

# **Social Media Monitoring Study:**

---

**Eleven Japanese  
Automotive Brands**

**June 2010**

**Interface in Design**



21221 S. Western Ave Suite #170 Torrance CA, 90501  
Tel: +1 (310) 212-7555 Fax: +1 (310) 212- 7666

- 1. Study Overview**
- 2. Study Information**
  - a) Statistic information**
  - b) Site Covered example**
- 3. Buzz Share by Brand**
- 4. Historical Trend by Brand**
- 5. Historical Trend by Key Feature**
- 6. All Feature Buzz**
- 7. Heat Map by Brand and Key Feature**
- 8. Sentiment Comparison Chart for each feature by Brand 12 pages**

# Auto Study Overview

Interface in Design conducted Social Media Monitoring study for 11 Japanese automotive brands and 101 models sold in the United States.

## List of Brands & Models:

- Honda: 11 models
- Toyota: 16 models
- Nissan: 15 models
- Mazda: 10 models
- Subaru: 5 models
- Mitsubishi: 6 models
- Suzuki: 4 models
- Scion: 3 models
- Lexus: 20 models
- Acura: 6 models
- Infiniti: 10 models

## Monitored Issues:

- Alternative Energy
  - Car Audio
  - Design
  - Diesel
- Electric Car
- Environment
- Fuel Economy
  - Hybrid
- Navigation
- Recall
- Safety
- Technology

Statistic Information	Sites Covered	Medium Coverage
Site Count:		3047
Post Count:		156816
Sentence Count:		244915
Feature Count:		12
Tag Count:		294840
Oldest Post Time:		2009-01-01 05:21:00
Newest Post Time:		2010-04-19 17:14:08

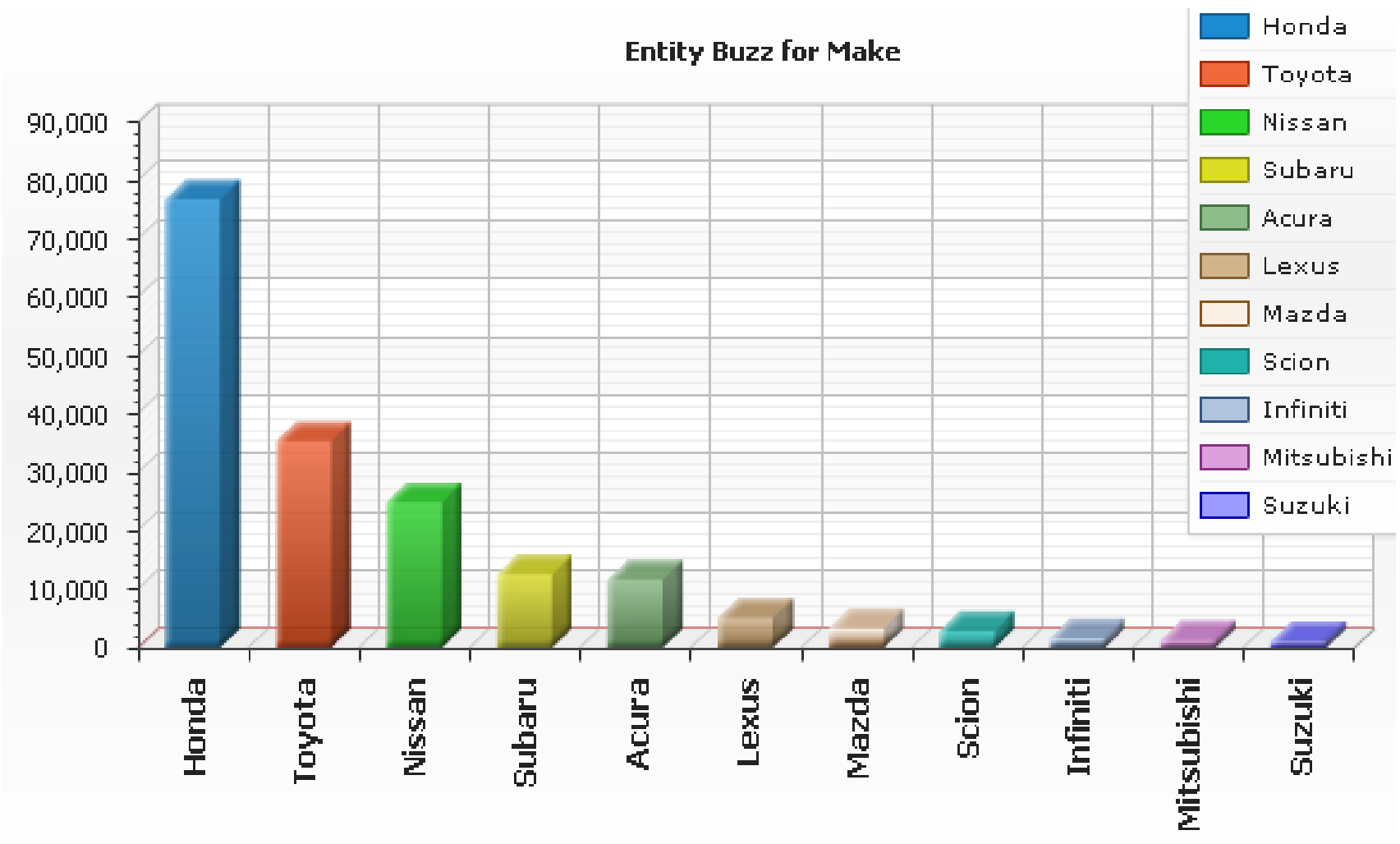
Copyright © 2009-2010 IID, Inc. All rights reserved.

## 2.B Auto Study Information – Site Covered Top 10

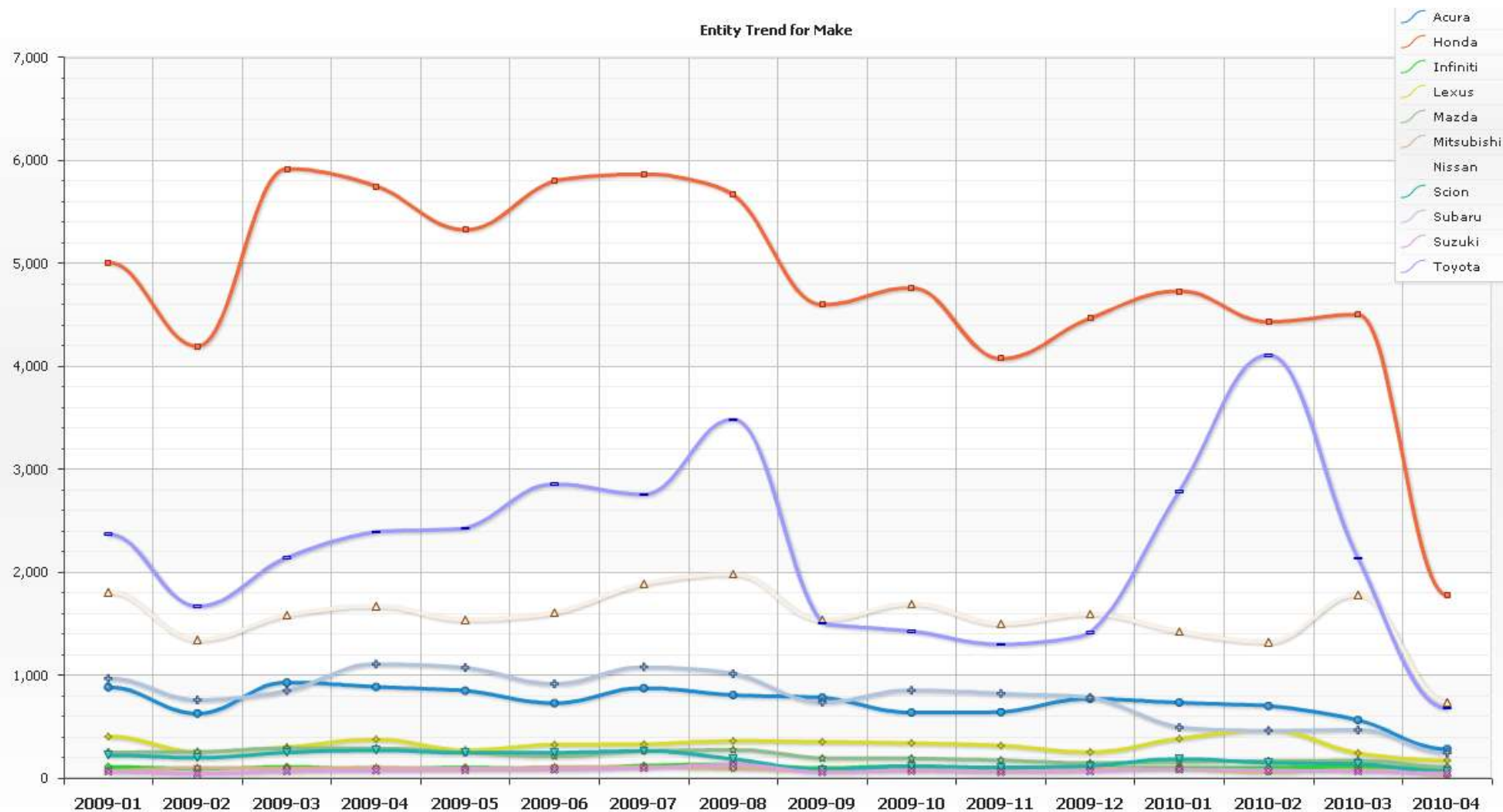
Statistic Information		Sites Covered		Medium Coverage	
Name	Posts	%	Url		
8th Generation Honda Civic Forum	14195	9.052	<a href="http://www.8thcivic.com">http://www.8thcivic.com</a>		
JLA FORUMS – Your Source for the Information You Want	11248	7.1727	<a href="http://www.jlaforums.com">http://www.jlaforums.com</a>		
Edmunds CarSpace – Automotive Forums	7375	4.703	<a href="http://www.carspace.com">http://www.carspace.com</a>		
Drive Accord Honda Forums	6448	4.1118	<a href="http://www.driveaccord.net">http://www.driveaccord.net</a>		
Nissan 370Z Forum	5830	3.7177	<a href="http://www.the370z.com">http://www.the370z.com</a>		
Subaru Legacy Forums	5739	3.6597	<a href="http://www.legacygt.com">http://www.legacygt.com</a>		
Honda Element Owners Club Forums	3279	2.091	<a href="http://www.elementownersclu...">http://www.elementownersclu...</a>		
Club Lexus Forums	2952	1.8825	<a href="http://www.clublexus.com">http://www.clublexus.com</a>		
PriusChat Forums	2791	1.7798	<a href="http://priuschat.com">http://priuschat.com</a>		
Toyota Forums :: Toyota Nation	2789	1.7785	<a href="http://www.toyotanation.com">http://www.toyotanation.com</a>		

