



USING VISUAL SOCIAL MEDIA PLATFORMS TO FUEL INNOVATION

Harnessing the Pinterest Factor for Qualitative Research

Frank N. Magid Associates, Inc.

research  **VIBE**

Visual Social Media

A picture is worth a thousand words.....



www.thefancy.com

Visual Social Media

Pictures help us sort the vast amount of data we are exposed to everyday.



“Blogs were one of the earliest forms of social networking where people were writing 1,000 words.” Dr. William J. Ward, Syracuse University

The New York Times Business Day
Technology

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Social Media Are Giving a Voice to Taste Buds

By STEPHANIE CLIFFORD
Published: July 30, 2012 | 47 Comments

Frito-Lay is developing a new potato chip flavor, which, in the old days, would have involved a series of focus groups, research and trend analysis.

Now, it uses [Facebook](#).

Visitors to the new Lay's Facebook app are asked to suggest new flavors and click an "I'd Eat That" button to register their preferences. So far, the results show that a beer-battered onion-ring flavor is popular in California and Ohio, while a churros flavor is a hit in New York.

"It's a new way of getting consumer research," said Ann Mukherjee, chief marketing officer of Frito-Lay North America. "We're going to get a ton of new ideas."

Multimedia

Enlarge This Image

Peter DaSilva for The New York Times
Ravi Raj, standing, of @WalmartLabs with Pankaj Risbood and Ken Turner examining social media data.

FACEBOOK
TWITTER
GOOGLE+
E-MAIL
SHARE
PRINT
REPRINTS

What's Popular Now

Cleaning Up the Economy

Obama, in Democratic Convention Speech, Asks for More Time

Advertisement

WE'LL COVER YOUR AIRFARE

DINNER WITH BARACK

OBAMA BIDEN **GET STARTED**

http://www.nytimes.com/2012/07/31/technology/facebook-twitter-and-foursquare-as-corporate-focus-groups.html?_r=2

“When we moved to status updates on Facebook, our posts became shorter.”

The screenshot shows a Facebook news feed interface. On the left is a navigation sidebar with sections: FAVORITES (News Feed, Messages, Events, Find Friends), FRIENDS (Close Friends, Family, Campbell Soup, Research Mkt, LLC, South Valley CC, University of West, Nashville Area, Close Friends/Family, Potential Peeps), GROUPS (Therapists and Psycho, 2012-2013 PAC Series, Create Group...), APPS (App Center, Washington Post Social Rea..., Birthday Cards, Birthdays, Games Feed), INTERESTS (Add Interests...), and PAGES. The main feed area has a search bar at the top, followed by 'Update Status', 'Add Photo / Video', and 'Ask Question' buttons. Below is a text input field with the placeholder 'What's on your mind?'. The feed shows a post from 'Lynette Marshall' with a profile picture, stating 'Congratulations to Dennis Green and our friends at KCKC. We appreciate the terrific jazz you bring to our community. Thanks, too, to Kirkwood Community College for supporting this great effort.' Above this is a sponsored post for 'Women Get It Free' with a 'Like Page' button. The post text reads: 'I cannot believe how many product samples keep showing up in my mailbox! I keep getting ones that I forgot I signed up for! LOL. If you have more time than money, (like me) you should go to this site.' Below the text is a 'LINK - http://goo.gl/9HM4G' and an image of various product samples including Down, Cheerios, and Avon. The post has 1,396 likes, 224 comments, and 224 shares. At the bottom of the feed, there is a link to 'KCKC named tops in the nation again' from thegazette.com.

<http://www.marchpr.com/blog/2012/08/the-evolution-of-visual-social-media/>

“Then micro-blogs like Twitter came along and shortened our updates to 140 characters.”



<http://www.marchpr.com/blog/2012/08/the-evolution-of-visual-social-media/>

“Now we are even skipping words altogether and moving towards more visual communication with social-sharing sites like Pinterest.”

The screenshot shows the Pinterest homepage with a search bar at the top left, the Pinterest logo in the center, and navigation links for 'Add', 'About', and 'Profile' on the right. Below the navigation is a 'Following' section with tabs for 'Categories', 'Everything', 'Popular', and 'Gifts'. The main content area is a grid of pins:

- Recent Activity:** A vertical list of recent repins and likes, including 'Rym Guilleid repinned your pin' and 'Charlotte Baddena-Billinger and 50 others repinned your pin'.
- Organization Tips:** A pin titled '30 Organization Tips, Tricks and Ideas That Will Make You Go Ah-ha!' featuring a basket of hair tools.
- Macaroni snow flakes:** A pin showing 'Macaroni snow flakes- brilliant kid craft idea!' with a photo of macaroni snowflake cutouts.
- White T-shirt:** A pin of a white t-shirt with the text 'LOVE GOD, SWEET TEA AND THE SEC'.
- Parenting tip:** A pin titled 'Successful parenting is finding 80's hair band music on your kids ipod' with a photo of a woman and a child.
- Wanted Ad:** A 'WANTED' advertisement for a survey, stating 'Want to make an EXTRA SALARY simply by filling out surveys for major companies? Get Paid \$5-\$40 per survey, and they just take 5-10 minutes each!'.
- Vintage Paint Tube:** A pin titled 'Vintage Prussian Blue Oil Paint Tube 40's. Sherwin Williams' with a photo of a paint tube.
- ipad purse:** A pin of a pink and grey iPad case, titled 'ipad purse'.
- Christmas Music:** A pin showing 'The American Express ROUND TRIP TICKET' cards, with a caption: 'Oh my...love this. Start your bedtime routine as usual, while Dad makes bags of popcorn and hot chocolate drinks and place them in the car, don't forget to have Christmas music playing too! When the kids climb into bed, they will'.

