



Social Media Mining Technology and Applications

Daumsoft
THE MINING COMPANY

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Gilyoung Song
Vice President
Daumsoft, Inc
kysong@daumsoft.com

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1. Social Media Mining

REUTERS

EDITION:
U.S. ▾

News
& Markets ▾

Sectors
& Industries ▾

Analysis
& Opinion ▾

Analysis: S.Korea's smartphone love affair
lures foreign suitors



By Jonathan Hopfner
SEOUL | Fri May 27, 2011 2:23am EDT

"Korea is interesting because it's got a large, tech-savvy and concentrated population," said Andrew Mason, founder and CEO of group-buying site Groupon, which launched services in Korea in March. "It's the perfect market for Groupon."

Smartphones have become a "Trojan horse into the Korean market" for the likes of Google and Facebook, which had a head start on local firms in optimizing their offerings for smartphones, said Richard Min, partner at Seoul-based startup incubator, Seoul Space.

Foreign entrants have moved quickly to capitalize on the changing landscape. Twitter launched a Korean-language website in January after seeing a 3,400 percent spike in the volume of Korean tweets in 2010. It now has around 3 million local users, according to market research firm, Daumsoft.

Facebook opened a Seoul office late last year to seize on the "great momentum" in Korea, a company spokesperson said.

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“Twitter launched a Korean-language website in January after seeing a **3,400 percent spike** in the volume of Korean Tweets in 2010. It now has around 3 million local users, according to market research firm, Daumsoft.”

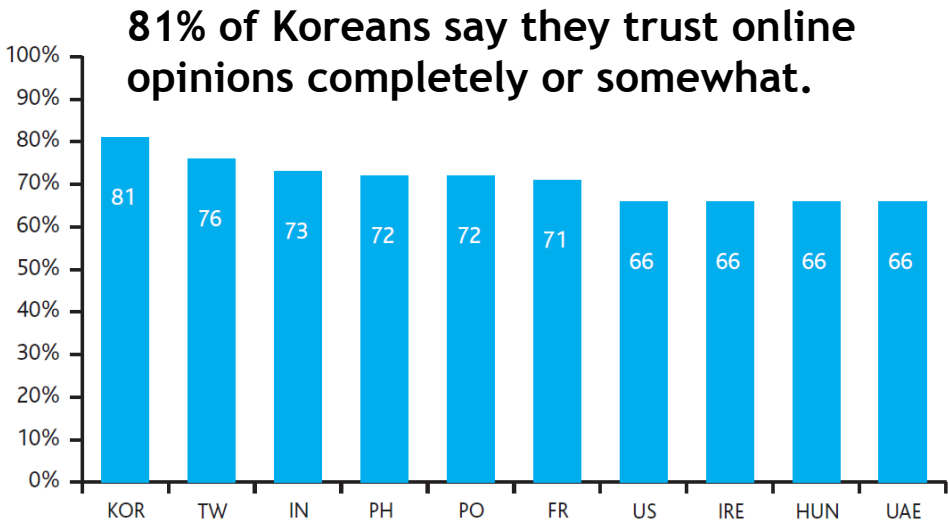
(Reuters, May 27, 2011)

**What people write and read online
is more important than ever.**

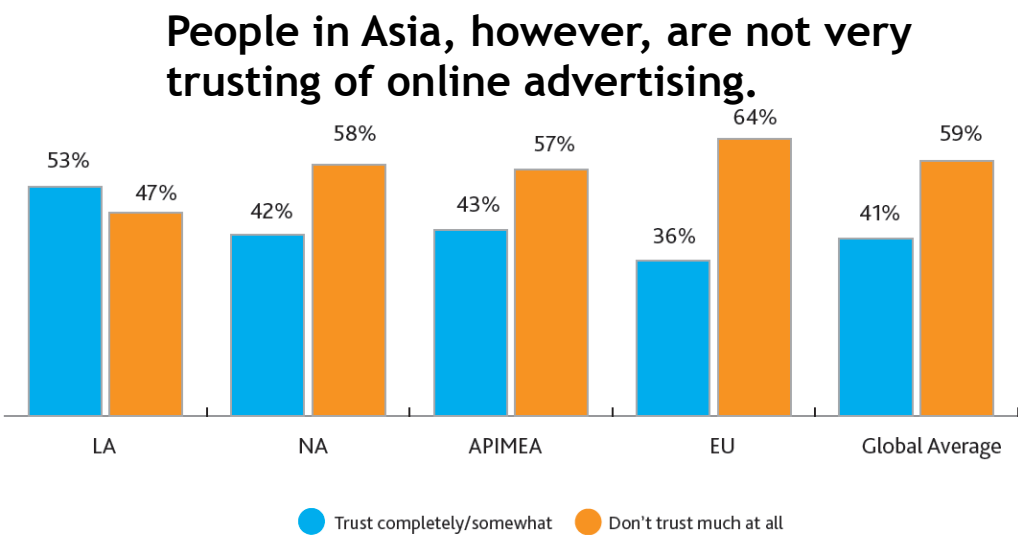
**It both reflects and shapes
people's opinion.**

Women are more likely to use products they see reviewed by their peers online.

81%
of Koreans trust
online comments



Source: Nielsen Global Trust and Advertising Survey, 2007



Source: Nielsen Global Trust and Advertising Survey, 2009

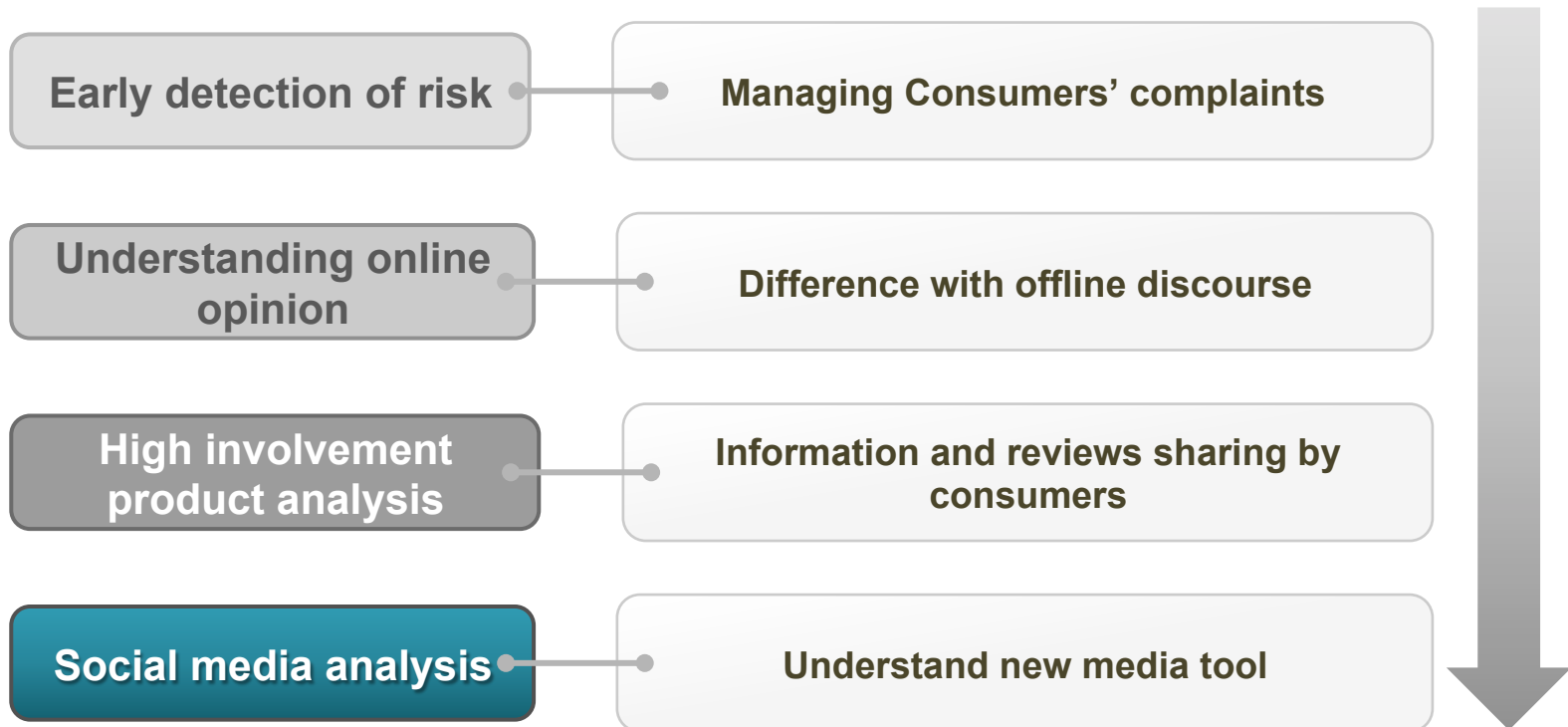
* Includes search engines, email subscriptions, online banner ads and online videos.

According to Korean experts on product merchandising and internet marketing, the online reviews can be a decisive factor to lead a successful word of mouth and real sales increases through reducing anxiety about new products and sharing information to peers.

<i>The key role of reviews is to significantly impact on consumer purchase decisions.</i>	<p>하지만 실제 사용자들이 제품의 구매 결정을 하는데 결정적으로 역할을 하는것은 다른 소비자들의 댓글이다. 소비자들이 제품을 구입하고 사용한 소감을 간략하게 기록된 댓글이 구매 의사 결정에 중요한 역할을 하는 것이다</p> <p>http://cafe.naver.com/uniga.cafe?iframe_url=/ArticleRead.nhn%3Farticleid=54 (JunYeri / www.uniga.co.kr)♪</p>
<p>The results showed that customer reviews is very critical variable to potential buyers during their decision making process. Also the influences of customer reviews were varied with seller's reliability. In conclusion, the sellers who sell the tour packages at online should develop marketing strategies that can reduce the uncertainties of theses packages and buying-after-anxiousness.</p> <p>(Lee Hyun-Kyu/ Customer Reviews and Purchase Intention with Seller's Reliability: Online Tour Packages)♪</p>	<p><i>People care about reviews because they reduce the uncertainty involved with buying new products.</i></p>
<i>Products that have been reviewed have sales five times higher than those that have no online comments.</i>	<p>스킨알엑스 MD백미선 팀장은 '최근 소비자들은 전문가를 능가하는 제품정보와 안목을 가지고 있는 소비자의 상품평에 대한 신뢰가 높다.' 상품평과 매출 연관성을 정확한 수치로 표현하긴 힘들지만 비슷한 상품일 경우 고객의 상품평이 있고 없음에 따라 5배 이상의 매출 차이를 보인다.'고 밝혔다.</p> <p>http://blog.naver.com/yedan205?Redirect=Log&logNo=140034837959 (Baek MiSun / www.skimrx.co.kr)</p>

What is Social Media Mining?

As online environment has changed, social media analysis is the fastest and the most accurate way to understand consumers nowadays. Daumsoft collects millions of consumer-generated opinions from the internet and social media every day. Then we use the technology we've built up over the past decade to extract meaningful information from those opinions for our clients.



2. Technology

Objective of Automated Social Media Analysis

- Collect online opinions from multiple channels about products and services
- Classify online opinions by importance and priority order
- Analyze online opinions to make the best use for Marketing / Sales / Service departments

Online Buzz Creation♪

Collecting/Categorizing♪
Online Buzz♪

Analyzing ♪
Online Buzz♪

Process Innovation♪

100% Automated system♪



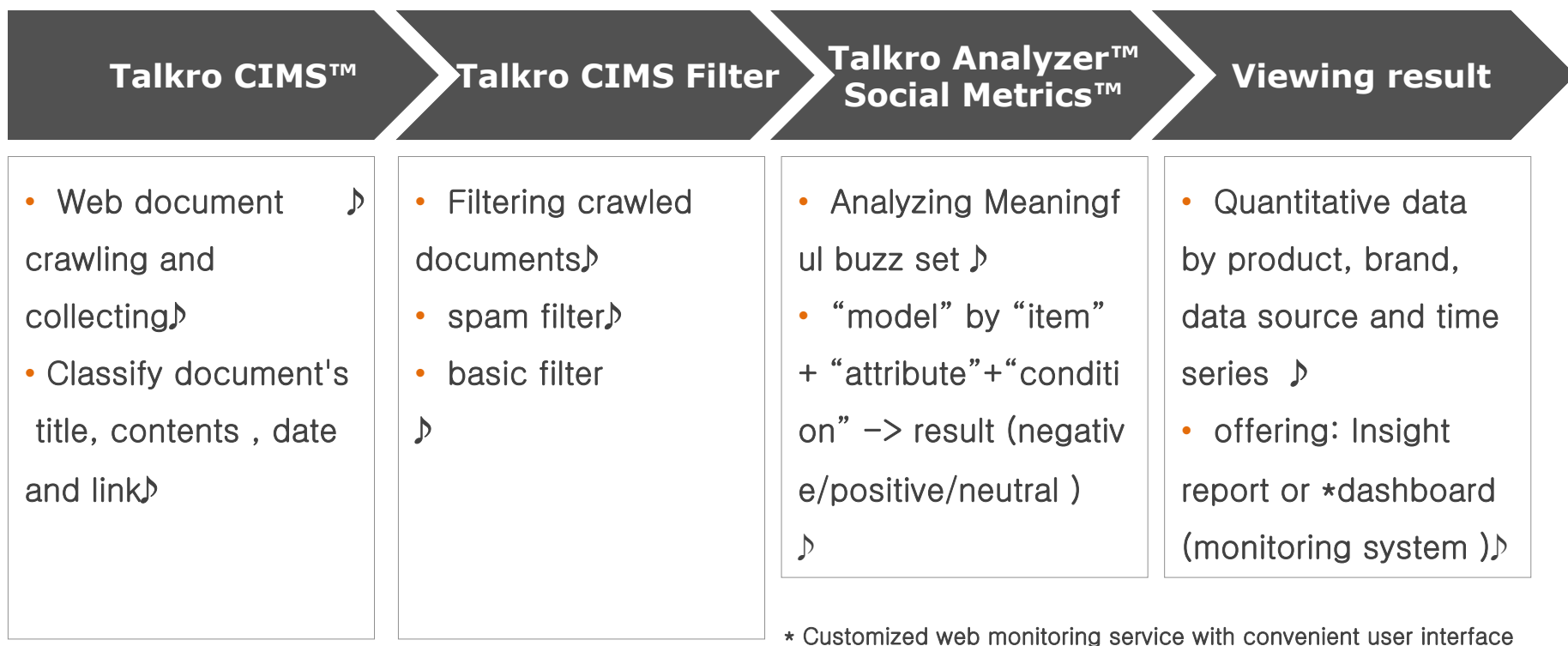
- Press/portal sites♪
- Competitors/related industries♪
- Communities/review Sites♪
- Public Institutions♪
- Citizens' Organizations♪
- Consumer related sites ♪