Page 1 of 305

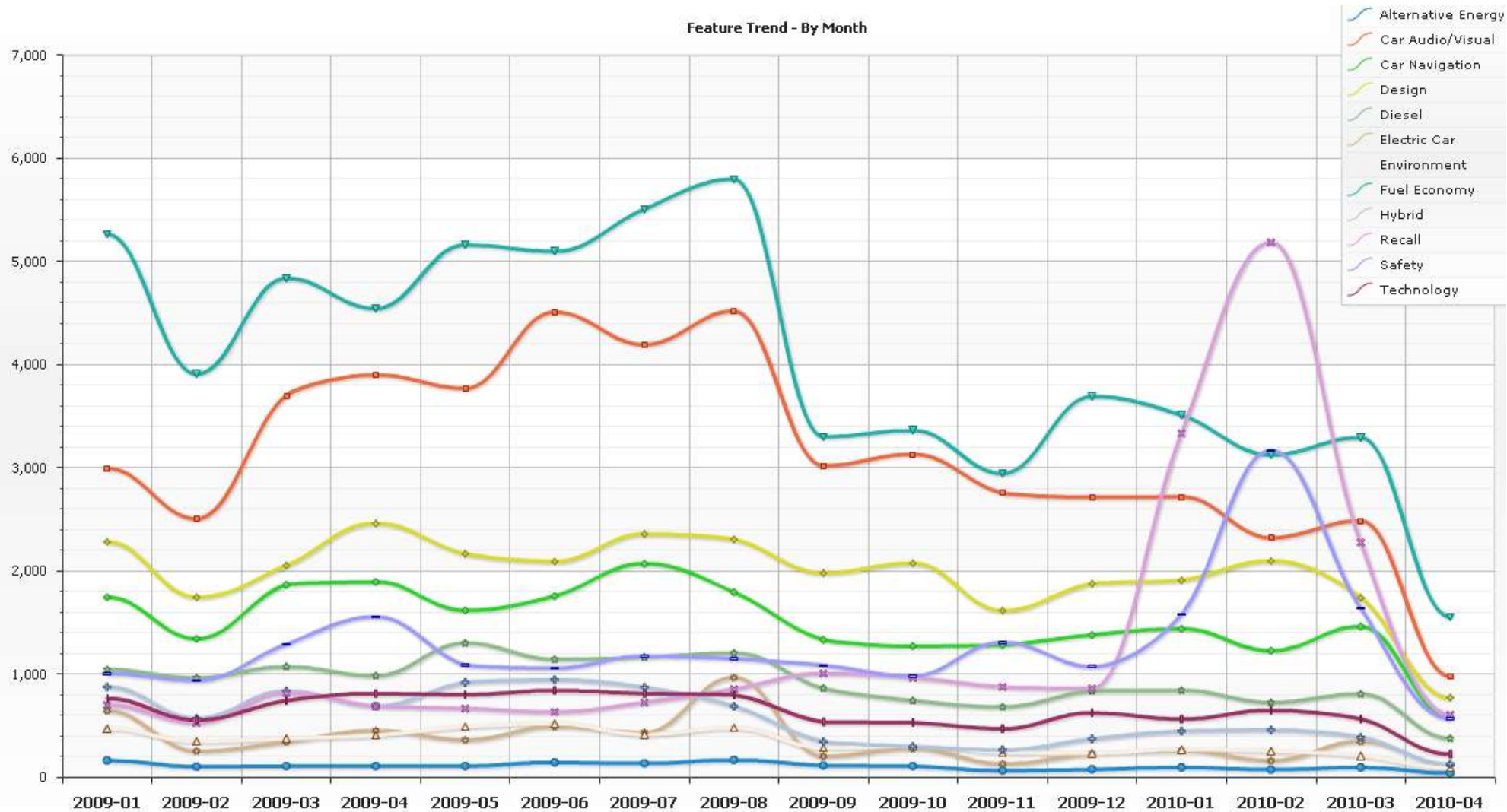
### 3. Buzz Share by Brand

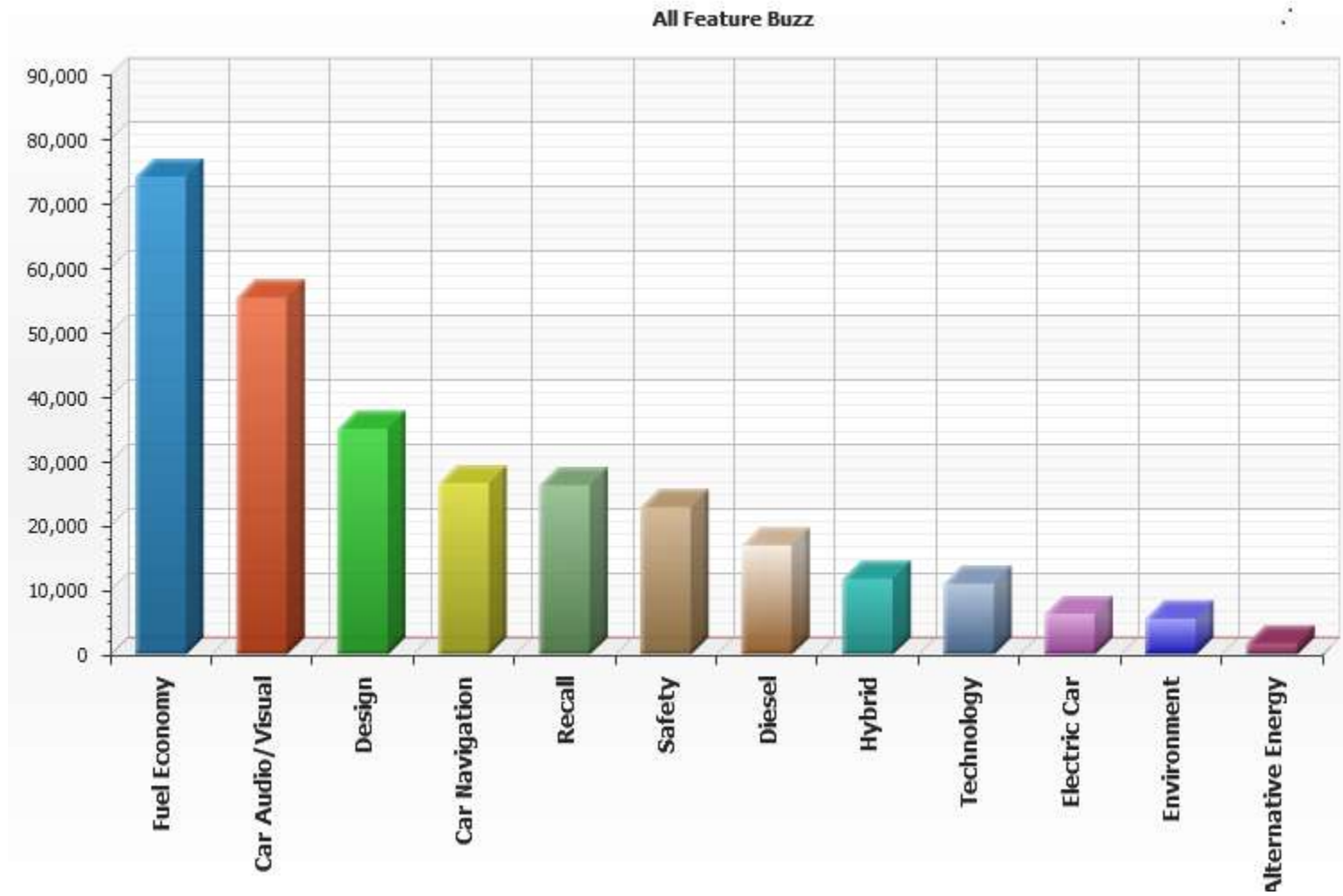


# 4. Historical Trend by Brand



# 5. Historical Trend by Key Feature

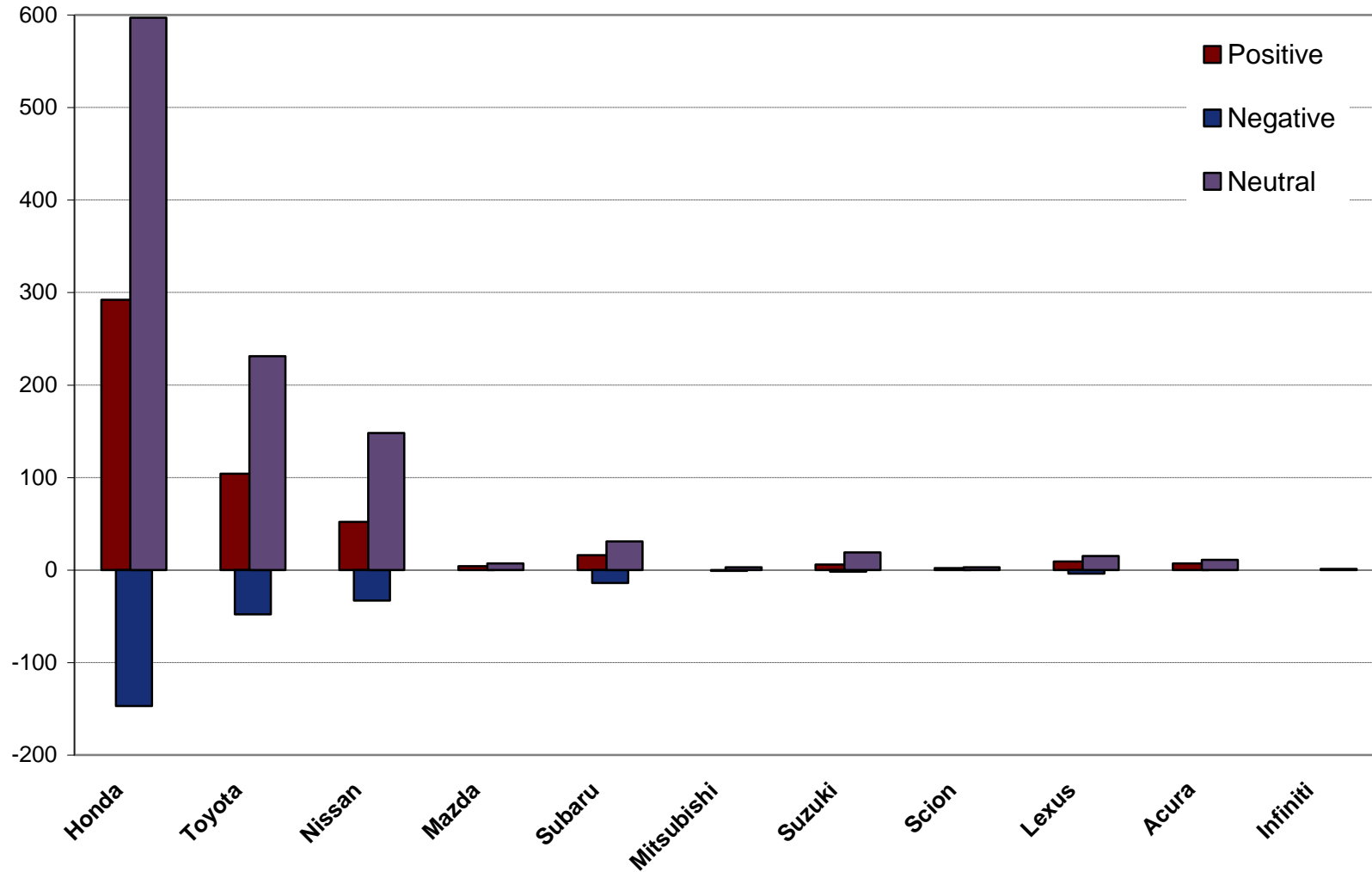






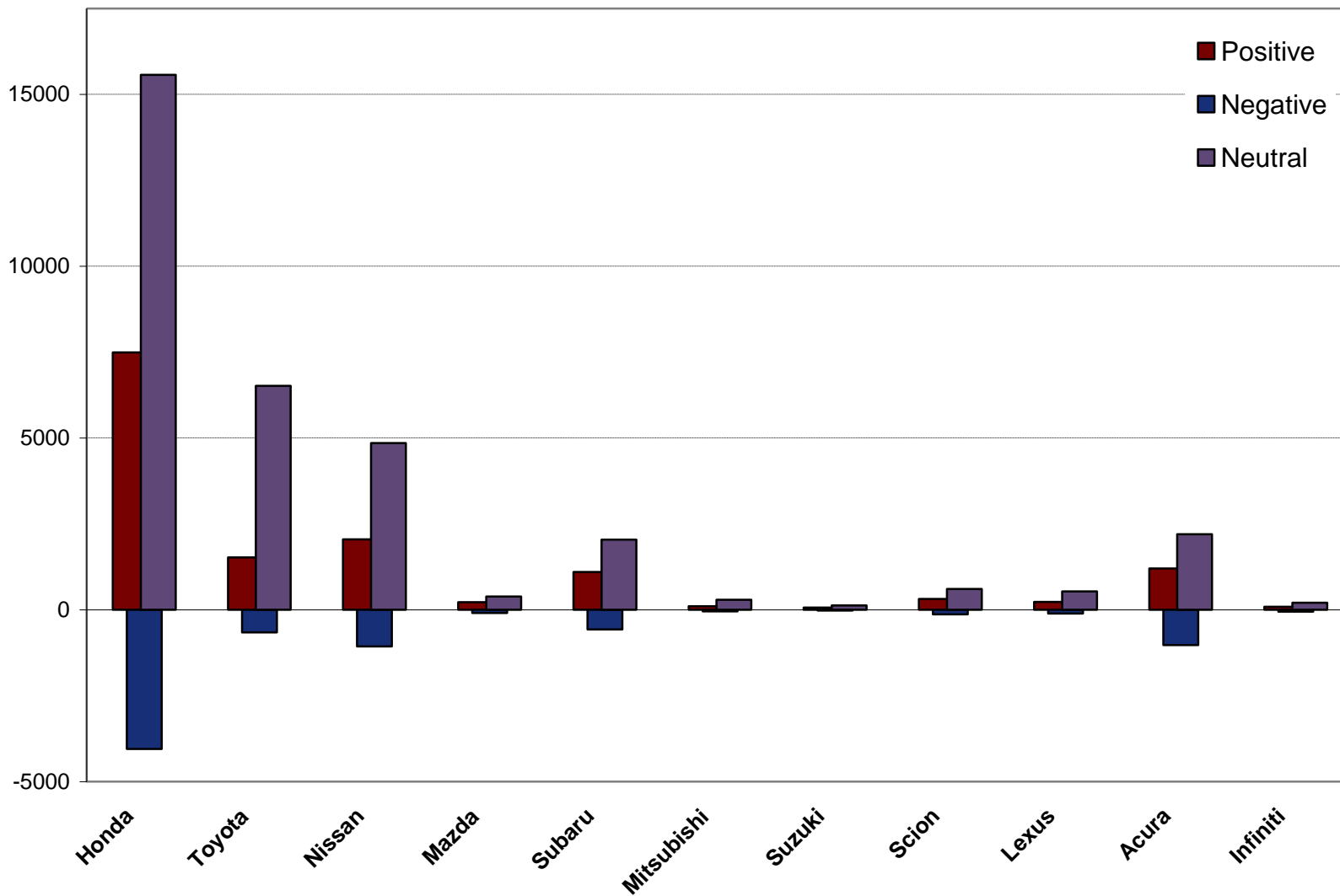
## "Alternative Energy" Buzz by Brand

(2009.1.1-2010.4.19)