<http://www.marchpr.com/blog/2012/08/the-evolution-of-visual-social-media/>

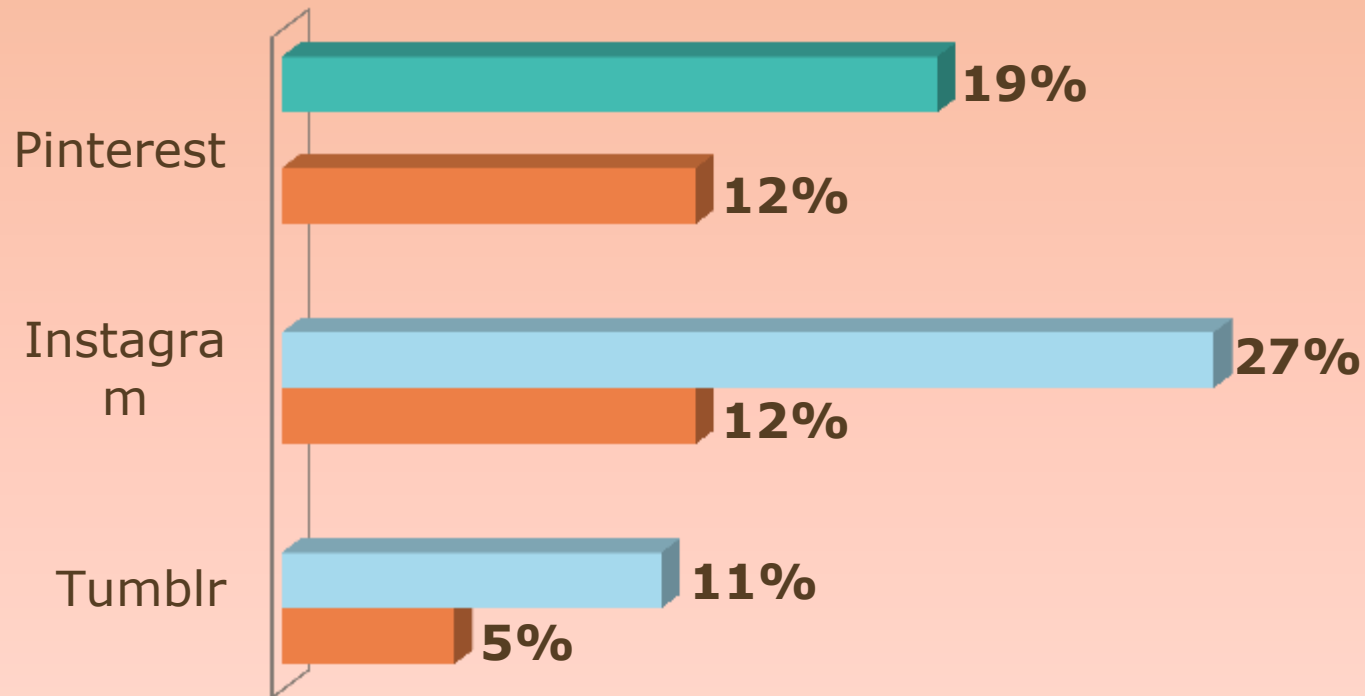


Visual Social Media

- “The Internet has always been a platform for creators and curators.... as social media grows and tools are more visual and social.... seems to attract special audiences of early adopters.”
Pew Internet
 - “Creators”, 46% post original photos and videos online
 - “Curators”, 41% share found images and videos
- Visual social media communities
 - Female-focus – Pinterest.com
 - Male-focus - Gentlemint.com, DartItUp.com
 - Young Adults – Instagram, Tumblr
 - Design/Fashion-focus - TheFancy.com, Polyvore.com