Marketing♪
Sales♪
Service♪

- Improve the business process♪
- Business regulations♪
- Staff training♪
- New product development♪
- Improve brand image♪
- Improve promotions♪
- Improve distribution channels♪
- Improve loyalty programs♪
- Improve customer service♪
- Compensation / guarantee ♪

Daumsoft's Social Media Analyzer 1) Collect online opinion from multiple channels about products and services , 2) Analyze through NLP (Natural Language Processing) and Text Mining technology 3) Intelligent Opinion Mining Software that shows the customized result for clients

Process of Social Media Analysis



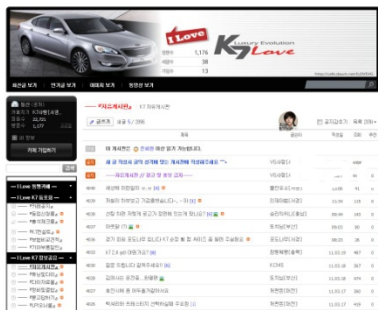
Data Sources

A Large number of consumer and expert opinions from across a wide range of online platforms including Brand site, Media, Portal, Community , Blog, Twitter and other Social Media

Portal



Community



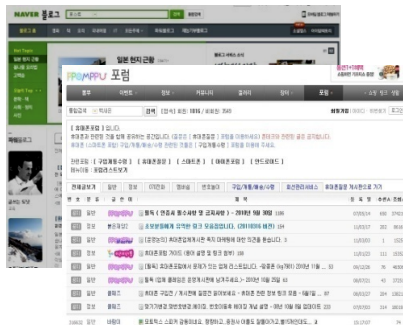
Shopping



Media



Forum



Social Media



Organization

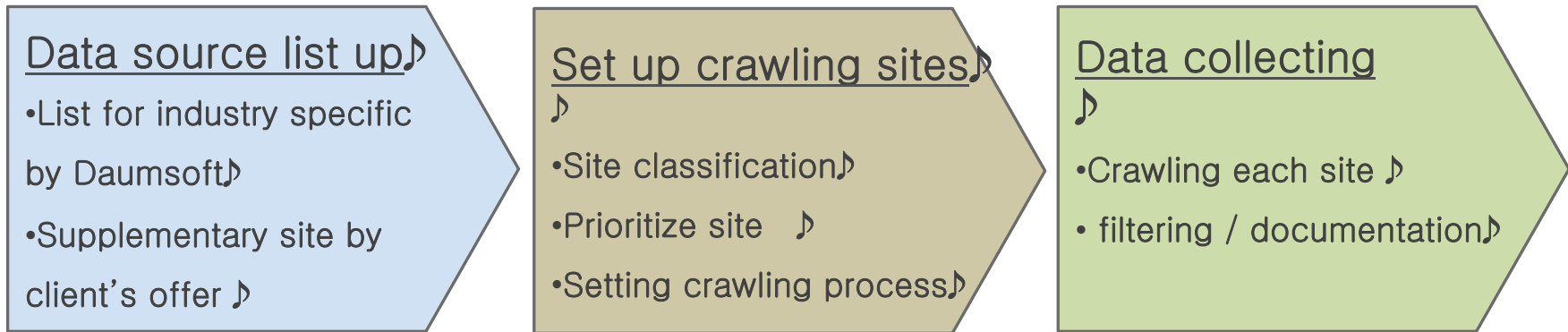


Brand



Daumsoft's distinguished crawling tool for the accurate and tailored analysis

Process of data collecting



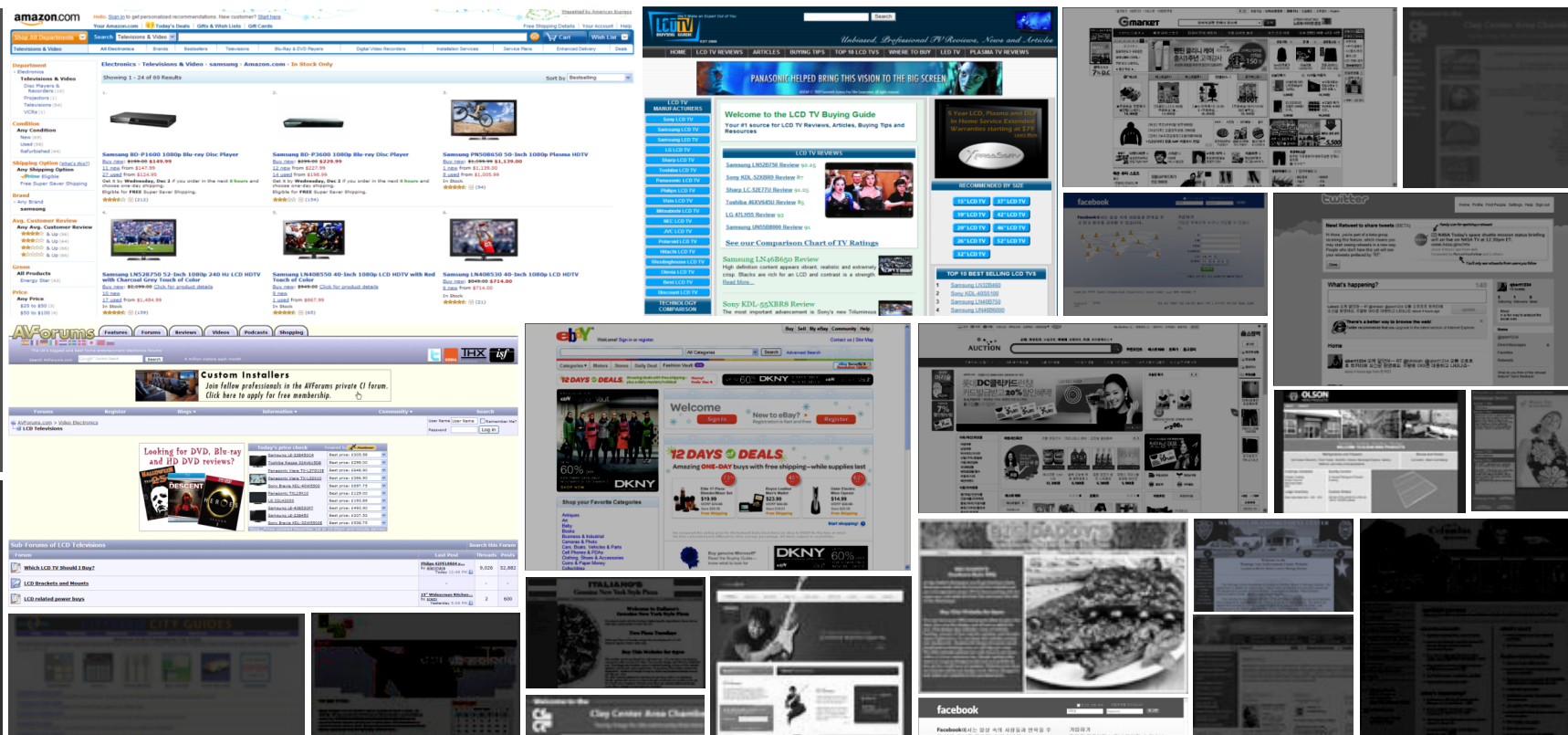
Strength of Daumsoft's crawler

- Original site collecting, not through search engine result
- Select only meaningful board type
- Classify document by site and board type
- Result include title, contents and data
- Offer original URL

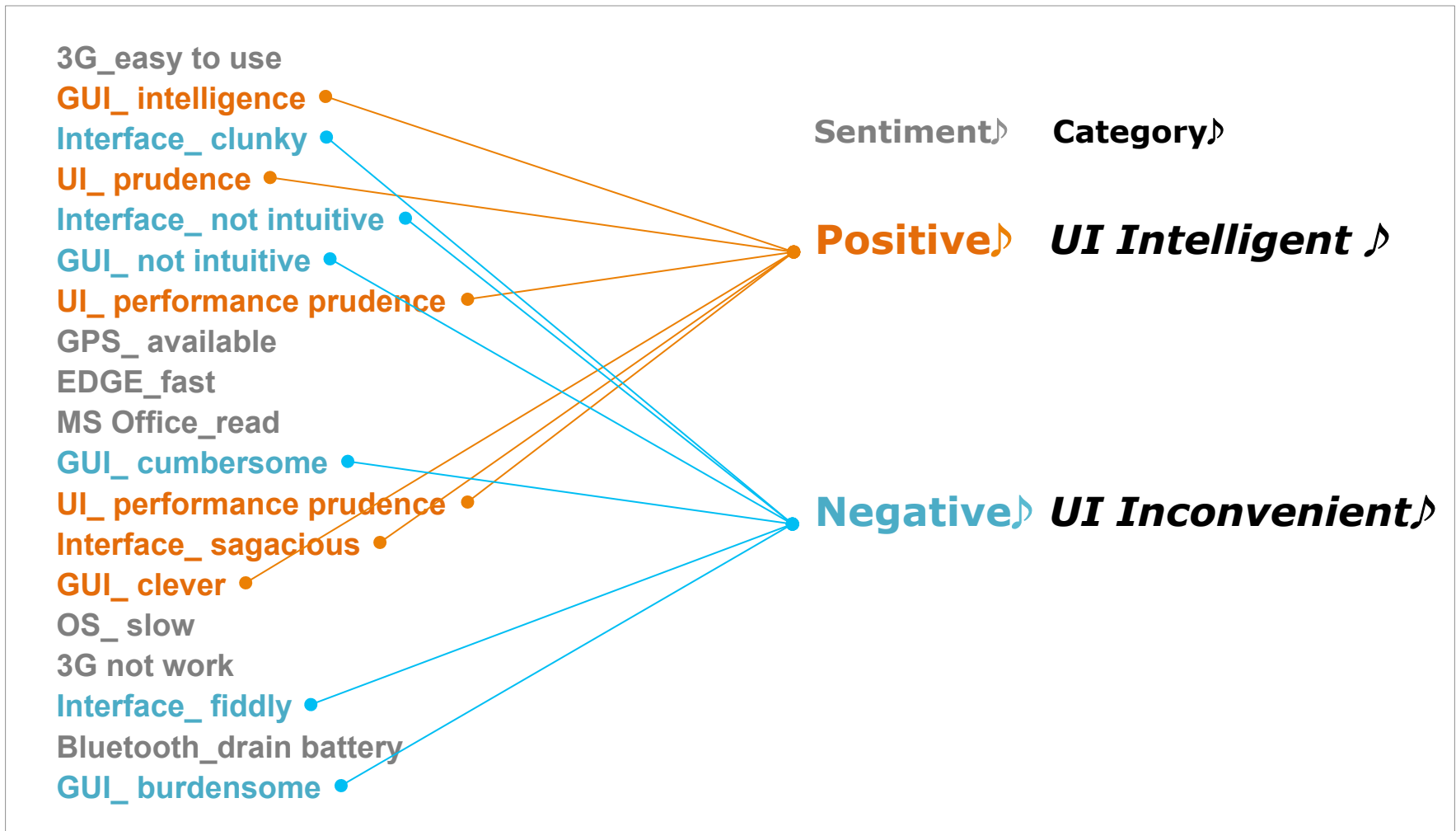
- Exclude non- related document , site and board type
- Line up by date, site type and board type as well

Comprehensive Coverage

- Get real-time, relevant results pushed to a real-time dashboard ♪
- Covering the entire realm of the social web and aggregating instantly ♪
- Scanning millions of posts from mainstream media and social media ♪



Positive/Negative/Neutral/Inquiry Analysis on the feature level



Automated Social Media Analysis

1. Data Collection



Portals
Social Media
Forums
Shopping

Media
Communities
Organizations
Brands

2. Data Filtering

GOOD SPAM
COLORNICE
ADSPEEDRE
D SPAM AD
NOTPLAYAD

OK SPAMEXC
ELLENTSPEE
D NOTBADSP
AM AD REDA
D SPAM AD

SPAMADNIC
EREDCOLOR
GOOD SPAM
ADSPEEDNI
CEGOODSPA

COLORREDS
OGOODSPEE
DBLUEADSP
AMNOT BAD
SPAM PASS

SPEED GOOD
EXCELLENTS
PAM NICECO
LORNOT BAD
SPAM AD SO

EXCELLENTC
OLOR SPAM
AD GOODSPE
ED NOTBADS
PAM AD AD

GOOD SPAM
COLORNICE
ADSPEEDRE
D SPAM AD
NOTPLAYAD

SPAMADNIC
EREDCOLOR
GOOD SPAM
ADSPEEDNI
CEGOODSPA

SPEED GOOD
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D NOTBADSP
AM AD REDA
D SPAM AD

COLORREDS
OGOODSPEE
DBLUEADSP
AMNOT BAD
SPAM PASS

EXCELLENTC
OLOR SPAM
AD GOODSPE
ED NOTBADS
PAM AD AD

3. Data Analysis🎵

Text Mining

**SPEED
COLOR
SPEED
RED
COLOR
BLUE
COLOR
RED
SPEED**

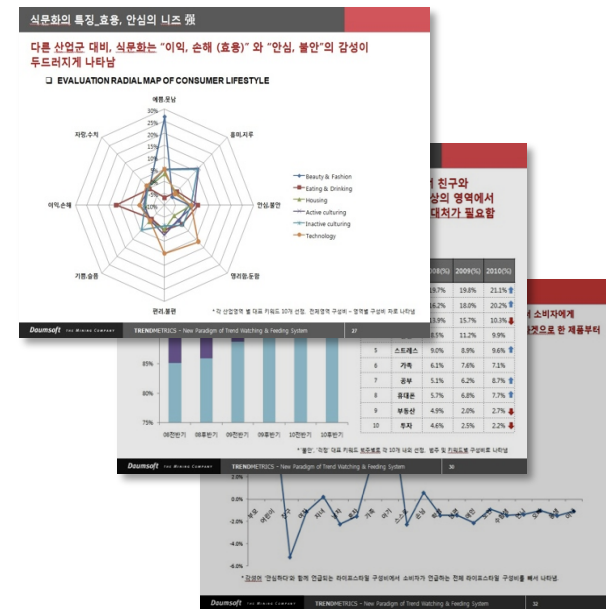
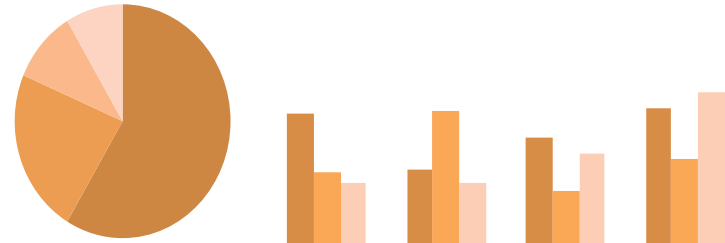
**GOOD
NICE
EXCELLENT
GOOD
EXCELLENT
GOOD
EXCELLENT
EXCELLENT
NOT BAD**

