

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.

Agenda



**Making Sense of
Social Intelligence**

**“Me, Me, Me”
Lessons &
Breakthroughs**

**Strategic
Impact**

Q&A

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Q&A


Social intelligence: What & why?

Social Analytics



Windows (Default)
Published by Sprinklr Prod2 [?] · August 7 at 2:31 PM · 🌐

Do more of what you ❤️ - our partnership with Samsung helps people be more productive on any device, anywhere. <http://msft.social/vaf1m3>



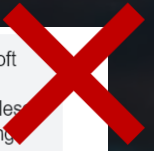
BLOGS.WINDOWS.COM

Microsoft and Samsung partner to empower you to achieve more

97,439	1,582
People Reached	Engagements

Boost Unavailable

Social Listening



Chaminda Prasad I love that partnership between Microsoft and Samsung, also those meaningful services and great features make Windows experience even better and seamless. I'm really looking forward to seeing new features like making and receiving Phone calls as you said, and file transfer over WiFi, etc. So, thank you so much for these things. That will be the best collaboration in the tech industry 🙌🙌🙌

Like · Reply · 1d · Edited

👉 View 2 more replies

Windows (Default) We love your excitement, Chaminda! Can't wait to see where it takes you. 😊

Like · Reply · Commented on by Sprinklr Prod2 [?] · 1d

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

Mason J Stewart All the rest turned Microsoft down. Apple, Linux and Google said no to Microsoft offer.

Like · Reply · 2d

👉 8 Replies

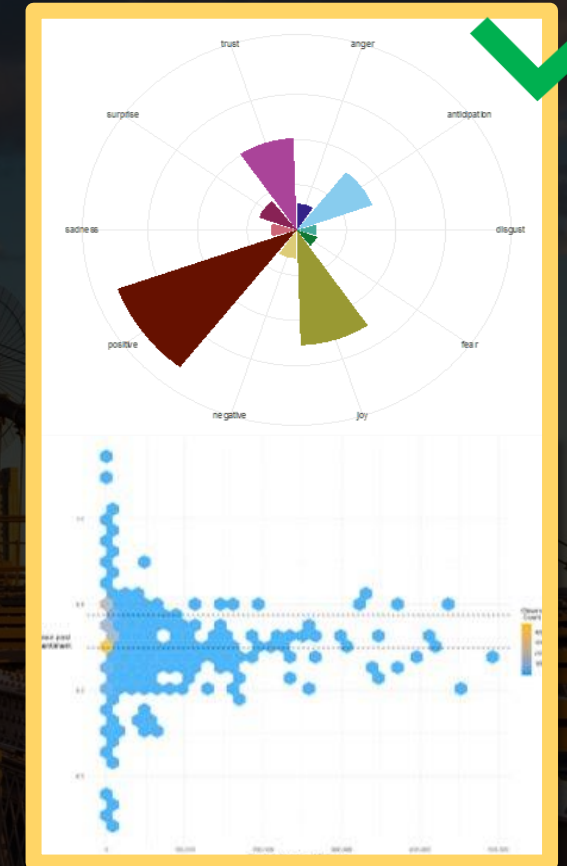
Robert John Salender I hope the Dex app works with Note 9s as well.

Like · Reply · 1d

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

Write a comment...

