

WEB REPUTATION: LIKES, ENGAGEMENT & SENTIMENT



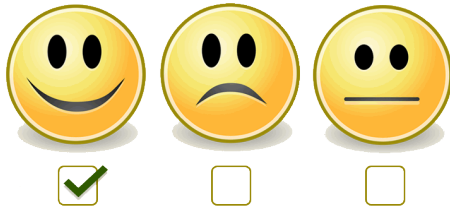
image credit to extrapola, kaggle

TODAY



WHAT ARE WE TALKING ABOUT TODAY?

1. WEB PRESENCE. A RECALL
2. REPUTATION
3. WEB REPUTATION
4. FREE TOOLS
5. PROFESSIONAL TOOLS
6. SENTIMENT
7. SEMANTIC ANALYSIS



WEB PRESENCE



We already clarified that the web presence of, say, a destination includes

1. the **official website** run by the destination
2. the **accounts officially run** by the destination **on TripAdvisor, Facebook, etc.**
3. what **other people write** about the destination on the communities and the social networks.

As we will see, web **reputation** mostly deals with this third form of web presence.

WHAT WE CONTROL



The web presence of, say, a destination includes

- 1. the official website run by the destination**
2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.
3. what other people write about the destination on the communities and the social networks.

WHAT WE PARTIALLY CONTROL



The web presence of, say, a destination includes

1. the official website run by the destination
- 2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.**
3. what other people write about the destination on the communities and the social networks

WHAT WE DON'T CONTROL



The web presence of, say, a destination includes

1. the official website run by the destination
2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.
3. **what other people write about the destination on the communities and the social networks.**

If we want to improve, or at least defend, our reputation, **we must know** what other people write about us on the communities and the social networks.

But what is **reputation** about?

WHAT IS REPUTATION ABOUT?



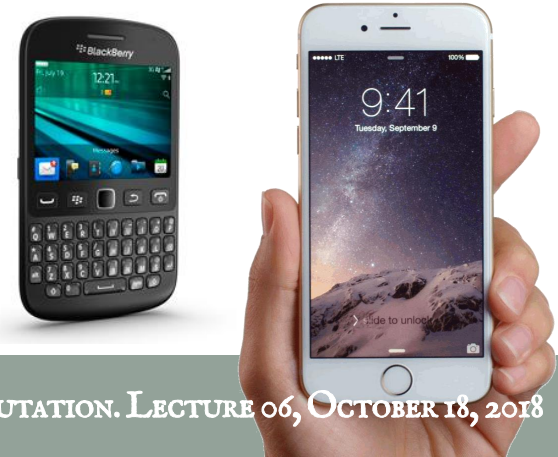
1. Generally speaking, reputation is **how something** (or someone, or a website, or a destination...) is **perceived**.

For instance, Blackberry was the leading mobile phone system before the iPhone was introduced.

The iPhone made the Blackberry to be perceived as something stiff, and too business-related (a tool for businessmen).

2. Reputation **changes in time**.

3. Reputation **implies a comparison**.



WEB REPUTATION

According to scholars and marketers, web reputation is **how something** (or someone, or a website, or – in our instance – **a destination...**) is currently **perceived** in the world of the **social networks**.

To evaluate our destination's reputation, it is important to measure **how many** posts, tweets, pictures or comments **have been published** about it.



image credit to [extrapola](#)

ENGAGEMENT



However, the **impact** of these posts, tweets etc. should be considered, **too**.

For instance, a very basic approach to begin this sort of measure is to look at our destination's **Facebook pages** – both the official one, and other pages that clearly deal with our destination – and count **how many likes** they've gathered.



But this is really a basic approach. More questions should be asked! Are most posts, tweets etc. posted by the page managers? Or are they mostly posted by other people who are **engaged**? Do posts, tweets etc. **start discussions**, or remain unfollowed?

FREE TOOLS

There are several tools – even **free** (or temporarily free) **tools** – to know what **people share** about our destination on the Web, the communities and the social networks. Beware! It is **particularly important** to ask these tools the proper questions – basically, choosing which **keywords** adopt to interrogate those tools.

Suppose you want to **keep track** of posts, pictures or comments about Bergamo as a destination...

You'll ask to keep track of keywords like Bergamo + **tourism** and/or + **visit** + **attraction** + **hotel** + **museum** + etc.



