

Completed Sample: Sources & Methods Transparency Table

#SMMStandards – Sources & Methods Transparency Table		www.smmstandards.org
Timeframe Analyzed	January 1, 2012 – June 30, 2012	
Research Lead(s)	Richard Bagnall, Gorkana Group	
Channels Analyzed	Twitter (partial), Facebook (brand pages only), LinkedIn, YouTube, blogs, forums	
Data/Content Sources	Google search, Radian6, Sysomos, BrandWatch, Twitter API, Facebook API, YouTube	
Analysis Depth	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input type="checkbox"/> All Content Reviewed <input checked="" type="checkbox"/> Rep. Sample	
Source Languages	English, German and Mandarin only	
Search Languages	Native-language queries: English, German, Mandarin	
Sentiment Coding	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Manual Sampling: every 50 posts coded <input type="checkbox"/> 3-pt scale <input checked="" type="checkbox"/> 5-pt scale <input type="checkbox"/> Other scale <input checked="" type="checkbox"/> At entity level <input type="checkbox"/> Paragraph/doc level	
Spam/Bot Filtering	<input type="checkbox"/> Automated <input type="checkbox"/> Manual <input checked="" type="checkbox"/> Hybrid <input checked="" type="checkbox"/> Includes news releases <input type="checkbox"/> Excludes releases	
Metrics Calculation and Sources		
-- Reach	Daily unique visitors for specific URLs via Comscore (no multipliers)	
-- Engagement	Channel-specific metrics direct from channels	
-- Influence	N/A	
-- Opinion/Advocacy	Human reading and coding	
Proprietary Methods	Proprietary index for calculating quality score	
Search Parameters	See full search string list on page 32 of this report	