Social Intelligence



Privacy

Innovation

Purchase Intent

Industry

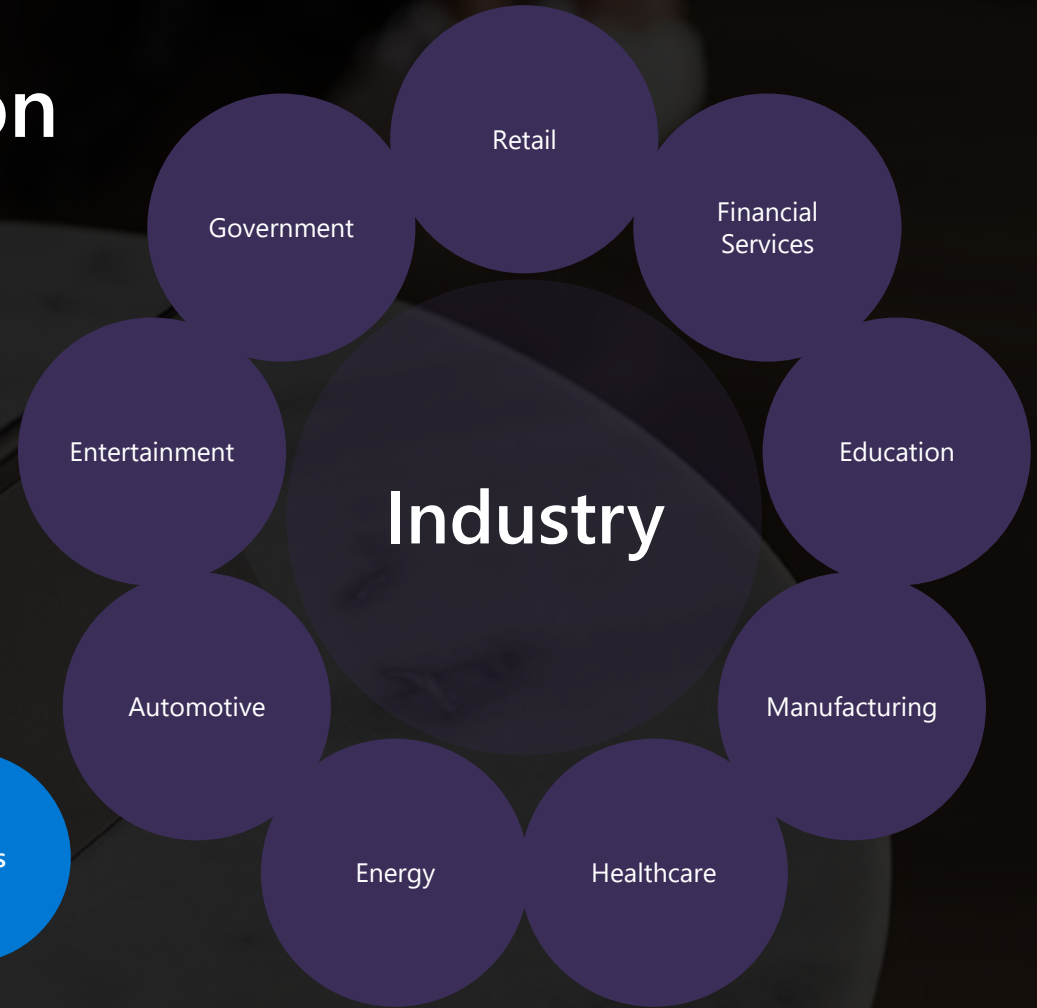
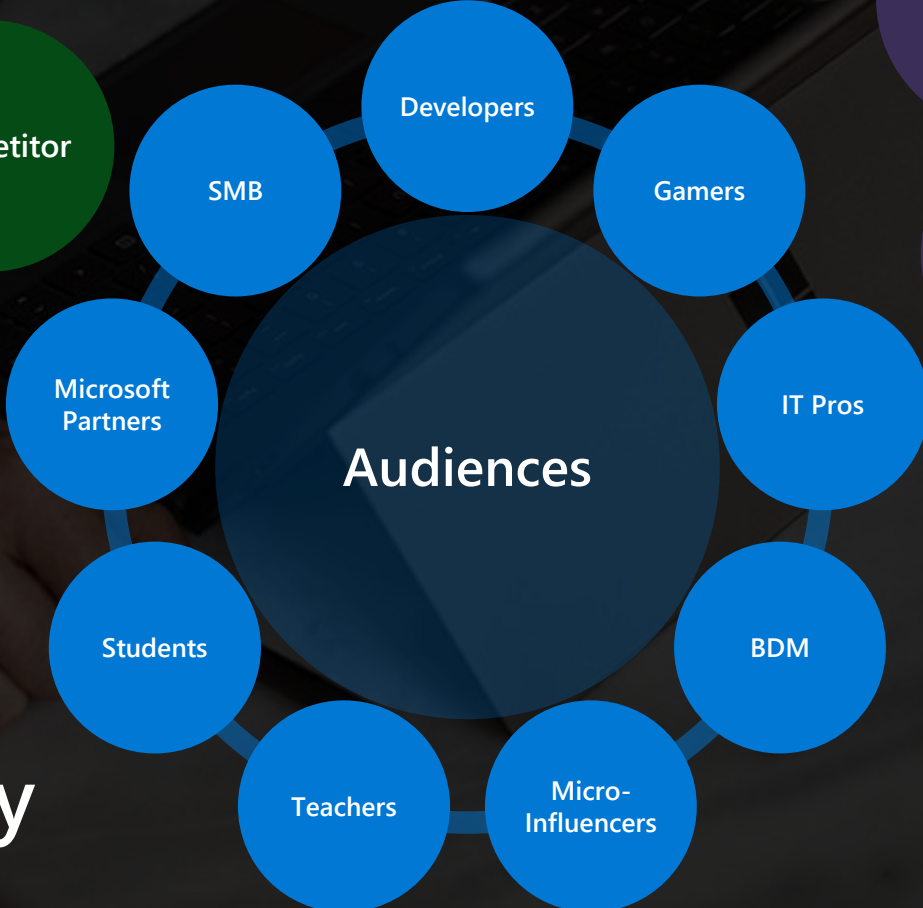
Audiences

