



Working with social media

What does Social Media think about Facebook?

Recently, there has been a lot of news that could seriously affect people's opinion about Facebook.

A couple of weeks ago there were several severe outages that forced Facebook users to recur to Twitter to express their despair, others Facebook expressed how much trouble they were having from within Facebook.

A movie about the founder of Facebook has recently been released in the US and has just been released in Europe.

Also, Facebook recently introduced Facebook Groups that are supposed to make it easier for Facebook account owners to filter what friends see what from their account.

We thought it might be interesting to see how internet users react. What opinion they express about Facebook. To do this, we've analyzed 41.481 mentions in Blogs, Twitter and the social network at hand.

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Mentions Received

from

18071 Facebook Authors

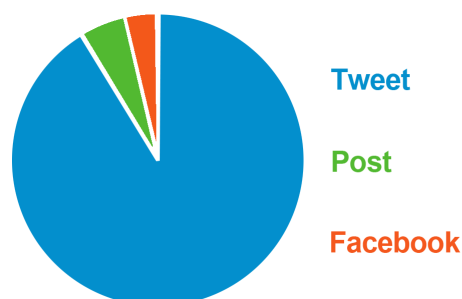
13998 Twitter Accounts

5148 Blogs

The Great Facebook Outage. Should Mark Zuckerberg be worried?

On the 23rd of September Facebook was down for 2.5 hours due to a misconfiguration. That's not an eternity, but it was the first time that a full general outage occurred on Facebook. People who depended on Facebook then temporarily recurred to Twitter. As you can see in this graphic, 91% of the mentions about the Facebook Incident were made on Twitter.

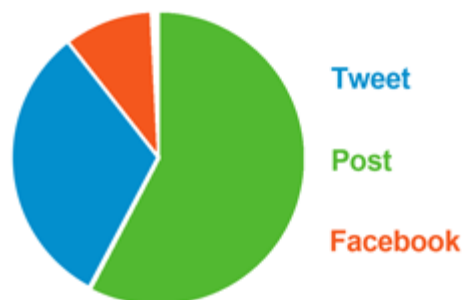
Where social media mentioned the Facebook outage the day after



What social media did people use to talk about the Facebook outage on the 24th of September? 91% of the social media talk about the Great Facebook Outage was done on Twitter. Facebook was already working but they chose Twitter to talk about it.

As a reference, this other graphic shows how the mentions about Facebook issues were distributed a couple of weeks later, most of the talk about Facebook problems was done in blogs. The instant response in Twitter has developed into more elaborate blog posts and the ratio between Twitter and Facebook is now 3 times bigger instead of 26 times. People were back talking about Facebook in Facebook.

Where social media mentioned the Facebook outage after a couple of weeks



Last week, Twitter was no longer the main means of communication when it comes to Facebook trouble.

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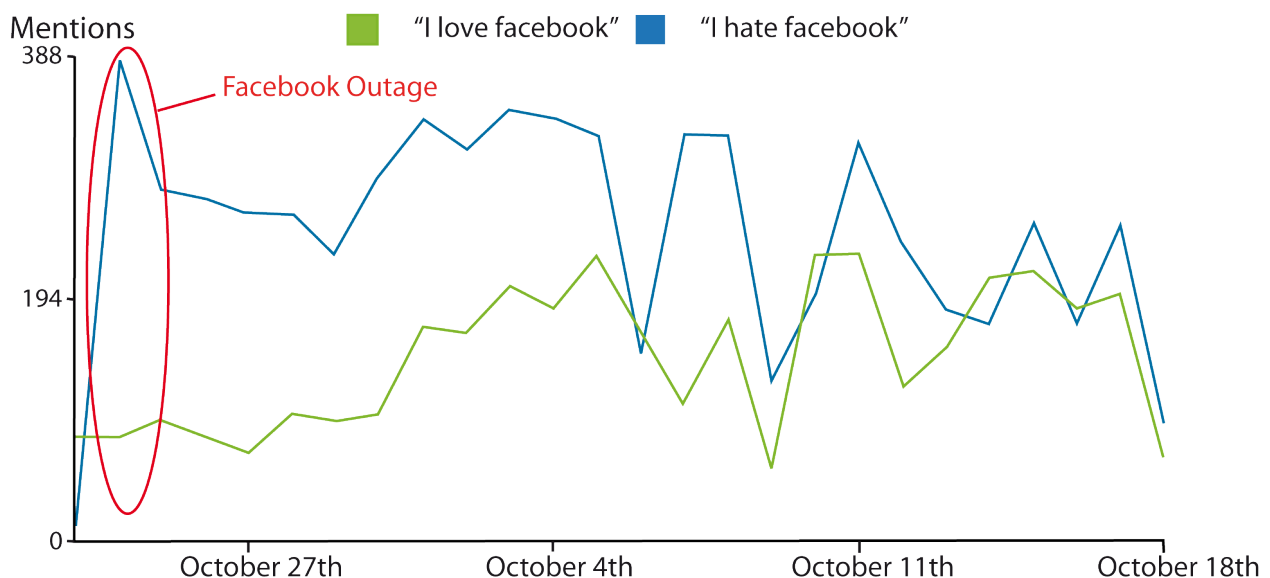
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Mark Zuckerberg is probably right worrying about Facebook having a 100% up-time. A 2.5 hour outage resulted in conversations about Facebook leaving Facebook and concentrating on Twitter the following days.