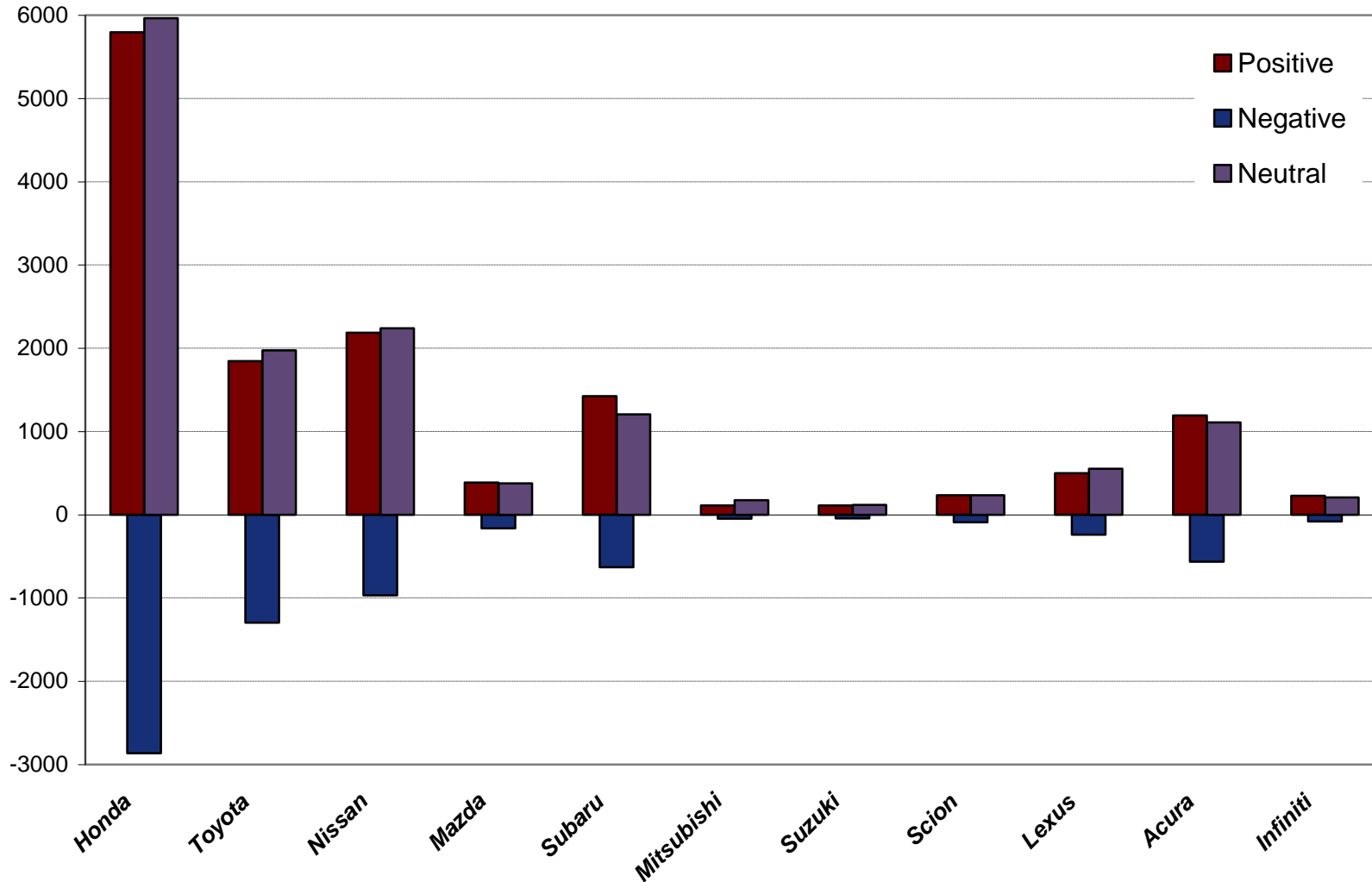


## "Car Audio" Buzz by Brand

(2009.1.1-2010.4.19)