Brand Love

Productivity

Trust

Security





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.

The background of the slide is a photograph of a messy art studio floor. It is covered in numerous splatters of various colors including red, blue, yellow, and green. Several tubes of Acrimagic paint are scattered across the floor, some lying on their sides. A white paint palette with yellow and green paint is visible in the lower right corner. In the top right corner, there is a small black box with a barcode and some text. The overall scene is one of creative chaos.

Social
media data
is messy...

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...



CLEANING



Cleaning social data raises unique issues...

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

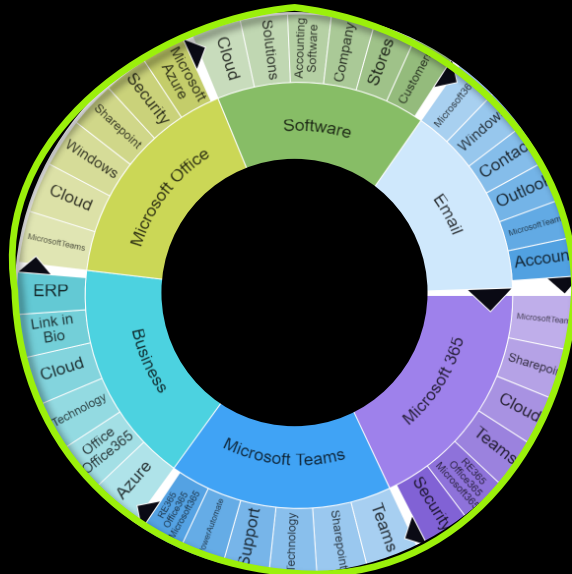
(("office 365" OR office365 OR "msoffice 365" OR msoffice365 OR "microsoftoffice 365" OR microsoftoffice365 OR @alloffice365 OR @msoffice_365 OR "office home 365" OR office365home OR "office 365home" OR office365personal OR "office 365personal" OR office365business OR office365businesspremium OR office365businessessentials OR "office professional plus 365" OR microsoftoffice365home OR office365enterprise OR office365enterprise1 OR office365enterprise3 OR office365enterprise4 OR office365enterprise5 OR o365 OR microsoft365 OR msfto365 OR @office365_tech OR office365education OR office365edu OR office365proplus OR #office_365 OR #proplusoffice365 OR @o365updates OR #office365migration OR #office365dev OR @teamoffice365) (NOT (wps OR kingsoft OR leech OR leeching OR porn OR porno OR erotic OR nude OR nudity OR sex OR sexy OR "sexual contact" OR torrent OR torrents OR putlocker OR movie OR movies OR film OR films OR "playboy mansion" OR keygen OR keygenaknys OR bid OR outbid OR "box office" OR cast OR "front office" OR "front offices" OR "car key" OR "key car"