<http://mashable.com/2012/09/14/women-prefer-pinterest/>

Visual Social Media



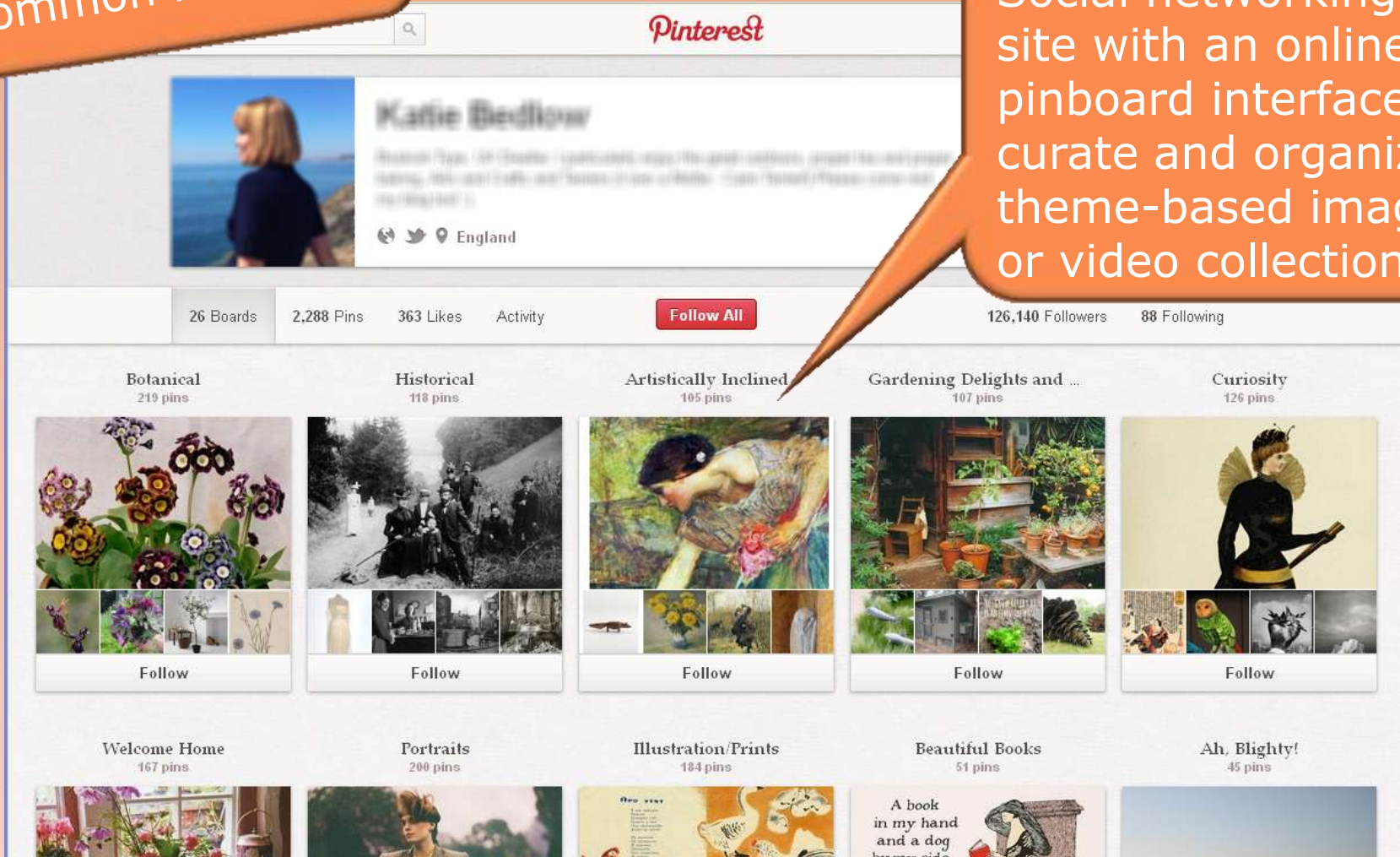
- % Online Women
- % Online Young Adults 18-29 years
- % Online Adults

<http://mashable.com/2012/09/14/women-prefer-pinterest/>

Connects people globally based on common interests.

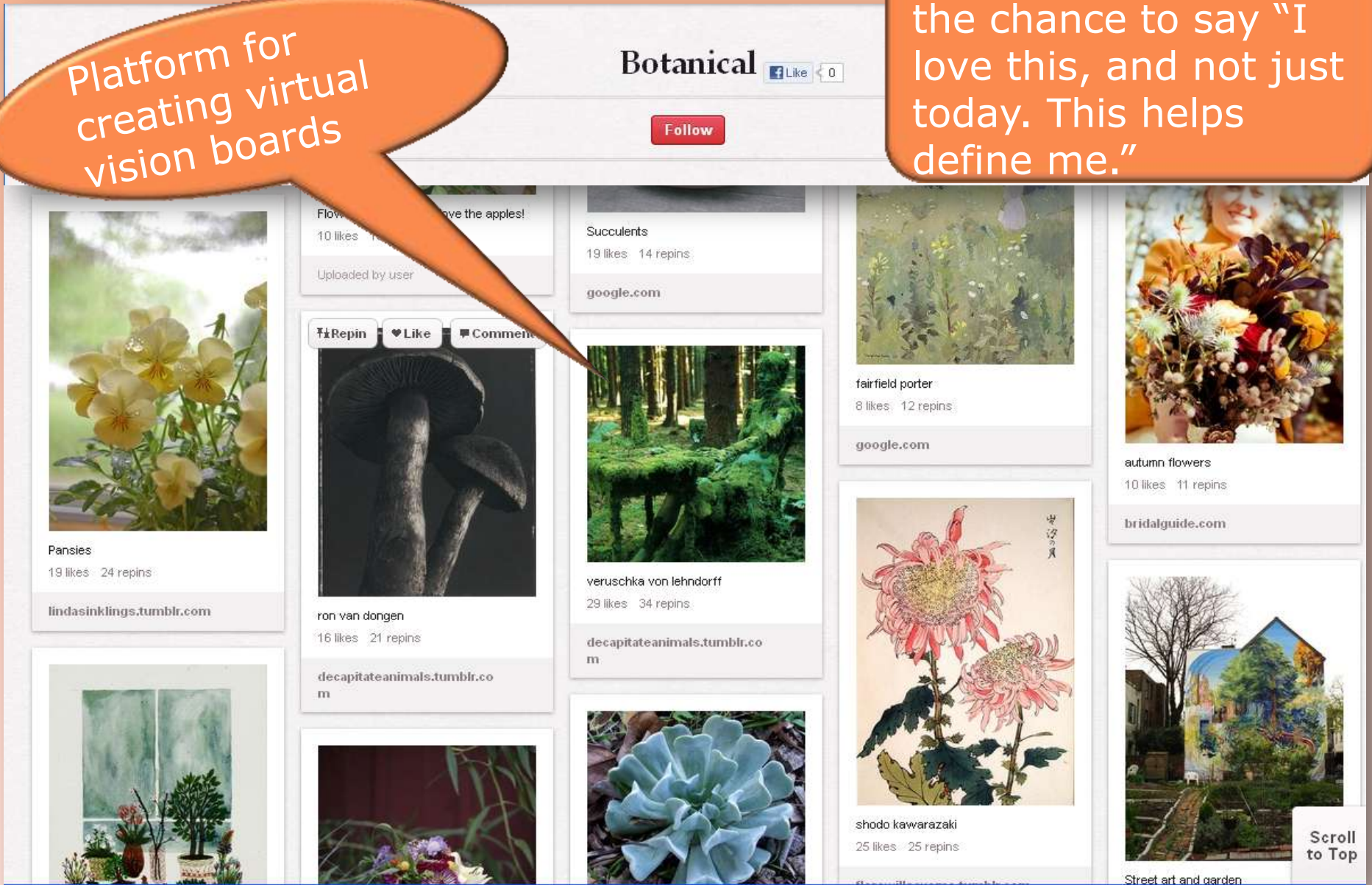
What is Pinterest?

