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
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
Admissions Conversation Online

- Summary
- Distribution across sites
- Audience-specific trends
- Site-specific trends
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