



HELPSHEET

Workshop 1: Using Social Media Data to Gain Insights into Community Trends

ANALYSIS PROJECT #1

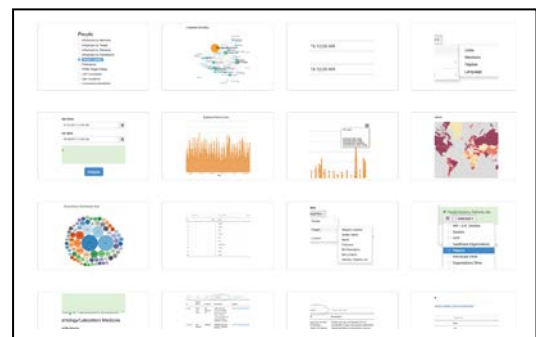
You are doing marketing research for a healthcare firm that is exploring the potential for a new product idea. The product, a continuous blood glucose monitoring (CGM) device, is designed to be as minimally invasive as possible and to communicate directly with patients' smartphone devices. You are in charge of gathering novel insights into perceptions of the various healthcare stakeholders and decide to leverage social media data. You focus your analysis on the following aspects/questions:

- Who is participating in these conversations and what can you learn about them and their communities?
- What languages are the conversations in?
- Where (locations in the U.S.) are the conversations regarding CGM taking place on Twitter?
- How do they reference CGM? What can you say about their perception of currently available practices for monitoring glucose level?
- Identify examples of CGM-related pain points that users express?
- What resources regarding CGM are being shared and who are the sources? How influential are they?
- Describe the opportunity that exists in the market for a new CGM device for direct integration with patients' smartphone devices. In what areas could it potentially improve healthcare for patients, providers and other third parties?

FAMILIARIZE YOURSELF WITH THE FILTER FUNCTIONALITY:

Go to this web page <http://www.symplur.com/signals/research/>.

Further information is available with every image caption.



HOW-TO GUIDE

1. **Learn more about the continuous blood glucose monitoring**
 - [Continuous Glucose Monitoring](#), by the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institutes of Health (NIH)



- [Diabetes and Continuous Glucose Monitoring](#), WebMD
 - [Apple Watch App Made By Dexcom Will Display Blood Glucose Levels](#), by Amit Chowdhry, in Forbes
2. **Who is participating in these conversations and what can you learn about them and their communities?**
 - Who are the people talking about this health topic? What's the breakdown of patients, physicians, healthcare providers, healthcare organizations, members of industry, etc.? (See the Participant report)
 - Can you identify key opinion leaders and influencers? (Tip: See the Influencer and Network Centrality reports; Note: Influencers are defined by multiple factors: number of messages sent, mentions by others, impressions, followers, and retweets. In addition to that, they also use network centrality algorithms such as betweenness, centrality, etc. These will rank people on "who" is the most referenced person, or "who" is the most central person in the network).
 - How many people participate in the conversations? How is the activity trending over time?
 - What are the main conversational topics in the community? How do these change over time? What hashtags are being used? (Tip: See the Word Bubble, Keyword Frequency and Hashtag Usage reports)
 - What is their interaction, who is talking to whom? (Tip: See the Network Centrality and Conversation Identifier reports)
 - What's the reach of these conversations? (See the Overview report)
 - Consider using the following filters:
 - To explore people from specific locations use the People->Bio Location filter
 - To explore certain categories of people use People->Patients, Doctors, etc. filter
 3. **What languages are the conversations in?**
 - See User Languages report
 4. **Where (locations in the U.S.) are the conversations regarding CGM taking place on Twitter?**
 - See User Locations report
 5. **How do they reference CGM? What can you say about their perception of currently available practices for monitoring glucose level?**
 - See Word Bubble and Sentiment reports
 6. **Identify examples of CGM-related pain points that users express?**
 - See Sentiment reports. Tip: Use word filter to focus on specific sub-topics
 7. **What resources regarding CGM are being shared and who are the sources? How influential are they?**



- See Links Shared report
 - Tip: See Link Significant report for how influential an article is on social media in general
8. **Describe the opportunity that exists in the market for a new CGM device for direct integration with patients' smartphone devices. In what areas could it potentially improve healthcare for patients, providers and other third parties?**