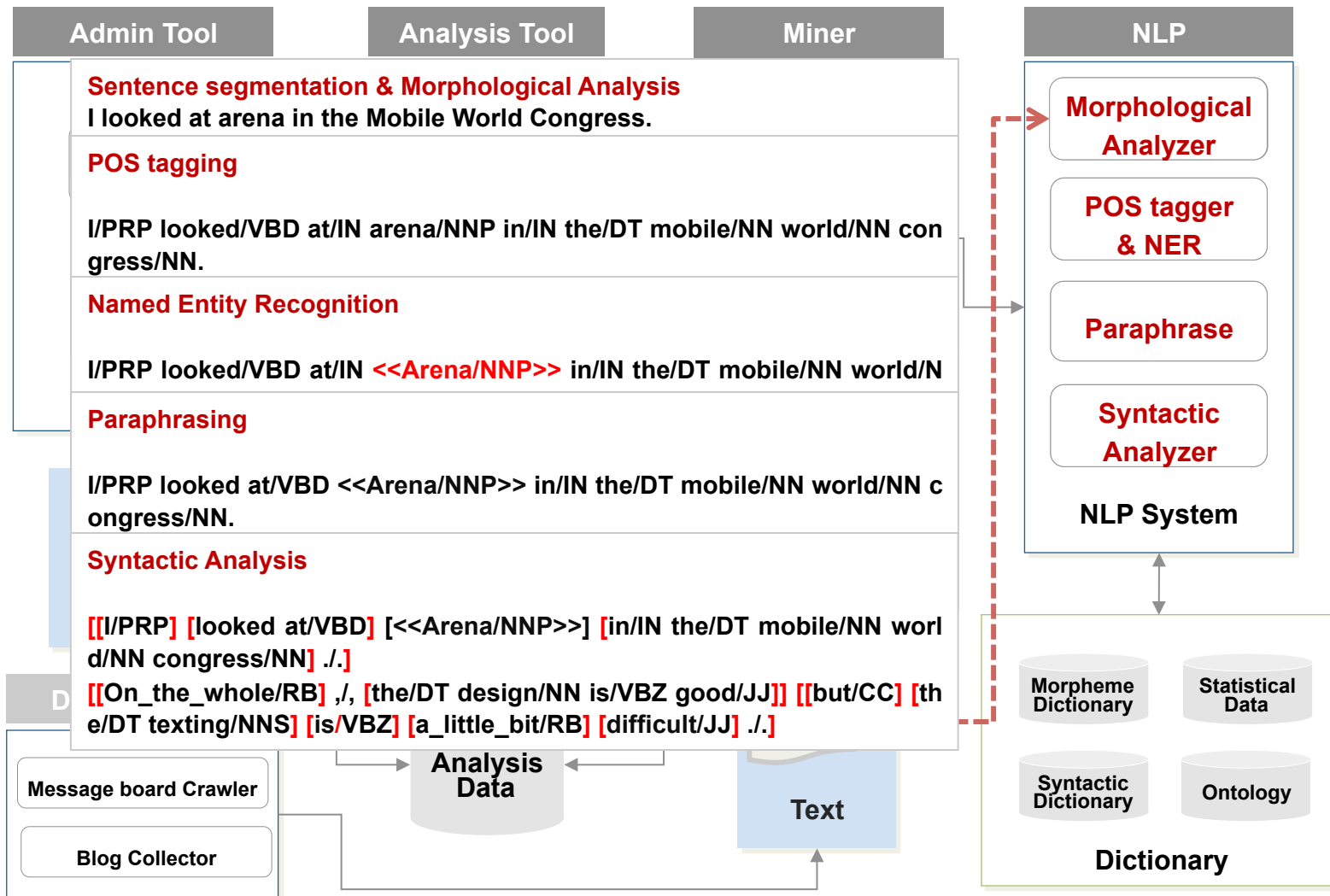
Natural Language Processing

SPEED
COLOR
SPEED
RED
COLOR
BLUE
COLOR
RED
SPEED

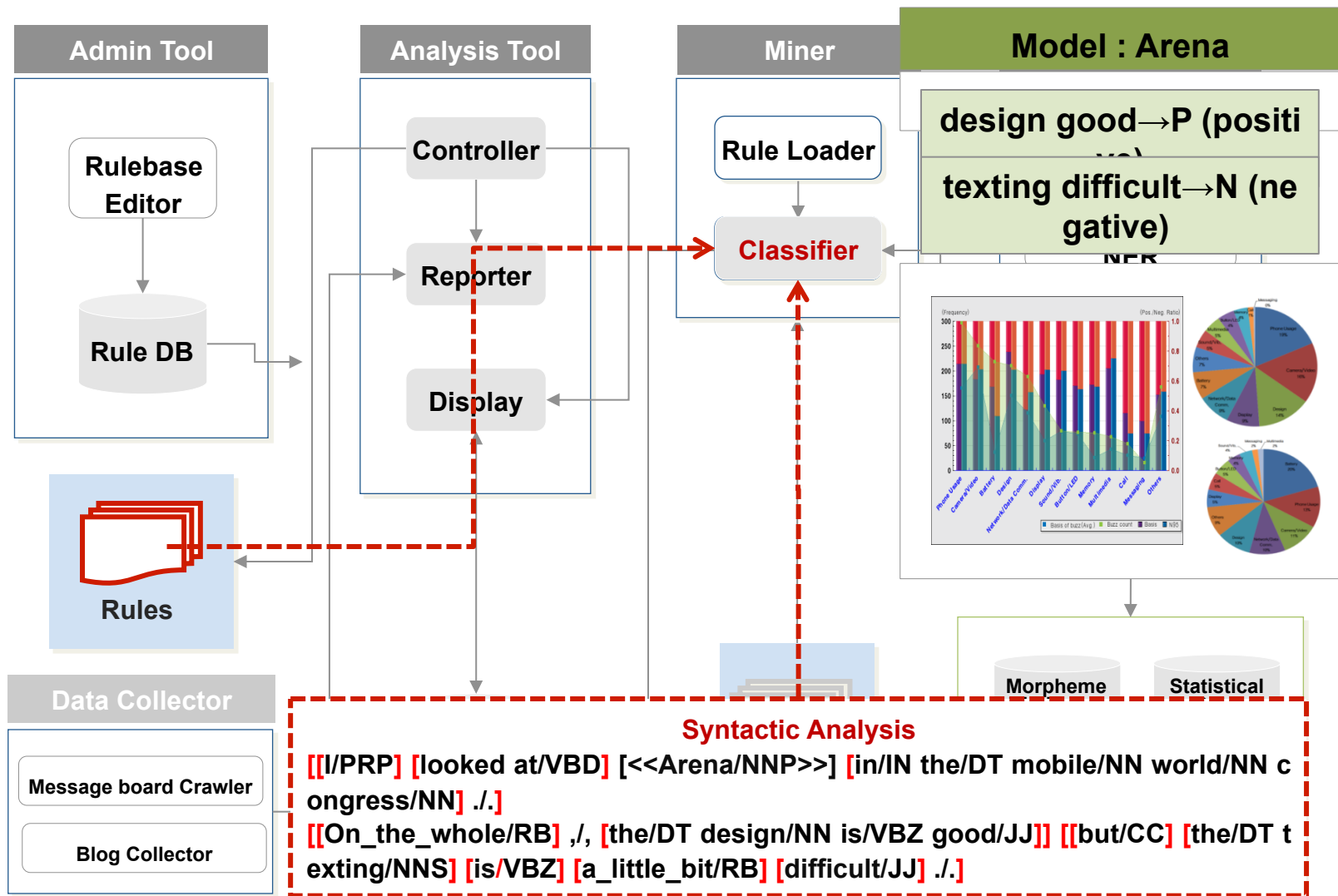
GOOD
NICE
EXCELLENT
GOOD
EXCELLENT
GOOD
EXCELLENT
EXCELLENT
NOT BAD

4. Results🎵



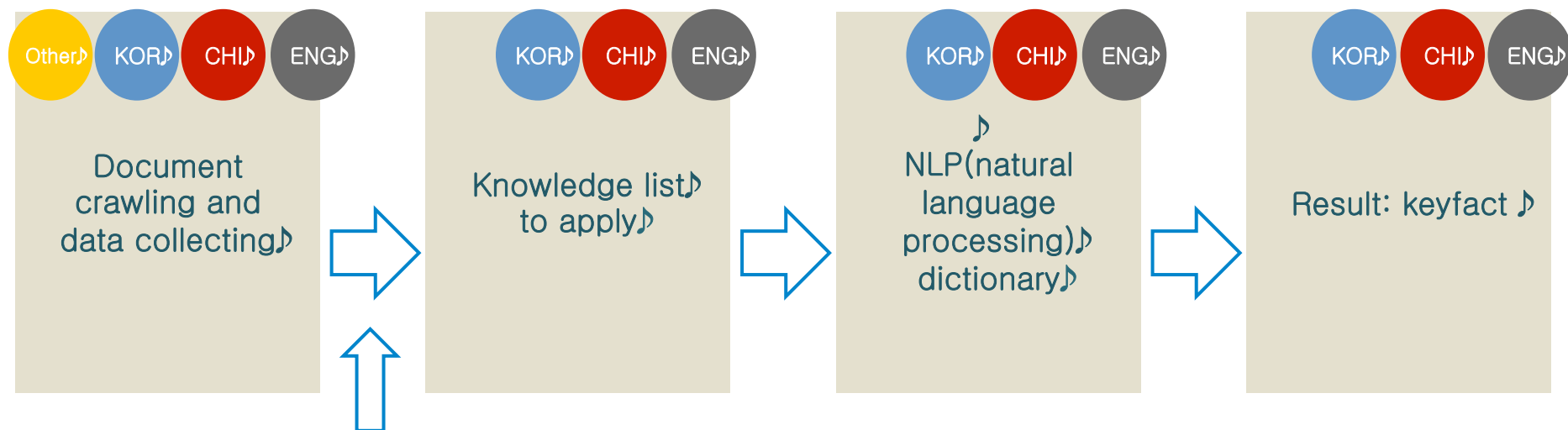


CORE TECHNOLOGY : SENTIMENT ANALYSIS PROCESS



Data crawling and analysis scheme are same in multilingual process .
Korean, English and Chinese are analyzed by own language and the rest of languages have translation process

Sentiment Analysis by Language



Other

Translation to English
: minimize the mistranslation by native speakers' conversational language processing

Daumsoft's experience

Since 2008

Korean

English

Since 2009

Chinese

Since 2010

Spanish

Since 2011

German

3. Applications

Insight Reports

About product, brand and market

- Value proposition in a nascent market,
- Competitive and traditional market
- Main analysis tool: Sentiment analysis + Keyword analysis

Trend Spotting

For consumer lifestyle or new product

- New product development
- Culture trend
- Main analysis tool : Keyword analysis

Services

SOCIALmetrics™

- Real-time Product & Brand Analysis Tool
- BTL campaign and monitoring
- Main analysis tool : Keyword analysis + Sentiment analysis

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Finance

What is SSD in Consur

현재 소비자는 “SSD”를 고려 대상, 고려 요인, 그리고 SSD에 대한 기대 방향이 달라짐. → 소비자에게 SSD를 무엇이라고 이야기할 것인지 방향을 결정하기 위해선 SSD의 다양한 인식의 틀을 살펴보고 이들 시장에 대한 전략이 선행되어야 함

□ NETWORK OF "SSD" Component

□ IDENTIFICATION OF “SSD”

HDD 대체제
(replacement)

HDD의 내·외장형 Share를 따름

HDD 보조제
(co-exist)

저장 용도로 HDD, 부팅 용도로 SSD를 구분하여 사용

노트북용 HDD
(비트팩터 구매)

새로운 컴퓨터 구입시 일어남

내장형 SSD 시장에 해당

전체 연관어 네트워크 분석 의미

[코스트코]는 전체 발현율에서 3위



TITLE: **죽음, 로스트로프 피자**
CONTENT: 오늘날 피자 예가 나오면서 롱이 **로스트로프** 피자주
점한다-값도 저렴하면서 맛이 일품이라고

TITLE: **알기여 알맞은 이유**
CONTENT: 우리에 로스트로프피자이다...-이런저-에이-장년 크리스
마스를 맞이하여 **로스트로프피자**와 함께 사면서 **로스트로프**를 즐긴 것은
이게 마지막에 있어서 실심한 **아름다운** 하나만 가득하다. **보통**그를
알고 그제까지

Associative Word	Type	ratio
외국	대명	8.16%
지구	대명	7.8%
무로	대명	7.78%
추상	상형	6.14%
문화적	대명	4.43%
간직	상형	4.35%
남은	대명	4.32%
언론	대명	3.73%
우울함	상형	3.55%
발전	미소	3.16%
복귀과정	대명	2.86%
대기	대명	2.86%
불행	대명	2.78%
정치	대명	2.66%
발전량	가치	2.61%

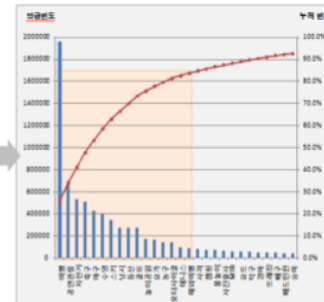
이마트나 홈플러스가 경쟁업체나 구매장소의 언급이 높은 반면 코스트 코너는 '피자' '치즈'와 같이 식품, 식재료가 주로 언급되고 있다.

