USING VISUAL SOCIAL MEDIA PLATFORMS TO FUEL INNOVATION

Harnessing the Pinterest Factor for Qualitative Research
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

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

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.”

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

- **Pinterest**: 19% (% Online Women), 12% (% Online Young Adults 18-29 years), 5% (% Online Adults)
- **Instagram**: 27% (% Online Women), 12% (% Online Young Adults 18-29 years), 11% (% Online Adults)

Source: [http://mashable.com/2012/09/14/women-prefer-pinterest/](http://mashable.com/2012/09/14/women-prefer-pinterest/)
What is Pinterest?

Connects people globally based on common interests.

Social networking site with an online pinboard interface to curate and organize theme-based images or video collections.
Pinterest gives people the chance to say “I love this, and not just today. This helps define me.”
What is Pinterest?

A personal file cabinet of visual ideas
Images are typically inspirational and motivational.

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

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/
## Pinterest Pursuits and Categories

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

* 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
Images Offer a Succinct Message or Story to Engage “Pinners”

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

Re-pins & Likes

Branching & Discovery
Pinterest Demographics

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

* 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...
Pins included food and exercise, but focus on long-term commitment also led to “quality of life” Pins and a broader definition of healthy.
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.
- Pinners 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!

To continue the conversation:
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