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GOOGLE ALERTS

A **free** tool providing social media monitoring for beginners is **Google Alerts**. Google Alerts is easy to set up, and allows monitoring the Web for any new content, and mentions of what we're interested in, our brand and/or our competitors. By creating a Google Alert, we'll receive **e-mail notifications** every time Google finds new results on a topic that interests us across blogs, forums and news sites.



The screenshot shows a mobile notification interface for Google Alerts. At the top, it says 'Alerts' and 'Monitor the web for interesting new content'. Below that, the alert title is 'Andalucia visit' with a date of 'November 5, 2017'. The source is listed as 'WEB' and 'Ecija' from 'Andalucia.com'. A large, semi-transparent overlay in the center features the 'Google Alerts' logo with a yellow bell icon. Below the overlay, a snippet of the alert content is visible, mentioning '10-day Portugal and Andalucia guided tour from Madrid, Spain, Community of Madrid, Madrid' and 'Andalucia Tours' from TripAdvisor. The snippet text reads: 'We will have 5 days to visit the Andalucia. Is it possible to see all the major historic places in Andalucia? I also need a suggestion about my main hub ...'

PROFESSIONAL TOOLS



There are, however, also professional tools (on payment) to know what other people write about you on the social networks.

TrustYou is perhaps the most reliable among these professional tools.

Travel Appeal is a more recent Italian option of the kind.

Tools like these **scrap** the social world – as well as TripAdvisor, Booking.com, Airbnb, and the like – to **gather all User Generated Content**.



SENTIMENT

Once you – or tools like Google Alerts or TrustYou or TravelAppeal – have collected what the world says about your destination (posts, tweets, comments, etc.) in public on the social networks, you may individuate what **sentiment** the world has expressed about your destination.

The easiest way to do so is **reading in person** these posts, comments etc., and determine yourself whether their sentiment is **positive**, **negative** or simply **neutral**.



image credit to [kaggle](#)

SEMANTIC ANALYSIS



Very often, however, posts, comments etc. are too many. There's **no time enough** to read them all in person.

Natural language interpretation may be used. But cultural factors, linguistic nuances and differing contexts make it extremely **difficult** to turn a string of written text into a clear pro or con sentiment.

Let's provide some examples...



3 unanswered complaints



Sentiment
84.1%

Roberto has been a great host, welcoming, attentiv...

Wed. June 1st 2016



Sentiment
89.8%

Roberto was a fantastic host, providing us with di...

Wed. June 1st 2016



Sentiment
84.0%

The best host you can ever ask for! Great location...

Wed. June 1st 2016

[Show all](#)

▲ 3 Compared to Sun. April 3rd 2016

▲ 95.8% Compared to Sun. April 3rd 2016

Negative trends

Subject

Mentions

Face

+1

Restaurants

+1

Topics most frequently discussed b

SENTIMENT CAN BE DIFFICULT TO IDENTIFY...



Posted by Stefanie

Fri. July 1st 2016

We felt right at home, directions were great. Very nice neighborhood. Great place to stay.

Sentiment
100%

This content talks about 9 Donatello



Unanswered complaints

3

▲ 3 Compared to Sun. April 3rd 2016

Overall sentiment

95.8%

▲ 95.8% Compared to Sun. April 3rd 2016

EVERYTHING IS CLEARLY OK, HERE...





Posted by Vivian

Wed. June 1st 2016

Sentiment
84.0%

The **best host** you can ever ask for! Great **location**, **clean place** & the entire home to yourself! Roberto and Orietta was always there for us when we needed anything and they are willing to provide us infos on things to do in and out of Milan!! You **don't want to miss this place** when you visit Milan :)

This content talks about **9 Donatello**



Unanswered complaints

3

▲ 3 Compared to Sun. April 3rd 2016

Overall sentiment

95.8%

▲ 95.8% Compared to Sun. April 3rd 2016

... BUT HERE A MISTAKE IS MADE!





Posted by Shachi

Wed. June 1st 2016

Sentiment
100%

Roberto's home is exactly as shown in the pictures and as described. The listing and Roberto's communication with us later was very clear. We felt very much at home and relaxed in Roberto's clean and well decorated home. There are precise and detailed instructions and information in the house. The house is well arranged and well equipped. Roberto's home was **easy to find**. He had given very **precise directions**. Roberto is very nice. Our train to Milan got delayed and he was concerned for us. He checked with us and ensured that we would find his place. He even offered to meet us somewhere. Roberto's home is located in an area where there are a lot of eateries and shops around. Commuting to and fro the house is easy as it is well connected. Although we stayed only two nights, we had a great **time and nice** conversations with Roberto a couple of times. Thank you for a nice home to stay in, Roberto :-)

This content talks about **9 Donatello**



SOMETIMES WHY “100%” IS CLEAR...