Social networking site with an online pinboard interface to curate and organize theme-based images or video collections.



Platform for creating virtual vision boards

Pinterest gives people the chance to say "I love this, and not just today. This helps define me."



Botanical Like 0

Follow



Pansies
19 likes 24 repins

lindasinklings.tumblr.com

Flowers love the apples!
10 likes
Uploaded by user

Repin Like Comment



ron van dongen
16 likes 21 repins

decapitateanimals.tumblr.com

Succulents
19 likes 14 repins
google.com



veruschka von lehndorff
29 likes 34 repins

decapitateanimals.tumblr.com



fairfield porter
8 likes 12 repins

google.com



autumn flowers
10 likes 11 repins

bridalguide.com



shodo kwarzaki
25 likes 25 repins



Street art and garden

Scroll to Top

A personal file cabinet of visual ideas

What is Pinterest?

Pinterest

Add + About ▾  [Profile](#) ▾

Super HOT Kitchens  Like  39



Unfollow

46,183 followers, 112 pins



Fall is the perfect time of year for this "patio kitchen." | [Sunset.com](#)

9 likes 40 repins

 [Have references from sunset.com](#)



Fresh, Colorful Kitchen | [Sunset.com](#)

13 likes 67 repins

 [Have references from sunset.com](#)



Kitchen Island for Socializing | [Sunset.com](#)

12 likes 62 repins

 [Have references from sunset.com](#)



Great ideas for kitchens | Heath-tiled kitchen | [Sunset.com](#)

9 likes 23 repins

 [Have references from sunset.com](#)



Cool and bright kitchen from [Sunset Mag](#)

8 likes 23 repins

 [Have references from sunset.com](#)



Mobile Hospitality: Designed To Celebrate and Enjoy Public Space



Gorgeous kitchen with some very cool



Images are typically inspirational and motivational

Cheese is the Bee's Knees

Follow

44,105 followers, 31 pins



5 Tips For Creating The Perfect Cheese Platter

68 likes 1 comment 485 repins

Save Reference from [abeautifulmess.com](#)

Repost by [cheese feast!](#)

Add a comment...



Peach, Prosciutto & Ricotta Crostini / Romulo Yanes

26 likes 211 repins

Save Reference from [bonappetit.com](#)



Grilled Soft Cheese with Thyme Honey and Fresh Figs

41 likes 226 repins

Save Reference from [justclassics.wordpress.com](#)



Let's make summer pizza! Fruit, herbs and fresh mozzarella make this a VVVV #recipes

31 likes 119 repins

Save Reference from [howsweeteats.com](#)



Cheese infographic from Threadless

30 likes 2 comments 125 repins

Save Reference from [johnrush.typepad.com](#)

Save Reference Except in the graphic the buffalo

Save Reference Milk icon is a BISON, and you cannot milk a BISON. Buffalo milk cheese comes from the African WATER BUFFALO. Way to go Threadless

Add a comment...



Blue Cheese, Hazelnut and Honey Polenta #recipe

by [joy the baker](#)

20 likes 63 repins

Save Reference from [joythebaker.com](#)



Tex-Mex pimento cheese | Homesick Texan

16 likes 76 repins

Save Reference from



Pinners create image collections, browse other's collections, share, and comment on images.

Like Twitter, Pinterest is an open social network site, meaning you can follow anybody you like without requiring their permission.

Currently, connects to Facebook and Twitter

Pinterest

Outdoor containers

Like 0



Leahy Castle

Unfollow

256 followers, 10 pins



Container gardening

1 repin

ottawagardendesign.wordpress.com



how to plant a garden pot - complete w/ diagrams

1 like 1 repin

sunset.com



Ideas for potted flowers!!!

1 like 1 repin

container-gardening-for-you.com

1 Repin 1 Like 1 Comment



Great shady potted plant idea!

2 repins

houzz.com



the planter umbrella stand

apartmenttherapy.com



pinterest.com/pin/141300507028931447/



Some retailers, like Wal-Mart, think the act of “pinning” signals buying intent.



