

UPDATING MARKETING RESEARCH VIA WEB 2.0 PLATFORMS: THE  
NETLYTIC TOOL AS A WAY TO CONDUCT A NON-PARTICIPANT  
OBSERVATION ON THE INTERNETBreno de Paula Andrade Cruz<sup>1</sup>

**Abstract:** This paper puts forward the claim that Web 2.0 Platforms can help Marketing researchers and professors to download collect data developing into more interesting Marketing research via the Netlytic online tool. I selected three cases on Twitter which may help marketing professors and researchers amplify their possibilities collecting data: the Ryan Lochte's case - a famous American swimmer who lied to the Brazilian police in Rio Summer Olympic Games/Rio 2016; a Brazilian case involving the movie Aquarius in 2016 - consumers who defend the right-wing parties have boycotted this movie because they disagreed with actors who protested at Cannes Festival; and, the Pokémon Go mania in Brazil - a case study which enlightens to marketing professionals how they can visualize relevant issues about geographic information on Twitter. Regarding these cases, this study presents three crucial Netlytic issues: Text Analysis, the Netlytic's Network Analysis and the Netlytic's General Report. This investigation attempts to address the issue of Marketing teaching and researching that may follow technological changes that impact our lives. I advocate here that we may take the opportunity as researchers investigating popular topics on Web 2.0 Platform and; as well as, using social media to go deeper to marketing or consumer behavior subjects in business post-secondary classes.

**Key-words:** Marketing Research; Marketing Teaching; Non-Participant Observation; Netlytic.

Atualizando a Pesquisa em Marketing via Plataformas Web 2.0: O uso da Ferramenta *Online* Netlytic para conduzir Observação Não Participante na Internet

**Resumo:** Este artigo discute como as plataformas Web 2.0 podem ajudar professores e pesquisadores a atualizarem estratégias de coleta de dados e pesquisa em Marketing por meio da ferramenta *online* Netlytic. Três casos no Twitter são apresentados neste estudo para evidenciar como professores(as) e pesquisadores(as) em Marketing podem ampliar as possibilidades de coleta de dados, quais sejam: (i) o caso Ryan Lochte - o famoso nadador americano que mentiu diante da polícia brasileira ao simular um roubo nos Jogos Rio 2016; (ii) o boicote ao filme Aquarius por pessoas que apóiam orientação política de Direita após o elenco do filme protestar no Festival de Cannes sobre o golpe de Estado no Brasil; e, (iii) a onda do aplicativo Pokemon Go - um estudo de caso que evidencia como que o posicionamento geográfico dos usuário de uma plataforma digital pode contribuir na visualização geográfica dos consumidores associados a um *hashtag*. Destes três casos, são apresentadas técnicas de visualização de dados pela ferramenta Netlytic, tais como, análise textual, análise de redes e um relatório geral dos dados com geo-

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posicionamento. Assim, sugiro aqui neste estudo vantagens que professores(as) e pesquisadores(as) podem obter ao usarem a ferramenta Netlytic para entender fenômenos atuais que viralizam na Internet, gerando, ao mesmo tempo, dados para condução de conhecimento científico em Marketing.

Palavras-chave: Pesquisa em Marketing; Ensino em Marketing; Pesquisa Não-Participante; Netlytic

### **1. I am Connected, Therefore I am.**

People in different socio and economical contexts are connected by smartphones, tablets and computers around the world. They many times account for via hashtags to their Virtual Social Networks (VSNs) on Web 2.0 Platforms a lot of feelings, likes and dislikes related to different contexts. Netlytic is an online tool in which researchers and professionals can monitor hashtags individually. Thereby, Netlytic collects data on some Web 2.0 Platforms (mining text) and it demonstrates three relevant issues: (i) text analysis, (ii) network analysis and, (iii) report.

Some people on social media platforms have been demonstrating publicly their feelings, likes and, dislikes on Web 2.0 platforms (GRUZD; ROY, 2014; CRUZ; ROSS, 2016). Some authors put forward these people as Generation C (Connected Generation). Notwithstanding, Generation C is a concept which includes people who spend quite some time on the Internet (DYE, 2007; PICKETT, 2016; HARDEY, 2011). There is no age for this generation because the most important characteristic of these people refers to their use of the Internet. They are often connected using smartphones even in classrooms at universities when professors are teaching.

Ian Pearson alludes to an interesting argument when we discuss social and technological changes in the world - the concept of *Homo Optimus*. Concerning this concept, people are becoming more and more connected, and in a few decades, they will have some changes linked to their bodies (GERDES, 2013) and human beings will optimize their lives through some kind of technologies inserted in their bodies. Teachers at schools, colleges and universities have been perceiving some negative effects of technologies, such as students' increasing connection to social media platforms. However, they can recognize some positive effects such as the ones stated by Gruzd, Staves and Will (2012).



Punishments are not the best way to educate (FREIRE, 1997) and I advocate here to connect students, professors, marketing subjects and marketing research through Web 2.0 Platforms via Netlytic tool. In Canada, for example, some recognized educators and professors agree that portable devices are present in the classroom and we have to take the opportunity to approach these devices to improve the learning curve (BEDDAL, 2016).

Students and professors might be Generation C because the way they use the Internet and technologies will define who takes part of this concept and who does not. Some studies point out that Generation C could consider people who were born between 1982 and 1996 (PICKETT, 2016). Dye (2007), Igarza (2010) and Cruz (2015) carry out another perspective focusing on Generation C as people who are always connected.

Despite these authors' perspectives, I argue that it does not matter how old or young people are. As an example, a professor might be more connected than a bachelor student. Regarding Brazilian big cities such as Rio de Janeiro and São Paulo, some universities have young professors (who have just finished their Masters) teaching to students who decided to begin their bachelor courses after being 30 or 40 years old. As a result, professors might be more connected than students (and vice-versa).

Some researchers in Brazil have been investigating the relationship between digital platforms and consumption (HELAL; PIEDADE, 2010; ALBUQUERQUER, PEREIRA; BELLINI, 2011; TANKERSLEY, 2014), marginal studies involving web activism on social networks (CRUZ, ROSS, ABELHA; BRAGA, 2012; CRUZ; BOTELHO, 2015; CRUZ; ROSS, 2016) and; Netnography as an important scientific method on consumer behavior studies (LEÃO, IANATOMINI, IANATOMI; CAVALCANTI, 2015; GODOU, LAS CASAS; MOTA, 2015; CRUZ, 2016). Even studies about online communities or consumption through the Internet in Brazil have been conducted; there are a few studies about business education and Web 2.0 Platforms. Notwithstanding, there is a gap in business education research agenda because there are no efforts to highlight how cheaper, easier and more and more dynamical is to present to Marketing students some tools for mining text on Internet in which they can collect data on Web 2.0 platforms in Brazil (such as Netlytic).



