



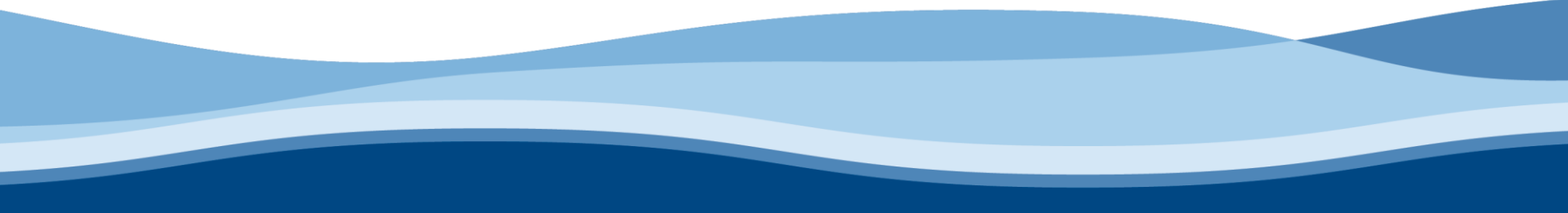
SOCIAL LISTENING: USING SOCIAL MEDIA ANALYTICS IN RESEARCH

Amber Sandall

Research Manager, Campus Sonar

@amber_sandall

Our Time Together

- Social Listening Overview
 - Market Research Tool: Admissions Dashboard
 - Research Spotlight: Why Students Drop Out
 - Types of Social Listening
 - Discussion/Questions
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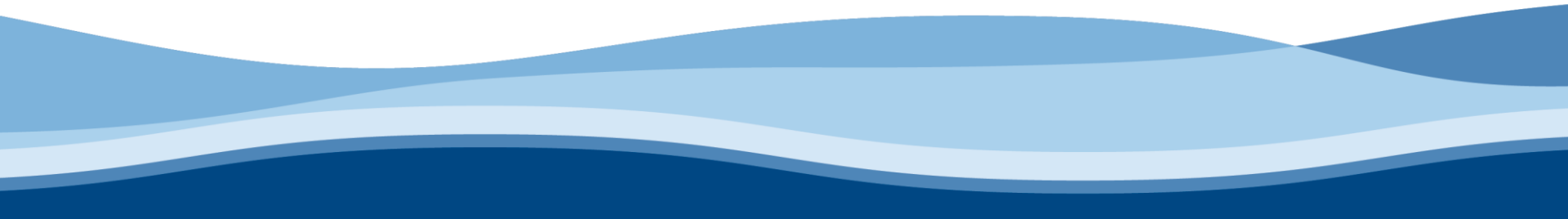
What is social listening?

It's the collection and analysis of publicly available online information.



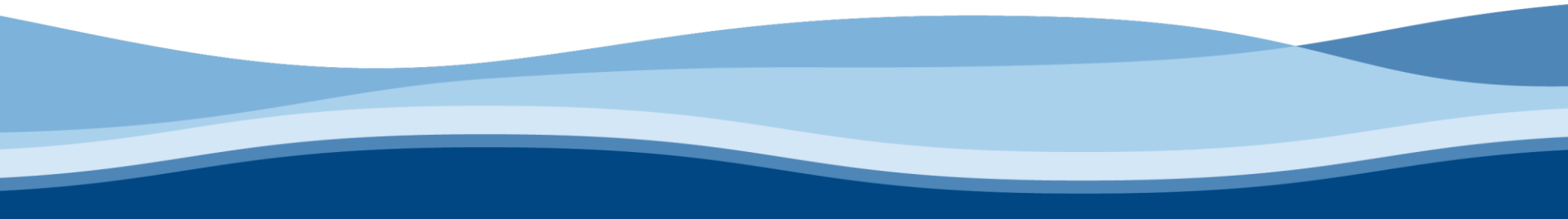
Why??

Because the internet is real life.

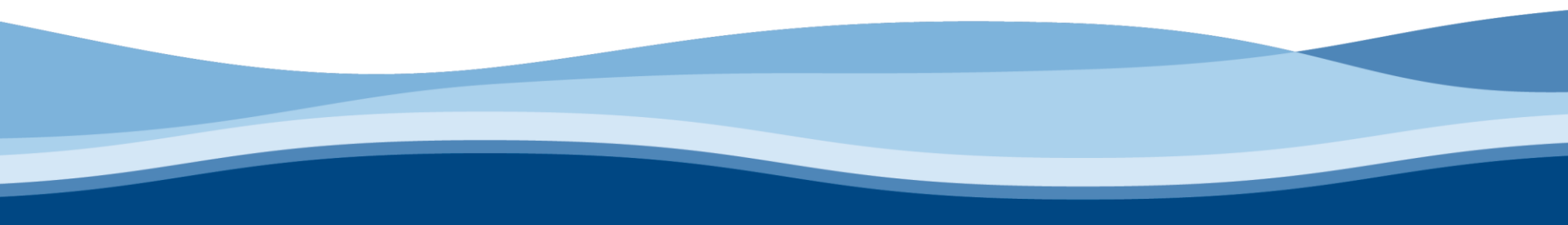


We can better meet our goals!