Darla Hall via Jane Wang

Repinned 26 weeks ago from Threads



Gathered Column Dress: Also available in red. #Dress #anthropologie

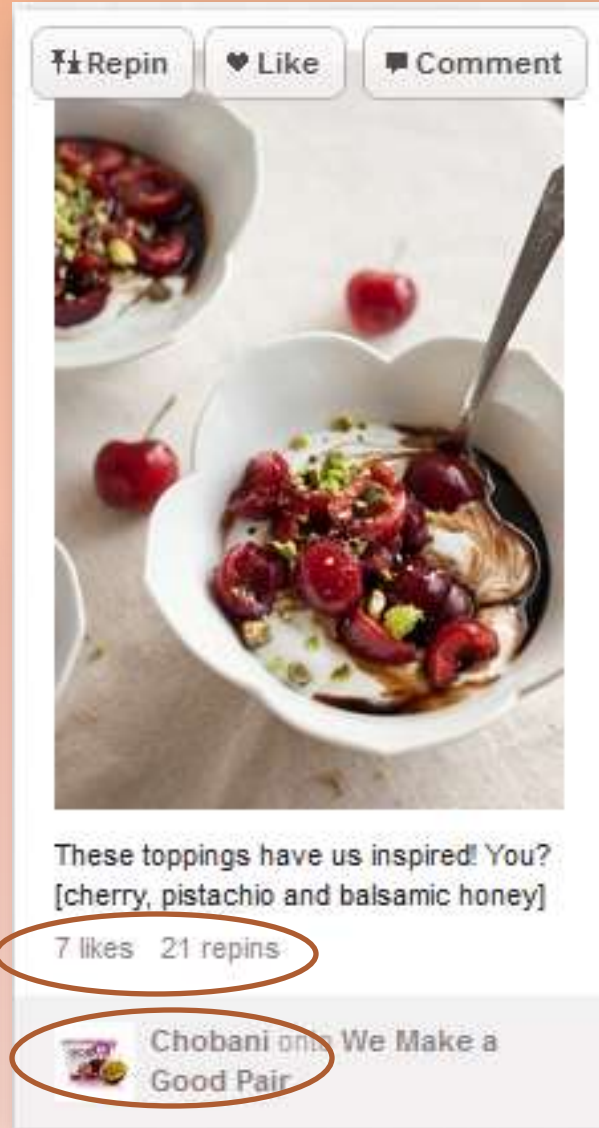
<http://techcrunch.com/2012/09/06/report-pinterest-beats-yahoo-organic-traffic-making-it-4th-largest-traffic-driver-worldwide/>

What is Pinterest?

Retailers and brands are working to define the Pinterest marketing factor.



Facebook users often describe ads as invasive and annoying....



...while Pinterest users welcome content from brands and products such as Chobani on Pinboards.

<http://retailindustry.about.com/od/retailtrendsetters/a/Retail-Stores-Brands-Chains-Using-Pinterest-Social-Media-Network-Pinboards-Sales.htm>



Pinterest Growth

- Grown by 4000% in past 6 months
- > 10.4 mill. registered users
- Soon to be one of Top 10 social networks
- 88.3 minutes/user/month
 - User engagement runs third only to Facebook @394 mins/mo. and Tumblr @141 mins/mo.)

<http://www.jeffbullas.com/2012/01/03/6-social-media-networks-to-watch-in-2012-plus-infographics/>

<http://techcrunch.com/2012/02/11/pinterest-stats/>

<http://techcrunch.com/2012/09/06/report-pinterest-beats-yahoo-organic-traffic-making-it-4th-largest-traffic-driver-worldwide/>

Pinterest Pursuits and Categories

Useful Pursuits	% Users	Top Pinning Categories	% Users
To Get Inspired	70%	Food	43%
To Get Gift Ideas	65%	DIY/Crafts	36%
To Find Interesting Content to Share	62%	Fashion	29%
To Express Myself	56%	Design	24%
		Health/Fitness	24%
		Products	23%

* Sept 2012 Online Survey Frank N. Magid Assoc.



VISUAL SOCIAL MEDIA COMMUNITY NORMS

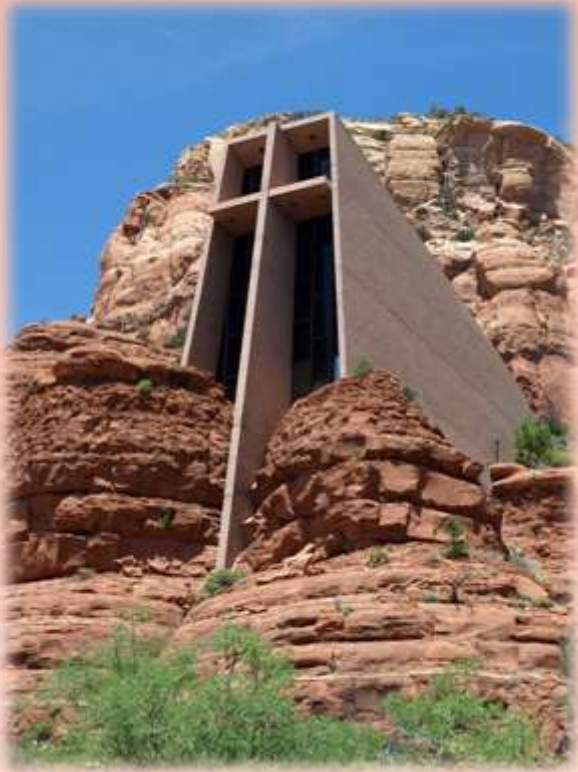
Images are Aesthetically Appealing and Stimulating



Cinnamon. Full of antioxidants.



Cool centerpiece!



Inspiring!

