

# How Can I Listen If I'm Talking?

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Analytics/Digital

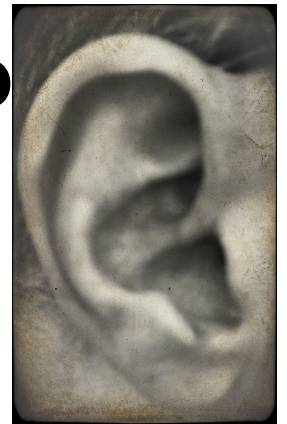
Kraft Foods

Twitter: @fco24

May 8, 2012

**When We Want to Understand  
Something, We Ask Questions**

**But Are We Truly Listening?**



**Listen to What  
Consumers Are Saying**

**Then See Where/How Brands  
Fit Into the Conversation**

# Why I won't do It

Not Representative



Missing Demographics



Not My Consumers



Too Much to Read



No Time



Not What I'm Used To

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**Where Do I Begin?**

**With Examples**

# The Economy

# We usually look at traditional economic measures when trying to assess the health of the economy

## US Unemployment/Inflation Rates

**UNEMPLOYMENT**



(from Jan 1948 to Feb 2012) (in percent)

**INFLATION**



(from Jan 1914 to Feb 2012) (in percent per year)

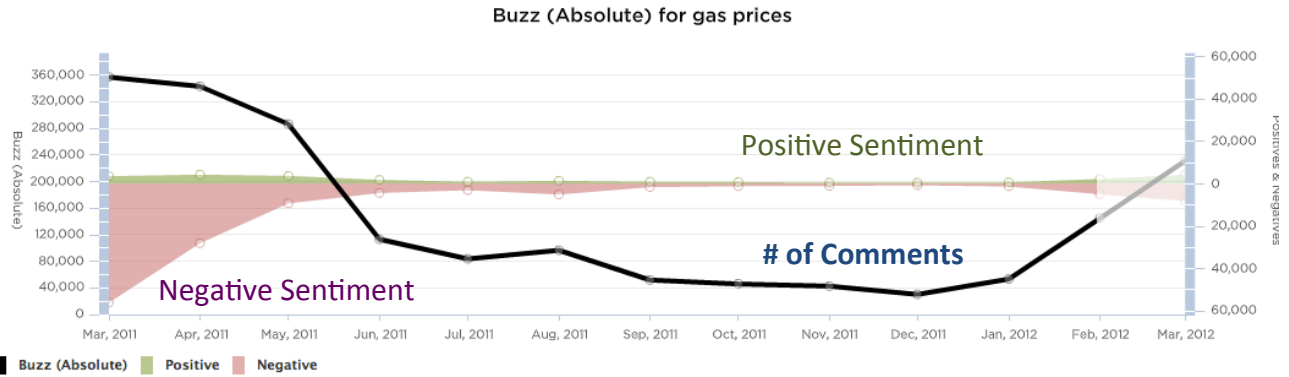
Source: <http://www.wolframalpha.com/input/?i=unemployment+rate+US>

<http://www.wolframalpha.com/input/?i=inflation+united+states>

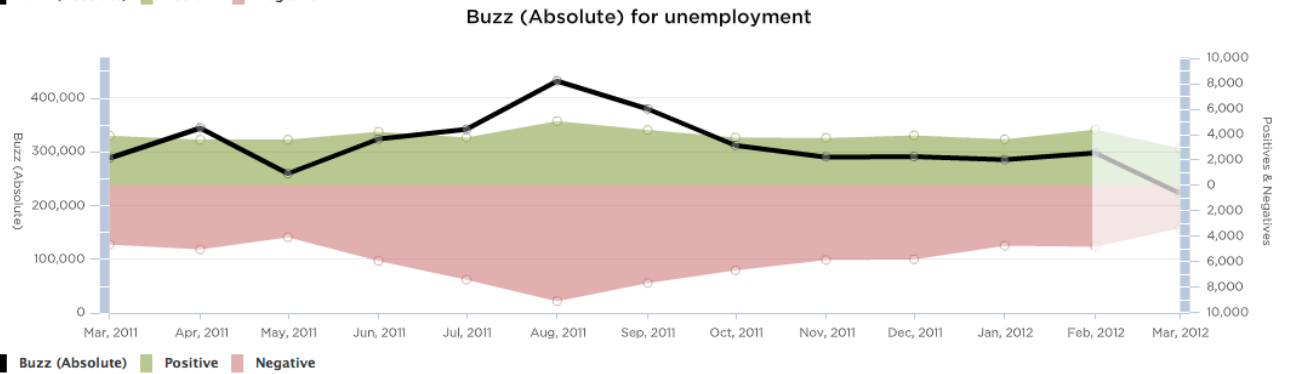
# Can we use social media to assess the economy?

