

21 September 2011



Harvest at Jimmy's Festival – Social Media Monitor

Following a quantitative face to face survey at the Harvest at Jimmy's Festival, market research company BDRC Continental undertook a social media monitor analysis to see whether the online 'buzz' around the festival mirrored what respondents had said to its interviewers at the event.

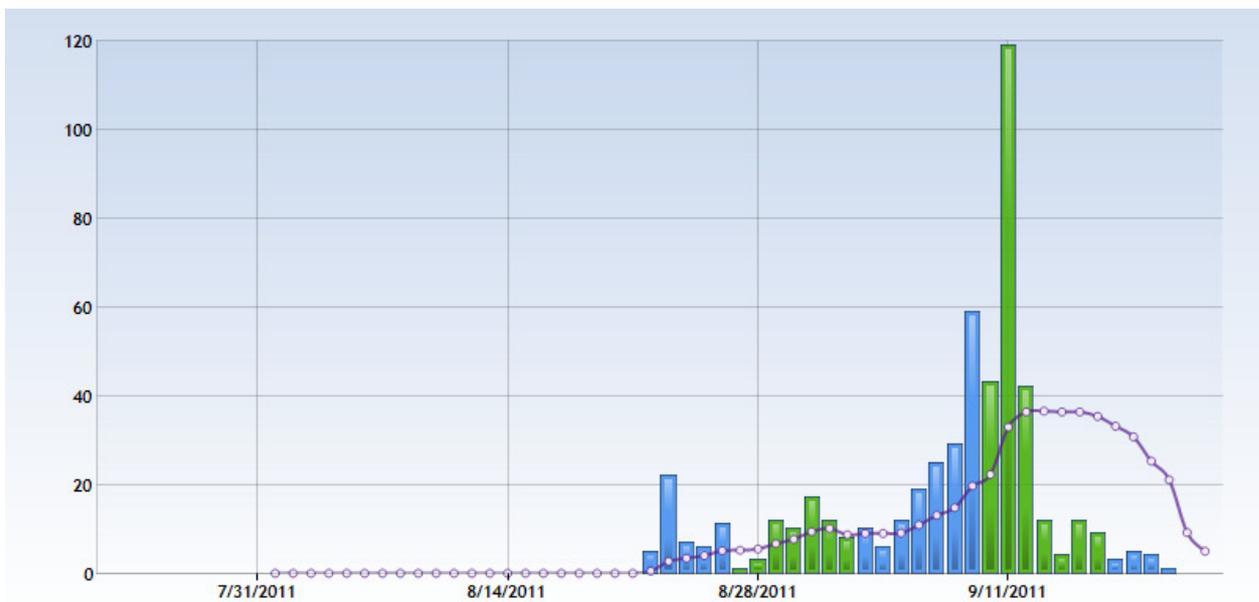
This brief report looks at the initial findings from the analysis and essentially establishes:

- What kind of social media was used around the event?
- What were people saying?

Online buzz

We used search terms “*Harvest at Jimmy’s*” and “*Harvest Festival*” to find relevant content. These are very specific terms and found 528 mentions – a robust base for analysis.

The graph below shows that mentions of the festival on social media peaked on Sunday 11th – the second day of the festival – which is what you’d expect. There was also a healthy amount of buzz in the three weeks leading up to the festival, and for a week or so after the event.