How did these incidents affect the opinion on social media about Facebook?

It seems positive comments about Facebook grew sparse and negative comments more frequent, as expected. It is interesting to see how "I love Facebook" then recovers slowly and "I hate Facebook" loses its dominance, while the total amount of opinions stays about the same (Figure 3).

Sentiment timelines for mentions about Facebook the weeks after the Facebook Outage.

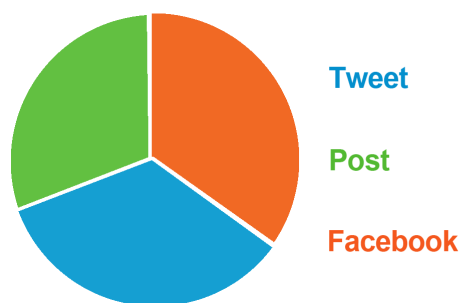


Number of "I love Facebook" mentions vs. "I hate Facebook" mentions per day, starting on the 23rd of September, the day of the outage. The users were pleased that Facebook fixed the outage fast.

Facebook Groups. Are the social media interested?

Facebook Groups weren't as relevant to the users as the amount of buzz it around them suggested. Millions of users are already there but since they were presented on the 6th of October only 7.300 mentions have been made. It is interesting to see how the mentions are distributed between Blogs, Twitter and Facebook, around a third each.

Social media types for mentions about Facebook Groups

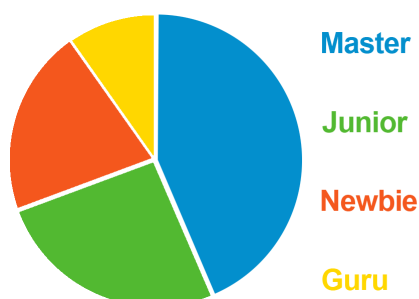


35% of the mentions about Facebook Groups were done in Facebook, 35% in Twitter and in 30% in blogs.

It seems Mark Zuckerberg doesn't succeed in attracting the attention of social media to his events. But he does succeed in providing innovation that is quickly adopted for managing the relationships between Facebook users.

The topic about Facebook Groups is slightly dominated by Master and Guru Twitter accounts. They account for 54% of the tweets. That is, news about Facebook is interesting to expert internet user as about the same as internet users with less expertise.

Author ranks for mentions about Facebook Groups



More than half of the mentions about Facebook Groups were written by Masters and Gurus.