 @TwitterUser

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



e4va OR kalyb00n OR shirleyymoo OR extraordinarysalon OR computerbuying OR elegantget OR savabundle OR canu_r OR the0lve OR lydrrns OR babababelina OR cantigoves OR posh_deal OR raysons OR lluciz OR comedians OR lucid OR mandari6 OR domesticone OR tohamadeals OR harfadeen OR joycecco OR m33lina OR karmendeaza OR lostkail OR th6rt OR xoolikamed OR xoolikamed OR ritalyronson OR surzro OR smakneams OR queenwoodes OR madine995 OR bacoudove OR voradword OR bittopper OR verybestdeal OR gima2327 OR ketizacz OR brunis OR bengexample OR verytem OR stepantop OR bit_topper OR pssstyles OR sutabna OR lomadealz OR evehunt OR gaiglove OR afashion30 OR akcestiu OR edjemetec OR noexu_bouje OR pompoudeaf OR nofadals OR nodangs OR rufku_baegnu OR had0ah OR gpsamparos OR ivana3 OR kristvav OR 11nd0a OR la666sa OR herdnicholas OR keovma_toenta OR free24apps OR fndfrms OR deeextraordinary OR anwan OR flo3234 OR en1am OR detra_tenor OR arntzt OR ginkmt OR cashboards OR lauzd_voalta OR yuokmo_wuespe OR toptrend1 OR poavnu_loicne OR zikbe_voansi OR noalma_keawje OR tierio_toespo OR poetpu_siude OR pjanji_looga OR quihha_fuhho OR zaozbo_voalto OR raogje_wieqo OR tabletnewstweet OR rendezvousou OR theinstockroom OR tuaklu_quewki OR tiusi_luakgo OR weacri_mawwo OR toptrendno2 OR seablu_nubju OR yauxo_juevme OR xaugro_raufio OR ruogyo_laodja OR yaewmi_xiuzza OR noike_laarce OR yoare_mexko OR software_downlo OR zaoqne_pakfi OR srkanth1988 OR zeutu_tiuwu OR ziuhu_kaofa OR paess_woinda OR suahmo_joatnu OR zuudji_gaokja OR meast_gumlo OR laughe_koayto OR keumme_zaalwo OR idiotnasholes OR loovingslous OR jamannick OR k01y01 OR javoc_daocho OR kouqj_saenla OR jauwi_mionro OR leonyseymaid OR jiesra_bioipo OR mall4everything OR goodlu_bunpe OR jezta_keoyki OR keuyhe_taobbe OR brend OR faelya_kiayi OR amantechology OR boston_nol OR codqe_sedja OR diagda_laibe OR geoss_zooyge OR bigette_jardon OR beolgo_moeqta OR ann1rt OR faufbe_kuozre OR caaqmu_znydo OR birdafdeanna OR balvo_jethu OR dalydeljalay OR elenareslopez OR deadlaxal OR bfcu OR agafaf OR ccbdel OR cariedam OR buyattractive OR bailey45891361 OR sayconsumers OR uhhilalex OR health_google OR judenabo OR obiwanenobi OR janinebucks OR brevamo OR bitfeyw289 OR vicky OR leftasticdets OR valbb OR lea00star OR ninarobi OR nay3ni OR jeanncss OR katalogpromosi OR m1abra OR 111u1 OR annetrace OR Tremyi OR amandst OR sahy OR pos11a OR gcpqifree.biz) OR (porn OR porno OR erotic OR nude OR nudity OR sex OR sexy OR sexual contact OR gay OR hotwife OR hot wife OR whore OR bikini OR horny OR nipple OR boob OR adultstuff OR lgbt OR lesbian OR badgirl OR pussy OR dildo OR bigo bom bek sne knhem OR #thisdickainfree 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 boots OR tits OR giveaway OR giveaways OR p2p OR cheapdeals OR dcmb OR rigga OR riggas 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 kidnap OR sexual OR sexist OR sexuality OR sexism OR sextortion 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 thisdickainfree OR penis OR "lets fuck" OR "let's fuck")

**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

Agenda



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So, why "Me, Me, Me"?

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
Ex. Terms:
("I am" OR "I've")

Verb Isolation
Ex. Terms:
("downloading" OR
"downloaded")

NEAR

We arrive at
personal context via
Triangle Query
Structure....

...which helps sift out
active **mentions**
from **passive noise**.

NEAR

Object

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

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!"

Agenda





We needed **voiced opinions on remote work and hybrid work.**

Personal- Context

Querying allows us to hone in on **satisfaction** and **dissatisfaction**.

“ *I **commute** two hours per day, just to sit on Teams meetings all day.* ”