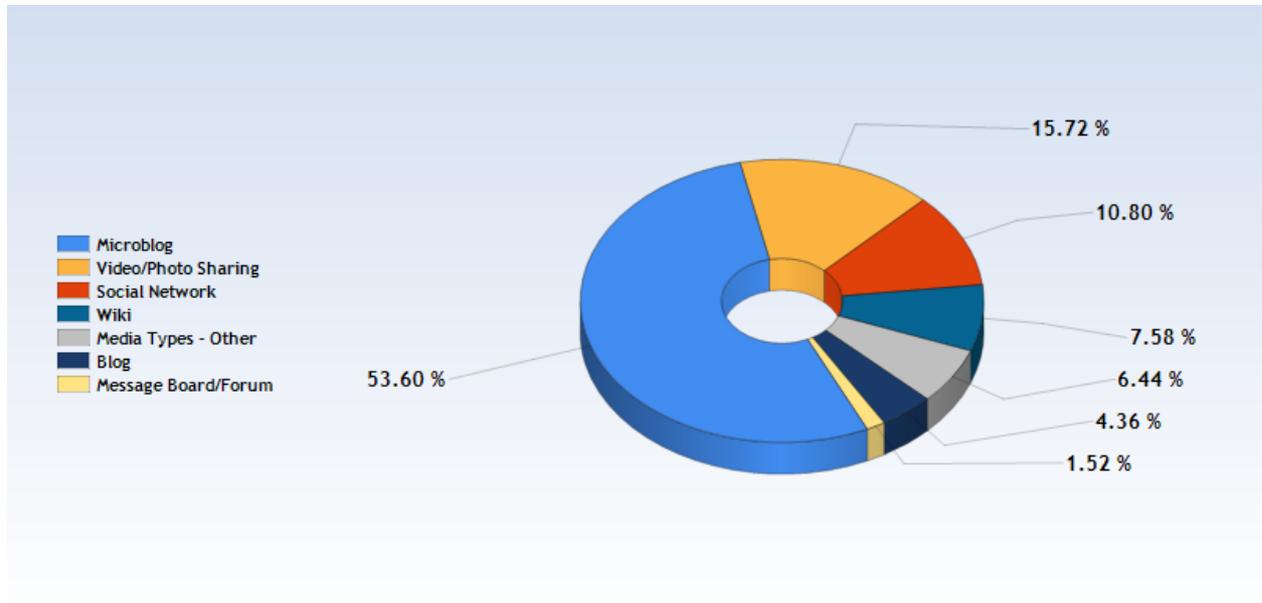


Base 528 mentions (see Y axis for actual numbers)

Social media used

Looking at the chart below it’s clear that overall, by far the most activity came from Microblogs (i.e. Twitter) which suggests that tech savvy ABC1s (attendee profile established in the quantitative survey stage) were tweeting whilst they were at the festival.

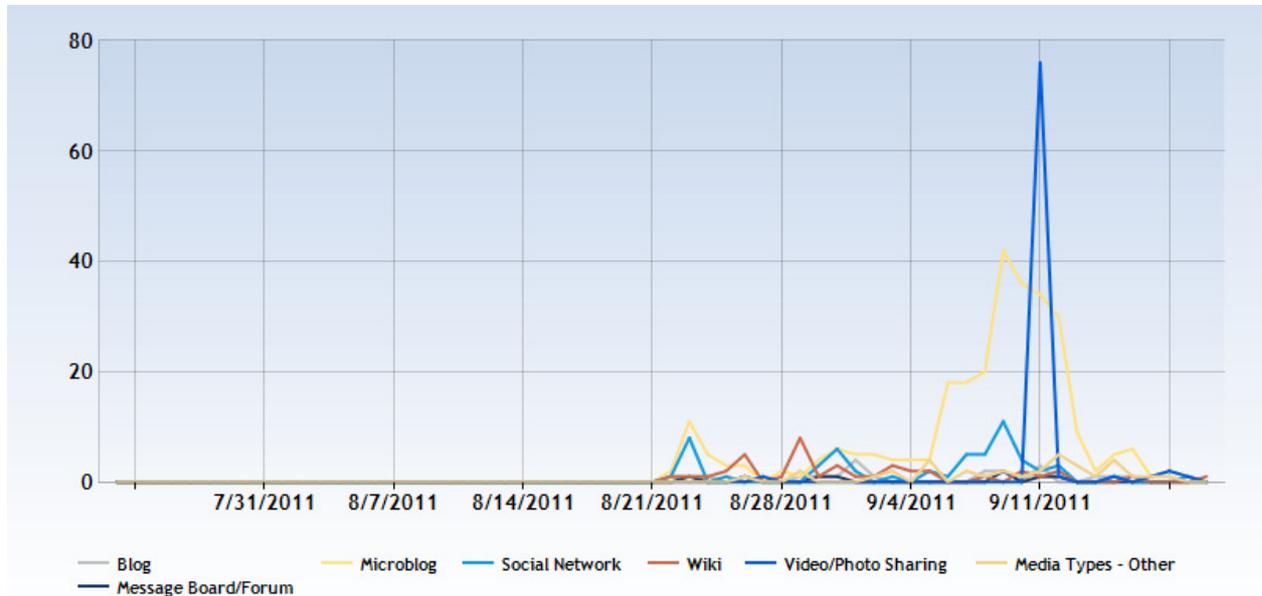
After this video/ photo sharing was the most popular...



Base 528 mentions – **Microblog = Twitter**

Timeline of different social media usage

...the theory above is confirmed when you look at the timeline of different social media usage. As you'd expect – timings wise the video/photo sharing happened **the day after** the festival, whilst most of the tweeting took place just before or during the event; this is likely to be tweets sent from mobile devices at the event itself.



