

Social Data: "Me, me, me!"

How personal-context mentions highlight consumer satisfaction in social data

Morgan James & Melissa MacGregor

Quirk's NYC | July 2022







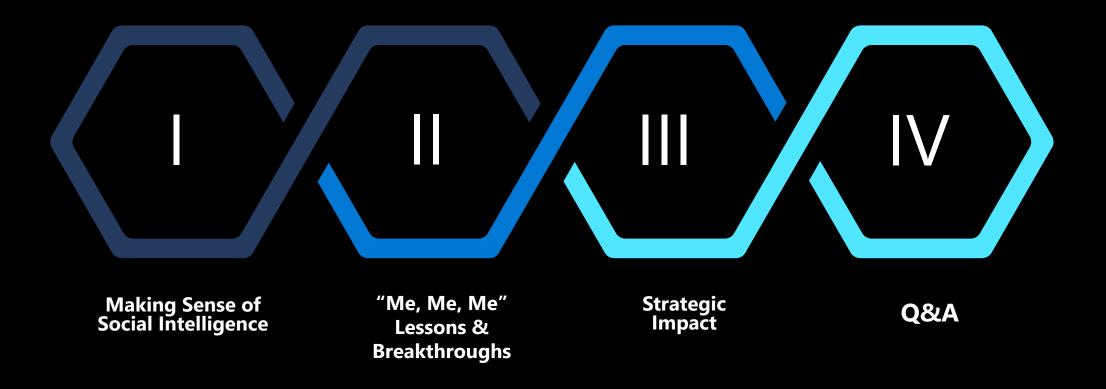
Melissa MacGregor Microsoft Sr. Research Manager, SIP

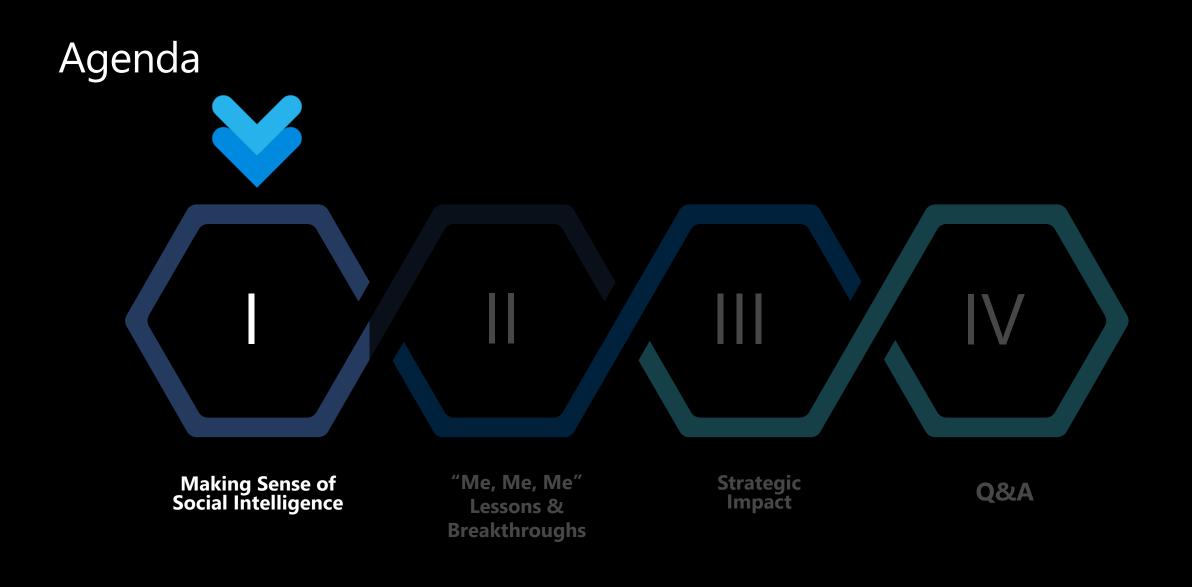


Morgan James PSB Insights Sr. Director, Social Insights

Note: Views and opinions expressed are solely ours and do not necessarily reflect the views of Microsoft & PSB Insights.







Social intelligence: What & why?