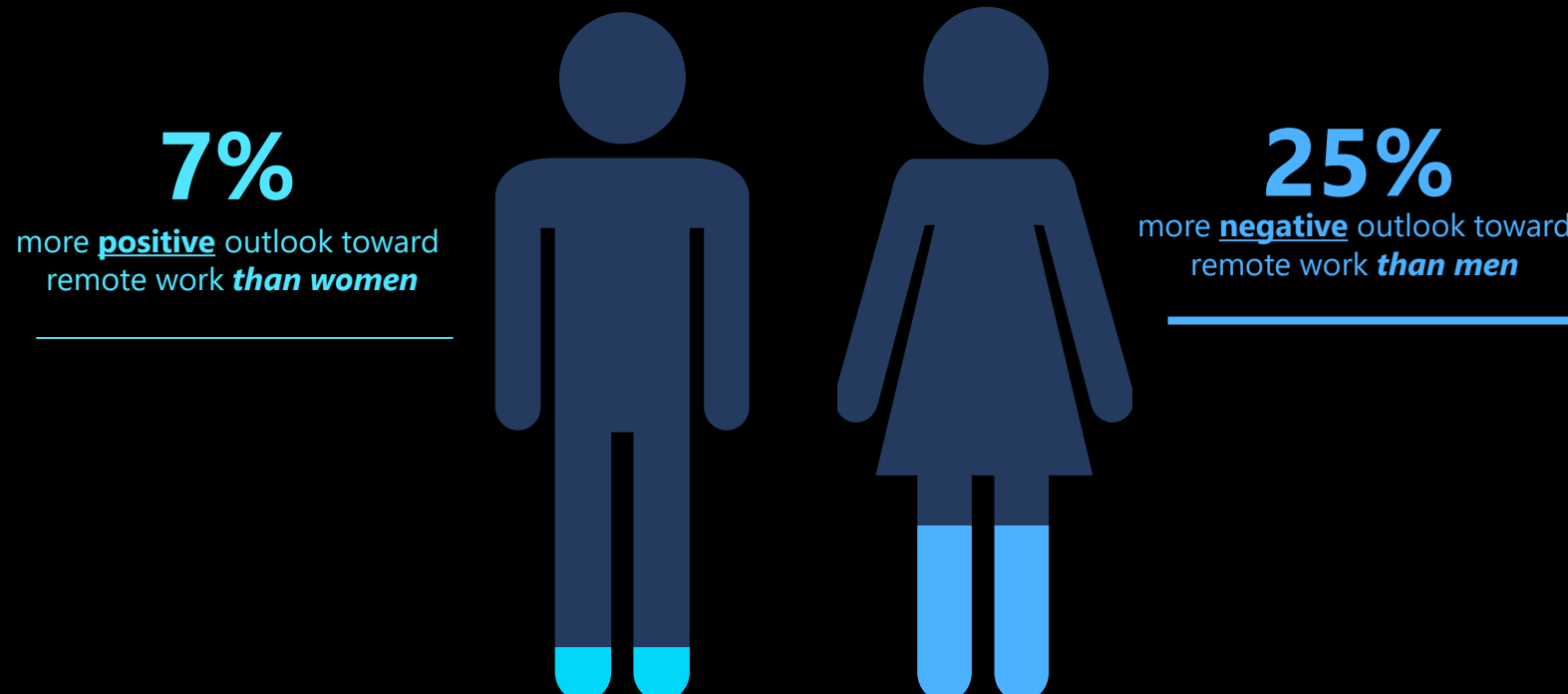
“ *I ❤️ how @Microsoft is leading on helping everyone understanding what the challenges ahead of work will be.* ”

“ *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.* ”