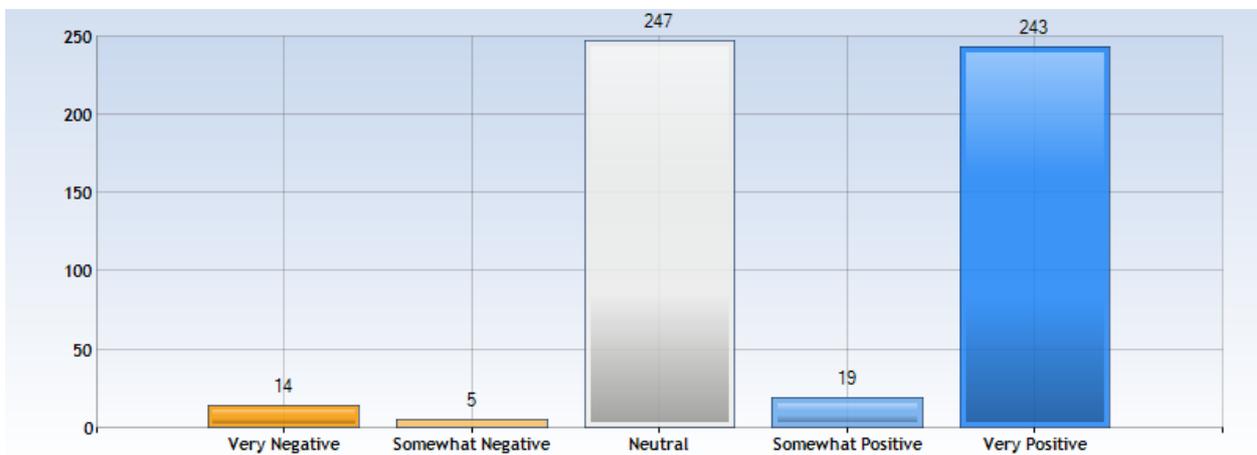
What the tweets were saying

When we ran a 'word cloud' on most common tweet words (this analysis was run only on tweets) you basically get a lot of general festival content type of words (e.g. "chefs", bands that were on etc.) interspersed with positive words like 'amazing', 'fun', 'best', 'good', 'love', 'thanks', 'want' and 'wish'. There are no negative words at all even though the data request was programmed to show all mentions, including positive, neutral and negative. This backs up the general good-vibe feeling we found in our quantitative survey.

alex amazing bbc bbsuffolk best blog british charliesimo check cooking curating day days doolittle eliza elizadoolittle farm farmhouse fattreddysdrop1 feeling **festival** food forward free fun going good great growing haj **harvest** harvestatjimmys harvesthq headline hope ipswich james **jimmy** jimmysfarm join jzgzqr kitchen kooks latest left lily love m4ypm0m magic main music news ow.ly paul play playing post ready recipes sat saturday sept september sets stage stars stefangates street suffolk sun sunday **t.co** t2y8vyo thanks thekooksmusic ticket tickets time today tomorrow top two vanilli video vip wait want weather week **weekend** weeks well we'll wellies we're win wish year yesterday young

Overall sentiment

This general feeling of positivity is further backed up by the quantitative sentiment analysis in the chart below which shows almost no negative feedback. N.B. this analysis should be treated as **indicative**, since it is generated automatically using proximity of words deemed positive or negative. Sarcasm and other language nuances are not taken into account (e.g. “Damn – I missed the Hairy Bikers” would show as a negative comment about the festival).



Theme sentiment

Using the same word proximity technique, analysis was also undertaken on the themes of online comments and conversations. Again – please treat these results as indicative for the same reasons outlined above.

These, tend to centre around the kinds of themes you might expect from a festival like Harvest at Jimmy's: 'social', 'leisure', 'ingest', 'bio' (i.e. farm related) and 'achieve'.



A few tweets

Below are some of the tweets sent quoted verbatim:

- *“Loved Harvest at Jimmy's. Superbly organised, relaxed and entertaining. Can't wait til next year. Well done Jimmy and team!#in”*
- *“Amazing day at #Harvest at Jimmy's yesterday. Reality hits today, would love it of SOMEONE at #Linkedin would bother replying to my emails”*
- *“great weekend at Harvest at Jimmy's with @TinseyV - met robbie from the robbie boyd band...lush times!! such a sweetie! signed cd!! boo yah!”*
- *“Back from Harvest at Jimmy's, ate some great food, saw some great demos, met some great people. The camping? Best not mentioned ;)”*
- *“@HarvestHQ Hearing great things about the food and the music at Harvest at Jimmy's festival. Nice lineup!”*
- *“My Mum's mate went to the Harvest At Jimmy's and saw @thekooksmusic ERGH so jealous right now...He didnt even know who they were. Grrrrrrrr”*
- *“<http://t.co/LYQIVCH> Hi all. This is our latest blog post. It is about the glorious time we had at Harvest at Jimmy's Farm on Sunday. Boom.”*