Social **Analytics**

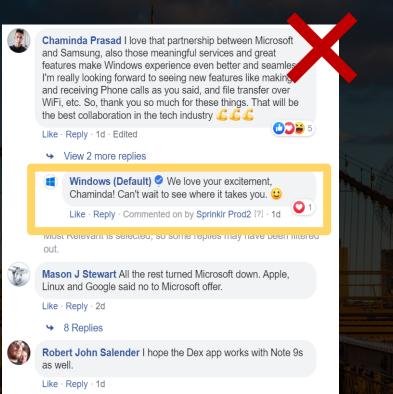


Microsoft and Samsung partner to empower you to achieve more



Boost Unavailable

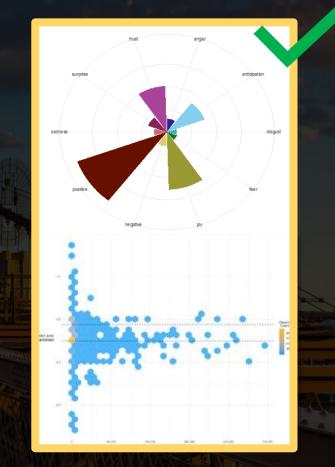
Social Listening

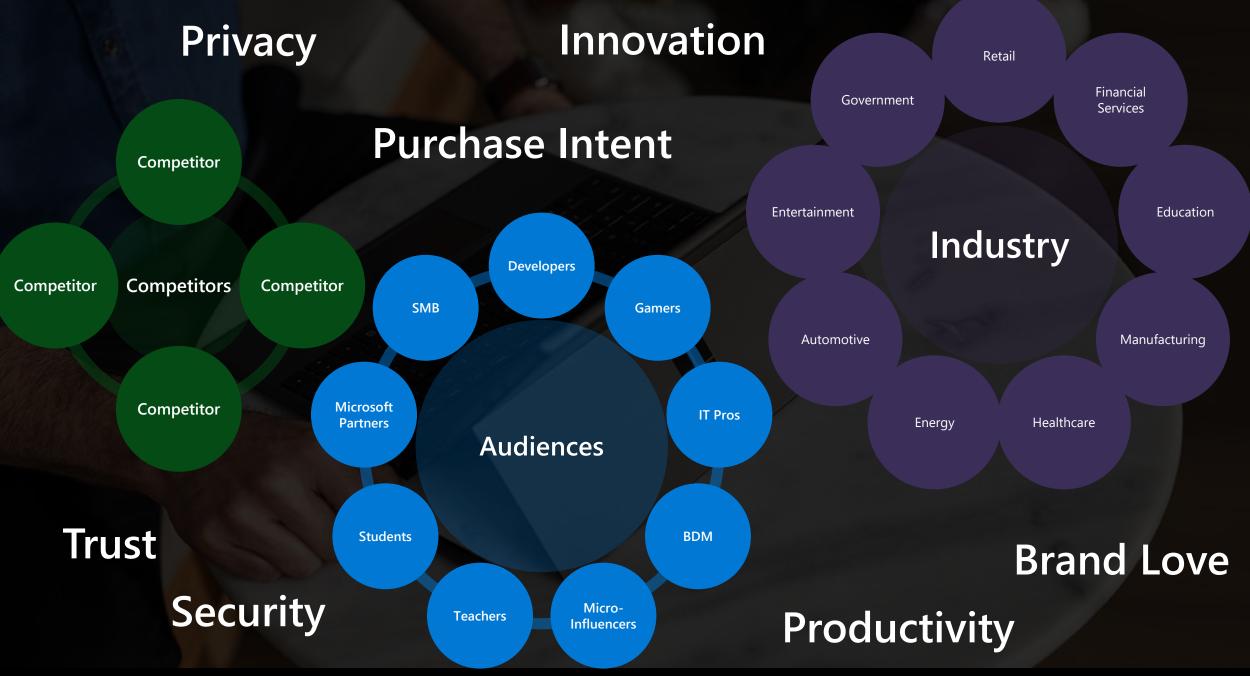


Most Relevant is selected, so some comments may have been filtered out.

Write a comment.

Social Intelligence





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Key benefits of social intelligence research

→ Scale

- → Cost Reduction
- → Speed & Agility

→ Unprompted

Microsoft SIP & PSB partner to transform unstructured social data into strategic insights via social intelligence. Social media data **is messy...** JOUTUN

COLODS

Actimostic

We first need to bring structure to unstructured social data; this is *essential* to social intelligence research.

GARBAGE IN, GARBAGE OUT.

So, first things first...







I'm trying to determine if this shirt sparks joy.



CLEANING









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Cleaning social data raises unique issues...

Cleaning Round 1: Junk

"skype" OR "#skype" OR "@skype"