Some investigations abroad have discussed the importance of teaching for Generation C (or YouTube Generation) in universities or colleges from different knowledge fields (BARRY et al., 2016; Sims, 2008). Brazilian Business and Marketing field have rarely discussed that in Marketing classes as new creative ways to conduct research on the Internet. Adding to this discussion, Dye (2007) affirmed that Generation C is hard to research because of the constant access of technology. Beyond the scope of Generation C, some people may create relationships via the Internet as refer Xavier and Neves (2014) to.

In my point of view, the biggest barrier of Business bachelor degree courses in Brazil is the gap between theory and business practice. The Netlytic tool may be able to close this gap in some subjects as well as Marketing field. This relationship is closer because this online tool presents plenty of possibilities to collect and analyze data on Web 2.0 platforms (such as Twitter, Facebook, YouTube, Instagram and blogs).

My goal with this paper is to demonstrate how professors can motivate post-secondary students on Marketing subjects in classrooms using the Netlytic to collect data and producing knowledge on Marketing field through Non-Participant Observation. My previous experience using Netlytic to collect data on Twitter with post-secondary students in Business courses has demonstrated how motivated students get when they learn Marketing topics associating these with their research interests. If they are connected to classroom learning regarding Marketing subjects, they might use internet connection to learn the Marketing Theory and research.

The Ryan Lochte, Aquarius movie and Pokémon Go cases epitomize in this paper how the Non-Participant Observation using Netlytic online tool may be utilized to conduct crucial studies in the Marketing field. In the next section, this article discusses some new research methods linked to Web 2.0 Platforms and Marketing field.

## **2. Marketing Research and Web 2.0 Platforms in Brazilian Business Field**

Plenty of studies involving E-Commerce, Consumer Behavior and Marketing Strategies have been interested in comprehending how vital and complex it is for companies to have a close relationship with consumers via the Internet (YUSTA, RUIZ; ZARCO, 2011; MARTINS; SLONGO, 2014; COVA; WHITE, 2010). I have just



highlighted a few possibilities linking Consumer Behavior and Web 2.0 platforms. A crucial approach to Consumer Behavior is presented by Cova and White (2010) when they define Web 2.0 platform as a collaborative space where brands might become stronger due to consumer loyalty. Complementing, Mata and Quesada (2014) deduce that Web 2.0 platforms can include blogs, wikis, RSS and social references whereby all these platforms are made and used by people.

As a result of technology, our lives are also being changed. Some conservative researchers are not worried about spending time accounting for new ways to conduct scientific investigations in Marketing. In some cases, they only try to highlight negative reasons to decline a paper in a journal because they cannot perceive that science is becoming more and more technological through some software and tools. However, at Social Applied Science field in Brazil, few researchers work with a Netnography or Videography method. Notwithstanding, these methods are used in some investigations around the world to understand Marketing and consumer behavior (RICOLFE; ESCRIBÁ-PEREZ, 2014; JI, LI; HSU, 2016; BELK, 2001; BELK; KOZINETS, 2005) but at Brazilian Marketing studies we can identify a gap.

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Videography as a method for comprehending consumers in Marketing studies was presented by Belk and Kozinets (2005). They made a strong Videography overview to link this method (originally from Anthropology, Sociology, Education and Psychology areas) to the Marketing field. Belk and Kozinets advocate that we can understand consumer motivation through videos. On YouTube, for example, we have plenty of videos expressing brand experiences or preferences - it is a locus where researchers can work hard to interpret topics as boycott, cause related marketing, experiential marketing and others. Pace (2008), used as an example this Web 2.0 Platform, as an opportunity field to interpret consumer narrative on YouTube.

In terms of Netnography, Kozinets (2010) highlights this method as an important and strong scientific mix of steps which is close to Ethnography. The difference between them is based on research locus - Netnography is conducted on Web platforms. All of the Ethnography steps are considered on Netnography also, such as (i) making cultural entrée; (ii) data collection and analysis, (iii) research ethics and (iv) member check entrée. For example, if some researcher wants to understand Pokemon Go users in Brazil, he/she may



join in an online fan page on Facebook to start a data collection following all strong steps accounted by Kozinets. Netnography is not just about collecting data on the Internet - it might be a dismal investigation. Some researchers make this mistake because they do not know Netnography. Netnography is about understanding details in that group which can help a researcher to link his/her investigation question to field and theory. It is much deeper than some researchers used to do.

Nevertheless, if we want to know some reasons for web activism using Netnography, we should not take messages posted on a virtual social media and analyze this content. That is to say, sometimes we have to take part of this group to comprehend personal reasons, values and beliefs. Cruz and Botelho (2015) alluded to differences between Netnography and Non-Participant Observation at Reclame Aqui Brazilian website. These authors pointed out Reclame Aqui website as a crucial locus to have insights into consumer boycott using the Non-Participant Observation collecting data method. They just found speeches which were interpreted as boycott and after these findings they started a Netnography research to understand consumer motivations related to relational boycott.

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Conversely, some studies which did not utilize Netnography in an accurate way put forward this method. For example, Gammarano and Filho (2014) and Maciel and Cardoso (2016)'s investigations might not be classified as Netnography because they probably made Non-Participant Observation.

Despite Non-Participant Observation as a way to conduct scientific research in Marketing, I comprehend this collect data method based on Lee and Broderick (2007) as a qualitative technique whereby researchers can observe an external world which they do not have much information. Some studies in Brazil carried out the Non-Participant Observation on Marketing field such as Vieira and Tibola (2005), Ikeda, Pereira and Gil (2006), Rocha and Barros (2006), Gouveia and Dalto (2009) and Chamie, Ikeda and Parente (2012). Notwithstanding, I deduce there are few studies accounting for the Non-Participant Observation and the Internet related to consumer behavior in Brazilian context. However, some of them are more theoretical than empirical.

Complementing to the Brazilian Marketing field research, there are few investigations related to Non-Participant Observation on the Internet. Alvarez and Favero



(2014) and Cruz and Botelho (2015) made a crucial methodological decision choosing Non-Participant Observation as a way to collect data on the Internet - they did not make a mistake in carrying out the Non-Participant Observation as Netnography. Braga (2006) and Novelli (2010) allude that it is possible to understand cyber culture through Non-Participant Observation but researchers ought to make decisions certainly because Netnography consists of an interaction among research and a virtual community.

I advocate here that Non-Participant Observation on the Internet is a way to conduct strong investigations in the Marketing field such as was done by Braga (2006), Alvarez e Favero (2014), Cruz and Botelho (2015) and Wolny (2016). I enlighten Netlytic tool as a way to conduct the Non-Participant Observation on the Internet. My previous experience demonstrated that some advertising agencies in Brazil do not distinguish Non-Participant Observation and Netnography. They are even selling Netnography, but they really offer as a final result Non-Participant Observation issues.