Posted by David

Wed. June 1st 2016

Sentiment
89.8%

Roberto was a **fantastic host** providing us with directions from the station and advice about Milan even before we arrived. He was willing to stay up for us when we arrived late, and showed us round the lovely apartment with a **gorgeous balcony** view over a classical-style Italian street. For the rest of the stay we were left to ourselves, with supplies of ice, **fresh coffee** and some drinks/snacks left for us. The flat is clean, comfortable and close to the town centre, perfect for a city break for a couple. It was comforting to know that Roberto would be there to offer any help if needed, and we were free to **enjoy the rest** of our stay. On leaving Roberto was very flexible about when to check-out, which was very **convenient** for us. We would thoroughly recommend this flat for anyone seeking a break in Milan - we only wish we could have stayed longer!

This content talks about **9 Donatello**



▲ 3 Compared to Sun. April 3rd 2016

▲ 95.8% Compared to Sun. April 3rd 2016

... BUT WHY NOT “100%” HERE, TOO?



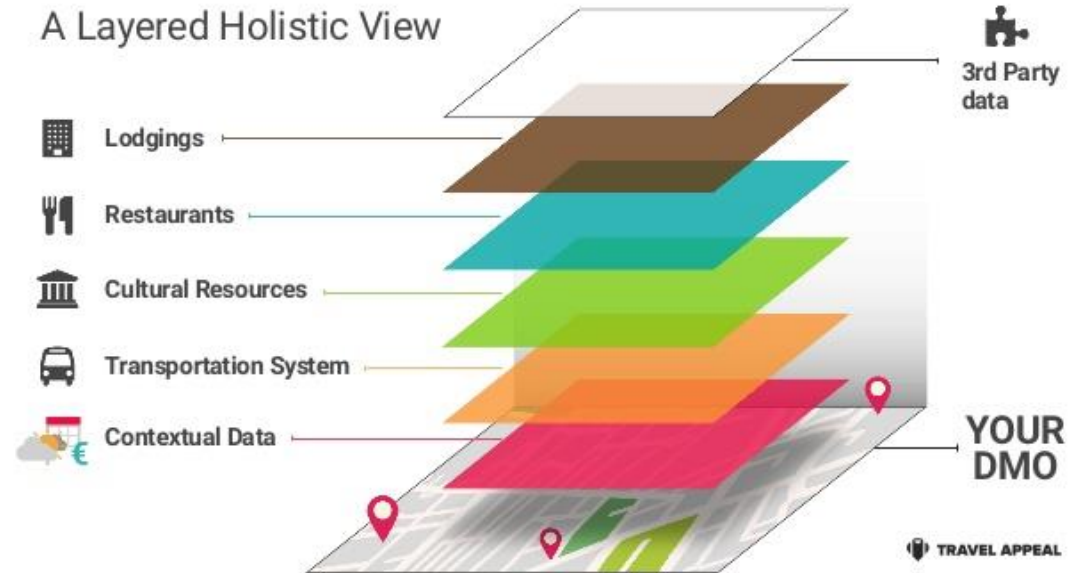
DESTINATIONS' REPUTATION MEASUREMENT



The examples above are taken from Travel Appeal, and refer to a family accommodation.

The **wider market** for web reputation tools is in fact the **industry**: hotels, B&Bs, restaurants and the like.

Destinations' web reputation is a more complicated subject, in fact.



TODAY'S KEY POINTS

1. REPUTATION IS THE WAY PEOPLE OR THINGS ARE PERCEIVED
2. REPUTATION CHANGES IN TIME
3. REPUTATION IMPLIES A COMPARISON
4. THERE ARE TOOLS THAT HELP MEASURING WEB REPUTATION
5. SENTIMENT IS LESS EASILY MEASURABLE
6. NATURAL LANGUAGE ANALYSIS IS USEFUL, NOT PERFECT
7. DESTINATIONS' REPUTATION IS MORE THAN ITS COMPONENTS'

THANKS FOR YOUR ATTENTION



Picture from the 2010 Workshop