



gemiusInsight

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The idea behind the Research

gemiusInsight is research, which provides qualitative analysis of content published on the internet, relating specifically to a given brand or an issue. The research analyses content in blogs, internet fora, discussion lists, posts and different kinds of publications. "Insight" means "inspection", "a look" into a given question and trying to understand and explain it. Such questions may include a given brand image, as well as the habits or opinions of internet users regarding different types of services and products .

Internet users are prone to share their thoughts and doubts on internet fora. They are looking for answers to their questions and asking others about advice there. It is also a place where an image of the brand or service comes into being or has an influence on internet users' trust. More and more internet users take advantage of the opportunity provided by blogs, social networks and discussion. All of these data sources are analysed in gemiusInsight research.

“Insight” means inspection, a look into a question

Description of the Research

More and more often, the internet is the place where we seek information about a product, when we are making a purchase decision...

therefore, it is worth checking:

- What consumers find out about our products and services;
- What are the key elements of our image in the network;
- How the brand looks like in comparison to the competition;
- Why clients assess our product as being good/bad;
- How the brand image can be improved;
- What limitations prevent clients from using our services.

In the gemiusInsight research we use existing materials, not ones specifically created for the research. As the research material is created by users, its subject and form indicate their interests and a style of life. Since the material is not an answer to a question by a researcher, we avoid the risk of imposing our notions and categories on internet users. In this way the research does not run the risk of an artificial situation and gives some leeway in terms of choosing the subject and issues we would like to study.

Internet users create research materials in a form and with content interesting for them

Activity on fora is quite specific, in terms of people and communication and sentence exchange is not similar to discussions during online focus research, for example. gemiusInsight may relate to subjects that are "hot", controversial and stimulating in terms of discussion. It is valuable for brands conducting an intensive and visible advertising campaign and also for companies introducing a new service or solution. The research may also relate to products that have been on the market for long time, which must have advocates and opponents in order to be commented on in media.

gemiusInsight research allows:

- Trends to be shown in the statements regarding a given brand and its competition, for example;
- The influence of the body of opinion, portals, web sites and communities to be known internet user opinions of a given brand;
- The contexts to be known, in which a given brand exists from the point of view of internet users, as well as competitive brands;
- The actions taken by competitive brands to be known, as well as internet users' splashback on these actions;
- A network of notions connecting with a given brand to be created;
- What types of interactions there are between investigated people and the brand (both emotional and rational) and what attitudes the brand causes to be analysed;
- Recommendations regarding improvement of the product, service or conducting marketing campaign to be formulated;
- Help to be provided when planning actions to improve/change the brand image, as well as by activity on fora and blogs;

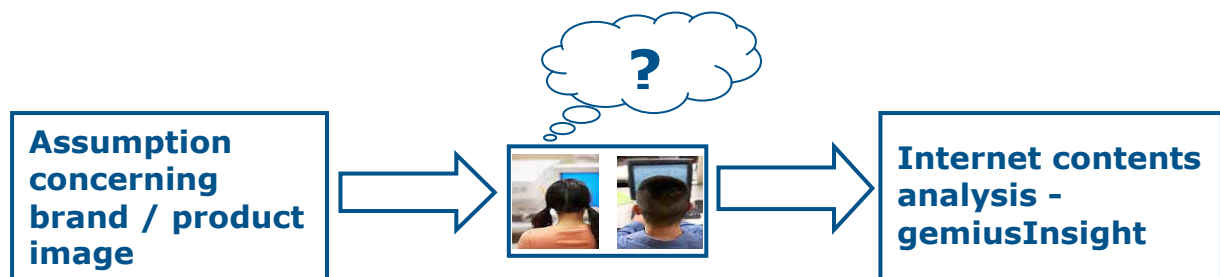
- Onboard content to be tracked when it appears on the internet - therefore, it can be cyclical so that it could be possible to observe changes in the manner of speaking about a given brand, or single - when we would like to see a “photograph” of a given phenomenon.

Research Methodology

gemiusInsight research consists of 3 fundamental stages.

1. Creating the research concept

First of all, detailed research aims should be determined, i.e. what we would like to find out from the research, what kinds of action we would like to take etc. Then, we have to determine the time period, over which data for analysis should be gathered. This is extremely important in the case of a big marketing campaign’s beginning which is to change the brand’s image: we have to determine from which moment materials could have been originated.



Preparing the research concept also includes notions and key words determining which internet content regarding a given brand, product or service can be found. At this stage, competitive brands for the research subject are determined and the range of services taken into consideration during the analysis is established, e.g. limited to thematic portals related to a given branch.

