	4/26/2011 9:51:20
shonali	RT @Smallbizlabs: A3: One drawback to online qual is you don't see participants F2F. Lots of missed body language/expressions #measurepr	4/26/2011 9:51:43
Smallbizlabs	RT @Narciso17: Good Points fm @mattkellypr: (A3) Depends where youre drawing respondents from, incentives providing etc. #measurepr	4/26/2011 9:52:24
tmccorkindale	CI relates to sample size. More ppl in sample, lower margin of error, more confidence sample matches population #measurepr	4/26/2011 9:52:25

Narciso17	Drawback 2 online qual is u don't see participants face 2 face. Lot's of missed body language & expressions via @Smallbizlabs #MeasurePR	4/26/2011 9:52:42
jenzings	Re:Q3 - Does online maybe even improve the focus group bias of dominant response? #measurePR	4/26/2011 9:52:45
KristinPiombino	A3: @mattkellypr I agree. The same standards apply to online research as face to face. You can't be lazy. #measurePR	4/26/2011 9:53:08
shonali	@jenzings That's interesting. Improve or increase? #measurepr	4/26/2011 9:54:15
clickwisdom	Thanks for a good #measurepr chat.	4/26/2011 9:54:36
jenzings	In a focus group, one person can dominate the responses/group. Ppl follow. I would think online, this is less of an issue. #measurePR	4/26/2011 9:54:57
shonali	@ClickWisdom You're so welcome, thanks for joining. I hope you'll come back some time. :) #measurepr	4/26/2011 9:55:07
jenzings	@shonali good catch, btw--I meant improve the results, not the bias! #measurePR	4/26/2011 9:56:05
clickwisdom	RT @Smallbizlabs: A2: Media used to care a lot more about survey rigor than they do today. A bad survey can still be a PR problem #measurepr	4/26/2011 9:56:16
shonali	Re Q3 RT @jenzings: In focus group, 1 person can dominate responses/group. Ppl follow. I'd think online, less of an issue. #measurepr	4/26/2011 9:56:30
shonali	@jenzings :) #measurepr	4/26/2011 9:57:09
Smallbizlabs	A3 @jenzings We think online helps with this. But either way, good facilitation is key #measurepr	4/26/2011 9:57:23
jenzings	@Smallbizlabs Thanks--intuitively, that makes sense. But can't always rely on intuition! ;-) #measurePR	4/26/2011 9:58:14
shonali	RT @Smallbizlabs: We think online helps with [reducing 1 person's dominance]. But either way, good facilitation is key. #measurepr	4/26/2011 9:58:43
Smallbizlabs	Twitter acting up on me. #measurepr	4/26/2011 10:00:12
mattkellypr	@KristinPiombino Digital doesn't mean rigor-free. Marrying research & digital doesn't start with digital. It starts w/ research. #measurepr	4/26/2011 10:00:30
shonali	Well, that went by fast. Time's up, folks. Thanks all for joining and esp. to @smallbizlabs for coming back, we appreciate it! #measurepr	4/26/2011 10:00:33
Narciso17	Thx 2 @Smallbizlabs and @Shonali for a Great #MeasurePR	4/26/2011 10:00:54
shonali	I don't think it likes our chat very much. :(RT @Smallbizlabs: Twitter acting up on me. #measurepr	4/26/2011 10:00:56

shonali	@Narciso17 Thank you for joining! #measurepr	4/26/2011 10:01:32
Smallbizlabs	RT @mattkellypr: @KristinPiombino Digital doesnt mean rigor-free. <- excellent point #measurepr	4/26/2011 10:01:40
Narciso17	My Pleasure @shonali - Had a Good Time at the #MeasurePR	4/26/2011 10:03:17
Smallbizlabs	@shonali: Thanks for having me - I had a good time despite this being a tough topic for twitter:) #measurepr	4/26/2011 10:03:56
shonali	@Smallbizlabs Heh! You made it very easy. :) Thank you again and hope to have you back some time! #measurepr	4/26/2011 10:04:26
KristinPiombino	Agreed!RT @mattkellypr:Digital doesnt mean rigor-free. Marrying research & digital doesnt start w/ digital. It starts w/research #measurePR	4/26/2011 10:04:40
shonali	Thanks everyone who joined today. The next chat will be on 5/10, 12-1 ET. @erictpeterson will be our guest, so save the date! #measurepr	4/26/2011 10:05:26
shonali	The "official" chat is now over, but do feel welcome to use the hashtag for relevant convos. See you in 2 weeks! #measurepr	4/26/2011 10:05:59
KristinPiombino	Enjoyed the chat today! #measurePR	4/26/2011 10:08:17
TweetforAmrit	ReThink Social Scoring Inside Organizations– before it's too late. Imagine being appraised on Klout scores! http://is.gd/PXNIDw #measurepr	4/26/2011 10:42:14
alanchumley	Talking systems thinking / system theory (4 PR meas) w/ 1 smart gent: @KellyMike of @SNCR & TechTel http://www.techtel.com/ #measurepr	4/26/2011 11:57:13
clickwisdom	RT @tweetforamrit: ReThink Social Scoring Inside Organizations... Imagine being appraised on Klout scores! http://is.gd/PXNIDw #measurepr	4/26/2011 13:28:04
erictpeterson	RT @shonali: Thanks everyone who joined today. The next chat will be on 5/10, 12-1 ET. @erictpeterson will be our guest, so save the dat ...	4/26/2011 14:45:00