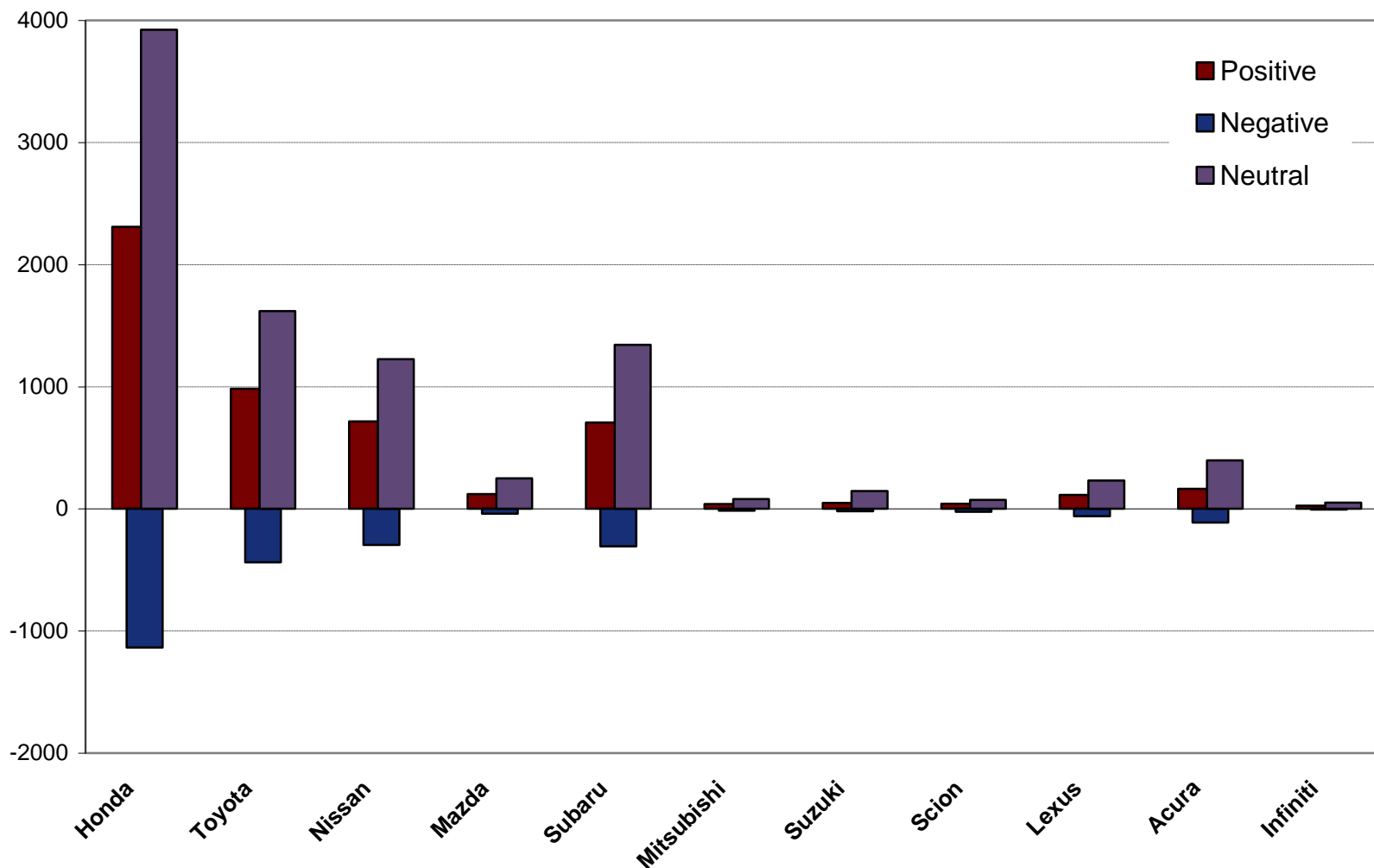


## "Design" Buzz by Brand (2009.1.1-2010.4.19)



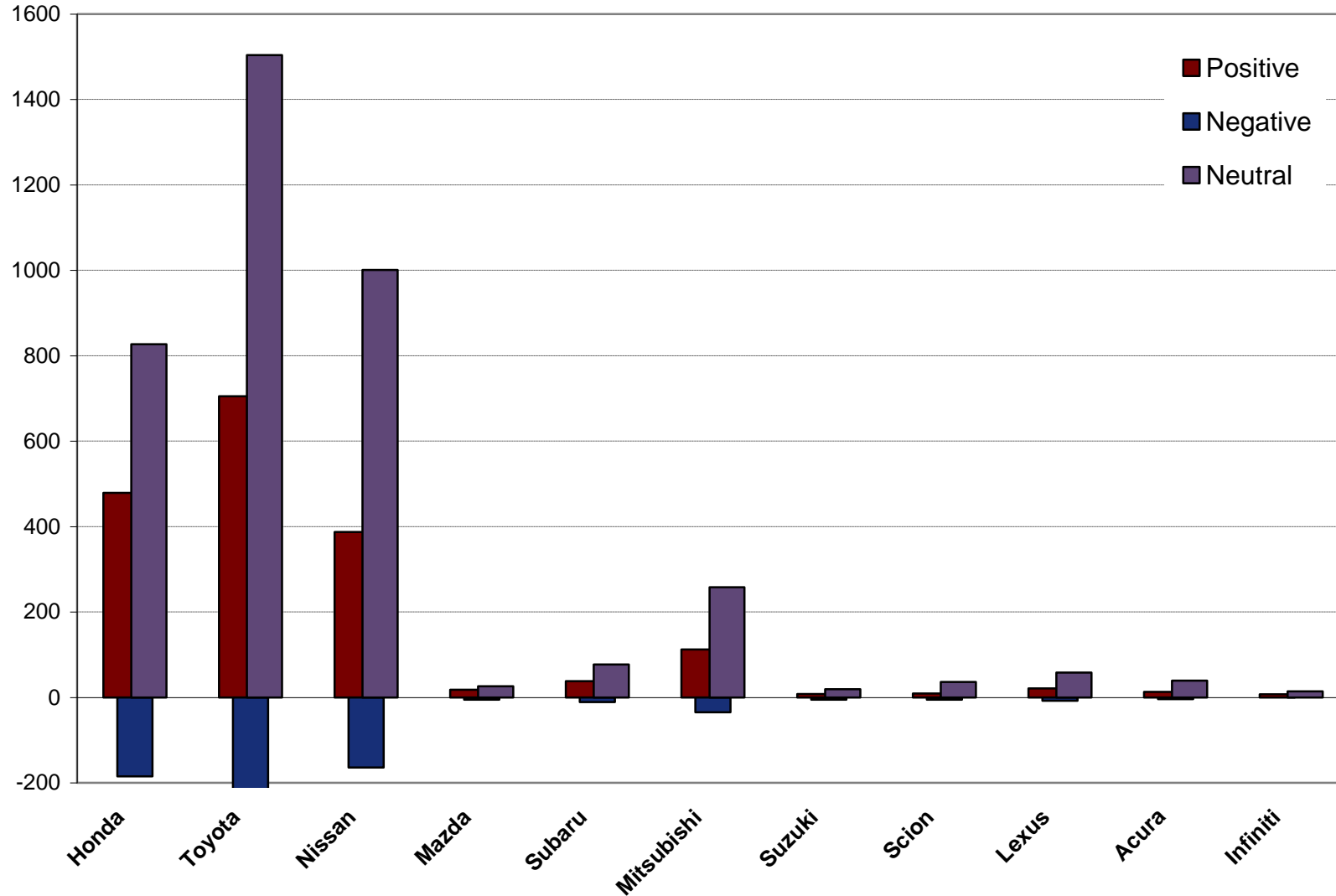
## "Diesel" Buzz by Brand

(2009.1.1-2010.4.19)