((Skype OR Skyper OR Skyping OR Skyped OR MSSkype OR SkypeMS OR MSFTSkype OR SkypeMSFT OR MicrosoftSkype OR #MicrosoftSkype OR SkypeMicrosoft OR Skype-Lite OR Skype Lite OR SkypeLite OR #SkypeLite OR #MicrosoftSkypeLite OR SkypeSupport OR #SkypeSupport OR SkypeClassroom OR #SkypeClassroom OR SkypeClassroom OR #Skypeintheclassroom OR Skypeinsider OR #Skypeinsider OR #Skypezteam OR #Skypetolearn OR @SkypeEdcamp OR #SkypeEdcamp OR #SkypeMT OR mysterySkype OR #mysterySkype OR skypeathon OR SkypeMasterTeacher OR #SkypeMasterTeacher) NOT((Skype: OR "Skype: OR "Skype Chat." OR "Skype Chat." OR "Skype iD" OR 'my Skype 1'D' OR "Skype Name." OR "Skype Name." OR "Skype name is" OR "my skype is" OR "the Skypes" OR "thee Skypes" OR "you Skypes") OR (bike OR @bikes OR #bikes OR TrekBikes OR Trek OR keytar OR "hang with" OR "hang out" OR "huth as Mueller" OR #job OR "Lync active" OR #lyncactive OR #lyncfamily OR "Lync's Poker" OR "Lync Volan OR games OR gaming OR lyncconfiganting OR "skill Lync" OR "Lync IP Conference" OR "artic lync" OR "Fractal Teams" OR "BAIA teams" OR "lactory teams" OR "Ag Zoam 83' OR "Zoam UCC integration") OR ((bouncing OR cheating OR cawardly OR dirty OR dispusting OR filthy OR fucking OR greedy OR Jew OR #Jews OR Jewish on OR offended OR parasitic OR poisonous OR ruin OR scheming OR "taking over" OR youeffin OR effin OR effing OR youeffing OR butterfiles OR "cade word" OR cade rds OR deport OR deportation OR gas OR gassed OR goon OR oven OR Bings OR butterfly OR #butterflies OR Yahoos OR fishbuckets OR Googles OR Skittles OR "alt right" OR OR alt-rights OR alt-rights OR AtRight OR AtRights OR AtRight's OR bigotry OR bog OR chinks OR dems OR GTFO OR journos OR kikes OR libs OR libtard OR MAGA OR "meat shields" OR MeatShields OR mangrel OR mangrels OR "mankey business" OR maron OR "race war" OR #RaceWar OR racial OR racial OR racism OR I shekel OR spic OR spics OR "welfare state" OR WelfareState OR "white privilege"=1 OR "white power"=1 OR "white culture"=1) NEAR/10 (Skypes)) OR (senting OR #can adultwork OR #camlust OR azropoddesxelliopnail.com OR cammodeldirectory OR #cashmeets OR #findam OR #finautio OR #financialdominates OR #payoig OR #cash nny OR #cumwhore OR #paypiggies OR #wideos OR orgasm OR #sext OR "small titts" OR #small5itts OR #findomaustralia OR #footfetish OR @iwantcSps OR @manyvids OR comietus OR "telk show" OR "foot worship" OR footworship OR "giil xx" OR briaaabanksis OR cumshot OR #cashtag OR #temdom OR #sugardaddyscam OR #sugar ddy OR "suger daddy" OR fe5sh OR fe5shes OR #sinolisiofietish OR #asswonhip OR #bootletish OR #heelterish OR #findam.cam OR #findam.cam OR #findam.cam feet OR "cum tribute" OR #teencum OR "teen cum" OR #tittyandco OR sperm OR "cum shot" OR #thighhighs OR #datenight OR #onlinedating OR #nude udes OR "send nude" OR #homyaf OR #deepthroat OR "deep throat" OR nudes OR #customnudes OR #sellingnutes OR #buyingnudes OR #goddessionitiip OR #bdum OR un OR "fefsh's friendly" OR bootyqueenangie OR #bootworship OR #dickrates OR #iselinudes OR #ibanudes OR #nudedorsale OR #feetsforale OR #buyingnudes OR #cumtribute OR #asiangoddess OR @findomforever OR showgoddesseo OR #whiteslut OR @find0m OR @rtfindomfeet OR @slavesity OR @footparadisert OR @find @rtfindam OR #ebonyfindam OR #paypigs OR #findamtasks OR #sissyfication OR #humikationsession OR @campininistress OR videosaubook.club OR #findamaus OR #find OR Stextparther OR sextparther.com OR #skypesex OR #spitfetish OR #smalldicks OR #sissyslave OR #bodywonhip OR "dirty tak" OR #cashount OR kiksession OF arbabyneeded OR 'non-sexual play' OR dirtybabe4 OR platinumpuzzy.com OR #privatecamshow OR #

@ForumUse Migsing Video from Skype for Business Recording

Hi,

Please help, I have recorded a meeting and when I have checked it only Audio is available

How can I fix it and get the video ?