지난 2년간 레저 활동의

Leisure / Hospitality

- 전체 82개 레저 품목 중 상위 16개(약 20%)의 품목이 전체 레저의 80% 이상을 차지. 이는 대다수의 소비자들이 즐겨 레저의 종류가 그리 많지 않고, 대부분 비슷한 여가 활동에 관심을 갖고 있음을 의미함.

래저의 발원 순위			
순위	래저	발원도	순위
1	여흥	196.40	25.4%
2	공주	671.50	8.3%
3	자령	530.39	7.0%
4	해주	514.55	6.7%
5	마하	429.34	5.6%
6	수포	395.73	5.1%
7	소백	345.24	4.5%
8	남서	279.46	3.6%
9	남서	265.50	3.5%
10	공주	176.62	2.2%
11	해미	161.48	2.1%
12	남주	141.87	1.8%
13	묘산	137.22	1.8%
14	묘산	92.94	1.2%
15	해미	84.09	1.1%
16	서흥	79.22	1.0%
17	함흥	74.68	1.0%
18	봉천	72.54	0.9%
19	서흥	65.97	0.8%



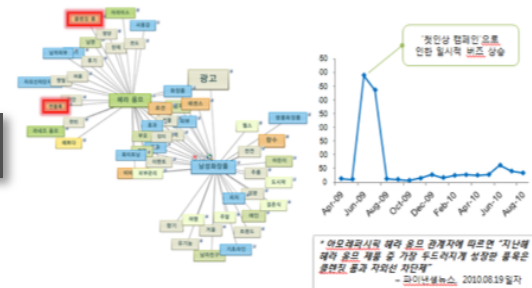
[Source: 2008/201-2010/511, 19/2007/21 Nov data]

남성화장품 브랜드 : 헤라 옴

FMCG / Cosmetics

09년 6월, 첫인상 캠페인으로 국민들의 마음을 사로잡은 삼성전자의
강력하게 클렌징폼, 씬블록 제품과 연관되어 있음

□ NETWORK OF "HERA HOMME"



보험 유형의 변화

Finance

② 중신보험의 감소와 의료실비보험의 증가, ③ 고용 및 산재보험의 증가로 요약됨

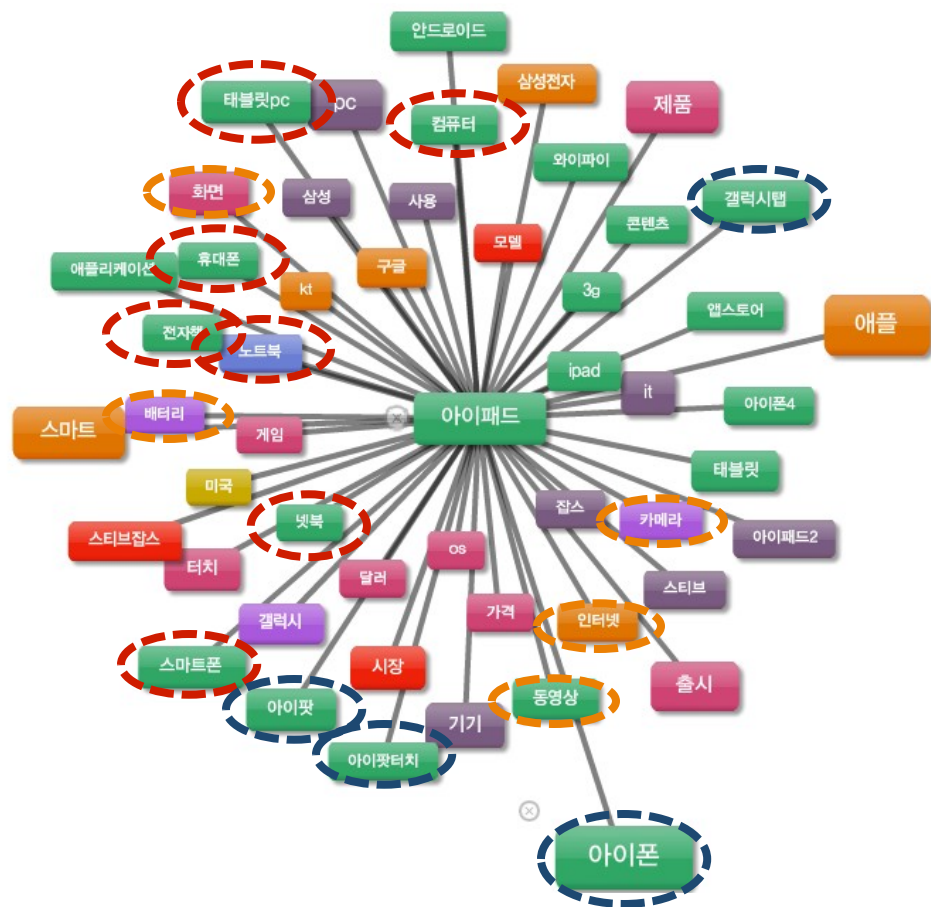
☐ TOP 20 RANK OF INSURANCE TYPE

2008			2009			2010		
No.	Issue	Freq. %	No.	Issue	Freq. %	No.	Issue	Freq. %
1	조세감면	28874 15.9%	1	조세감면	28943 13.9%	1	조세감면	27749 15.6%
2	조세감면	26794 14.8%	2	조세감면	22198 10.6%	2	조세감면	18519 10.3%
3	주택담보대출	20287 11.5%	3	주택담보	19262 9.2%	3	주택담보	17086 9.7%
4	주택담보대출	18520 10.4%	4	주택담보	16114 7.8%	4	주택담보	14408 8.1%
5	주택담보대출	14822 8.0%	5	주택담보대출	13479 6.5%	6	주택담보대출	12550 7.1%
6	주택담보대출	13016 7.2%	6	주택담보대출	12544 6.0%	6	주택담보대출	11965 6.8%
7	주택담보대출	11544 6.4%	7	주택담보대출	11272 5.4%	7	주택담보대출	8791 5.0%
8	주택담보대출	7995 4.5%	8	주택담보대출	10516 4.8%	8	주택담보대출	8845 4.9%
9	주택담보	5227 2.9%	9	주택담보	4882 2.3%	9	주택담보	4619 2.6%
10	주택담보	4931 2.7%	10	주택담보	3893 4.0%	10	주택담보	6519 3.9%
11	주택담보대출	4549 2.5%	11	주택담보대출	7870 3.8%	11	주택담보대출	6165 3.6%
12	주택담보대출	4338 2.4%	12	주택담보대출	6872 3.3%	12	주택담보대출	5943 3.0%
13	주택담보대출	3597 2.0%	13	주택담보대출	4812 2.3%	13	주택담보대출	5116 2.9%
14	주택담보대출	3428 1.9%	14	주택담보대출	5922 2.8%	14	주택담보대출	5465 2.4%
15	주택담보대출	2777 1.5%	15	주택담보대출	5715 2.7%	15	주택담보대출	4001 2.3%
16	주택담보대출	2574 1.4%	16	주택담보대출	5479 2.6%	16	주택담보대출	3824 2.2%
17	주택담보대출	2449 1.4%	17	주택담보대출	5209 2.5%	17	주택담보대출	3170 1.9%
18	주택담보	2113 1.3%	18	주택담보	4813 2.3%	18	주택담보	3016 1.7%
19	주택담보대출	1920 1.1%	19	주택담보	374 0.2%	19	주택담보	289 0.2%
20	주택담보대출	1678 0.9%	20	주택담보대출	2403 1.2%	20	주택담보대출	2098 1.2%

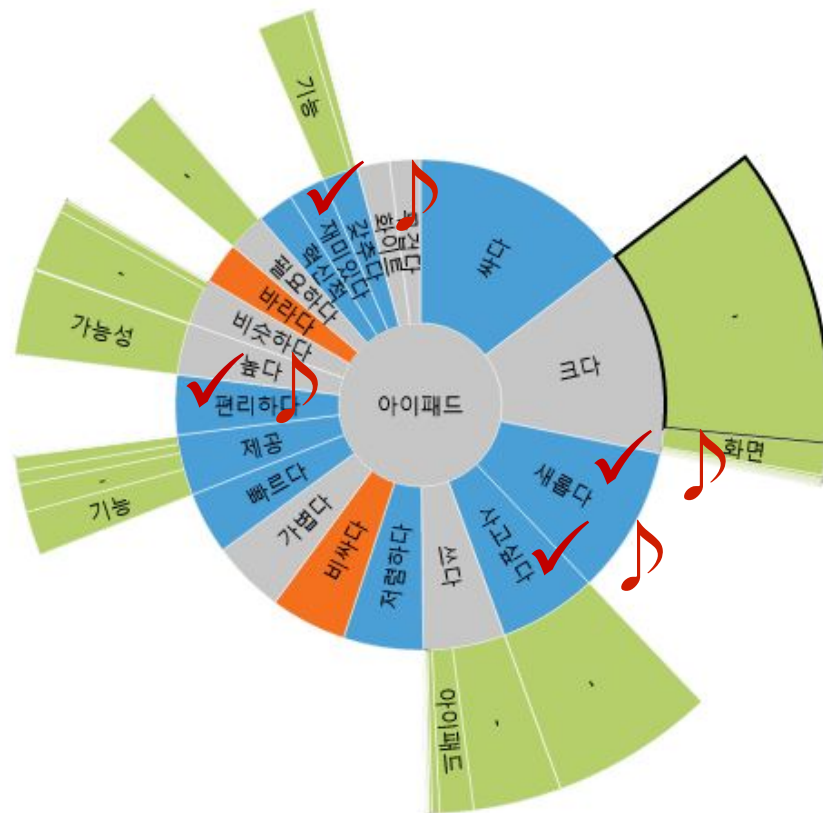
What is iPad?

There is no general consensus about iPad. iPad is considered as *computer, mobile and ebook or a tablet PC* as well. As a product, it is compared with iPhone , iPod and Galaxytab. Its key function is camera, battery and internet . *Consumers tend to feel 'fun', 'new,' 'convenient' and 'want to buy' about iPad*

- ❑ Network of “iPad”



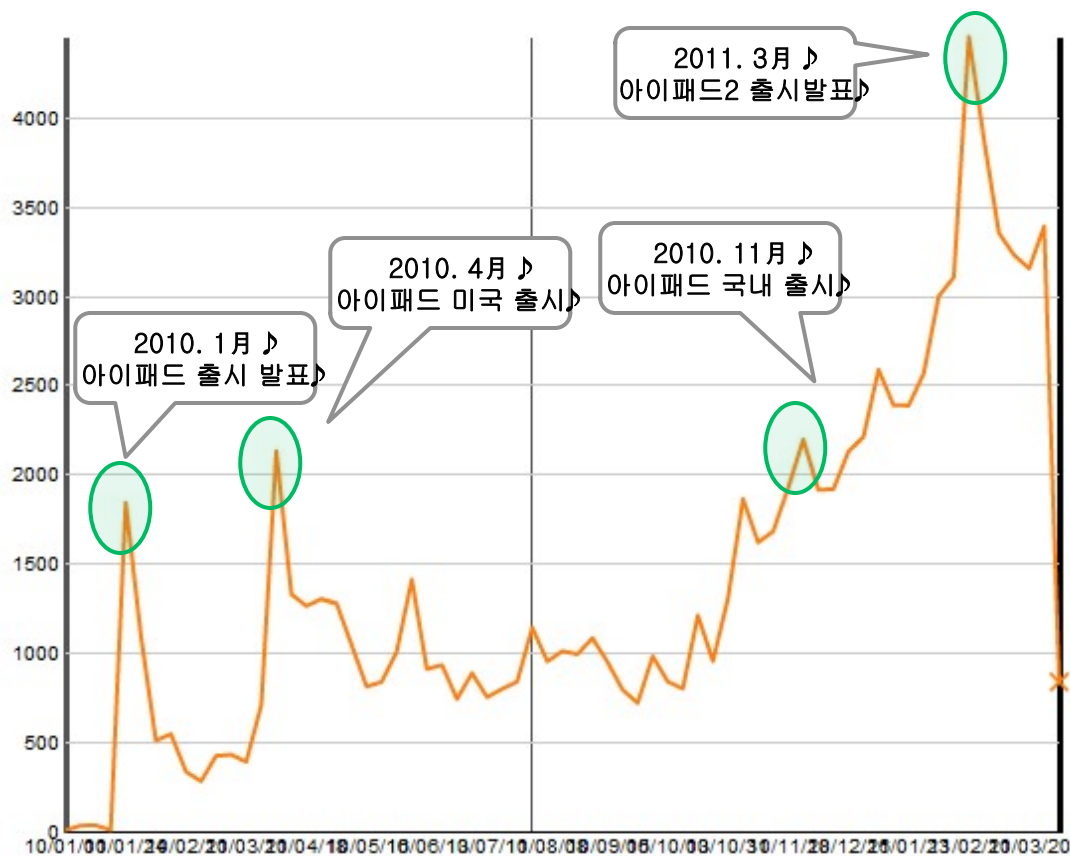
❑ Sentiment Pie of “iPad”



