

PEOPLE

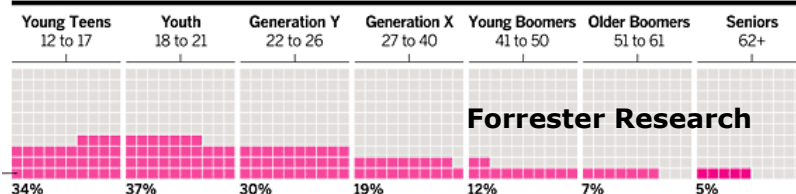
What people are doing

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

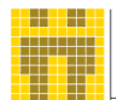
Who participates (U.S. online users)



PEOPLE

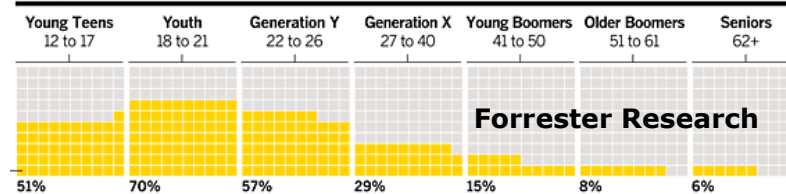
What people are doing

Joiners use social networking sites.



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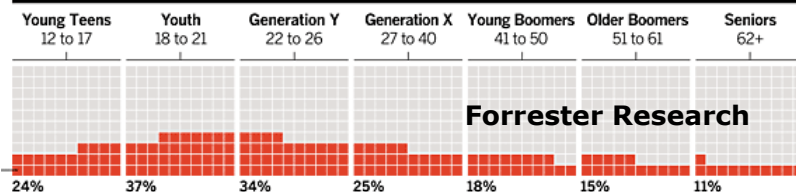
What people are doing

Critics comment on blogs and post ratings and reviews.



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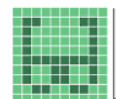
Who participates (U.S. online users)



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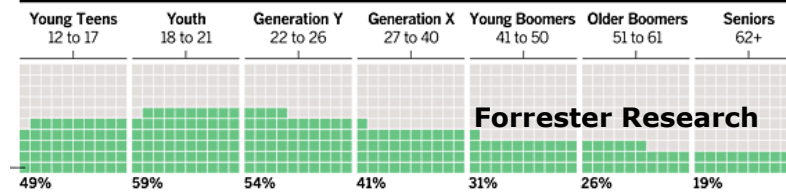
What people are doing

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



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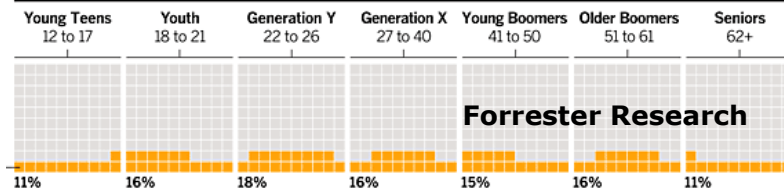
What people are doing

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



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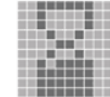
Who participates (U.S. online users)



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What people are doing

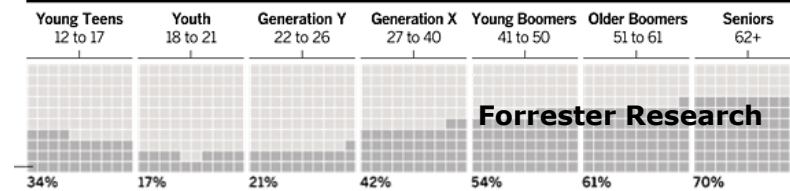
Inactives are online but don't yet participate in any form of social media.



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Data: Forrester Research

Who participates (U.S. online users)



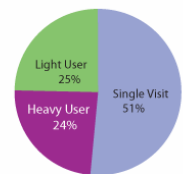
Twitter Usage Segmentation - April 2008

By Usage intensity, Gender, Age

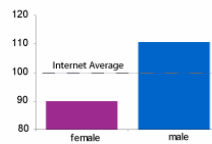


PEOPLE

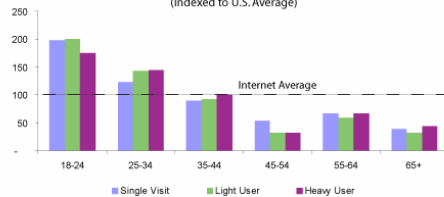
Twitter (Web) Usage Intensity



Twitter Gender Breakdown (Indexed to U.S. Average)



Twitter Age Breakdown vs. Usage Intensity (Indexed to U.S. Average)



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PEOPLE

Remember, don't get too hung up on doing research. An important part of building your strategy will be doing some listening.

Some additional free resources below.

Don't forget about surveys too ...

More Research Sources:

http://beth.typepad.com/beths_blog/2008/09/nptech-summary.html