Images are Motivational and Inspirational in Nature

Teach and Inform

Create Curiosity

Evoke Emotions

Blair Shackie
Pinned 2 hours ago from blairshackie.com



the depth of your soul is reflected in your heart... jump in

Steve Wang
Pinned 9 days ago from online.wsj.com



Stutzman, a 29 year old Iowan who says he was born without arms, but NOT born without a heart, won the Silver Medal in Archery at the London 2012 Paralympic Games. via wsj and [www.inspirational...](#) Photo by Wang Lili/ZUMA24.com #Paralympic_Games #Archery #Stutzman #wsj

Miss Kittanova
Truly and inspiration.

Darcy Fuller via Maxine Purdon
Repinned 4 weeks ago from Fitness

Follow

Daily Workout Plan

by Back On Pointe

Sunday

- 45 jumping jacks
- 15 squats
- 5 jump squats
- 50 Russian twists
- 30 seconds plank
- 10 standing calf raises
- 5 kneeling push-ups
- 30 seconds Superman
- 10 lunges (each leg)
- 40 crunches

Monday

- 100 jumping jacks
- 50 crunches
- 20 tricep dips
- 15 squats
- 20 lunges (each leg)
- 70 Russian twist
- 20 standing calf raises
- 5 push-ups
- 30 second plank
- 10 lunge split jumps

Tuesday

- 40 jumping jacks
- 30 second leg crunches
- 20 sit-ups
- 15 knee dips
- 20 squats
- 10 side lunges (each leg)
- 15 leg lifts (each leg)
- 30 biceps
- 15 wall push-ups
- 40 Russian twist

Wednesday

- 40 jumping jacks
- 20 deep dips
- 10 sit-ups
- 30 hand-dips
- 30 second plank
- 30 squats
- 15 Indian push-ups
- 10 Abalga crunches (each side)
- 40 crunches
- 20 standing calf raises

Thursday

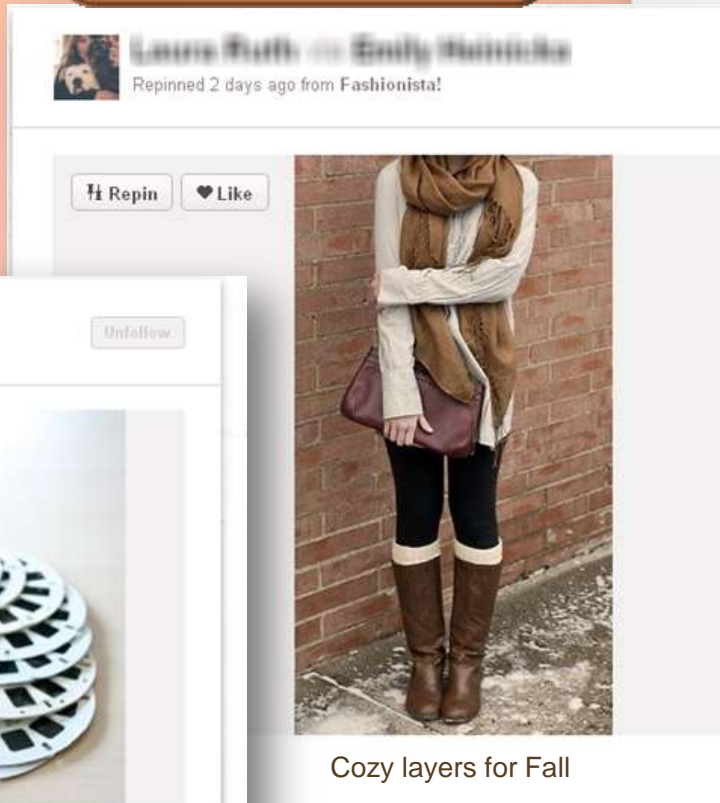
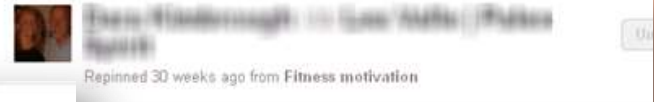
- 100 jumping jacks
- 25 second leg crunches
- 30 crunches
- 20 squats
- 20 wall push-ups
- 10 Russian twist
- 15 second side split (each side)
- 10 lunge split jumps
- 5 jump squats
- 40 high knees

Images Offer a Succinct Message or Story to Engage "Pinner's"

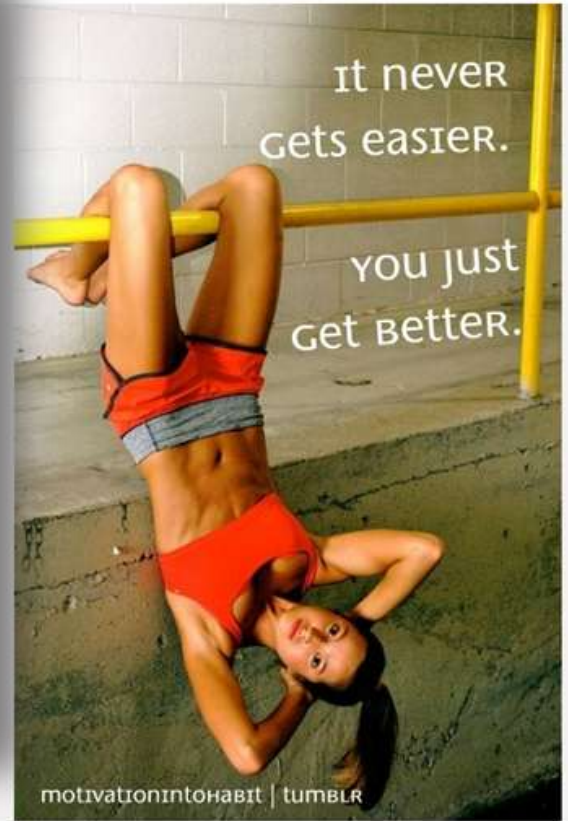
Who we want to be...