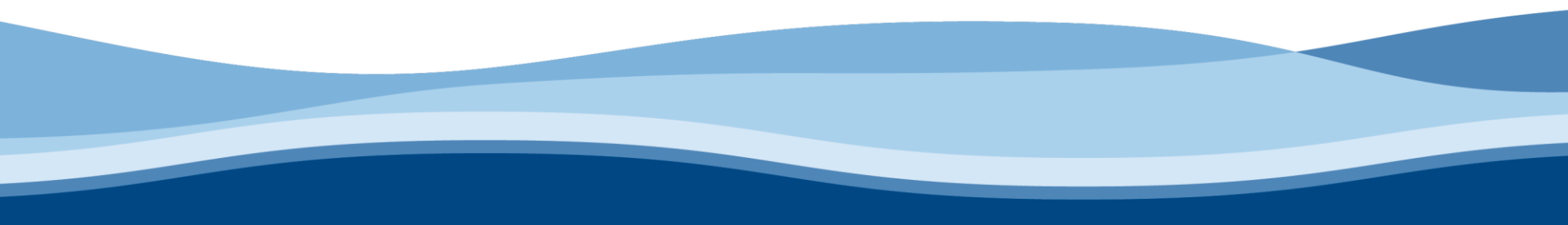
- Find, engage, and connect
- Identify trends to inform strategy



Admissions Conversation Online

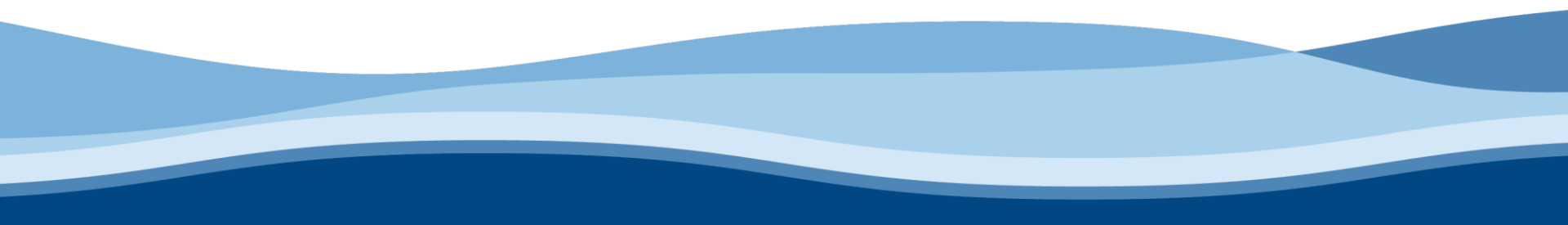
- Identify keywords and write query
 - Collect matching online data
 - Clean data
 - Kickoff analysis with custom dashboards
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Admissions Conversation Online

- Summary
 - Distribution across sites
 - Audience-specific trends
 - Site-specific trends
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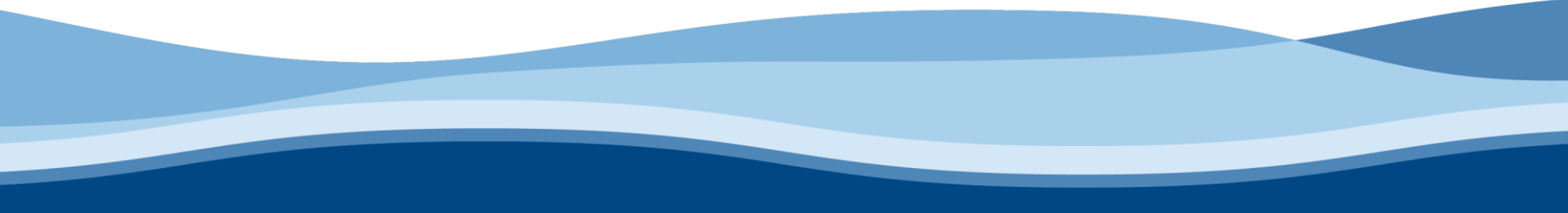
Why Students Drop Out

Traditional market research project identified barriers to student success:

- Academic literacy
 - Language
 - Educational background
 - Digital literacy
 - Personal finances
 - Work/school balance
 - Relationships outside of school
 - Sense of belonging on campus
 - Ability to connect with faculty
 - Mental health issues
 - Geographic location/transportation
- 

Why Students Drop Out

Concurrent social listening research identified 800,000 online conversations about why students drop out. **Three reasons were similar—two new ones were uncovered.**

- **Academic literacy**
 - Language
 - Educational background
 - Digital literacy
 - **Personal finances**
 - Work/school balance
 - Relationships outside of school
 - Sense of belonging on campus
 - Ability to connect with faculty
 - **Mental health issues**
 - Geographic location/transportation
 - **Dislike for school**
 - **Unsustainable lifestyle**
- 

Types of Social Listening

- Enterprise level (e.g., Campus Sonar's dedicated software and analysts)
- Platform-specific