Every Peaks on the releases of iPad 1&2 in the U.S. and Korea♪

♪

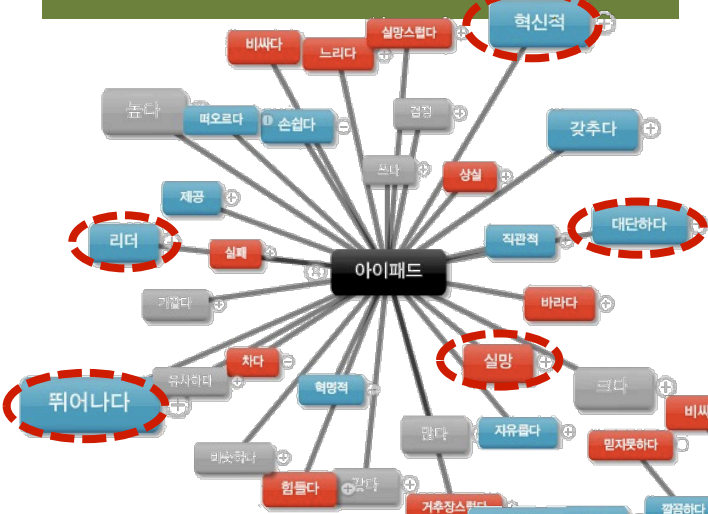
□ Transition of “iPad”♪



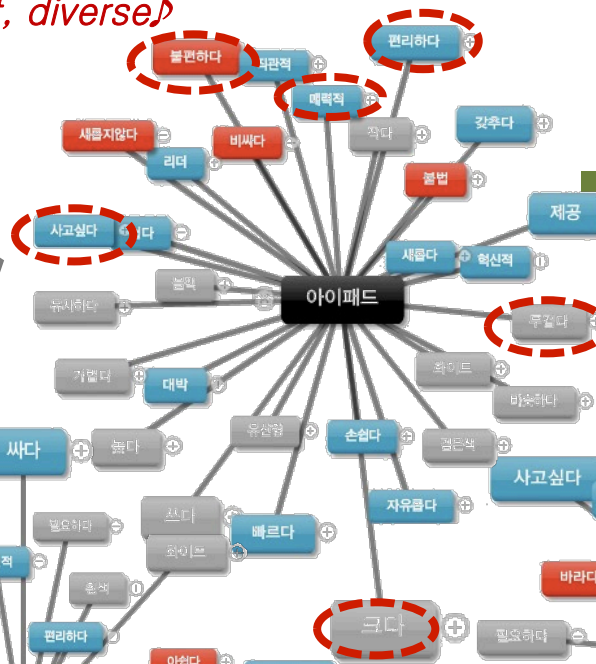
Sentiment to iPad

- 1) Before the release in the U.S. : *Innovative* ♪
- 2) After the release in the U.S~before the release in Korea: *want to buy, attractive, big, heavy* ♪
- 3) After the release in Korea : *fun, pricey* ♪
- 4) After the release of iPad 2: *lighter, fast, diverse* ♪

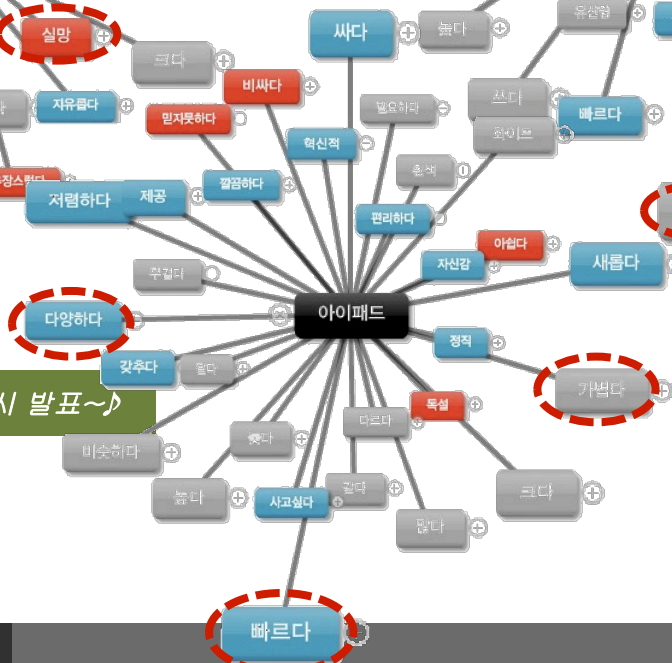
2010년 아이패드 공식 발표 ~ 미국 시장 출시 전



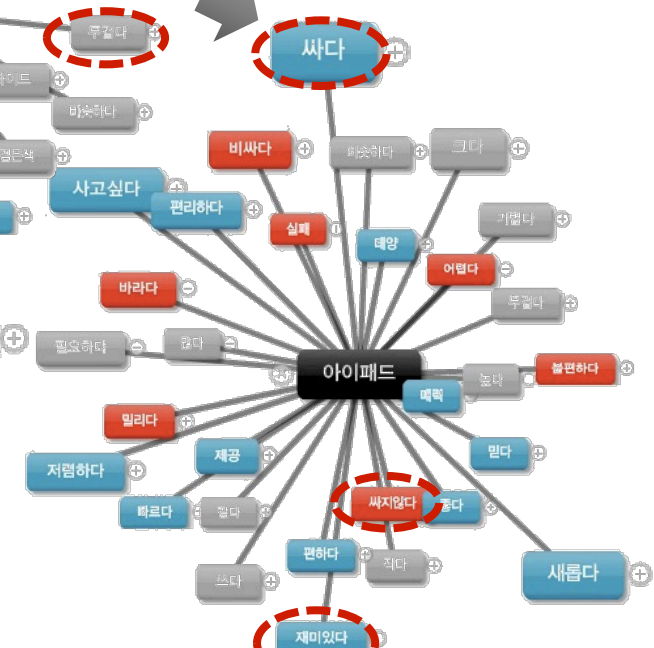
미국 시장 출시 ~ 한국 시장 출시 전



아이패드2 출시 발표~

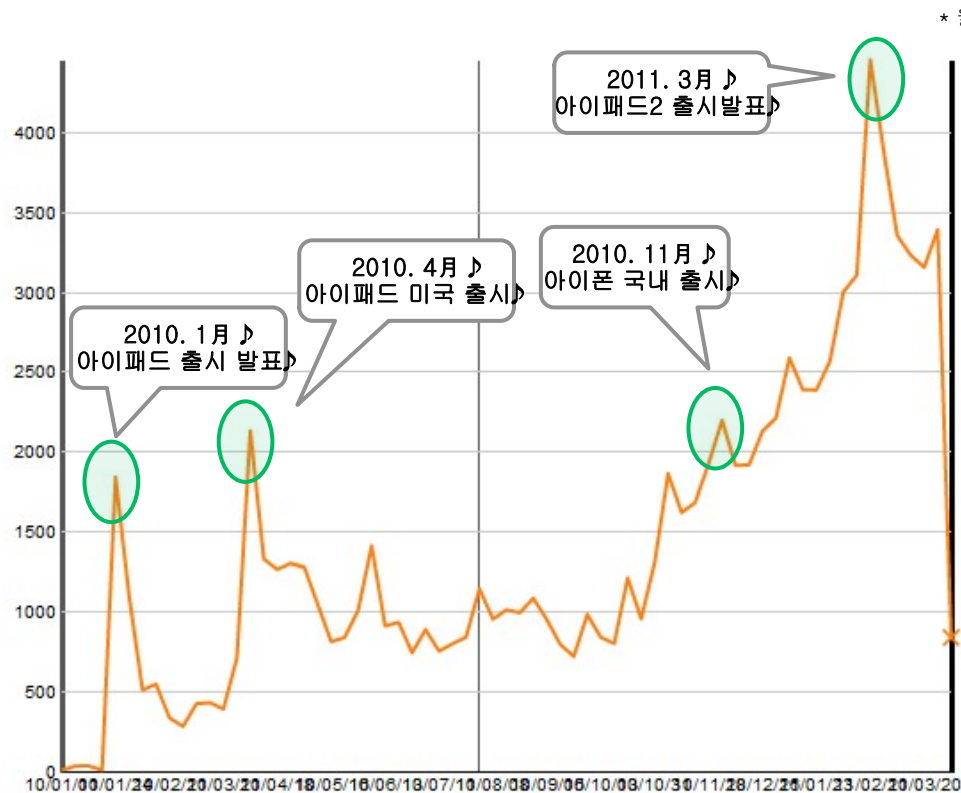


한국 시장 출시 ~ 아이패드2 출시 발표 전

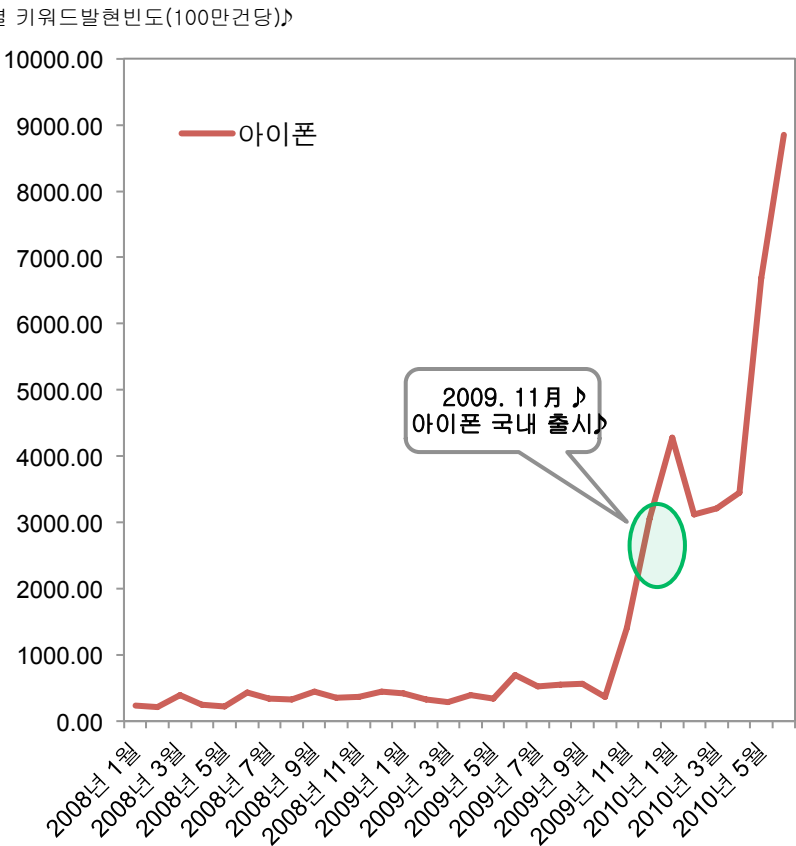


Mentions about iPad are more affected by official release and rumors in the U.S.♪
 While mentions about iPhone are only affected by the release in Korean market since experience of iPhone users has increased. ♪

□ Transition of “iPad”♪



□ Transition of “iPhone”♪



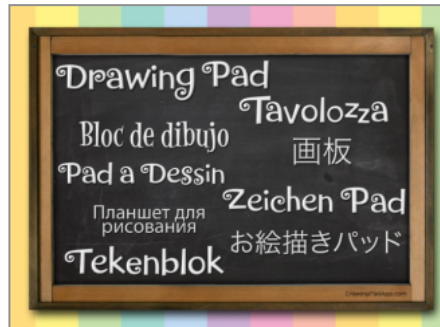
Among ‘portable things’, iPad is highly related with ‘children ‘

순위	아이패드	아이폰	라aptop	스마트폰	iPod	갤럭시탭	닌텐도	책
1	어린이	어린이	부모	소비자	친구	소비자	부모	부모
2	손님	소비자	손님	손님	어린이	청소년	친구	어린이
3	소비자	친구	친구	어린이	가족	손님	어린이	친구
4	친구	부모	어린이	친구	부모	친구	여자	자녀
5	부모	손님	소비자	여자	소비자	어린이	남자	혼자
6	자녀	청소년	혼자	부모	손님	남자	애인	학생
7	남편	남편	자녀	남자	동생	부모	동생	여자
8	여자	여자	남편	청소년	혼자	애인	손님	스스로
9	남자	오빠	여자	애인	오빠	여자	자녀	아기
10	가족	동생	남자	자녀	언니	학생	가족	남자
발현빈도 계*	7,682	17,838	7,892	23,498	3,218	4,972	2,930	153,646
"어린이" 연관발현빈도**	1,524	3,484	496	1,920	514	424	280	23,068
"어린이" 비율***	20%	19%	6%	8%	16%	9%	10%	15%



* 발현빈도 계: 해당 키워드의 ‘대상’ 카테고리 연관어들의 발현빈도 합
 ** “어린이” 연관발현빈도: 해당 키워드와 “어린이”의 연관 발현빈도
 *** “어린이” 비율: 해당 키워드의 ‘대상’카테고리 연관어들 중 “어린이”의 비율

For kids iPad is easy to use cause of its intuitive UI .
Parents like iPad since it is useful for their education and games



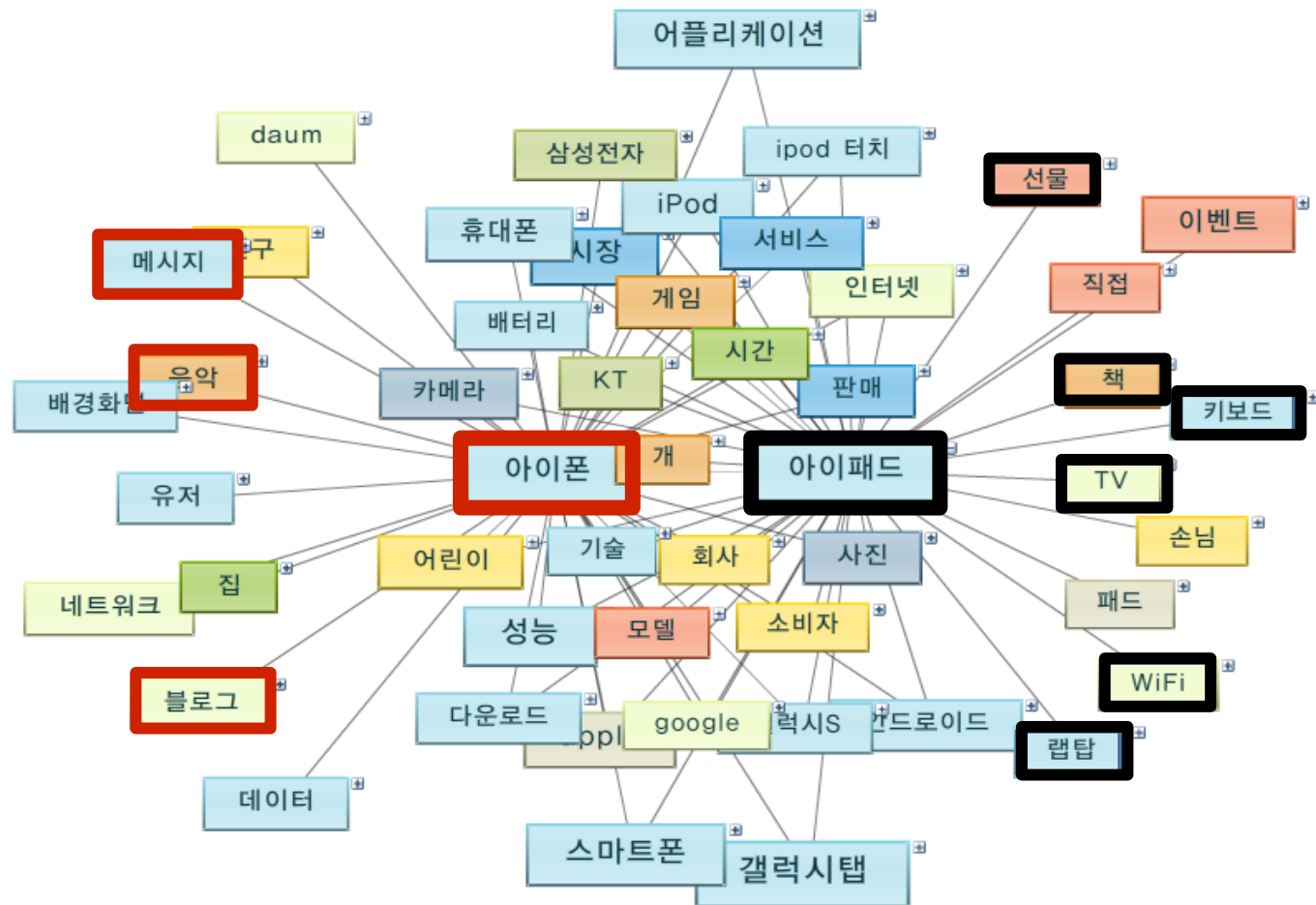
“아이패드 애들한테 뺏기겠습니다 아이들이 더 좋아하고 게임과 교육용 콘텐츠로 도배하기 시작하네요 으.. 스마트폰은 안빼기지만, 아이패드는 뺏길것 같네요.. 어쩔수 없는 스마트 대세인가?? 저보다는 애들이.....”