2. Downloading the materials to be analysed

The materials to be analysed are mainly texts published on discussion fora, blogs and discussion groups. However, when statements are comments on the particular articles, the commented article should also be taken into consideration in the analysis.

Ways of seeking materials for the research:

- Materials are sought in a similar way to the one used by the 'typical internet user', as well as obtaining as broad an opinion spectrum as possible;
- Materials are sought in popular browsers, such as Google, Netsprint, Technocrati. In addition, we follow the links and references on blogs and fora in order to access the information, which may greet the internet user searching for news on products or services;
- The research also includes results from badania Megapanel PBI/Gemius research.

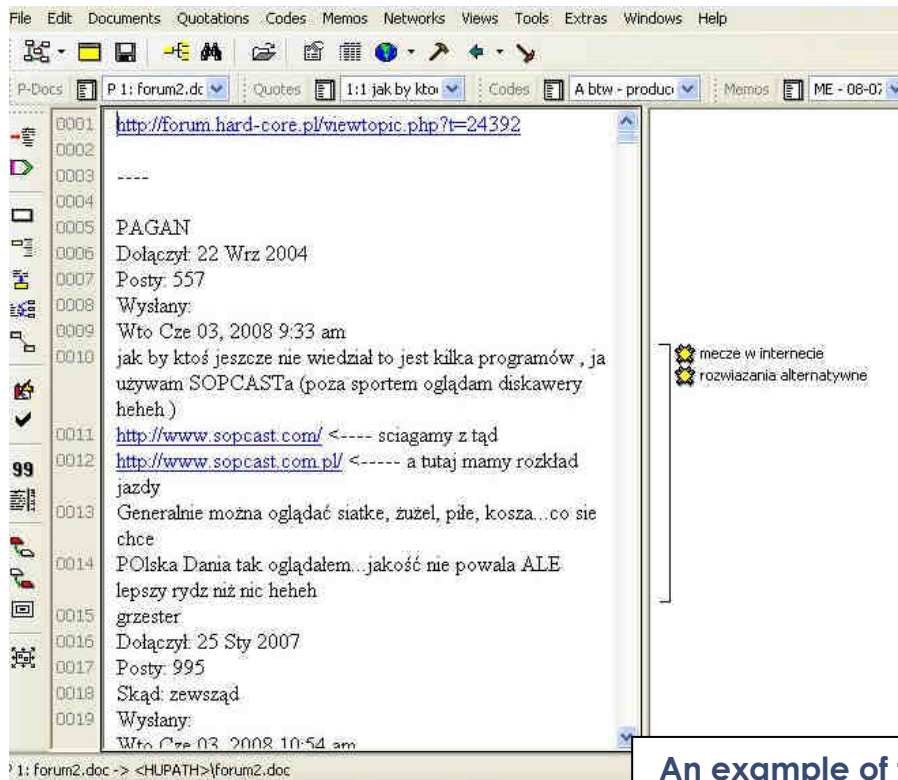
Whilst reading and analysing materials, a list of codes-categories is created. This is used to describe the analysed part of the material. The context of the brand appearing and competing on the market is under analysis as well. There is also a network of notions negatively, positively or neutrally connected to a given brand. In this way, it is possible to single out emotional and rational relations, which connect the brand with the internet users.

3. Material analysis, report preparation

The last step is to analyse the materials found. The analysis consists of reading the entire material very carefully; its most significant element is not counting emerged attributes, but interpreting them. For each research, a new, separate document is created in the Atlas.ti program.



Qualitative analysis is a process of gathering knowledge, providing remarks on a given issue and making greater or lesser "discoveries". Therefore, each valuable quotation is recorded, all the researcher's remarks, comments and interpretative ideas are noted and assigned to a particular fragment. Analytical report is in the descriptive form, it includes schemes presenting notions connected negatively and positively with the brand, indicating their meaning and significance (notions network).



An example of the analysis carried out the Atlas.ti program - material coding

Final effect

Conclusions from the analysis are presented in the .pdf report, which is the summary of analysed statements and comments. Together with the report, there is a list with all links found for the research needs. The list is in .xls format.

The analytical report includes the following elements:

- Presenting research aims;
- Presenting research method;
- The range of the sought;
- Results of the research;
- Attachment with the list of the links found for the analysis.



Not just gemiusInsight

gemiusInsight research cannot only be used as a simple analysis, it can be also a good way of obtaining deeper knowledge on a given topic, indicating and commented problems. It may also become the inspiration for creating a questionnaire for a survey, with the aim of knowing how often phenomena occur and attitudes discussed on fora (**gemiusAdHoc**). It can also be a basis for focus research, in which internet users' opinions will be analysed more deeply (**gemiusFGI**).

Price offer

The price of the research is established individually with the Client.

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