

# AUTO STUDY REPORT

Interface in Design has conducted a Social Media Monitoring study for eleven Japanese automotive brands and 101 models sold in the United States. Also hot topics and features such as “Fuel Economy”, “Environment”, and “Recall” were examined. The data is extracted from comments posted from between January 2009 and April 2010 in blogs and forums.

The innovative Social Media Monitoring Service automatically monitors product reviews/discussions of a company's and its competitors' products on vast number of websites and allows easily creating informative charts for quantitative analysis. Also it makes possible to obtain actual comments by category for qualitative purposes.

We would like to provide you with a brief study result for free to let you grasp the essence of this service. Please see the separate file provided. There is also a complete quantitative report available at \$950. Please refer to the following pages to see the table of contents for the two versions.

A list of brands, models and issues analyzed for the study are as follows.

## List of Brands & Models

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

## Monitored Issues:

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

# Brief Study Result

Free!

- 20 page report
- 7 different charts included

## Table of Contents

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

# Complete Quantitative Report

- 85 page report
- 15 different charts included
- Some results available at model level
- Actual comments of 10 issues with up to 100 comments per issue included

Only  
**\$950.00**

## Complete Quantitative Report

1. Introduction
2. Topline
3. Research Outline
4. Study Information
  - a) Statistic information
  - b) Site Covered
  - c) Medium Coverage
5. Buzz Share by Brand
6. Buzz Share by Model
7. Historical Trend by Brand
8. Historical Trend by Key Feature
9. All Feature Buzz
10. Heat Map by Brand and Key Feature
11. Sentiment Comparison Chart for each feature by Brand
12. Trend Report for each Brand by feature
13. Sentiment Comparison Chart for each brand by Model
14. Trend Report for each Brand by Model
15. Top 30 Model for Key Feature
16. Top 10 Model with Sentiment for Key Feature
17. Heat Map by Make and Key Feature
18. Toyota Shock
  - a) Heat Map (Before, in the middle and after)
  - b) Trend Report by Sentiment level