In summary, Non-Participant Observation might be scientifically faster and cheaper in the Marketing research. The Netlytic is an online tool for describing contents that are popular on Web 2.0 platforms and may be a first step in some academic research through text mining resource or relevant data to describe some phenomena. In the next section I will clarify techniques behind Netlytic - the Text Mining Resource.

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### **3. A Briefing of Netlytic Tool as a Text Mining Resource**

The Netlytic tool is based on mining text resource whereby consists of search data in texts on the Internet being a “system for automated collection and analysis of social media data” (GRUZD; HAYTHORNTHWAITE, 2013). Dzhuenki, Myakshylo; Cherednichenco (2015) allude to text mining is an extension of data mining because the second one analysis numbers demonstrate statistical results. Complementing, text mining resource collects data from texts via natural language processing (NLP) presented some statistics but demonstrated networks and others resources also (GRUZD; HAYTHORNTHWAITE, 2013; TAKHTEYEVE, GRUZD; WELLMAN, 2012).

NLP has been used by researchers to understand computer-mediated communications in an online context. Crowston, Allen and Heckman (2012) point out NPL system as a technique whereby machines can process human languages in a



qualitative perspective. According to these authors, NLP reduces the amount of text to be examined improving the report research performance. The words cloud presented by Netlytic is a fit example to understand this good performance alluded to NLP. In Brazil, NPL is usually highlighted in studies from the Computer Science field such as Ladeira (2010) and might not be a popular concept in the business field.

Hashimi, Hafez and Mathkour (2015) attributed that text mining can demonstrate plenty of techniques and issues such as categorization of text, top detection, summarization, concept extraction, location, search and retrieval or document clustering. Netlytic uses some of these techniques via text analysis (categorization), network analysis (summarization) and, report (top detection and extraction).

Some researchers in difference countries and fields have been using text mining resources to conduct crucial investigations. For example, Gruzd and Roy (2014) investigated political polarization on Twitter in Canada; Guerreiro and Trigueiros (2016) identified how Cause-Related Marketing concept has been carried out in different international journals along the years; and Dahl (2010) understood how the concept of Social Marketing has increased in the Marketing field since 1970. Nevertheless, text-mining is a reality when we discuss Science in some fields and we can find this technique in important journals.

Singh, Nishant and Kitchen (2016) used text mining resources to understand empirically what the crucial reasons which motivated consumers writing reviews on the Yelp (a widely used restaurant website) were. Trough NPL and text mining, they could carry out consumers got motivated to write a review because of their amount of fans and friends. Next section I discuss the three case studies chosen to demonstrate Netlytic issues.

#### **4. Using Netlytic on Twitter for Marketing Research**

Here I will present some Netlytic issues. I selected three cases which lit up the Internet in 2016 in Brazil. I understood these cases as important examples of how to use Netlytic in Marketing investigations conducted on the Internet. The Netlytic tool has some benefits, such as (a) text analysis, (b) Network Analysis and (c) Report. Highlighting how Marketing research can analyze digital content on the Web 2.0, I



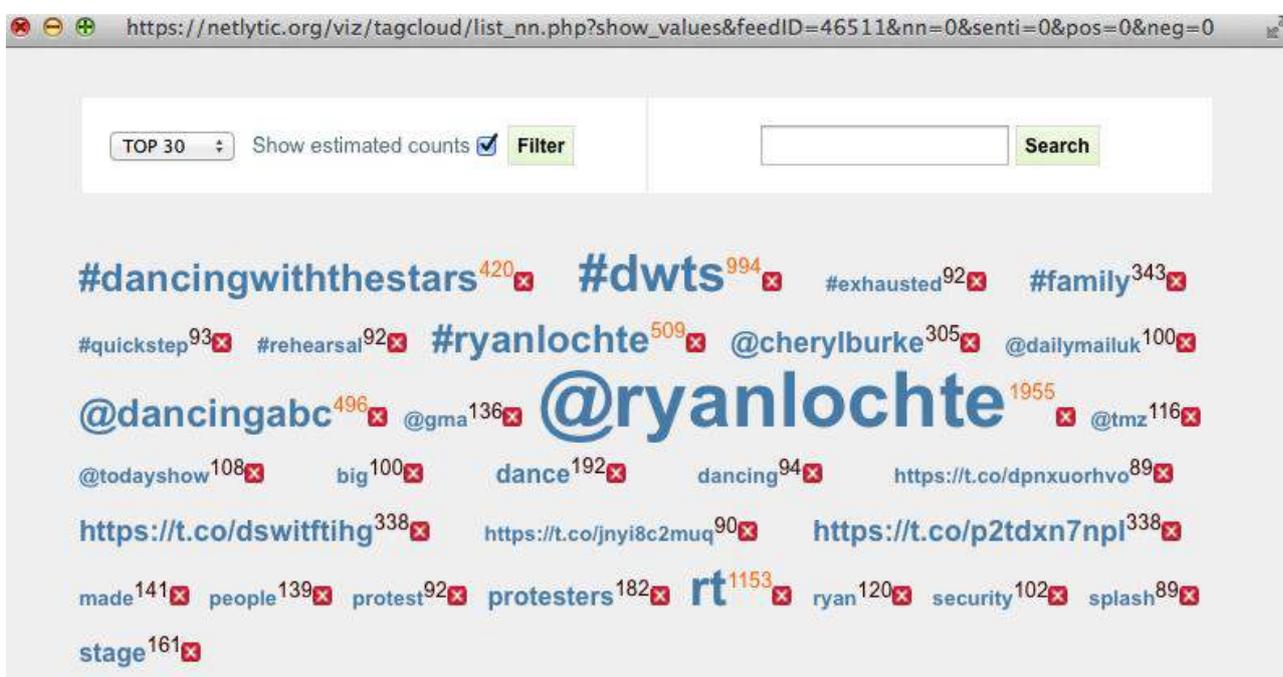
present these cases: (a) Ryan Lochte involved in a embarrassing situation about his speech in the Rio 2016 Olympic Games; (b) the conservative Brazilian citizens trying to boycott the movie Aquarius; and (c) the Pokémon Go fever in Brazil on Twitter.

#### 4.1. Ryan Lochte - Text Analysis

The Netlytic online tool can be used to understand which content is the most relevant on the Internet in any given moment. Netlytic becomes an interesting tool because students and specialists in Marketing can quickly visualize topics related to some hashtags for example. Image 1 demonstrates the first relevant Netlytic issue: the word cloud. Some tools on the Internet offer the same results and you just copy and paste your text written on Word (or online) into these website tools - such as TagCrowd, Wordle or Tagexdo.