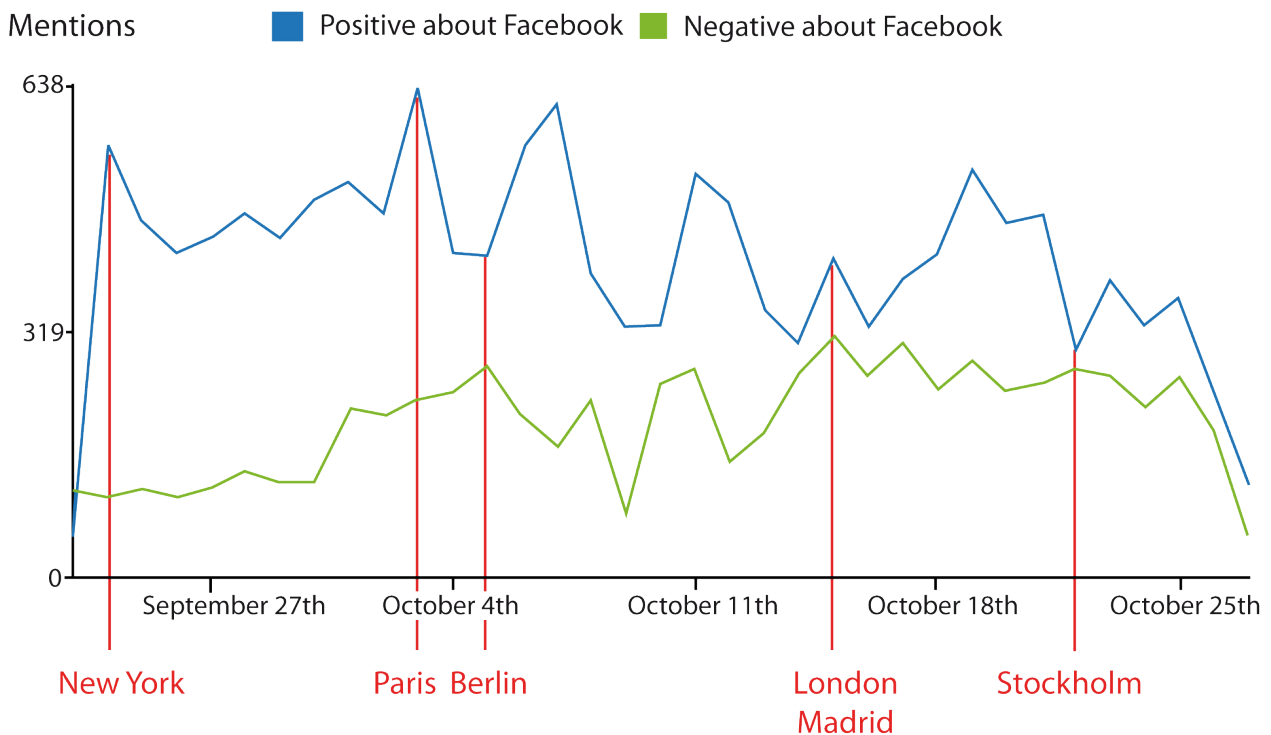
The Social Network. The movie about Facebook Mark Zuckerberg.

"The Social Network", is the movie about the creation of Facebook. It's been a huge success at the movie theatres in the US and Europe. How have the users reacted? Has their opinion changed about the tool, Facebook, as a result of knowing more about its creator?

On the days of the premieres in New York, Paris and London we observe peaks of negative sentiment, but on the other hand the days of the premieres in Berlin and Stockholm do not display these peaks but rather dips.

The positive sentiment line displays an increase in positive sentiment on the day of the premier for all premieres except New York. In general, around these premieres there is more positive sentiment. The exception of New York could be explained by the fact that the New York world premiere was the day after "The Great Facebook Outage", when most of the talk was about the outage.

Sentiment timelines with "The Social Network" premieres



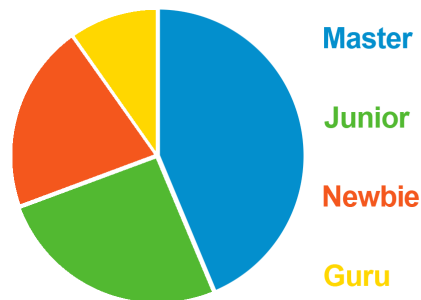
Sentiment timelines for Facebook around the premieres in the US and Europe with the dates of the premieres marked in red.

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More than 66% of the tweets about the movie are made by newbies and junior twitter accounts, which could mean that the movie increased the popularity of Facebook among less active Internet users. Good for Facebook.

Author ranks for mentions about "The Social Network"



2/3 of the mentions about the movie "The Social Network" were written by Newbies and Juniors.

So, do people in social media like Facebook?

The Great Facebook Outage created a lot of buzz on Twitter. It seems that Twitter is consolidated as the place for instant information, despite Facebook's efforts in promoting the idea of messages that are open to the public.