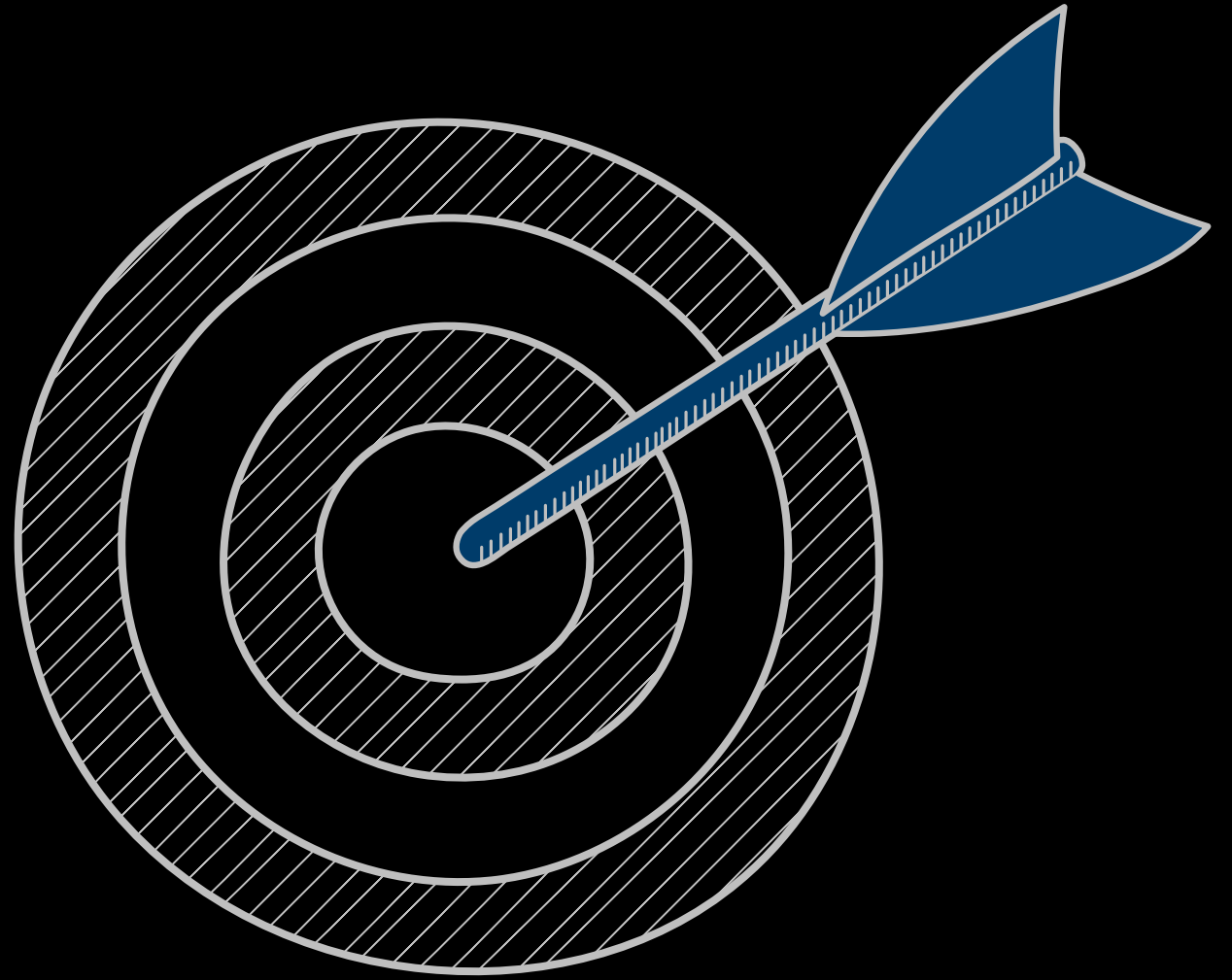
Contextualizing the data universe



Actionable, to the point observations



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





Social
media data is
messy....

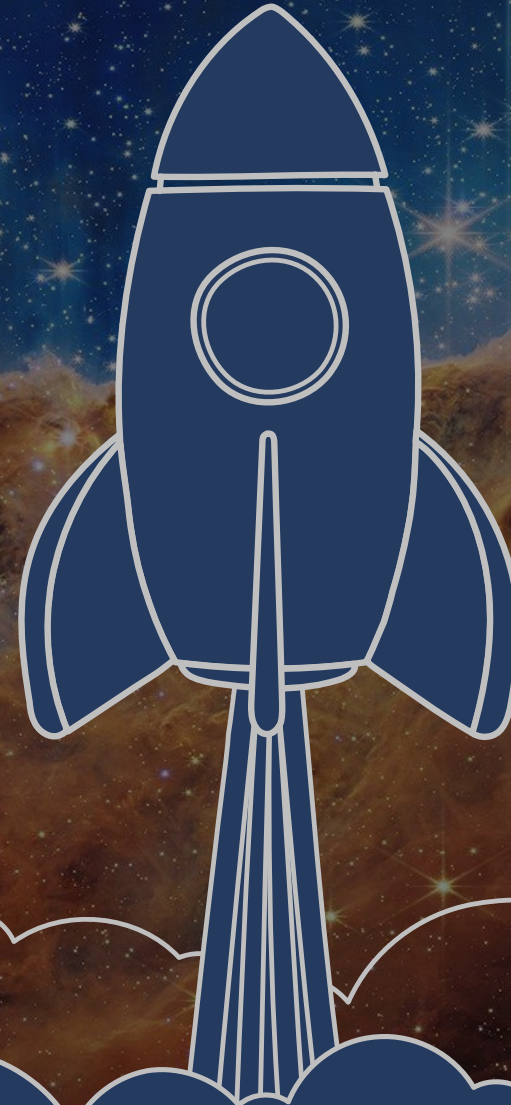
...but can yield
a strong
understanding
of consumers...

... especially
when personal-
context queries
are deployed.

Agenda



Q&A





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>