Figure 1 - #ryanlochte collect data

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Source: Public data from Twitter.

The most relevant difference among Netlytic and these other tools is to be (or not) connected on the Internet collecting data. In other words, Netlytic is programmed to collect data for researchers when they are offline. You just need a digital platform account (Facebook, Twitter or Instagram) for collecting these data. Here, I used the hashtag



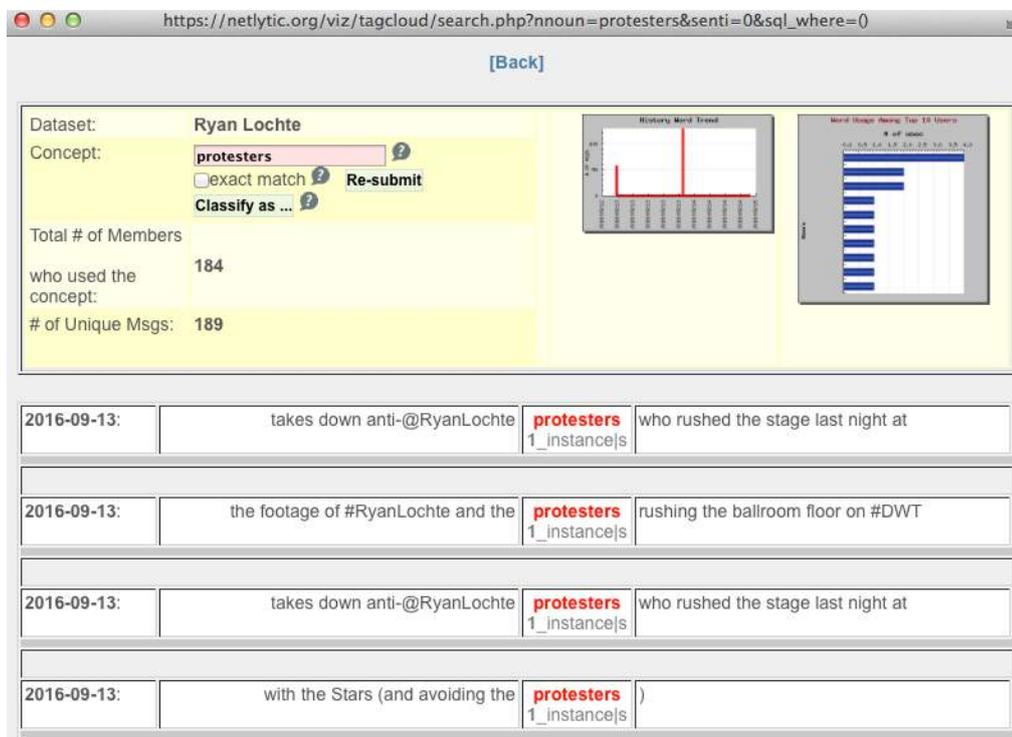
#ryanlochte to find what viewers were discussing in the USA (August, 2016) when some protesters invaded a live TV program where Ryan Lochte was competing as dancer.

With respect to Ryan Lochte, a couple of weeks before his TV performance on Dancing with the Stars, he had been involved in a shameful situation in Rio de Janeiro (Brazil) at the 2016 Rio Olympic Games. Lochte tried to convince the Brazilian police he had been robbed when he was going back to the Olympic Village in the middle of the night. Plenty of magazines in the world had broadcasted this situation and the Brazilian police realized, days later, that his speech was fake. In fact, he had drunk too much, broken into a store in Rio de Janeiro and after these actions, decided to create his version trying to demonstrate that he was innocent.

Image 1 shows us that expression ‘@ryanlochte’ is much bigger than other words which have been visualized in this image. It means that @ryanlochte was mentioned in this data collection many more times than any other words, hashtags, and users (1955 times). Each word in this word cloud displays a number that represents the total times which this word was mentioned by users. I selected here the most important 30 words in this data collection but I could choose 50 or 100, for example. As Netlytic is online, every day you can upload your data collection and you can understand in a deep way how various words have been used. For example, Image 1 demonstrates some words - such as ‘protesters’. If we want to understand what meaning was linked to ‘protesters’ (Image 2), we can click on this word and we can see how many times it was used and the complete sentence in which it was used. As we can perceive in Image 2, full phrases linked to ‘protesters’ are present, allowing us to realize the full idea behind that word.



Figure 2 - Exploring a word and its all sentence to understand data and meanings.



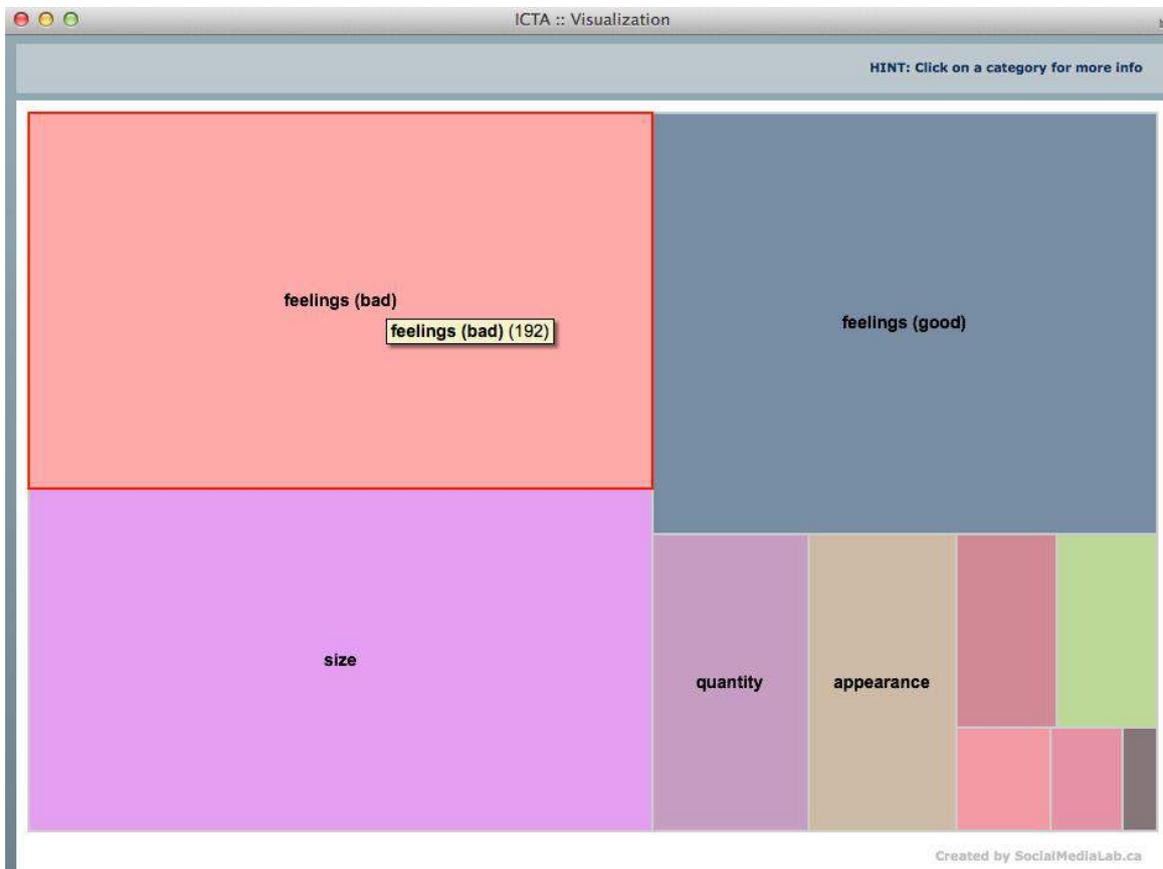
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Source: Public data from  
Source: Public data from Twitter.