OR amandisst OR sahley OR post 1a OR gcp.giftee.biz) OR (pom OR pomo OR erotic OR nude OR nudity OR sex OR sexy OR sexual contact OR gay OR hotwife OR hot wife OR bikini QR hamy OR nipple OR boob OR adultatulf OR lgbt OR lesbian OR badgid OR pussy OR dikto OR bigo born bek sne knham OR #thisdiokaini three OR pulling this shit OR rawnt OR rivate OK skyprivate.com OR pomotube OR pomography OR pomhub OR pomographic OR masturbating OR masturbate OR masturbation OR gen obs OR tits OR give away OR give aways OR p2p OR cheapdeals OR donb OR nigga OR niggas OR biowjob OR dick OR cunt OR kidnapped OR kidnapping OR embezale ezded OR embezding OR arrest OR arrested OR arresting OR arrests OR assaulte OR rapes OR embezdes OR kidnaps OR sexual OR sexism OR sexuality OR sexiness OR sextortion OR cams OR cam OR webcams OR transgender OR viagara OR viagara OR naked OR adult video OR handjobs OR handjobs OR cleavage-baring baring OR married couples OR inappropriate relationship OR blind date OR thisdidiain/three OR penis OR "lets fuck" OR "let's fuck") OR (cheap OR "slick deal" OR slickdeal OR f-sale Öl "free offen" OR "download free" OR "coupon code" OR torrents OR rakaten.com OR "amazon preorders" OR "amazon preorder" OR "best offen" OR "best offen" OR "best buy" OR "best OR "best listings" OR "today's deals" OR "today's deals" OR "todays deal" OR "todays deals" OR "last minute deals" OR "daily deals" OR "today's deals" OR "to deals" OR television deal" OR "television deals" OR "low price today" OR "great offen" OR "great offen" OR "today's offers" OR tinyul.com OR tripod.com OR ebay OR approot OR #coupon OR #couponcodes OR #reference OR #discount OR #discountglobal OR #deals OR "apple bong" OR "apple weed" OR "apple bowl" OR "bid now" OR "giving winnens" OR "price to sell" OR "showcasing deals" OR "buy it now for only" OR "tree shipping" OR "ships for free" OR "ship 'ships free' OR 'special prize' OR 'second prize' OR 'prize package' OR 'included package price' OR "prizes involved' OR 'prize won' OR 'offer prize' OR 'offers prize' OR 'offers prize' OR 'offers prize" OR "offering prize" OR "offer prizes" OR "offers prizes" OR "offered prizes" OR "offering prizes" OR "sale discount" OR "sale discounts" OR "sale gift card" OR "gift cards" OR give away OR give aways OR #give away OR #give aways OR "giving away winner announced" OR @give awaysdazz OR "enter win" OR "ent 'enter #win' OR 'entered #win" OR 'win gc' OR 'win gift' OR 'special offer' OR 'chance win' OR 'best deals' OR 'get free unlimited' OR 'enter to take home' OR #contest OR '#win our' OR #prize OR #giftcand OR '#gift cand' OR #giftcands OR '#gift cands' OR 'win a sony' OR 'win a play station' OR 'win a playstation' OR 'win a nintendo' OR '#win a sony' OR "#win a play station" OR "#win a playstation" OR "#win a nintendo" OR "get free xbox" OR "bree xbox live codes" OR "win a #sony" OR "win a #playstation" OR "win a #ninte "#win a #sony" OR "#win a #playstation" OR "#win a #nintendo" OR "get free #xbox" OR "free #xbox live codes" OR "get free xbox codes" OR "get unlimited gta online money" OR "join the xbax one club" OR "jain the #xbax one club" OR "decal skin stickers" OR "decal stickers" OR "decal stickers" OR "hmu xbax" OR "slavstation selling" OR "hmu #xbax" OR selling" OR "hit me up for" OR giftcard))

Cleaning Round 2: Relevancy

"windows" OR "#windows" OR "@windows"

@InstagramUser 🔂 Photo Post

Grand Central Terminal, NYC, 1929. The sun no longer travels through the windows like this due to the surrounding tall buildings. #sun #light #sunlight #windows #architecture #architect #interiors



windowsage/tuble OR windows 10 Be windowsagestudio OR windowsphoreegostudio OR windowsphoreegostudio OR microsinfagetudio) DR (#windows7 DR #windows7) windowsZenter DR wind DR windows vi DR windows serven DR windo basic OR windows10 and windows10 and windows10 windows10 Be in B CR windows10 Be B windowsZenter DR windows vi DR windows8 serven DR windows10 Be Professional DR windows2 Bpro DR windows1 Ber DR windows2 Bpro DR windowsZenter B zo DR windows8 are DR windows6 Ber DR windows0 DR windows2 Bpro DR windows3 Bpro DR windows2 Bpro DR windows2 Bpro DR windows3 Bpro DR windows3 Bpro DR windows3 Bpro DR windows2 Bpro DR windows2 Bpro DR windows3 Bpro DR windows2 Bpro DR windows



I'm fed up with my Mac. It's not performing well enough. It's giving me a hard time. 2 I'm switching to a surface book

Texonality games 'OR 'Fexical alias' OR GB OR DW DR cameDVR OR screenhot OR value splater' OR 'Games Mode'' OR Twicks OR Dialo OR twine a hittat/Di 'Games Bar' OR Kannello OR value of the matery OR and the strong OR gains OR bank walk of the matery OR period Control on the other of the output of the matery or the matery or the output of the matery OR period Control on the other of the output of the matery OR period Control on the other of the output of the matery or the output of the matery or the output of the matery or the output of the

Cleaning Round 2: Relevancy Continued

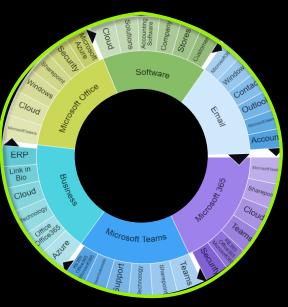
"office" OR "#office" OR "@office"

@TwitterUser

There's a peacock shrieking and running around in the parking lot at my office.

