

Reflection Paper

Wanjiru Waweru

Worcester State University

### Social Media Research

Social media research is the concept of social media data. “Social media research is the process of analyzing social media data to conduct quantitative (and at times qualitative) research in order to understand how audiences relate to topics, by using tools and data extraction techniques. Social media research can take the form of social listening and audience intelligence, by observing the content and information produced online and uncovering trends and insights that emerge from this data. (Pulsar, 2021)”

### Research on Podcast

A podcast is an audio-recording conversation to discuss any specific subjects based on their interests. Podcasts are found in music streaming services such as Apple Music, and Spotify. It could lead to a dynamic medium in a fantastic way to receive a speaker’s dedication to admire their listeners.

I learned about the impact of podcast users on social media. “By surveying people who are members of a podcast program-related Facebook or MySpace fan group(s), this study indicates those who use podcasts are primarily well-educated and tend to earn a substantial annual household income, with about 20% more than doubling the median U.S. household income. (McClung, Johnson, 2010)”

National Public Radio (NPR) found the idea of the creation of a podcast very convenient to the audiences. For example, “In November of 2004, Podcast Alley, a podcast directory website, listed fewer than 1,000 podcasts for download. In addition to homegrown podcasts that cover topics ranging from music and fashion to religion and politics, mainstream media

institutions such as NPR, the BBC and Comedy Central now regularly provide podcasted material as an alternative way to distribute their content. (McClung and Johnson, 2010)”

List of several things that Social Media Research could be helpful in your career.

You can use your Marketing skills which are effective in your social media research.

“Truly understanding social media is a crucial part of marketing today, and it also a key resource for gaining insights for both the planning and execution of your campaigns, as millions of users, share information about their thoughts, opinions, needs, behaviors, and experiences every day.

Independent, objective marketing Social media research offers an objective view of your marketing, showing where there are opportunities to increase reach and engagement. Continuous measurement through can help you to quantify your campaign performance and gain ROI.

(Pulsar, 2021)”

You can use social data as a product development tool. “Great campaigns are built on deep human truths. By conducting social media research you can dive into your customer’s world while developing a new product or service. Analyze behavioral signals from social media audiences to understand where your brand or product proposition fits in. And once you’ve developed a new product, you can use social media research to understand the mindsets, behaviors and affinities of your target audience to create marketing communications, visuals and experiences that click. (Pulsar, 2021)”

You can approach customer service as an improvement. “Much customer service has recently moved into the public domains of social media and is a quick and easy go-to for people with questions and complaints about your brand. Understanding how people talk to and about your brand online mean you can anticipate this interaction, and even reach customers online who

may have discussed your brand but were not speaking directly to you, which can go a long way in enhancing customer experience when done right. (Pulsar, 2021)”

How will this new knowledge and/or skill help you if you work as a social media manager during your career?

Research is useful for your company as a social media manager during your career.

“Social media research can help your business in a number of ways: from understanding and improve the perception of your brand online; understanding the market for new products; comparing your presence to a competitor, or attracting new audiences through understanding the trends and discussions within your category. (Pulsar, 2021)”

## References

Virgillito, Dan. "What Is a Podcast? Learn How to Start a Podcast Today." *Oberlo*, Oberlo, 20 Aug. 2021, <https://www.oberlo.com/blog/what-is-podcast>

Here, Y. N. (n.d.). *Social media research: Tools, techniques and outputs*. Pulsar Platform.

Retrieved December 1, 2021, from

<https://www.pulsarplatform.com/what-is-social-media-research-top-tools-and-techniques/>.

McClung, S., & Johnson, K. (2010). Examining the Motives of Podcast Users. *Journal of Radio & Audio Media*, 17(1), 82-95. Retrieved from

<https://www.tandfonline.com/doi/full/10.1080/19376521003719391>.