If researchers are working with English words and hashtags, they might use a resource that relates some words to feelings. Image 3, for example, highlights good and bad feelings when users on Twitter posted when Ryan Lochte was attacked by protesters on Dancing with the Stars TV program. As we can notice, bad feelings were associated to Ryan Lochte more than good ones.



Figure 3 - Netlytic Categories Tool.

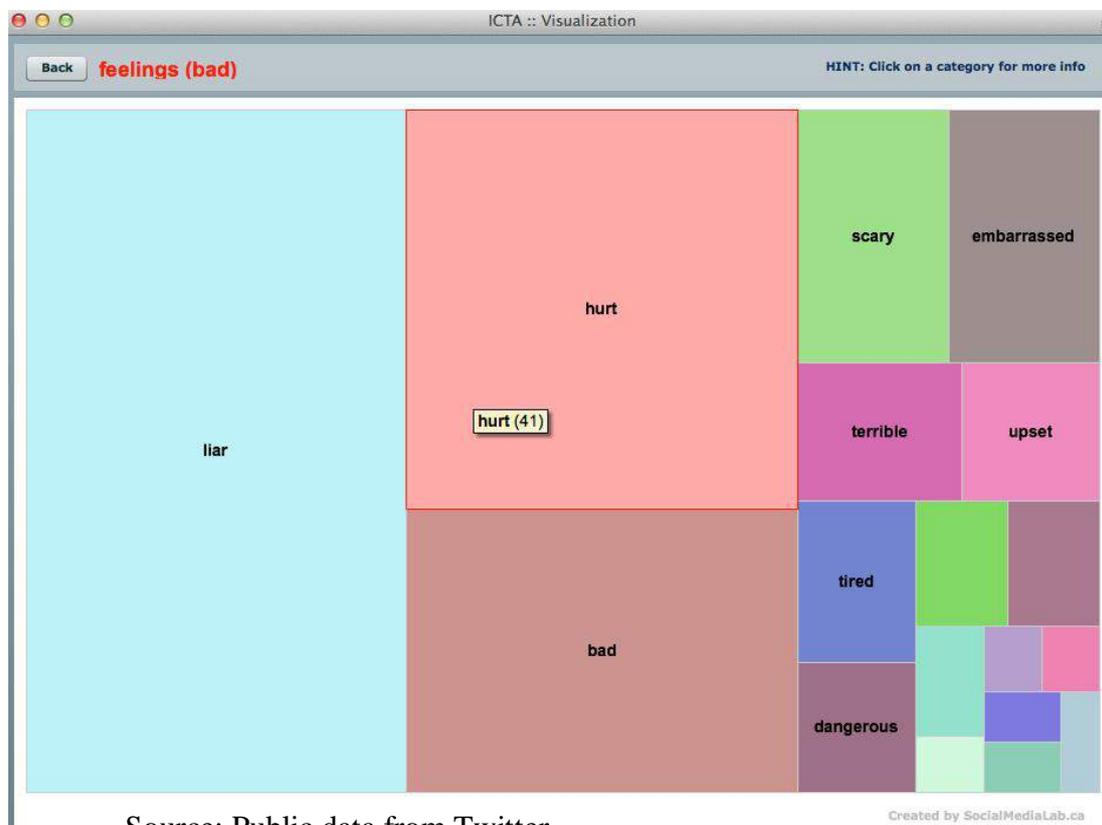


Source: Public data from Twitter.

As researchers, if we want to go deeper in order to understand bad feelings, we can click on this box and the most crucial words related to this feeling will be presented to us. Image 4 presents ‘Liar’ as the most important word linked to ‘bad feelings’. The bigger the word is in this image, more important that word is to understand the user’s feelings. Here we can notice other words but we can only pay attention to ‘Liar’. Some companies which used to sponso Ryan Lotche (such as Speedo and Ralph Lauren), terminated their sponsorship deals with this athlete after he lied at the Games. This visual text analysis demonstrated in this image highlights the Netlytic relevance to (i) market company strategies and (b) researchers.



Figure 4 - Words related to bad feelings.



Source: Public data from Twitter.