1:54 PM · Jul 13, 2022 · Twitter for iPhone







Teaching our pupils about the accessibility features available on the iPad and in @Office365 products is so important. These tools can help our learners to access their learning and support them in achieving qualifications across the curriculum.

10:23 AM · Jun 8, 2022 · Twitter for Android

cantigovea OR posh deal OR rayysons OR Iluciz OR peggyarnol OR mandari6 OR domacitone OR tohamadeals OR harladeen OR joyceecoo OR karmendealza OR lostkail OR thört OR comedeens OR xoolikamed OR nitalyronson OR surzro OR omakneams OR geenwoodes OR macline995 OR bacoudove OR voradword OR bittopper OR verybestdeal OR gima2327 OR ketizazaz OR brunii OR beingexample OR veryitem OR stjepantop OR bit_topper OR psswstyles OR sutabna OR Iomadealizz OR evenhunt OR gaiglove OR afashion30 OR alicesttu OR edgametec OR noexsu_boucje OR pompousdeal OR nofadeals OR noda rufsu_baegnu OR ha0l0ah OR gpsamparos OR ivana3) OR kristvav OR i1nd0a OR la666sa OR herdnicholas OR keovma_zoemta OR free24apps OR finditems OR deextraordinary OR anvinan OR flo3234 OR en1am OR detra tenor OR annizit OR ginlimt OR cashboards OR tauzdi, voalta OR vuokmo, wuespe OR toptrend1 OR poavvu_loicne OR ziikbe_voanxi OR noalma_keawje OR tierto_toespo OR poetpu_siudxe OR peanji_loogja OR quihha_fuhno OR zaozbo_ve raogxe_wiegvo OR tabletnewstweet OR rendezvousiou OR theinstockroom OR tuuklu_guewki OR tiusxi_luukgo OR weacri_maewyo OR toptrendnow2 OR xeabfu_ruibju OR yauxxo_juevme OR xaugro_rautio OR ruogyo_laodja OR yaewmi_xiuzca OR noilke_laarce OR yoaxre_meixko OR software zaogne pakti OR srikanth1988 OR zeurtu tiuwnu OR ziunhu kaotra OR paessi woinda OR suuhmo joatmu OR zuudji gaokja OR meast laughe_koayto OR keumme_zaalwo OR idiotsnassholes OR lovvingslouis OR jamamannick OR k01y01 OR jaovco_daocho OR koupgi_saenla OR jauwl leonysexymaid OR jiesra, biofpo OR malifeverything OR goodlu, buinpe OR juezta, keoyyi OR keuyhe, taobbe OR Brend OR faelya, kiazyi OR ama poston noel OR coldge_seelga OR diagda_laalbe OR geosti_zooyge OR brigette rardon OR beofgo_moegta OR ann1rt OR faufbe_kuozre OR caagmu birdafdeeanna OR bailvo_jeehni OR dailydealgalaxy OR elenareallopez OR deadlaced OR befcur OR aga1af OR ccbdeal OR carriedami OR buyattractive OR baileyb45891361 OR savyconsumers OR uhhiloalex OR health_google OR judenebo OR obiwankenobl OR janinebucks OR brevamo OR britneyw289 OR vickity OR feltasticlelts OR vallbb OR lea00star OR ninarobii OR nay3ni OR jeanincess OR katalogpromosi OR m1abra OR j11u1 OR annetrace OR 1remyi OR amar pos11a DR gcp.gitee.biz.) OR (porn OR porno OR erotic OR nude OR nudity OR sex OR sexual contact OR gay OR hotwife OR hot wife OR whore OR bikini OR horny OR nipple OR boob OR adultstuff OR igbt OR lesbian OR badgirl OR pussy OR dildo OR bigo born bek sne knhom OR #thisdickain'tfree OR pulling this shit OR rawrr OR rawr OR skyprivate OR skyprivate.com OR pornotube OR pornography OR pornhub OR pornographic OR masturbating OR masturbate OR masturbation OR gender stereotypes OR cock OR boobs OR tits OR giveaway OR giveaways OR p2p OR cheapdeals OR dcmb OR nigga OR niggas OR blowjob OR dick OR cunt OR kidnap OR kidnapped OR kidnapping OR embezzle OR embezzled OR embezzling OR arrest OR arrested OR arresting OR arrests OR assault OR assaulted OR rapes OR embezzles OR kidnaps OR sexual OR sexism OR sexist OR sexuality OR sexiness OR sextorbion OR cams OR cam OR webcams OR transgender OR viagra OR viagara OR naked OR adult video OR handjob OR handjobs OR cleavage-baring OR cleavage baring OR married couples OR inappropriate relationship OR blind date OR thisdickain'thee OR penis OR "lets fuck" OR "let's fuck"))

Microsoft x PSB | Quirk's NYC

These two rounds of cleaning do a pretty good job.