"아이들도 아이폰이 전화기라면 아이패드는 컴퓨터처럼 완전히 다른 기기로 받아들여요. 응용 프로그램도 다르고 화면 크기에 따른 경험도 달라요. 아이폰이 소통 역할을 하면서 개인적 용도로 쓴다면 아이패드는 콘텐츠 소비와 재창작 용도가 강하죠."

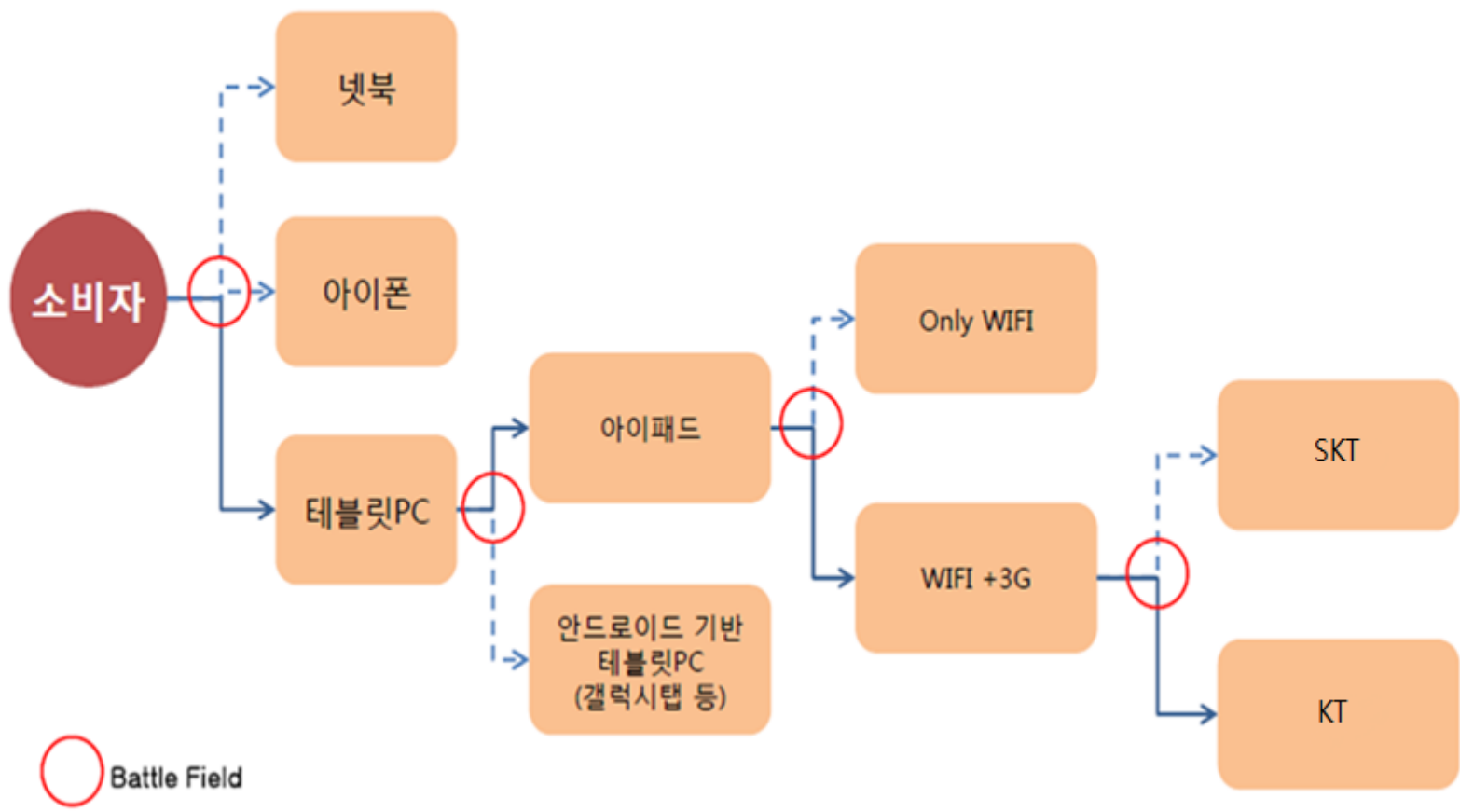
“울 딸래미 이제 14개월째인데 지금 아이패드 혼자 켜서 원하는 어플 열고, 노래선택해서 춤추고 놀입니다. 잤으면 홈버튼 누르고 다른앱 실행하죠..”

“아이패드의 용도는 다양하지만 아이들 교육용, 아이들 그림책, 낙서장용으로도 많이 사용이 됩니다^^ 이 중에서 특히 아이패드가 나온 뒤 계속 인기가 있었던 그림판 어플이 있습니다. 아이들이 이 어플을 사용하면 아이패드에 빠져서 헤어 나오질 못하더군요^ 아주 간단하고 쉬운 인터페이스, 그리고 빼어난 디자인으로 아이패드가 나온 뒤로 오랜시간 사랑받고 있는 어플입니다^^ 정말 쉬운 인터페이스로 구성이 되어 있어서 3~4살짜리 어린이들도 한번만 보여주면 손쉽게 잘하더군요^^ 이 어플리케이션을 아이들에게 주면 시끄러운 차안이 정말 조용해집니다~”

iPhone: as a mobile sending messages or a mp3 listening to music / more related to social network
However, iPad is considered as laptop, e-book and a good present.



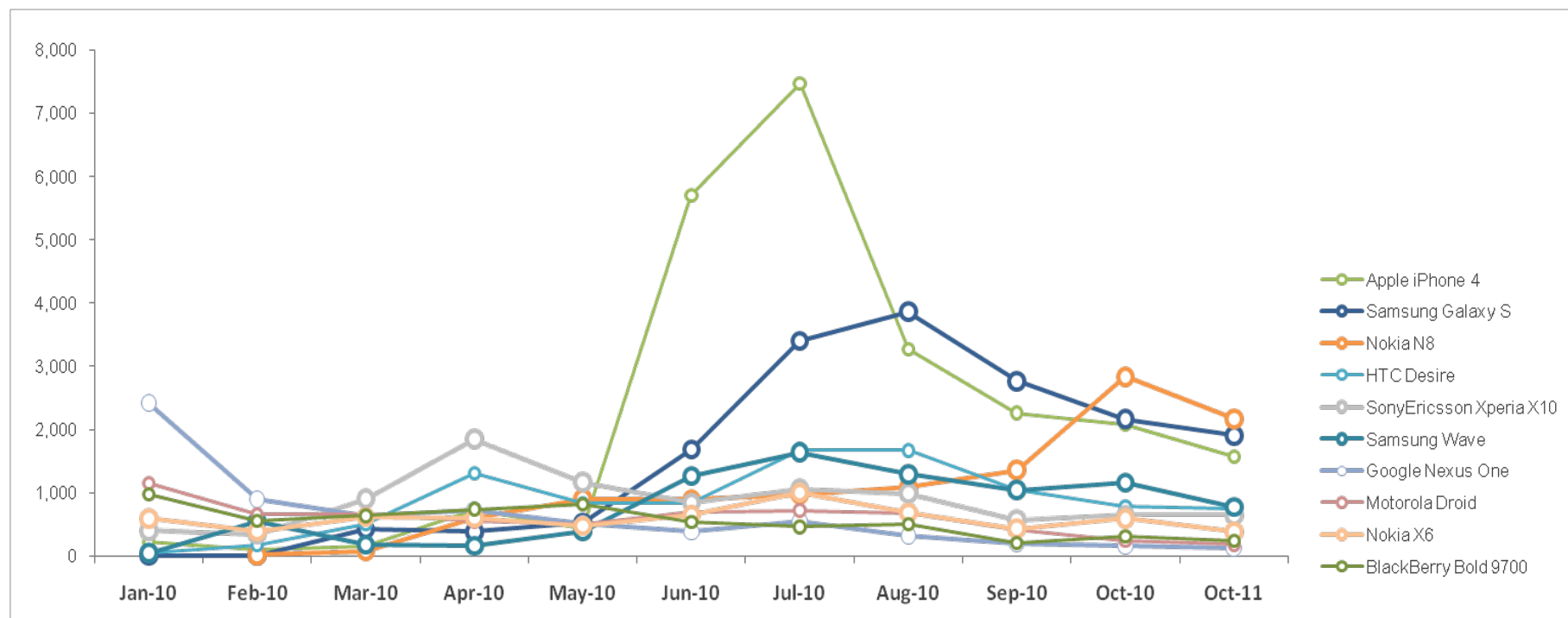
When it comes to purchase decision of iPad, there are existing Battle Fields and it is crucial to understand consumers' consideration factor on each steps



Real Share of Voice

We don't look at companies in a vacuum, we look at how they are doing against their competition and strive for the highest levels of accuracy and relevance along with the broadest range of source data.

We can look at the movement of buzz volume and sentiment for individual models, product categories and brands, breaking down these movements with as much granularity as necessary.

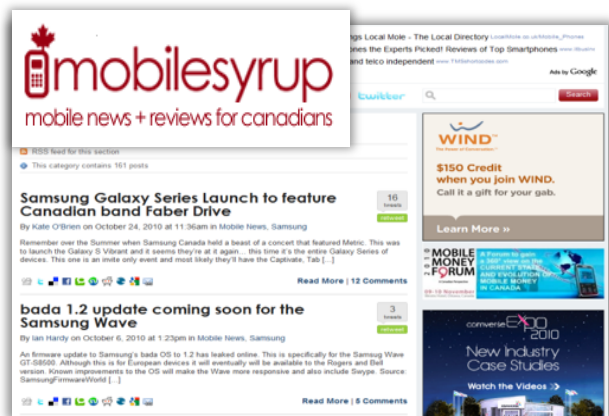


Source: Online Buzz Monitoring System Jan 1st 10' to Nov 28th 10'

Model : Smart Phone Models

Influencer Tracking

Daumsoft can show you which online sources and writers are truly influential and worth your company’s time.



TOP 5 BUZZ GENERATING MODELS IN MOBILESYRUP

No.	Model	#	%	NPS
1	Samsung Galaxy S	406	10%	29%
2	Apple iPhone 4	383	9%	8%
3	Motorola Milestone XT720	357	9%	56%
4	HTC Desire	294	7%	22%
5	Google Nexus One	282	7%	63%
Total of Top 5 Models		1,722	42%	36%

THE MOST BUZZ GENERATING POSTING ABOUT GALAXY S

Samsung Galaxy S Vibrant apparently had a lineup this morning

By Ian Hardy on August 6, 2010 at 3:43pm in Bell Mobility News, Mobile News, Samsung

I know the new Android-powered Galaxy S Vibrant was a very anticipated device... but I didn't think that such a big lineup would form outside Bell's Yonge and Eglinton location. Apparently the line started forming around 3:00am. Bell sent out a press release that interviewed the first people in line, John and his wife Sarah: [...]

Read More **52 Comments**

14 tweets

Source : <http://mobilesyrup.com/2010/08/06/samsung-galaxy-s-vibrant-apparently-had-a-lineup-this-morning/>

KEY NEGATIVE COMMNETS ABOUT GALAXY S ON MOBILESYRUP

No (Front) Flash♪

“...No flash on the Galaxy S is the deal breaker for me...” (2010–8–6)♪

♪ “...its not having a flash for the camera is really a concern for me...” (2010–9–16)♪

♪ “...without front facing camera, they have to drop the price to \$99.00 like vibrant Poorly-rated...” (2010–10–3)♪

Freezing Issue♪

“... finding that the Samsung UI is lagging even with the 1gz processor, sometimes freezing...” (2010–8–4)♪

■ Source: Online Buzz Monitoring System Jan 1st 10’ to Oct 17th 10’

■ Model : Overall Models

Identify Themes and Trends

Always know what’s hot in your industry or the important factors that will impact your product sales. Daumsoft shows you the whole picture with quantitative analysis and qualitative real-customer voices.