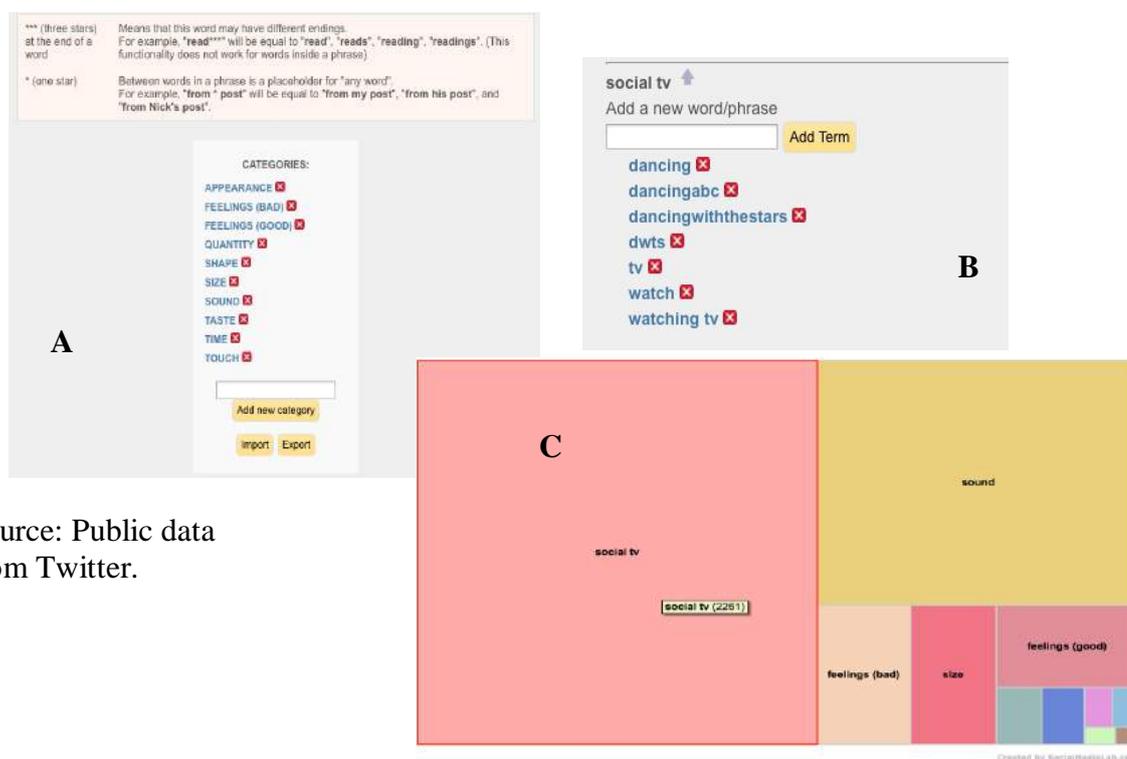
With regard to market company strategies, there is no brand which wants to be associated with someone who is considered a liar - even when this person might be a famous and victorious athlete. Continuing a sponsorship deal with this kind of person may impact the company's reputation and image and, as a final consequence, it may suffer consumer boycotts. On the other hand, researchers can interpret these data in different ways, such as (i) Social TV phenomena - it happens when viewers lit up some TV content on digital platforms; (ii) consumer boycott and brand damage; or (iii) the impact of a famous person's speech on corporate reputation. A managerial implication of this Text Analysis presented here might be a sponsor breach of contract between the brand and Ryan Lochte.

Image 5 demonstrates how we can create categories to analyze feelings or other categories that make sense on any investigation on Web 2.0. In Image 4 we could perceive some feeling analysis created automatically by Netlytic to some expressions posted by people on Twitter. If this type of information is not sufficient or does not reach the



research goal, we might create our categories. Here I used the Social TV concept for adding words to this phenomenon. Social TV involves viewers who are watching some content on TV and they use digital platforms to discuss that content (Cruz, 2016a). As we can perceive, Step A was the first Netlytic screen and there is no Social TV there. In Step B, I created a Social TV category adding some words related to this phenomenon, in this case (TV, watch, watching, watching TV, dancingwiththestars/dwts and dancingabc). Comparing the Step C to Image 3, Social TV had more tweets (2261) than bad feelings (192)., Nonetheless, we can bear out in the USA context that Twitter users were discussing the Ryan Lochte case that happened in Brazil while he was performing on the Dance with the Stars TV program.,Therefore, we can deduce from this data collection that Social TV phenomena linked to the Ryan Lochte case demonstrated many more bad feelings (such as liar) than good feelings for viewers.

Figure 5 - Creating Categories at Netlytic



Source: Public data from Twitter.



#### **4.2. Boycott to the Brazilian movie Aquarius - Network Analysis**

In this section I want to clarify how Netlytic Network Analysis might be a relevant issue for researchers and professionals. Notwithstanding, I took a Brazilian case related to Politics - the Brazilian movie Aquarius. First of all, I will summarize the Brazilian Politics' context and the issues regarding the movie Aquarius. Essentially, we have two different groups on social media supporting the left-wing (more progressive) and the right-wing (more conservative). These different groups make their supporters engage in Social Media sometimes to fight against each other.

Politics in Brazil has been part of social media since 2012 and some contexts have lit up on Facebook and Twitter, specifically. In 2013 we had some protests which started on some social media because of the increase in the price of public transport in the city of São Paulo. Cruz e Abelha (2013) presented how Brazilian people were using the Internet to engage in such political topics. Brazilian social media at this moment was split into two groups: (i) people who supported the Left wing and PT - Partido dos Trabalhadores (The Workers' Party); and, (ii) people who were fighting for changes. Since 2012 (city elections) two kinds of supporters on Brazilian social media have lit up on the Internet with videos (some ones), memes, photos, speeches and texts.

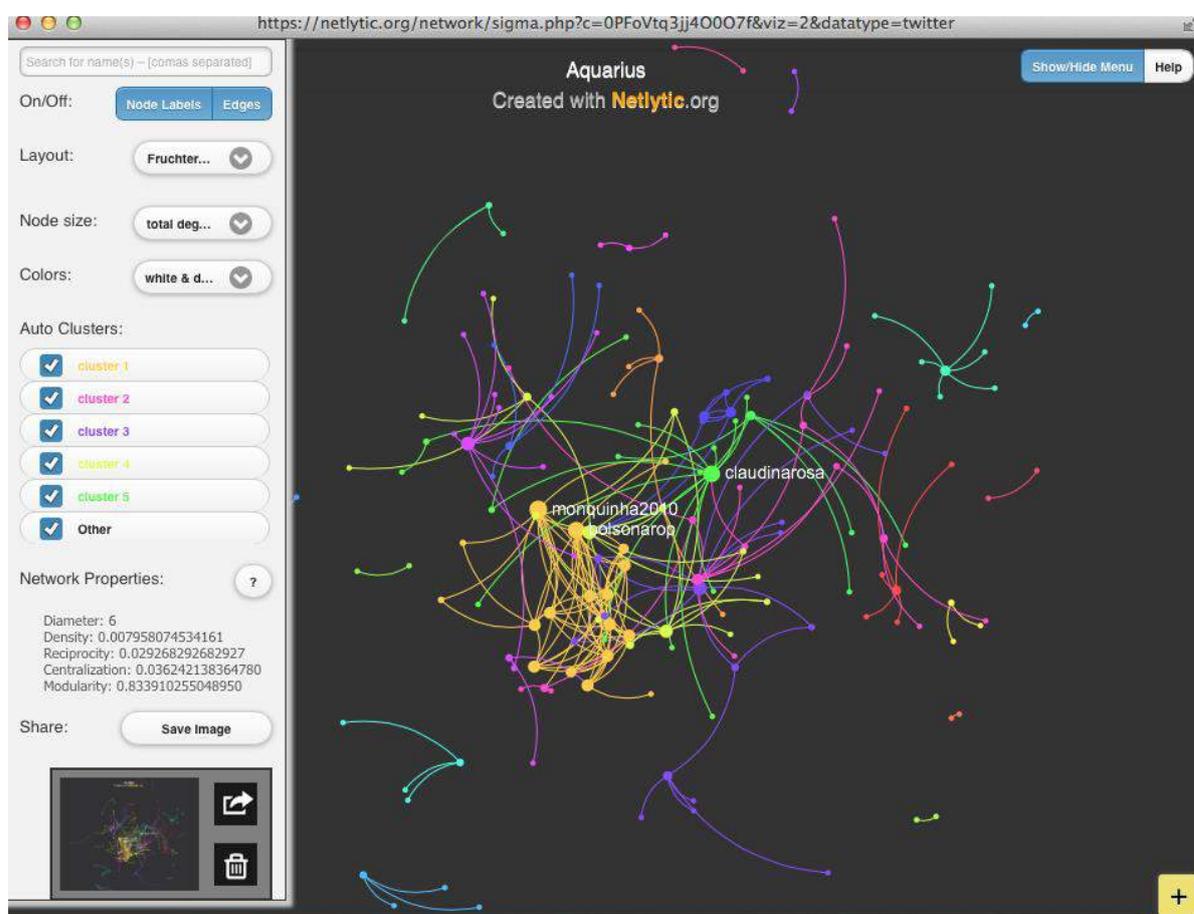
In 2014, Dilma Rousseff (the candidate running for PT) was reelected to begin her second mandate in 2015. From 2015 to 2016 plenty of strategies were planned to impeach her. Politicians from the right wing (and their supporters) impeached Dilma Rousseff in August of 2016. In my opinion, they got the second Brazilian coupe d'état. Aquarius actors and actresses were at the Cannes Festival to promote their movie and in front of international media they presented their folders evidencing that Brazil was suffering a coup. International media highlighted this protest in the world and the Brazilian left and right wing supporters used Twitter to approve (or disapprove) this protest at the Cannes Festival.