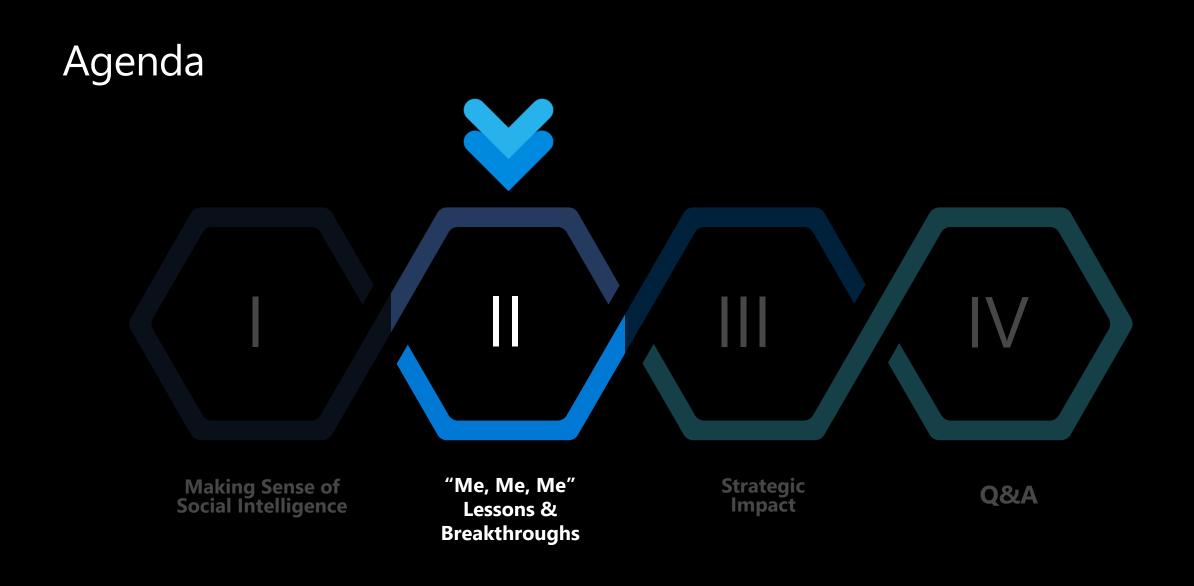
> However, there's more we can do. What next?

Cleaning Round 3:

Me! Me! Me!

Personal-Context Querying

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So, why "Me, Me, Me"?

IDEA

How do we get a read on "satisfaction?"

How do we better understand behavior, what motivates to action, and purchase intent? How can we pinpoint *first-hand* posts of consumers *using* Azure, M365, Surface, Teams, and Xbox **products**?

How can we **filter out** informational and passive posts **to ensure experiential and emotional** posts?

Personal Context Querying adds a personal stake to posts by filtering for personal opinions.

 First Person
 Verb Isolation

 K. Terms:
 ("downloading" OR")

 ("I am" OR "I/ve")
 NEAR

 We arrive at
 ...which helps sift out

 personal context via
 ...which helps sift out

 Triangle Query
 ...which neips sift out

 Structure....
 ...which neips sift out

Object Ex. Terms: ("NASA" OR "Webb Telescope" OR #JWST" OR "#UnfoldTheUniverse" OR "NASAWebb" OR "veil nebula" OR "carina nebula")

NEAR

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Our NASA Query:

(("I am" OR "I'm" OR "I will") ONEAR/5 (download OR downloading)) ONEAR/5 ("NASA" OR "Webb Telescope" OR "James Webb" "#JWST" OR "NASAWebb" OR "#UnfoldTheUniverse" OR "veil nebula" OR "carina nebula")

Excluded:

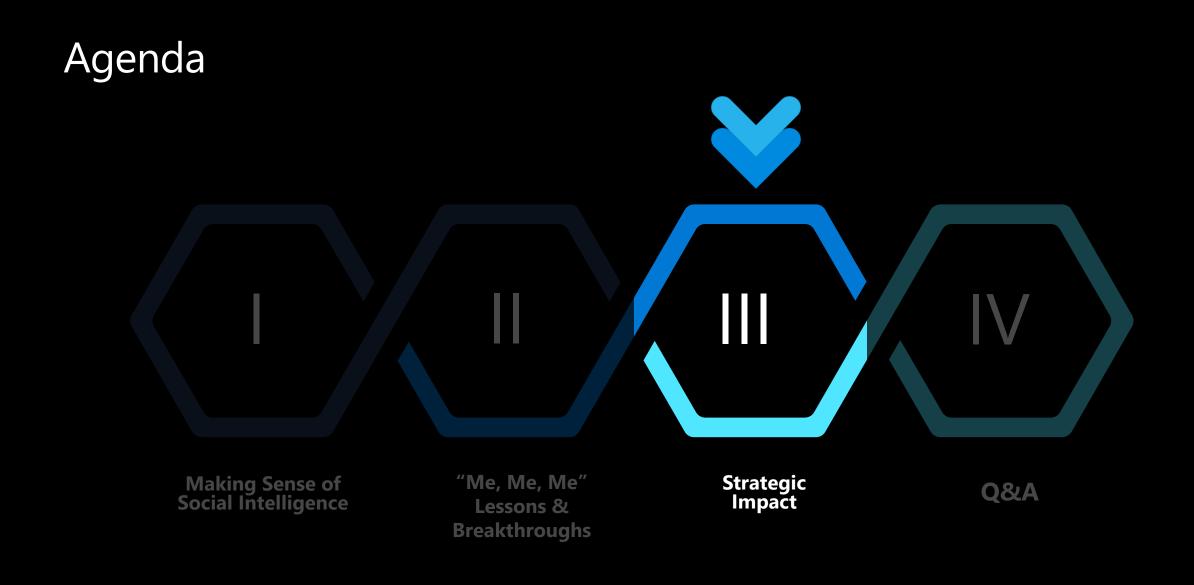
"#NASA finally posted the full-res pix of **#JamesWebb** first photo."

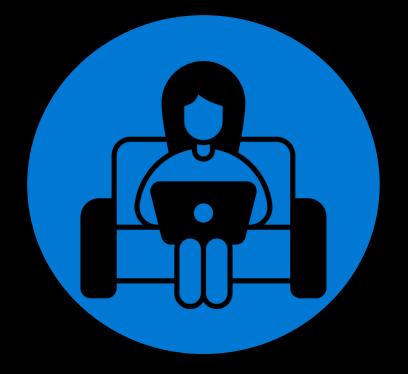
"Time to **download** a new wallpaper? Check out **NASA's** James **Webb** Space **Telescope** in high-res."

Included:

"I'm waiting to download the actual image... but this is a screenshot during NASA live stream. This is a real image from JWST and I'm just in awe...."

"Hey NASA, I'm wanting to download the app? © This is just so incredible.. I'm in awe!"





We needed **voiced opinions on** <u>remote work</u> and <u>hybrid work</u>.

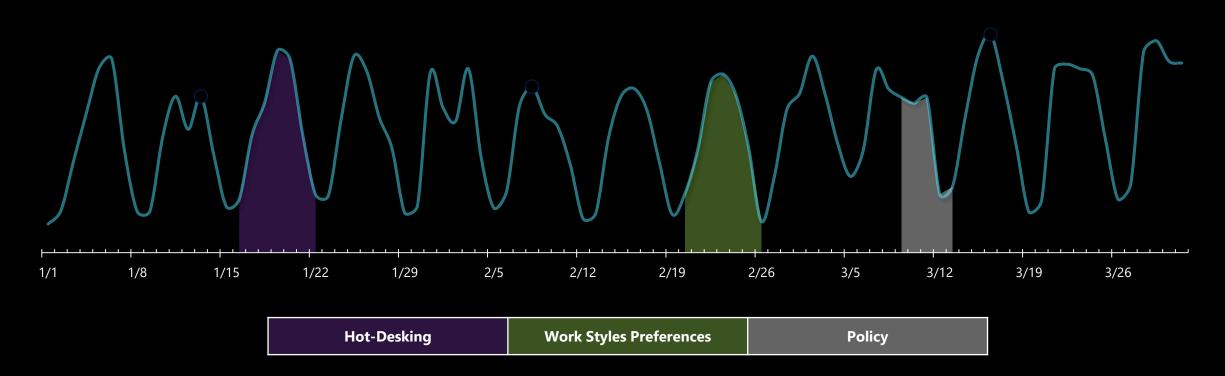
GG I commute two hours per day, just to sit on Teams meetings all day.

Personal-Context Querying allows us to hone in on satisfaction and dissatisfaction.