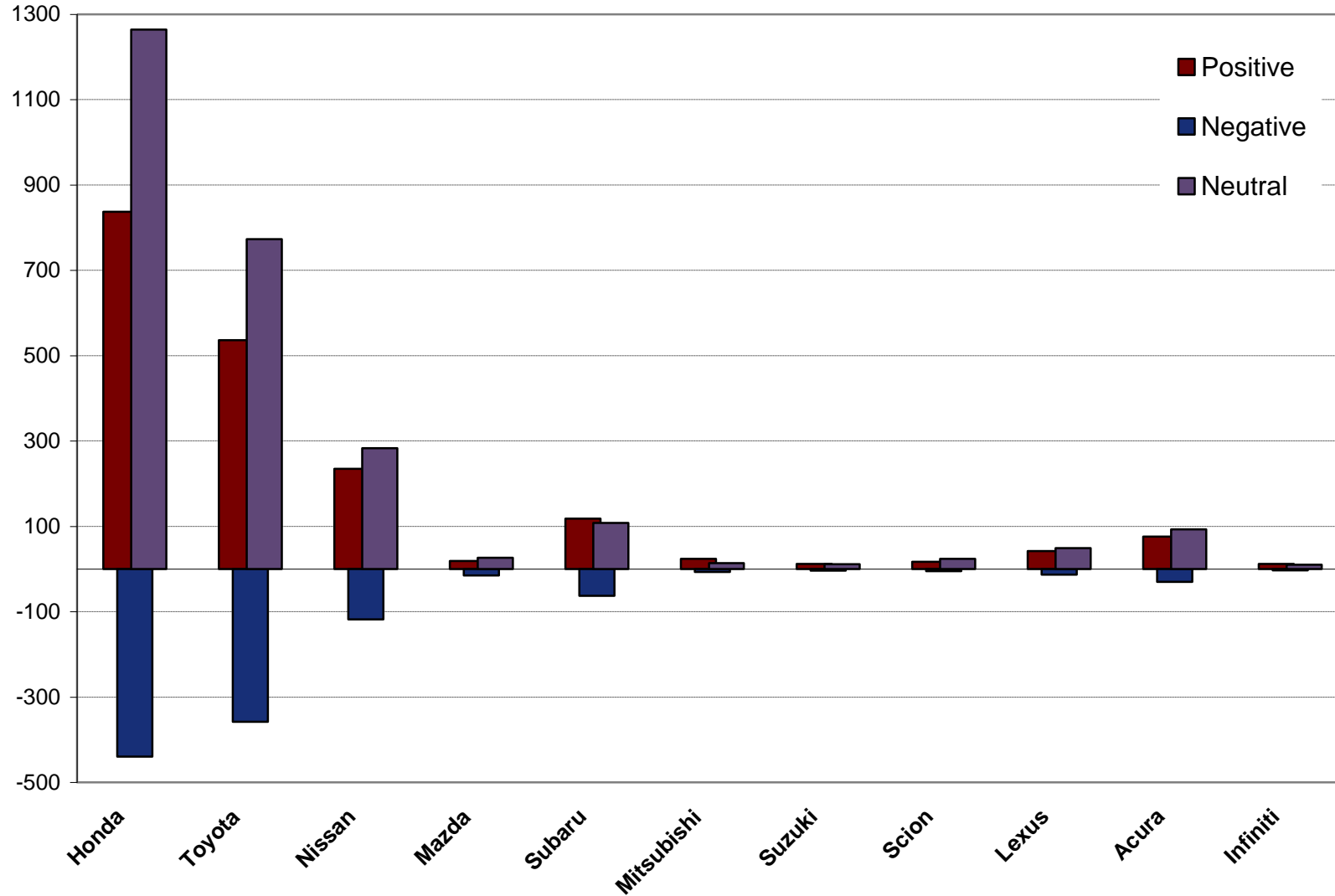


# 8. Sentiment Comparison Chart

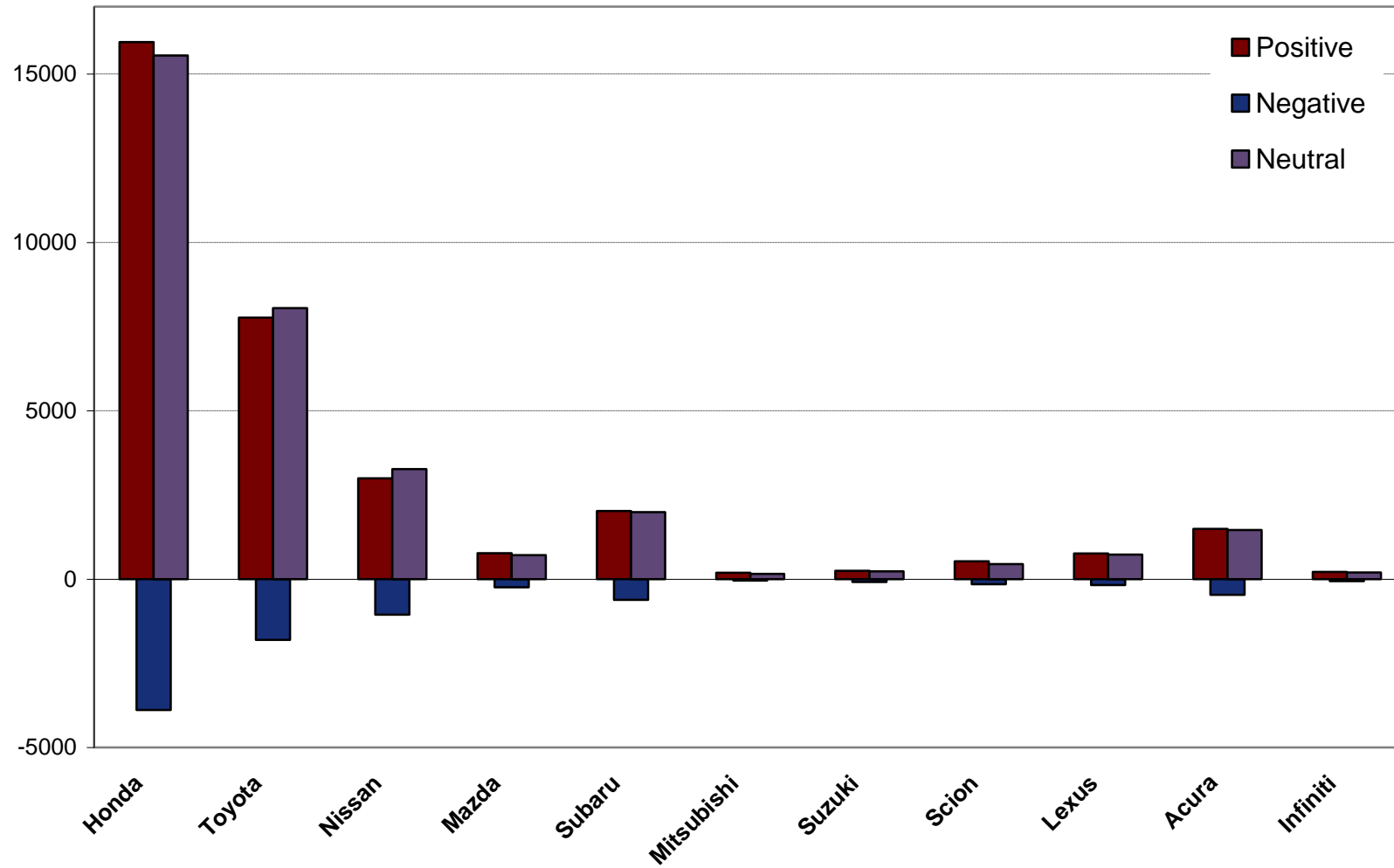
## "Electric Car" Buzz by Brand (2009.1.1-2010.4.19)