Rank	Model Name	# of Buzz	%
1	Samsung Galaxy S	2,417	10%
2	HTC Desire	1,813	7%
3	Sony Ericsson Xperia X10	1,475	6%
4	Google Nexus One	1,413	6%
5	Motorola Droid	1,396	6%
6	Apple iPhone 4	1,276	5%
7	Motorola Droid X	834	3%
8	HTC Supersonic	801	3%
9	HTC Hero	662	3%
10	Nokia N8	625	2%
Total of Top 10 Models		12,712	50%

Top Opportunities

Expectation on growth of application

“The Android Market made a very positive impression - the number of available [apps is growing by the day](#) and a good deal of them are free.”
 “it runs on the android OS, which [includes thousands of apps.](#)”

Openness and flexibility

“[open android OS](#) that isn't as restrictive as the apple OS”
 “By far I feel is the best smart phone winner with very good expandable features and potential to upgrade to [become powerful, more so than iphone due to its OS flexibility.](#)”

E-mail functions good

“Pros: Android OS, ease of use, plenty of apps to choose from, completely customizable, fast web browsing, [great email functions.](#)”
 “Pros: android os for [free push mail capabilities](#)”

Top Threats

Earlier Android OS is out dated

“[Android OS 1.6 looks a bit outdated.](#)”
 “[The outdated Android version 1.6](#) is a letdown in its own right too.”
 “Cons: Battery life could be better [Old Android OS \(Android 1.5\)](#)”

Apps not very good

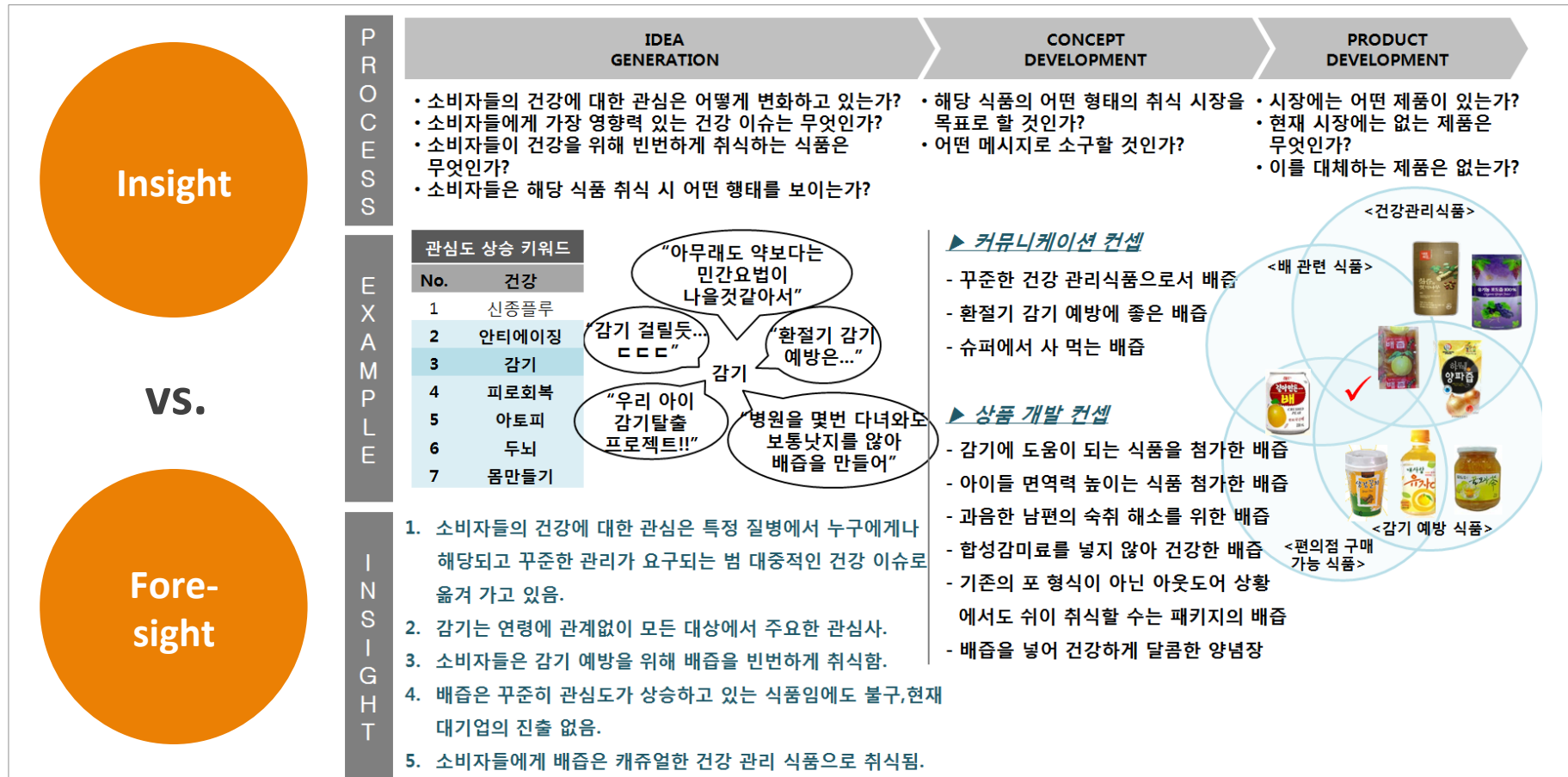
“I mean HD clarity of iPhone is much better and also the a4 processor is better than moto milestone and the main thing is apps as we all know that [android doesn't have cool apps as apple.](#)”
 “Most [softwares on Android platform is ugly](#)”
 “The truth is [apps for android suck..](#)”
 “[Facebook on android I terrible compared to apple.](#)”

Android OS is laggy

“Cons: 1.I installed some basic android applications (...) but as soon as i did that my [mobile became very slow.](#)”
 “too bad Android sucks and [it's too laggy](#) (...)”

Marketing Campaign and New Product Development

At Daumsoft we look ahead. We help you research, conceptualize and develop a new product or marketing campaign that will resonate with customers when it is launched, not six months ago. We do this by looking for emerging trends and making predictions about what will succeed.



Example

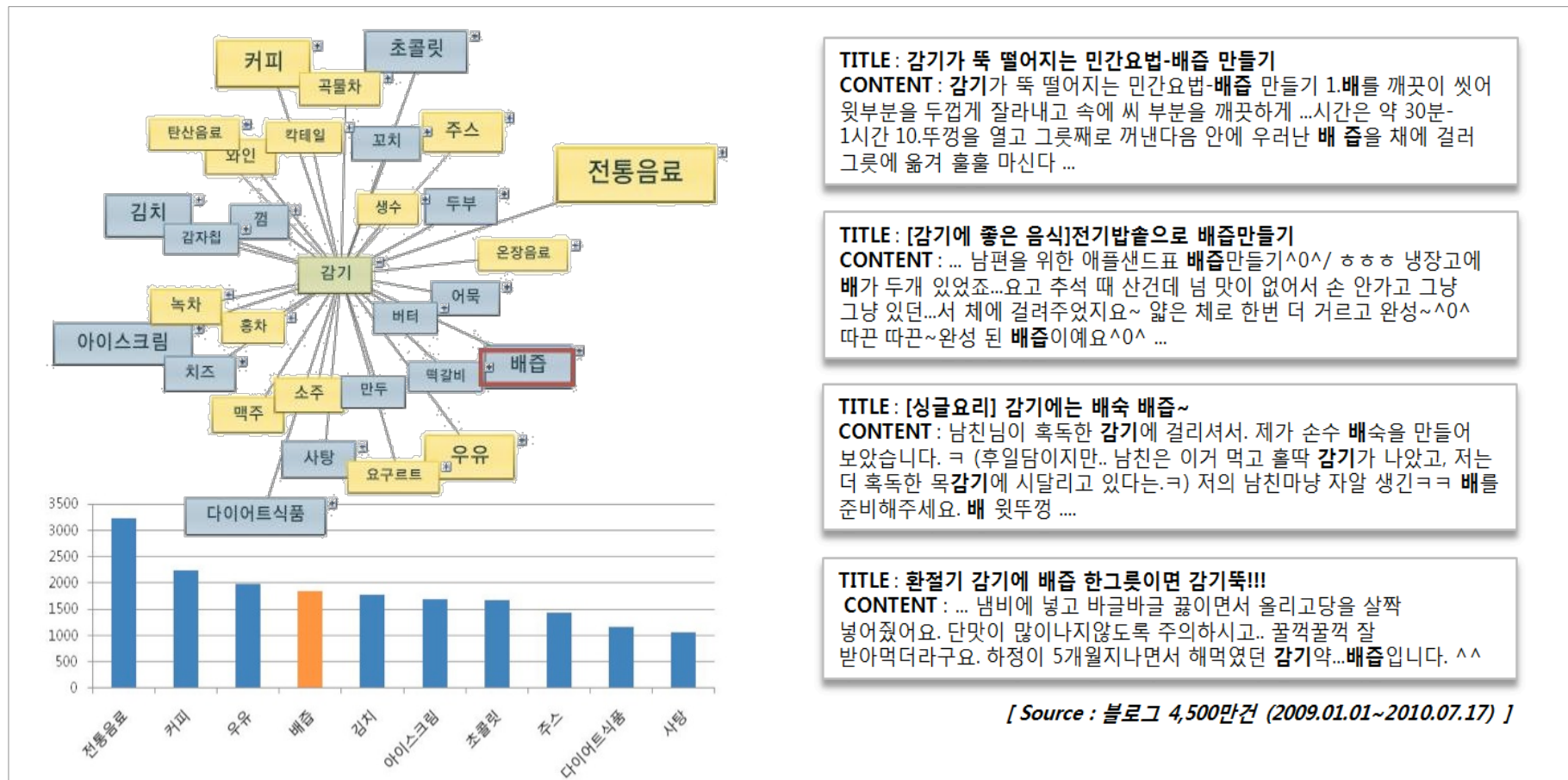
In this example we spot an emerging trend. Against the backdrop of the global recession, people are increasingly concerned about catching colds. Because of this, there may be an opportunity for a company to create a new product that will help prevent this common ailment.

20080301-20090228				20090301-20100228				(2008년 대비) 관심도 상승한 키워드		
No.	건강	빈도	%	No.	건강	빈도	%	No.	건강	2009-2008%
1	심장	60998	8.4%	1	심장	84301	8.6%	1	신종플루	+3.2%
2	스트레스	52712	7.3%	2	스트레스	72349	7.3%	2	안티에이징	+0.2%
3	감기	49504	6.8%	3	감기	69255	7.0%	3	감기	+0.2%
4	두뇌	39496	5.4%	4	두뇌	55243	5.6%	4	피로회복	+0.2%
5	장수	34051	4.7%	5	장수	41420	4.2%	5	아토피	+0.2%
6	광우병	20845	2.9%	6	신종플루	31541	3.2%	6	두뇌	+0.2%
7	위 건강	18912	2.6%	7	위 건강	23530	2.4%	7	몸만들기	+0.1%
8	신장	18554	2.6%	8	신장	23366	2.4%	(2008년 대비) 관심도 하락한 키워드		
9	당뇨	15938	2.2%	9	당뇨	21606	2.2%	No.	건강	2009-2008%
10	치아	15901	2.2%	10	치아	20941	2.1%	1	광우병	-2.5%
11	항암	14805	2.0%	11	출산	20735	2.1%	2	장수	-0.5%
12	식욕	14640	2.0%	12	식욕	20204	2.0%	3	조류인플루엔자	-0.2%
13	두통	14624	2.0%	13	항암	19785	2.0%	4	위 건강	-0.2%
14	고혈압	14329	2.0%	14	비만	19316	2.0%	5	신장	-0.2%
15	출산	14212	2.0%	15	변비	18905	1.9%	6	자궁	-0.2%
								7	두통	-0.2%

[Source : 블로그 1,700만건 (2008.3~2010.3)]

Example

Looking at terms that people commonly associate with colds, we find one that is especially interesting. People recommend eating Asian Pears as a remedy. There are currently no pre-made products containing pears, constituting a major market opportunity.

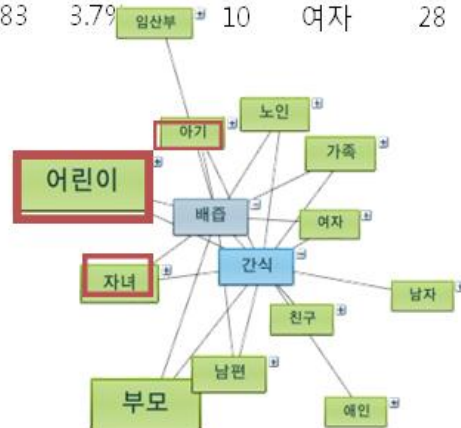


Example

Now we are ready to create the concept for the product by examining how people actually use pears and their associations with this palliative fruit.

배즙-상황 연관어			
No.	키워드	빈도	%
1	저녁	293	13.0%
2	겨울	244	10.8%
3	간식	194	8.6%
4	여름	194	8.6%
5	봄	167	7.4%
6	우리집	156	6.9%
7	주말	98	4.3%
8	설날	95	4.2%
9	가을	90	4.0%
10	친정	83	3.7%

배즙-대상 연관어			
No.	키워드	빈도	%
1	어린이	430	26.1%
2	부모	409	24.8%
3	자녀	168	10.2%
4	남편	142	8.6%
5	가족	110	6.7%
6	노인	98	6.0%
7	아기	61	3.7%
8	친구	53	3.2%
9	임산부	49	3.0%
10	여자	28	1.7%



TITLE : 재민군이 먹는 간식들

CONTENT : ... 고정적으로 먹는 것들이 유기농 치즈, 요구르트, 배즙이나 배과육, 멸치, 잣, 우유 400ml 정도, 적당량의 과일, 유기농 주스 등이다. 사다 나르기 바쁠 정도로 잘 먹는다. ...

TITLE : 2009년 6월 10일의 태준이

CONTENT : ... 모유 간식 : 홈메이드 배즙, 아기 치즈 1/5장 아토피 케어에 도움이 될까 싶어 식단은 계속 작성하기로 했어요. 치즈는 예전에도 먹어본적이 있어서 어떨까 싶어 약간 먹여봤는데 ...

TITLE : 2009.02.06-37

CONTENT : ... 그래도 맛있게 앗앗.ㅋ 간식 - 사과1개, 배즙 맛있었어요,ㅋㅋ 어째든 좀 포만감이 있지만 ^ㅏ^ 저녁 - 호박시루떡&설탕 애들은 정말 빼놓을수 없는 녀석들.ㅎㅎ ...

TITLE : 2009.2.12 새로운 친구 희준아 반가워~

CONTENT : ... 시온시우의 간식 : 플레인요구르트, 우유,사과,초코렛,빼빼로,배즙,호빵 시온시우가 읽은 책 이름이 뭐야? -마미스편북 새근새근,우리아기 ...

TITLE : 아기식단

CONTENT : 월 - 굴국, 파프리카 쇠고기 볶음밥 (버섯쇠고기 볶음밥) 간식 - 플레인 요그르트, 오후 찐감자,배즙 ...

With the rise in talk about luxury watches, there has been a corresponding rise in the perception that watches in general are high-end products. The shift, in fact, is remarkable, with the term high-end rising from a rank of 51 in 2008 to a rank of 3 in 2010 and 2011.