Who we are...

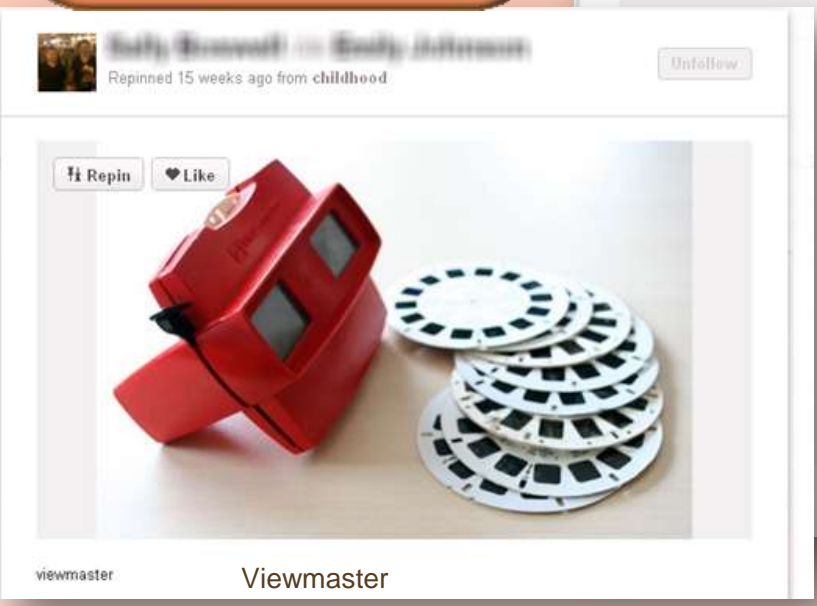
Reminds us of who we were...



Cozy layers for Fall



Getting better everyday





**PINTEREST AS A RESEARCH
PLATFORM**
A Case Study



Why Use Pinterest for Research?

- Pinterest offers a unique opportunity to do an ethnographic "archeological dig" using elementary search options.
- Offers long-term exploration potential for a specific marketing interest and innovation focus.
 - Based on creating a customized target "following" group

Layers Of Learning

Rich Image



Engaging Copy

These toppings have us inspired! You?
[cherry, pistachio and balsamic honey]

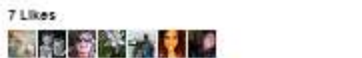
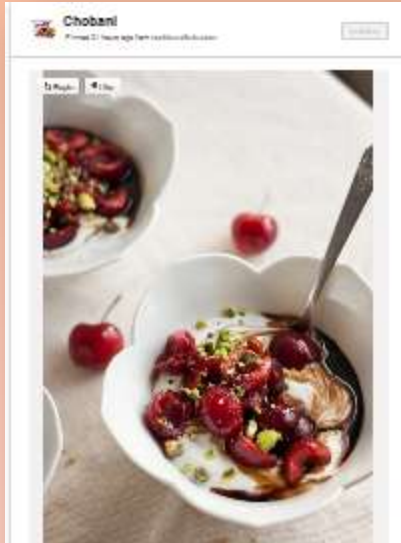
7 likes · 21 repins



Chobani onto We Make a Good Pair



Re-pins & Likes



COOKIE+kate Branching & Discovery



They, I can't even seem to find the recipe! (I've tried to find it on Pinterest but it's not there) I'm so excited to see this! I've been looking for a recipe like this for ages and I'm so glad I found it! I'm so excited to see this! I've been looking for a recipe like this for ages and I'm so glad I found it!

Whole Foodies



When I first saw this recipe I was blown away! It seems so simple but it's so good! I've been looking for a recipe like this for ages and I'm so glad I found it! I'm so excited to see this! I've been looking for a recipe like this for ages and I'm so glad I found it!



Pinterest Demographics

When Selecting a Research Focus, Be Mindful:
Users are 80% Female ages 18-54 years; 40% are ages 25-34 years*

OH MY GOD!!!!



I need to put that on my Pinterest!

Married To The Sea.com

* Sept 2012 Online Survey Frank N. Magid Assoc.



Objectives

- To examine the opportunities and limitations of using image-driven social media communities as a platform for qualitative exploration.
- To study effective approaches for inviting and engaging participants.
- To identify appropriate research topics that adhere to community social constructs.



Research Approach

- Provided Pinterest members with a simple theme:

#ForeverHealthyMe

- Participation allowed for open interpretation of the theme and asked for Pinning activity to span at least two weeks.
- Invitation method was primarily through Facebook and Pinterest “following” group.
- Client-based efforts could involve both incentives for participation, as well as incentives for recruiting other Pinners.