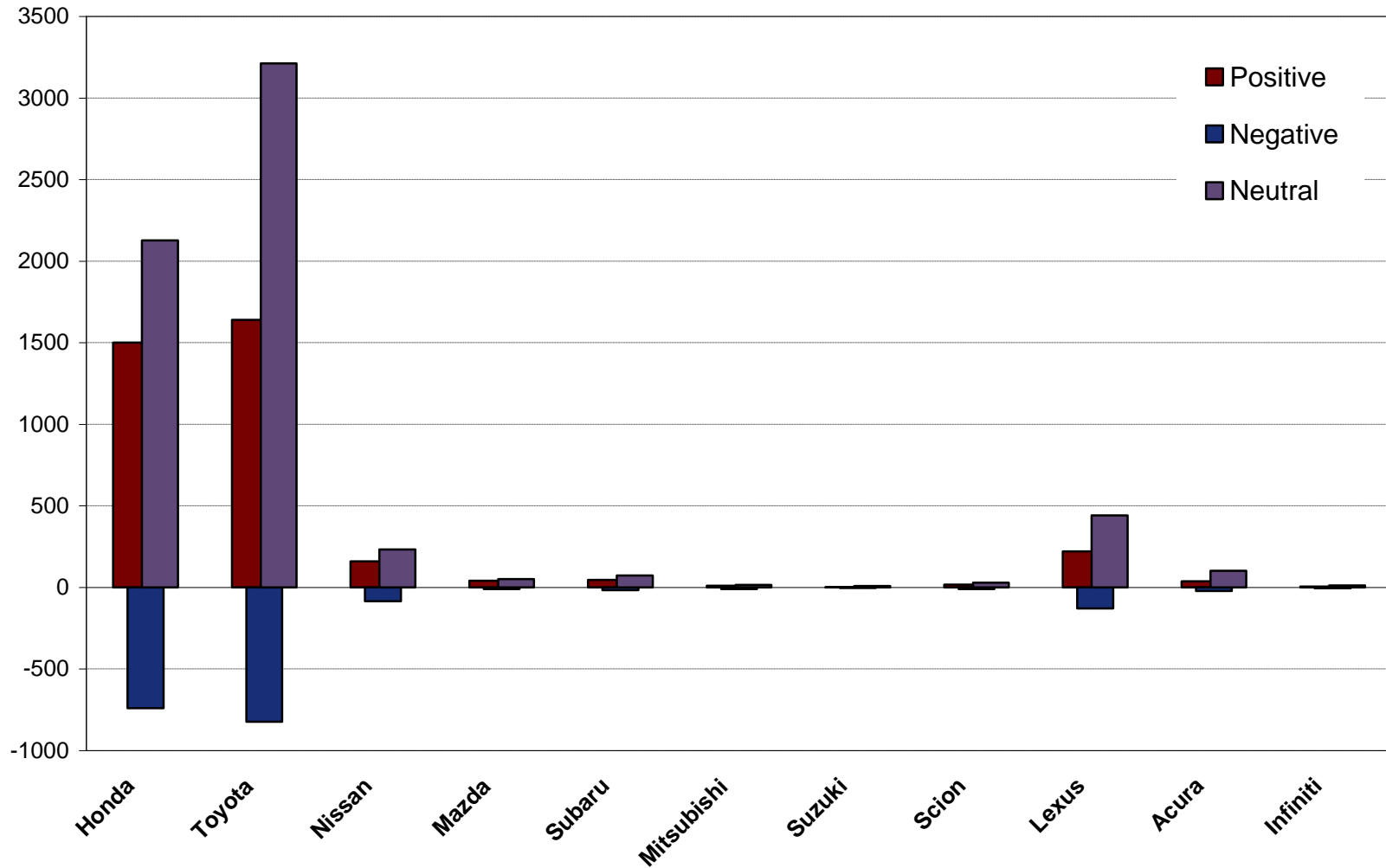
## "Environment" Buzz by Brand (2009.1.1-2010.4.19)



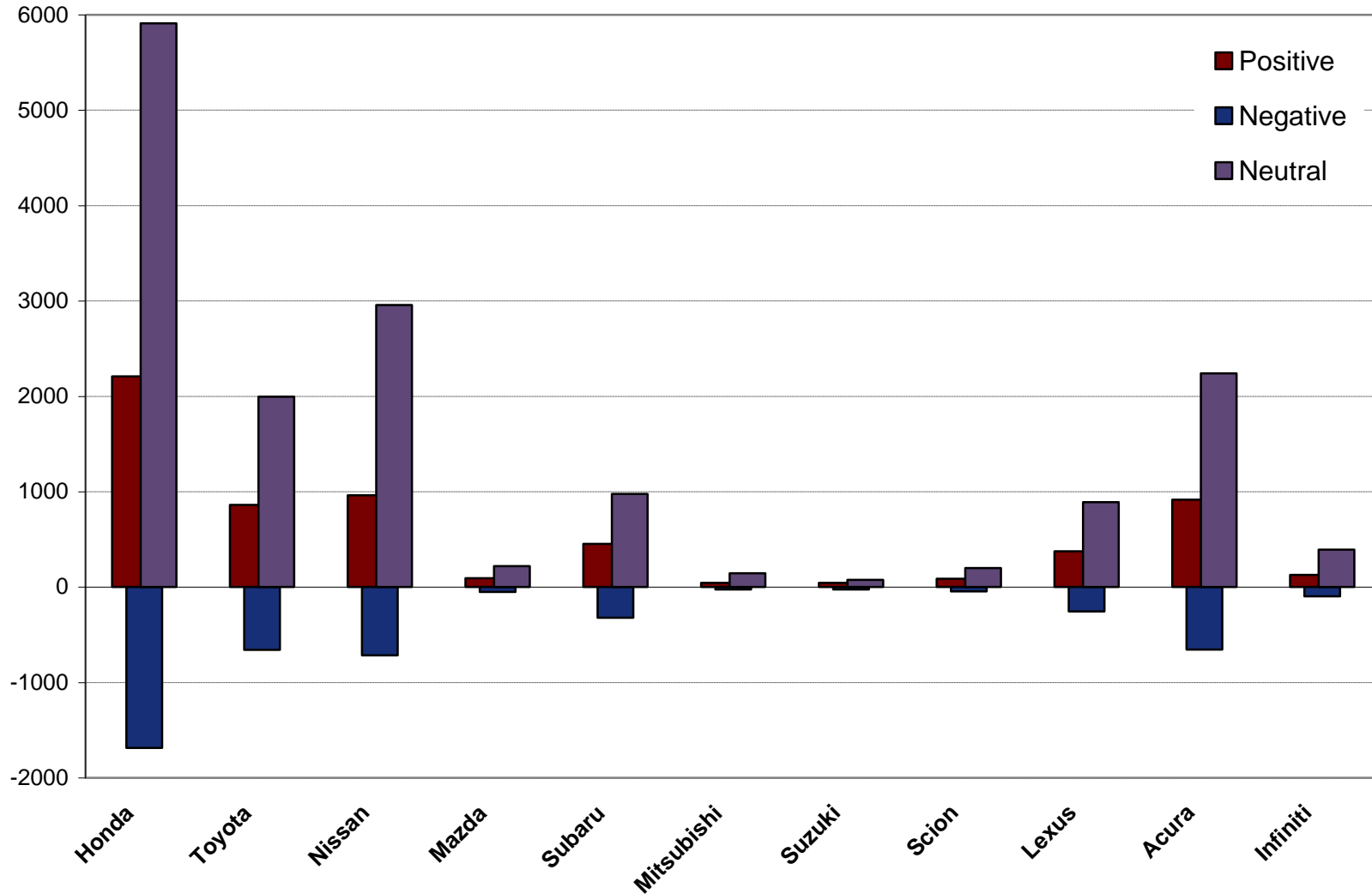
## "Fuel Economy" Buzz by Brand (2009.1.1-2010.4.19)