On Twitter, the left wing supporters highlighted how important and relevant that protest was in front of the international media. In contrast, the right wing supporters hated this protest suggesting a boycott of the movie Aquarius. Here I analyze the boycott that Aquarius suffered because boycotting is a topic related to consumer behavior. The



Netlytic Analysis issue creates a profile network clarifying who the most important influencers in this network are (Image 6).

Figure 6 - Network Analysis - who engaged in boycotting Aquarius.



Source: Public data from  
Twitter.

As we can perceive in Image 6, three profiles influenced their followers on Twitter when they posted their complaints about the Aquarius actors protest at the Cannes Festival. The Twitter profiles @bolsonorap, @claudinarosa and, @monquinha2010 were presented by Netlytic as important users who were retweeted. If a company which produced the Aquarius movie would try to change the Aquarius image, this company might recognize @bolsonorap, @claudinarosa and, @monquinha2010 as important



profiles in this networking related to the Aquarius boycott. We have two implications here: (i) managerial and (ii) research.

In regard to managerial implications, Netlytic Network Analysis can help professional to manage their image and reputation on social media. On the other hand, in a boycott situation companies can understand which web activists are trying to convince others to stop buying. Identifying these important people on social media, companies might design specific strategies that may work better for different web activist profiles.

With respect to research implications, the Netlytic Network Analysis can help researchers in different ways. For example: (a) conducting deep interviews with these users to understand specific questions emerging by some data collection on Twitter; (b) these interviews might demonstrate groups in other Web 2.0 platforms where researchers can start the Netnography data collection to deeply understand cyber culture related to some topic; or, (c) discussing the importance of some actors in this network in a descriptive and exploratory paper about specific phenomena on the Internet.

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### **4.3. Pokémon Go - Report**

An important resource presented by Netlytic is its Report. This last resource helps researchers and professionals understand some relevant information as (i) Top 10 Most Frequently Used Words, (ii) the Top Ten Posters, (iii) Posts over Time and, (iv) Geographic Users Information. I use here the Pokémon Go case around the world to highlight the importance of Geographic Users Information available on Netlytic Report.

Pokémon Go is an application (app) made by Nintendo, Niantic and Pokémon using augmented reality in a real world for capturing Pokémon characters via smartphones. The Pokémon Go was released in the USA, Australia, New Zealand, Germany and the United Kingdom in July of 2016. In Brazil, Pokémon Go was released in August (one month later) and in less than 24 hours this app got more than 50 million users. As we can notice at Image 7, users from some countries were using the hashtag #PokemonGo such as the USA, Mexico, Brazil, Peru, Chile, India, Philippines and Japan.



Figure 7 - Geographic location related to Pokemon Go in the world



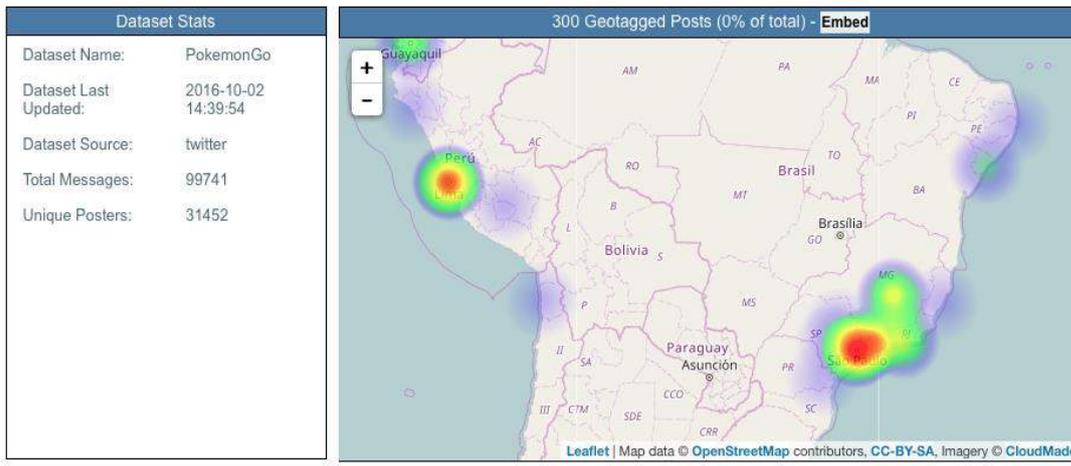
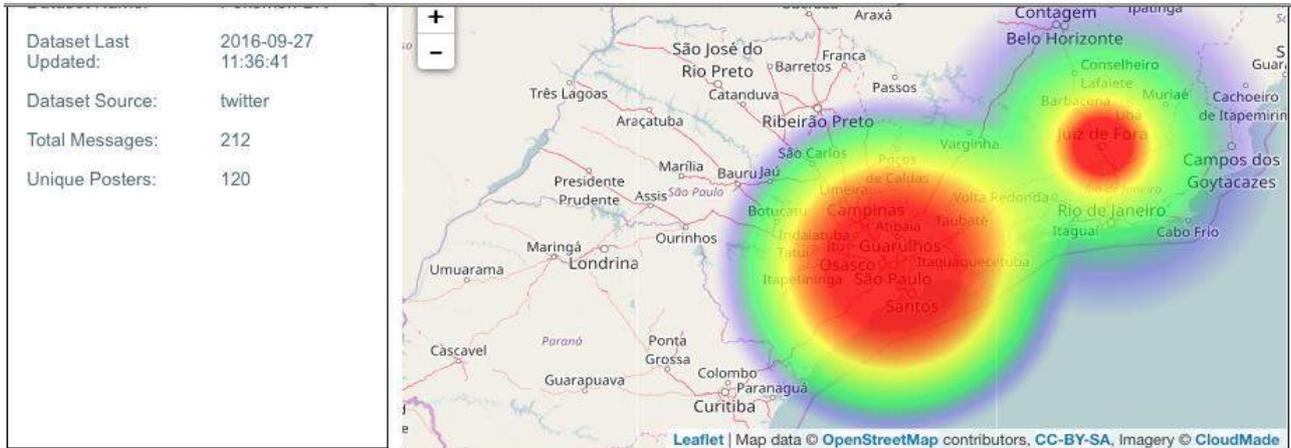
Source: Public data from Twitter.