Sentiment words associated with watches

	2008			2009			2010			2011		
No.	대상	# of buzz	%	대상	# of buzz	%	대상	# of buzz	%	대상	# of buzz	%
1	Good	2648	12%	Same	3180	16%	Like/Good	1638	11%	Like/Good	2548	12%
2	Cool	1661	8%	Like/Good	1616	8%	Pretty	1033	7%	Tremble	1624	8%
3	Same	1084	5%	Small	1048	5%	High-end	715	5%	High-end	1500	7%
4	To Like	1045	5%	Uneasy	1031	5%	Hesitate	602	4%	Beautiful	1103	5%
5	Sensitive	846	4%	Easy	796	4%	Beautiful	599	4%	Same	1092	5%
6	Pretty	843	4%	Surprisingly good	681	3%	Emerge	560	4%	Fast/Early	1065	5%
	:			:			:			:		
22	Delightful	226	1%	Pressure	212	1%	Dislike	204	1%	Surprised	194	1%
23	Fulfillment	221	1%	New	203	1%	Graceful	197	1%	Hurt	189	1%
24	Short	220	1%	Hurt	195	1%	Improve	196	1%	Thunderous	187	1%
25	Pressure	207	1%	Expensive	188	1%	Near	190	1%	Cute	185	1%
26	Sorry	199	1%	High-end	185	1%	Elaborate	178	1%	Cheap Quality	179	1%
27	Imitation	198	1%	Long	184	1%	Small	150	1%	Shine	178	1%
	:			:			:			:		
50	Sad	88	0%	Forget	68	0%	Busy	70	0%	Hungry	69	0%
51	High-end	87	0%	Itch	68	0%	Superior	65	0%	Bulky	68	0%
52	Hope	87	0%	Sleepy	64	0%	Noisy	62	0%	Endure	64	0%
53	Hesitate	86	0%	Strength	62	0%	Clear	61	0%	Most Important	61	0%
54	Interesting	84	0%	Useful	60	0%	Sorry	60	0%	Trust	56	0%
55	:			:			Inexpensive			:		

Campaign Evaluation and Consulting

- Real-time evaluation dashboard
- Compare sentiment throughout product or campaign lifecycle
- Expert consulting from marketing and human behavior experts



SOCIAL *metrics*™
ENTERPRISE EDITION



SOCIAL *metrics*™
ENTERPRISE EDITION



SOCIAL *metrics*™
ENTERPRISE EDITION

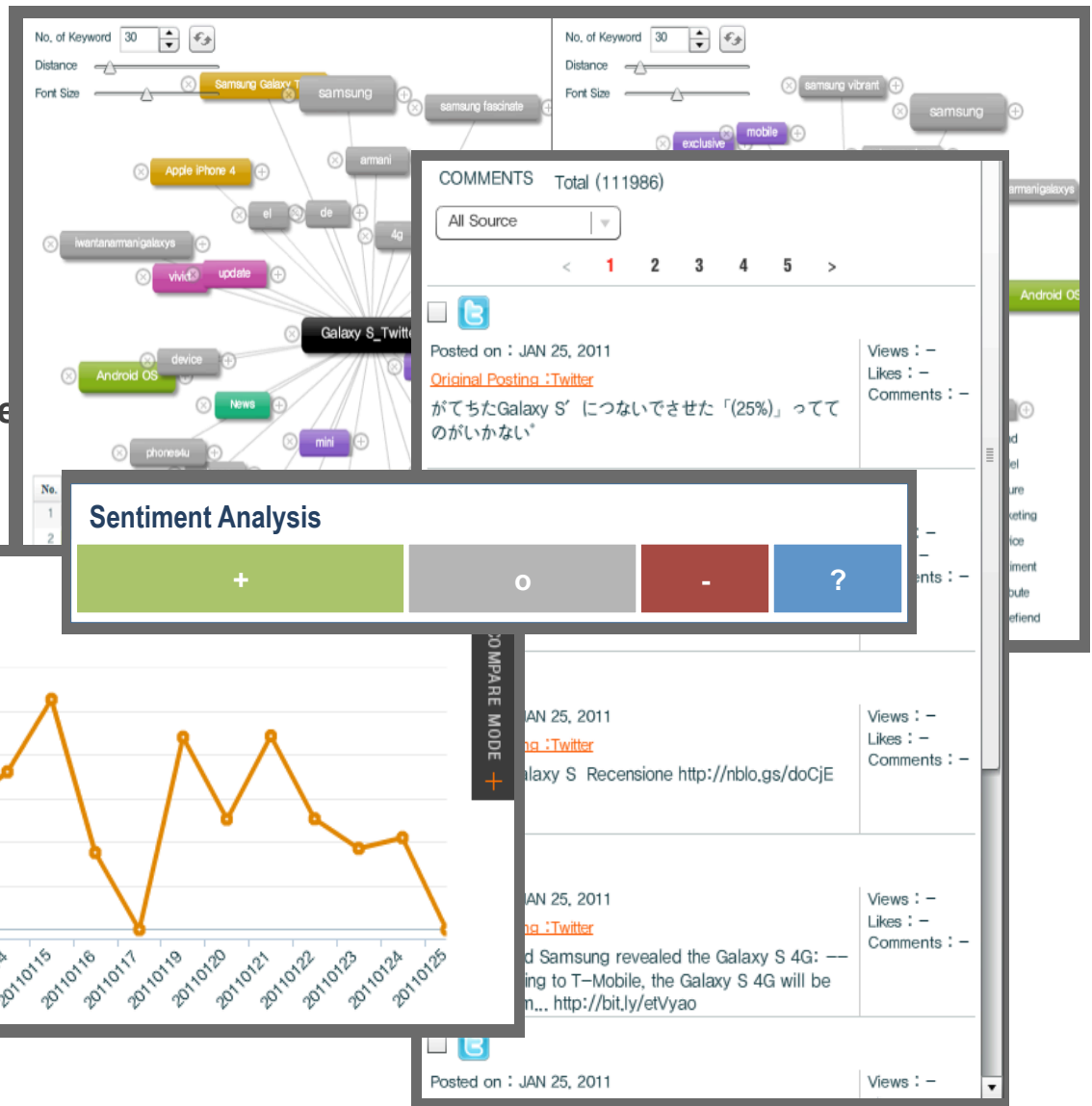


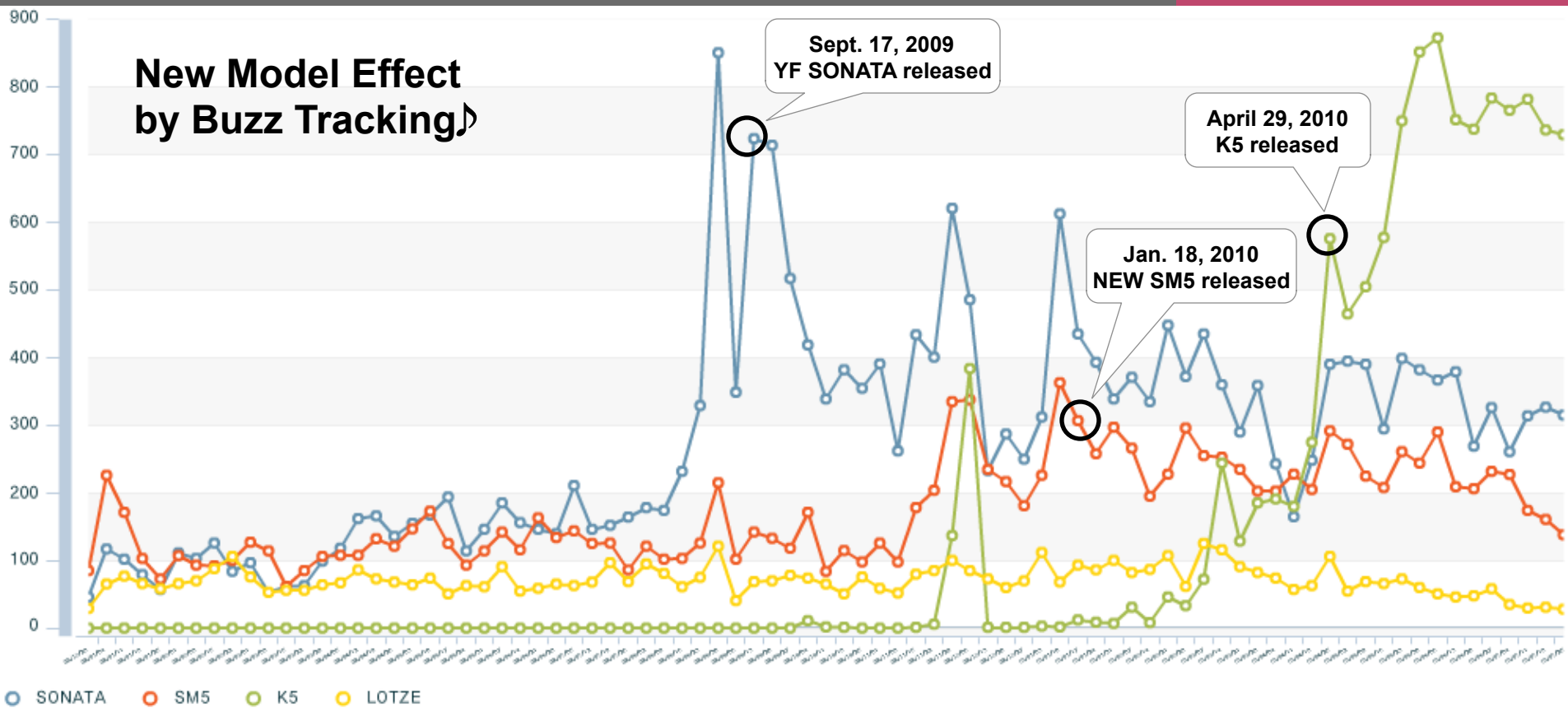
SOCIAL
metrics™

Biz Service

Campaign Evaluation

- Real-time Dashboard
- Feature-level Analysis
- View by Timeframe
- Influencer Identification
- Channel Identification
- Understand Sentiment
- Compare Campaigns at different time



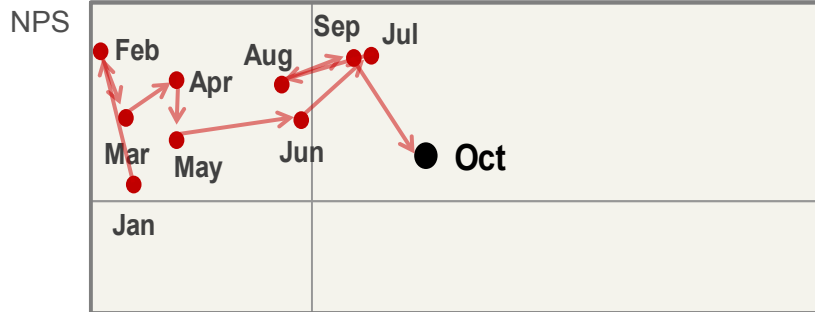


LOTZE, the K5's predecessor, was talked about slightly less than Samsung's SM5. A new version of the SM5 launched around the same time as the K5. While this gave the SM5 a slight boost, there are twice as many comments related to the K5.

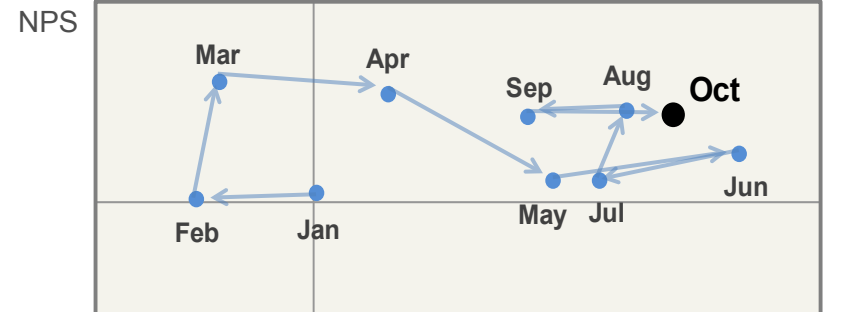
There are several factors related to the K5's powerful "new model effect." It was the first full update in Kia's midsize line in four years and five months. It had a novel design. The name was K5 rather than New Lotze, triggering the perception that this car was unlike anything before it.

THERE IS CLOSE CORRELATION BETWEEN NPS & VOLUME OF BUZZ

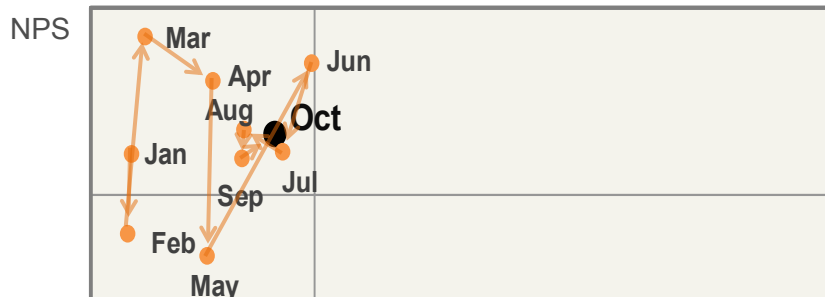
Brand A



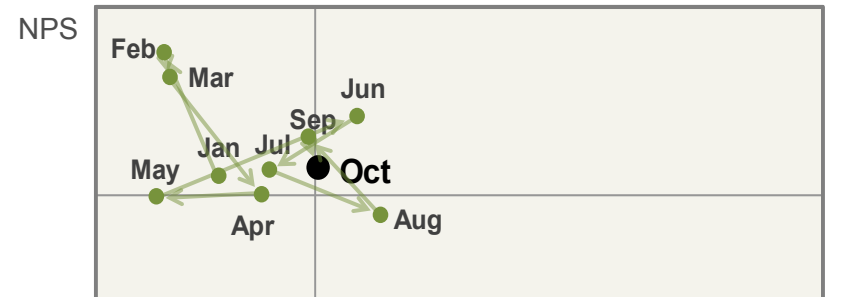
Brand B



Brand C



Brand D



[Source] : SOCIALMetrics Product Analysis™ from Jan 09' to Sep 09'

Daumsoft

THE MINING COMPANY

Contact:

Gilyoung Song
Senior Executive Vice President
kysong@daumsoft.com

www.daumsoft.com

www.some.co.kr