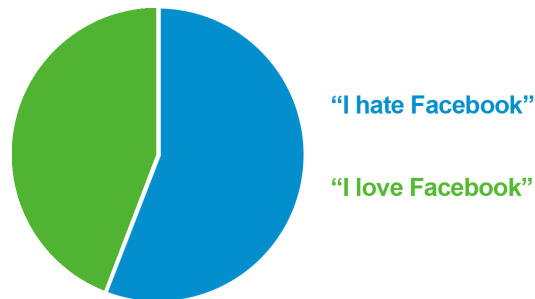
The opinion about Facebook these last 30 days has been very interesting. There have been more critics than fans during the full period but starting at the peak round the Facebook outage the number of negative statements tend to slowly descend. The Facebook movie seems to have helped Facebook in generating positive mentions. Apparently people have seen the bottom line of the movie, the great value of Facebook as a social communication tool, resulting not only in an increase of positive comments about Facebook but also in a decrease of negative comments. Although the controversy around privacy, how our personal details are used by Facebook and other ethical and moral issues stays very much alive in Blogs, Twitter and Facebook.

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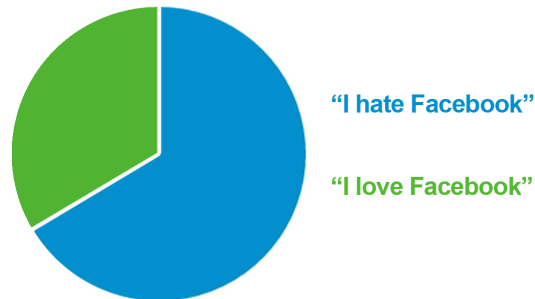
We've made comparisons of how many times the phrases "I love Facebook" and "I hate Facebook" appear in Facebook, Twitter and Blogs. In both Twitter and Facebook, people love Facebook more than they hate it, but in blogs the phrase "I love Facebook" is more common than "I hate Facebook". Food for thought: In the "instant tools" that allow people to express their slightest whim, the negative wins, while in blogs, where the information has been thought through, the positive wins.

Facebook



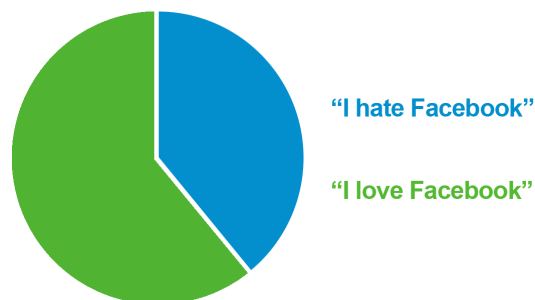
Comparing the number of appearances of the phrases "I hate Facebook" and "I love Facebook" in Facebook. "I hate Facebook" wins, getting 56% of the mentions.

Twitter



Comparing the number of appearances of the phrases "I hate Facebook" and "I love Facebook" in Twitter. "I hate Facebook" wins, getting 66% of the mentions.

Blogs



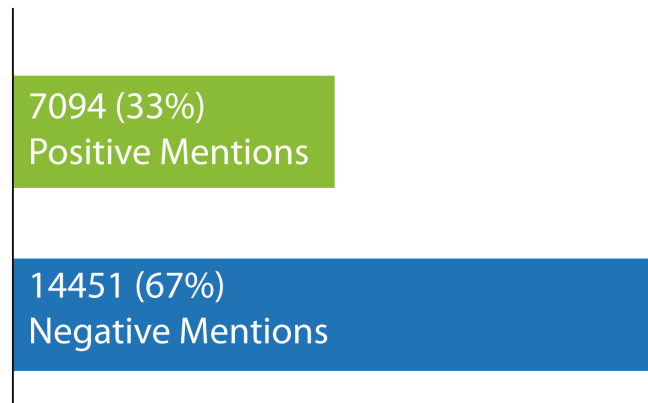
Comparing the number of appearances of the phrases "I hate Facebook" and "I love Facebook" in blogs. "I love Facebook" wins, getting 61% of the mentions.

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As a whole, people in Social Media express more negative thoughts about Facebook than positive.

Number of positive and negative mentions in Facebook, Twitter and Blogs together.



All in all, over Facebook, Twitter and blogs, there are twice as many Negative mentions as Positive.