## "Hybrid" Buzz by Brand (2009.1.1-2010.4.19)



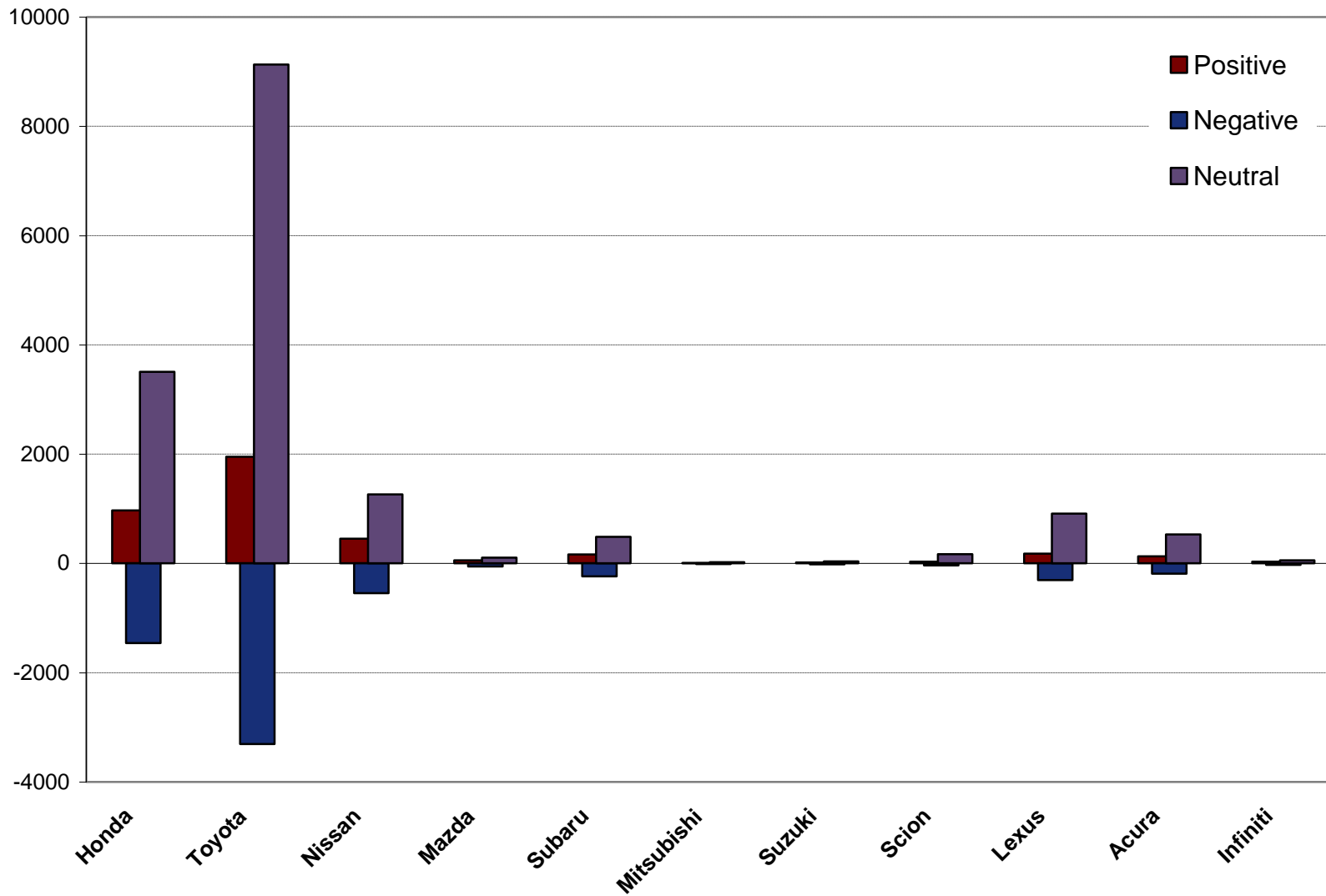
## "Navigation" Buzz by Brand (2009.1.1-2010.4.19)



# 8. Sentiment Comparison Chart

## "Recall" Buzz by Brand

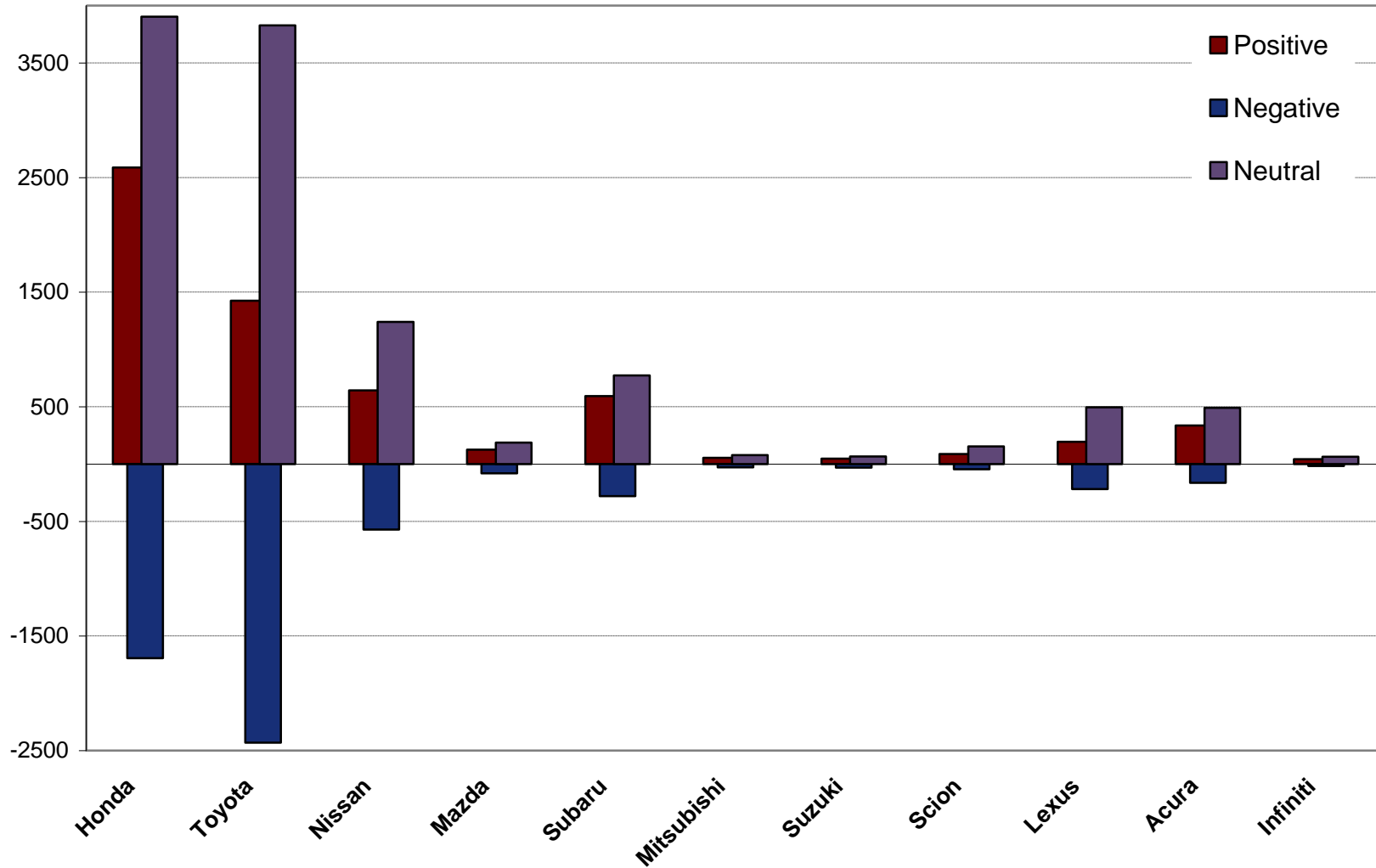
(2009.1.1-2010.4.19)