This geographic information can help researchers to understand a world phenomenon related to some specific context, for example. It would be hard to understand all of the users' comments but we can notice which countries in that period (October, 2016) were using Twitter to turn their experience public on Pokémon Go app. With regard to research implications in the Marketing field, I can highlight some here, such as: (a) choosing a specific city or state to research people who are engaged in some topic and in an Ethnography research; (ii) comparing geographic areas (cities, states or countries) just visualising how often hashtag is used in some exploratory investigation.

Some material implications related to geographic users locations can be understood at Image 8 when we visualize Brazil, Peru and Brazilian states and cities. In other others, in Image 7 we could perceive some countries and when we make closer this image (it is a dynamical visualization), it is possible identifying which areas this hashtag was used more often. Thus, professionals from Nintendo, Niantic and Pokemon companies could be more assertive choosing a city to hold a Pokemon Users Convention, for example. The São Paulo city and cities around São Paulo (red point) were more present on Twitter in South America's posting #PokemonGo than other cities in Brazil or Peru.



Image 8 - Geographic location related to Pokemon Go in South America



Source: Public data from

I just highlight here how strong to companies is the Netlytic Report via Geographic Users Location. With this tool companies can (a) visualize where customers, consumers or potential clients are; (ii) they can understand where marketing efforts or strategies need more attention; (iii) in a boycott situation, companies may choose specific cities (or states) to promote actions for trying to reduce their image or reputation damage or; (d) choosing the best area (city, state, country or continent) to release a new product related to a previous consumer experience linked to that hashtag.



## 5. Final Remarks

My goal in this paper was to share my initial experiences using Netlytic as a crucial tool to investigate some topics related to social media on the Internet, which are widespread at a specific context or moment. Here, I advocate that we can take advantage as researchers by using Netlytic to do a Non-Participant Observation on Web 2.0 Platforms. If we wish to conduct scientific research on Web 2.0 Platforms, we might choose some method that fits this locus. Complementing, I emphasize that we have plenty of researchers in Brazil using the word ‘Netnography’ in a wrong way.

When we choose the Netnography method to do research in Marketing or other fields in Business areas, we must be sure that collecting data on Web 2.0 Platforms is not Netnography research as designed by Robert Kozinets. The Netnography method is really close to Ethnography and researchers have to go deeply into in some virtual community (or fun page) to understand specific beliefs, consumer attitudes or behaviors. Thus, the Netnography method suggests a researcher immersion into some virtual community.

I have utilized the Non-Participant Observation to investigate consumers on the Internet via Netlytic. I comprehend that the Netnography’s rigor sometimes does not allow understanding at a specific time some phenomena are happening on the Internet. The Internet is a dynamic locus where some topics can appear and disappear in a few days and, the Netnography research steps may not be possible to investigate fast phenomena in this locus. However, we can use Non-Participant Observation post phenomena as a way to collect data.

Notwithstanding, in my point of view, the most appropriate method for collecting data and analyzing consumer phenomena on Web 2.0 Platforms is the Non-Participant Observation. As a researcher, you might not receive criticism from netnographers because the Non-Participant Observation permits analyzing these data after some phenomena on the Internet. More than this, researchers will not use the Netnography term in a wrong way making this scientific mistake. If we are worried about the Internet consumer phenomena, we should choose the fitter method.

Obviously, Netnography may become a post step research after Non-Participant Observation if researchers strict follow those steps discussed by Kozinets. Thus, I highlight here that Non-Participant Observation is stricter as far as others scientific



methods. However, analyzing some mistakes related to the term Netnography in some Brazilian studies, I deduce that Non-Participant Observation is more appropriate for monitoring Web 2.0 Platforms via Netlytic tool than Netnography.

Regarding the Ryan Lochte, Aquarius and Pokémon Go cases, I decided to use these cases because my audience will probably have had some contact with one of them. I believe, as I discussed before, we become part of Generation C - we are connected on Web 2.0 Platforms sharing our personal experiences and it does not matter whether we are students, professors or researchers. We can really take the opportunity to understand how we may use this type of online tools to improve our classes or investigations. In these three cases, I discussed managerial and research implications using Netlytic in the Marketing field.

Text Analysis is a crucial issue to discuss themes and topics which emerge on Web 2.0 Platforms every day. The word crowds presented by Netlytic can address some discussion in a Marketing class or contribute to begin new research. The Netlytic's Network epitomizes how important is to identify certain consumers who are more engaged in boycotting against a brand or company, as well as, Netlytic's report expounds geographic areas related to a brand or consumption experience via hashtags. On the Netlytic's website researchers can visualize tutorial videos to learn about this online skill ([https://netlytic.org/home/?page\\_id=11280](https://netlytic.org/home/?page_id=11280)).

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Even though I presented a Marketing content in this study, we can use Netlytic in different fields - that makes this paper more relevant. For example, researchers can try to understand phenomena related to other fields, such as: (a) the Public Policy field - to understand speeches of sexism or fascism on Twitter identifying where government has to pay more attention to; (b) the Psychology field - identifying users who influence others and how big their influence may be (Netlytic Network); or (c) the Health field - identifying users who can impact their followers with health campaigns.

Appending at the end, social and technological changes are modifying our lives. Actually, the Marketing field is creative and as researchers and professors we always try to follow these changes as much as possible. Netlytic may help us to become more and more pedagogical in our business classes or investigating some business topic. Even if in some situations punishments are necessary, we can try to transform these by improving



our knowledge about monitoring Web 2.0 Platforms together to Generation C students. Thus, we might be able to bridge the gap between theory and practice in our Marketing classes.

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