ForeverHealthyMe Themes

Connection

- Positive Relationships
- Physical Touch
- Nature -Garden, Outdoor activity
- Inner spirit
- Higher Power
- Body, Mind, Spirit

Physical Fitness

- Self
- Loved Ones
- Motivational Messages
- Tips for Success
- Build strength
- Discipline
- Incorporate with daily activities

Nutrition

- Antioxidants
- Local and Organic
- Herbal Remedies
- Raw Foods
- Low Fat



ForeverHealthyMe Themes

Daily Priorities

- Balance
- Commitment
- Discipline
- Personal Responsibility

Emotional and Mental

- Positive Outlook and Attitude
- Stress Management
- Create Time Away/Space
- Humor
- Joy

Spiritual

- Solitude
- Daily Practices
 - prayer
 - yoga
 - meditation
 - relaxation



ForeverHealthyMe Themes

Life-Long Learning

- Books
- Experiences
- Skills and Knowledge

Service

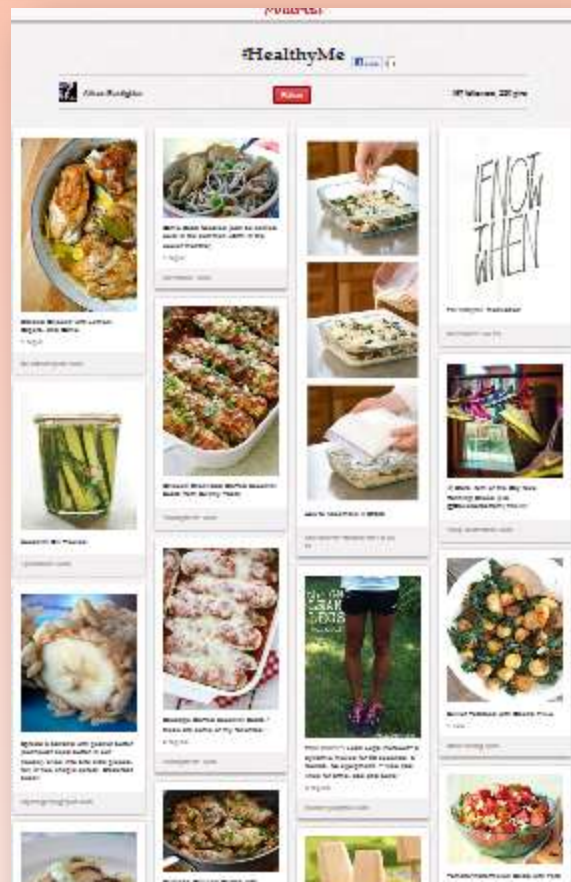
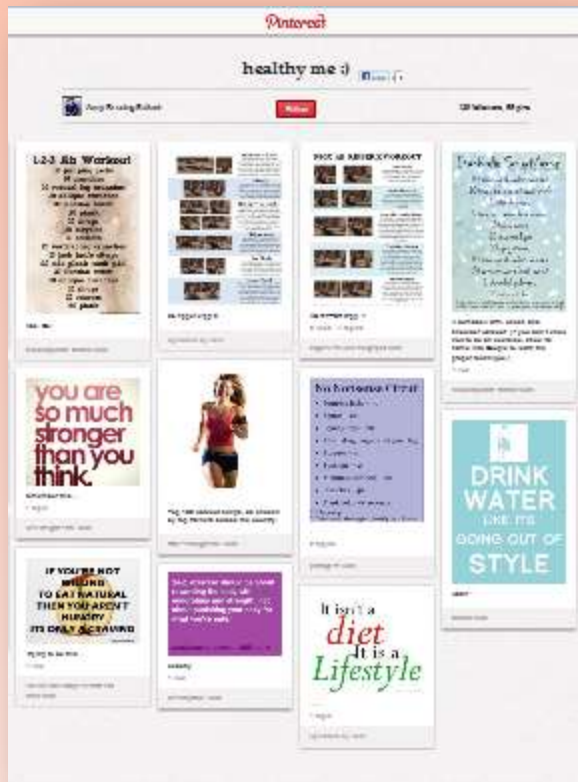
- Giving to Others
- Community Service

Love

- Self
- Others
- Pets

The Power Of A Word: HealthyMe Pinboards

HealthyMe Pinboards tend to focus on food and exercise...





LEARNING AND CONCLUSIONS

Methods for Inviting and Engaging

Existing Followers and Enthusiasts

- Facebook Fan page
- Pinterest Followers – “PinItToWinIt”
- Invite Website Followers through Campaign

Hybrid Approach Advocates and Non-Users

- Engage Advocates through FB, Twitter, Website, Pinterest Followers
- Engage Non-Users through more traditional methods

Random Sample

- Traditional Database
- Capture Visual Social Media Information
- Must have a presence in Social Media community



Issues - Searching and Following Participants

- Recruited participants must have or create a Pinterest account
- Provide a hashtag that succinctly and clearly relates to your research subject
- Instruct participants to include the hashtag with every Pin
- Provide a sample Pinboard with one generic Pin demonstrating the use of the hashtag, being careful not to lead the participant with the image or text



Working Within Community Norms

- Engagement incidence is low; requires use of multiple invitation approaches to gather prompted data
- Questions must be framed in an aspirational context.
- Pinnerers are excited to share ideas; but sharing must be genuine and ideas and information must be relevant and actionable



Potential Uses

- Revealing emotional attachments or associations.
- Exploring how consumers would use or apply a product, e.g. use of an ingredient in recipes or meal planning.
- Identifying emerging market trends, e.g. home, fashion, culinary, health, lifestyle.
- Understanding how a specific term impacts the consumer's interpretation of a message.



Potential Uses

- Exploring how a prospect would solve a particular problem.
- Identifying steps a consumer would take in preparing for an event or a project.
- Determining dimensions or inputs to inform algorithms to profile and identify target samples.
- Broadening perspective on participating pinners by mining information from other pinboard topics and collections.

Special thanks to the Society and the SSP Scientific Committee for inviting us to present this research!



SOCIETY OF
SENSORY
PROFESSIONALS

To continue the conversation:
DarlaHall@ResearchVibe.com