# 8. Sentiment Comparison Chart

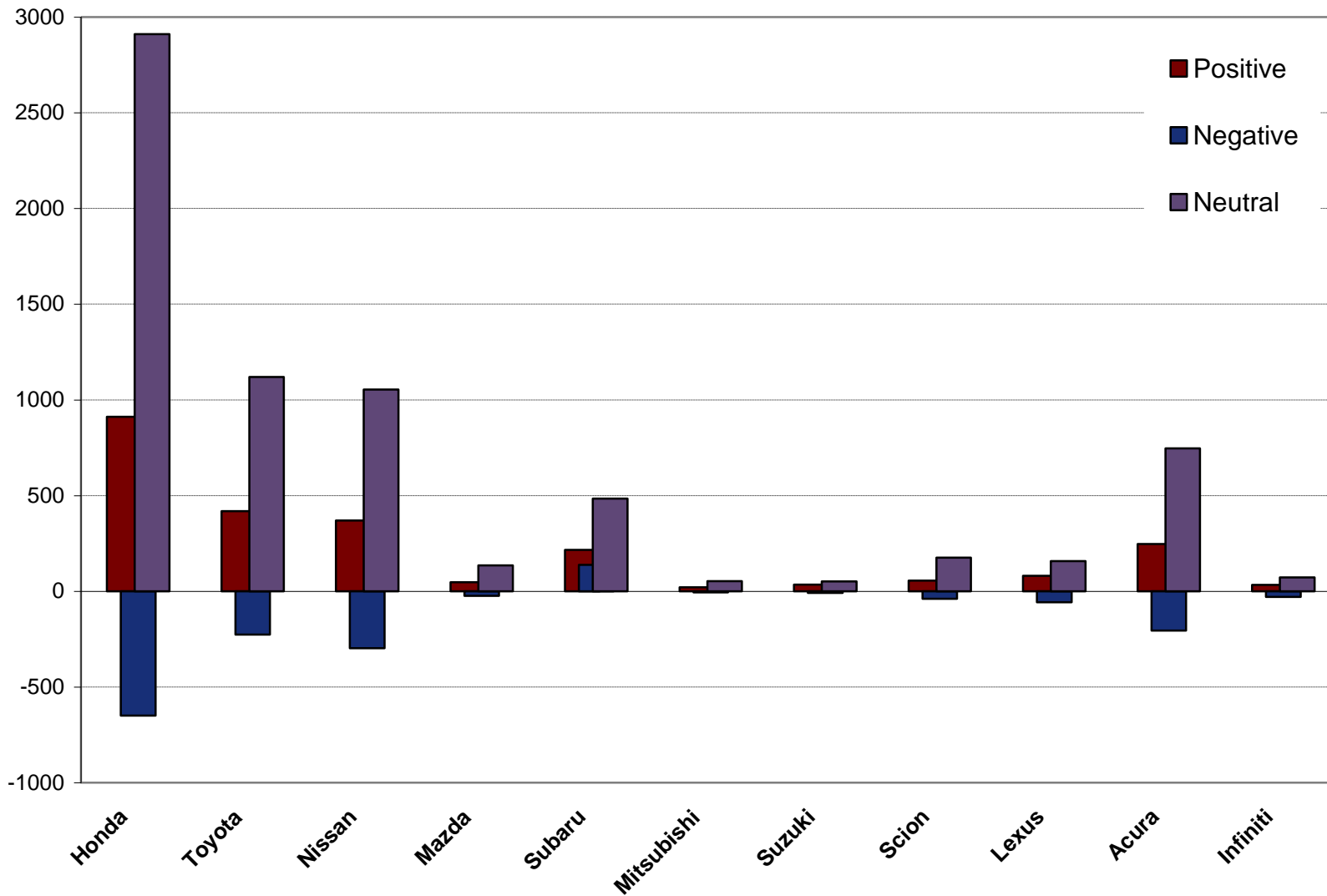
## "Safety" Buzz by Brand

(2009.1.1-2010.4.19)



## "Technology" Buzz by Brand

(2009.1.1-2010.4.19)



The screenshot shows a web browser window titled "GeeYee OpinionObserver™ Post Explorer - Entity Buzz for Make - Toyota". The main content area displays a forum post with a table of posts and a detailed view of a specific post. The table has columns for Content, PostDate, and SiteName. The detailed view shows a quote highlighted in green.

Content	PostDate	SiteName
>>>>> I took the Avalon in for recall service, even though there was >>>> NEVER a problem of any kind.	2010-04-18 14:41:00	DomesticMuscle...
Toyota's AT, while cannot match power with MT, pretty much matches MPG to MT.	2010-04-18 11:31:00	NewCelica.org Forum
>>>> I took the Avalon in for recall service, even though there was NEVER a >>>> problem of any kind.	2010-04-18	

Evidently Toyota is pushing the navigation system ... which is a little fancier than in the past, but still has all the problems they always had from what I can see so far.

I have a quote for a 2010 SE 2WD black with black leather (with heated seats, moonroof, 6 disc CD, etc) for 33,379 OTD.

Page 7 of 7086

Topic Comparison for Model

**RE: Toyota Avalon Navigation System - CarSpace Automotive Forums**  
There are thousands of pictures of the 2011 Avalon on the web. Every one show a picture of the navigation screen ... not one of them show a picture of the radio without the navigation. Evidently Toyota is pushing the navigation system ... which is a little fancier than in the past, but still has all the problems they always had from what I can see so far. The 2011 with radio is a better looking dash, and at 2,000 bucks cheaper you can buy a lot of Garmins or whatever. The radio version handles 6 CDs and the navigation version only handles 4 CDs. The radio vacuum flourescent display is a heck of lot sharper and prettier than the navigation display ... I defy you to find the two

[Original Link](#)

GeeYee OpinionObserver™ Post Explorer – Entity Buzz for Make – Honda

Content	PostDate	SiteName
Load your Nespresso machine with the finest coffee beans in the world, then take a photo of it all with your iPhone.	2010-04-16 14:56:00	citizen76
The vehicle's Japanese urban 10/15-mode fuel consumption rating is 14.2 km/L (about 34 mpg)—a 15% improvement over a comparable vehicle powered by the F20B, according to Honda.	2010-04-16	Honda Prelude Forum

Oil changes (every 2500 miles from EZ-lube) Tires rotated every other oil change (5000 miles) Recently got ALL brake pads and rotors changed with cross drilled functions work on this car, including: power windows, remote-control window roll-up, in-dash CD changer, trunk pop via remote, moonroof.

He changed lanes probably 4 times just on the hill going down to the interchange, decided to jump everyone in the right lane, where he went toe to toe (and lost) truck.

\* Weather-resistant breathable fabric helps protect the paint from harsh elements in the environment while preventing moisture from condensing underneath \* Soft-inner fabric is non-abrasive, helping to guard against scratching \* Elastic bottom is custom-tailored to your Honda for a snug, flap-free fit \* Reinforced security eyelets are included for use with the optional lock and cable \* Storage bag with drawstring is included Straight from Honda's site so it should.

Worse case, could call up a dealership's parts department and see if they can

[Original Link](#)

RE: Need HELP figure this Crap out.. - Page 2 - Drive Accord Honda ForumsQuote: Originally Posted by Aramas Car Cover

This soft, supple car cover is key for helping to protect the fine finish of your Honda. \* Weather-resistant breathable fabric helps protect the paint from harsh elements in the environment while preventing moisture from condensing underneath \* Soft-inner fabric is non-abrasive, helping to guard against scratching \* Elastic bottom is custom-tailored to your Honda for a snug, flap-free fit \* Reinforced security eyelets are included for use with the optional lock and cable \* Storage bag with drawstring is included

Straight from Honda's site so it should.

Page 11 of 15368