Remaining negative for Gas Prices and Unemployment, Less Concern for Food Prices

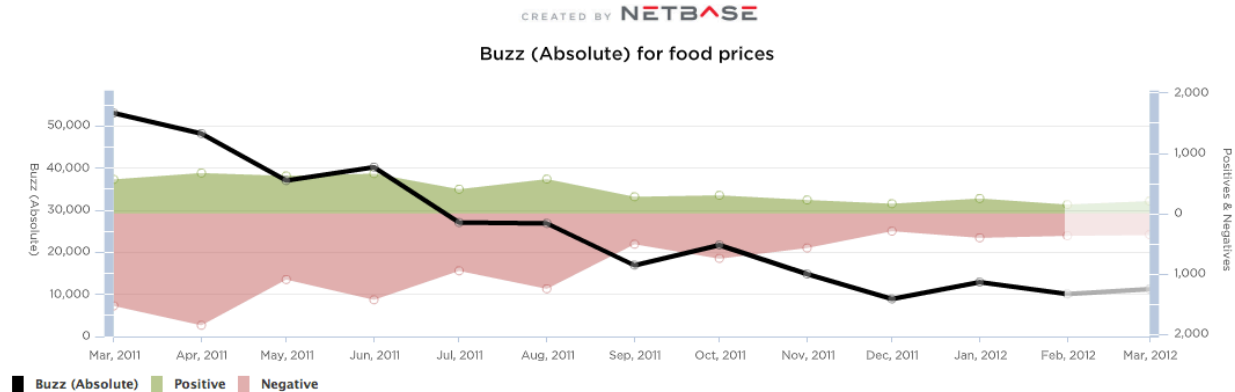
## Gas Prices



## Unemployment

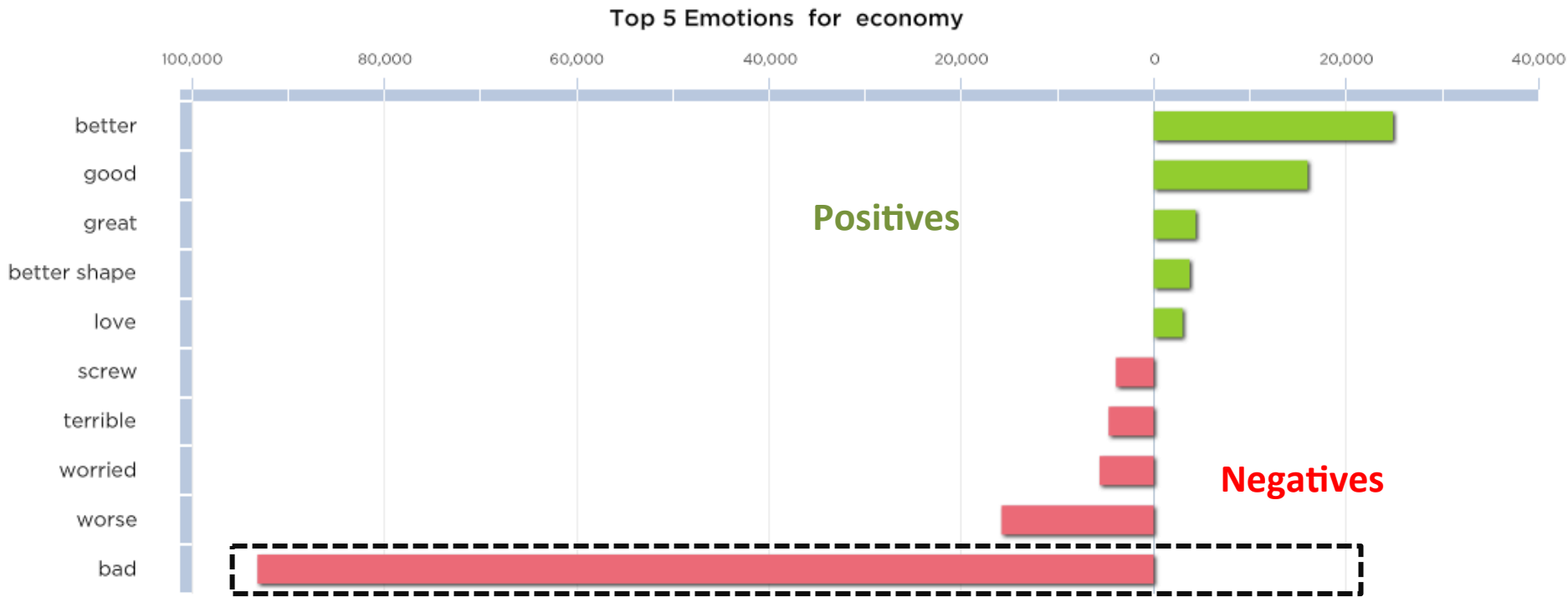


## Food Prices





# What is the state of the economy?



Based on 175,298 high precision Sound Bites from Top 10 Emotions

# Unemployment searches track the unemployment rate

Web Search Interest: gas prices, food prices, unemployment

Worldwide, 2004 - present

Categories: [Autos & Vehicles](#), [Food & Drink](#), [Business & Industrial](#), [People & Society](#), [Finance](#), [more..](#)