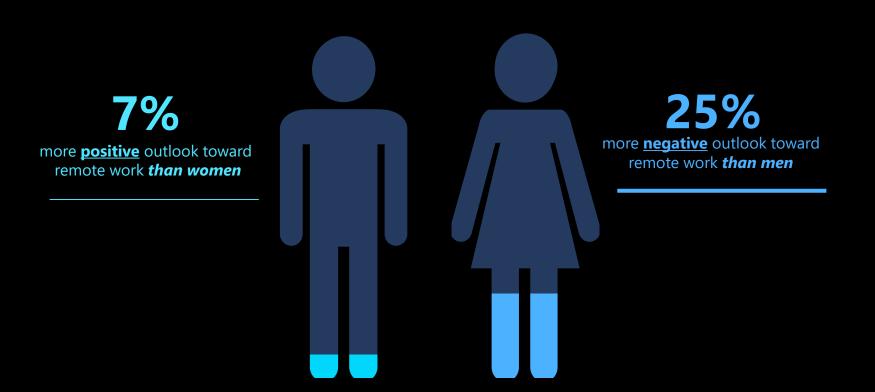
I VI how @Microsoft is leading on helping everyone understanding what the challenges ahead of work will be.

I think hot-desking is a disaster. First of all, it builds office cliques. Second of all, people need stability in their work lives -- desks can change, but not every day. (Maybe twice a year). Lastly, open offices are a scourge for attention spans.

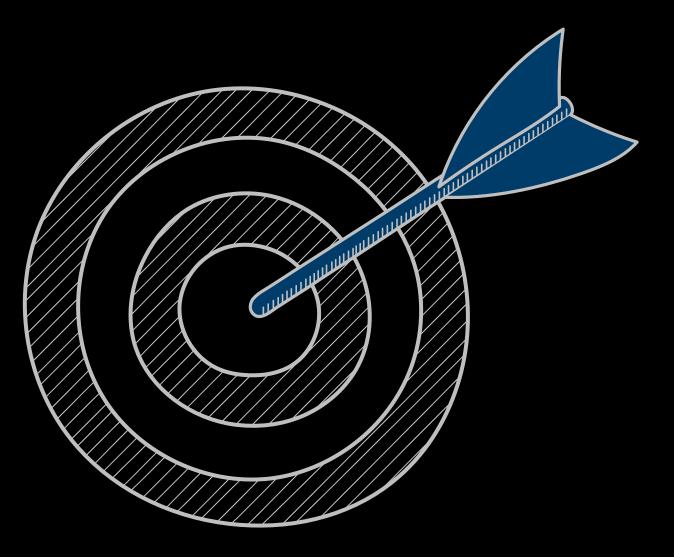
Contextualizing the data universe



Actionable, to the point observations



Ultimately, a **personal lens** gave Microsoft **a deeper understanding** of consumers and their needs.

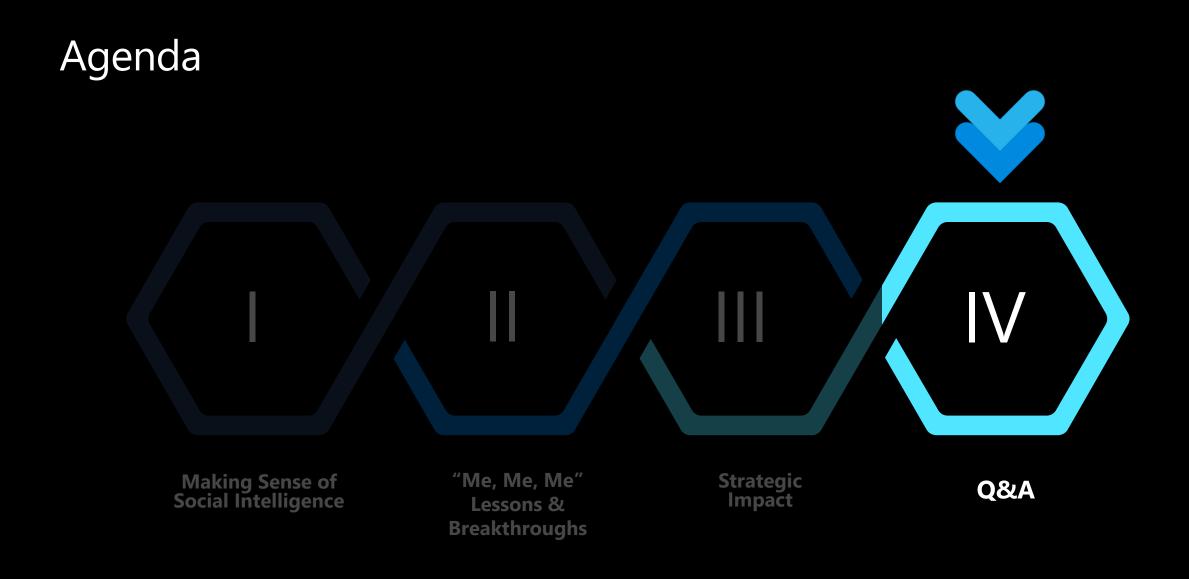


Social media data is messy....

> ...but can yield a strong understanding of consumers...

... especially when personalcontext queries are deployed.

ACTINOSI







Morgan James PSB Insights Sr. Director, Social Insights

https://www.linkedin.com/in/morganwjames



Melissa MacGregor Microsoft Sr. Research Manager, SIP https://www.linkedin.com/in/mjmacgregor



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