"I Have Social Media, But What Does It Say about My Audience?": A Case Study of a Small Music Charity Transforming Social Media Analytics into Actionable Insights

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Abstract

Traditionally, marketers relied on expensive surveys and market research to uncover psychographic insights about their audiences. Today, the ever-growing social media space allows unprecedented access to such data, yet many small organisations struggle to transform it into actionable insights. This study demonstrates a case study of a small music charity enabling rapid and intuitive psychographic profiling of its audience with social media data. Focusing on the unique user-generated content across different social media platforms, the current study presents a cross-platform data analysis to build a multidimensional view of audience psychographics in the charity music space. The user-generated content from Twitter provided a snapshot of audience mindsets and attitudes, while that of YouTube offered a glimpse into audience interests. The insights discovered across different platforms offered an integrated view of audience psychographics critical for product development and marketing.

Subject Areas: *Charity Music, Psychographic Analysis, Social Media Analytics*
Track: *Digital Marketing & Social Media*

1. Introduction

Music has long been employed in philanthropic activities (Angell, 2014; Plotinsky, 1994). Since the surge of charitable initiatives prompted during the First World War, charitable organizations have employed musical events to raise money for good causes as well as attract potential donors (Plotinsky, 1994). The success of these organizations primarily relies on the donations they secure, but fundraising remains a major challenge amid increasing competition. Therefore, it is not surprising that the marketers at these organizations seek effective ways to appeal to their audiences (Xu et al., 2022).

Effective marketing starts with aligning customer needs with the organization's capabilities (McDonald & Payne, 2006), and knowing who their customers are, what makes them tick, and how they make choices in their lives can help organizations tailor their offerings to better address their customer needs. For this reason, psychographics – people's less apparent emotional and psychological traits – have long been of interest to marketers (Wolburg & Pkrywczynski, 2001). Traditionally, the search for this insight was achieved by structured surveys or qualitative methods like focus group discussions and interviews (Pitt et al., 2020). These methods can be resource-intensive and thus are not readily viable for small-scale organizations. Owing to the widespread popularity of social media, it is ever more becoming a source of capturing knowledge from customers (He et al., 2019). Social media serves as an outlet for people to express their thoughts, ideas, opinions, emotions, and comments freely (Yuan et al., 2018) and provides marketers with the opportunity to listen to their audiences candidly (Arrigo et al., 2021). Schwartz et al. (2013) examined Facebook status updates from users who have also taken personality tests to demonstrate how language use on social media can elicit personality insights. Mogaji et al. (2016) investigated comments on bank advertisements from Facebook to identify key factors that influence customer attitudes toward bank brands. He et al. (2019) studied people's online discussions regarding laptop choices on Twitter to identify customer knowledge. Arrigo et al. (2021) analysed Facebook likes given by users interested in pharmaceutical products and health to model magazines and TV channel preferences. Yet previous studies have primarily focused on analysing data collected from a single platform and have not explored the psychographics of the audience in the charity music space leveraging social media data.

In this study, we perform a cross-source data collection and analysis across different social media platforms to mine comprehensive psychographic insights into supporters of charitable music. Each social media platform offers unique features and generates varied

types of data; hence, the current study derives psychographic insights from different social media platforms by identifying 1) frequently used words in user-generated content and 2) other popular media consumed to infer the interests of the charitable music audience. This study aims to shed light on the underlying psychographic qualities of the charitable music audience and demonstrate how basic analytics techniques can be adopted by small-scale organizations with limited resources and technical skills to deliver valuable audience insights.

2. Methodology

Manchester Camerata is a British chamber orchestra charity determined to make positive changes in peoples' lives through music. They are keen on understanding lifestyles and motivations which unify their audiences beyond demographics but have faced challenges in achieving this due to constrained resources.

The current study collected and analyzed various forms of user-generated data from social media accounts run by the charity to infer their audience's interests, values, attitudes, and lifestyle choices. In our study, we focused on data collected from Twitter and YouTube. Instagram and Facebook were removed from consideration due to their strict requirement for explicit user permission to access a user's data in API including publicly shared information.

2.1 Twitter

Twitter API V2 allows legitimate access to Twitter's database of tweets, user-related information, and other fundamental data features. There are different subscription tiers available for users. The basic access was purchased for one month to collect tweets.

Twitter users can write a brief description of the account that will appear on their Twitter profile. It is one of the first details the viewers see about an account and a summary of information that defines who they are. It usually contains a key message that is informative and self-expressive. For example, "The people voted for major government reform" (Fig. 1) implies that "community", "election", "politics", and "reform" are of great value to the account holder.

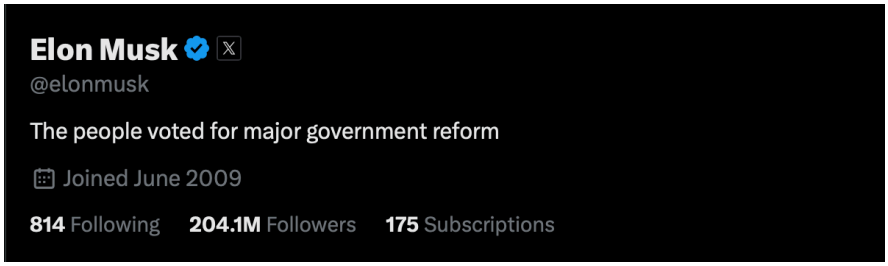

Figure 1. An example of Twitter user bio.

In this study, we accessed the Twitter API V2 to collect user bio. First, we extracted the list of followers of Manchester Camerata. Using their unique ids, we queried and collected user bios of the followers if they existed. A total of 15,811 user bios were collected from Twitter API. The extracted user bios were tokenized and preprocessed to eliminate irrelevant texts, such as punctuations, email addresses, URLs, emojis, timestamp, non-English characters using Python Gensim and NLTK library. Lemmatization was applied to reduce words to their root form. For example, the words "programming" and "program" were reduced its root form "program". Stopwords – a set of commonly used words (i.e. a, the, is, are, etc.) – were also removed. The preprocessed tokens were converted into a dictionary mapping each word to an unique id. The tokenized user bios were then converted to a bag-of-words (BoW) format, which is a numeric feature vectors recording word frequencies. Words that most frequently appeared in user bios were easily identified by the word frequencies obtained from BoW representation. The most frequently appeared words in user bios were regarded as commonly expressed self-described traits.

It was also assumed that recent tweets reflect users' latest interests or concerns. Therefore, we retrieved the followers' recent five tweets to understand the topics they are currently interested in. Before the retrieval, accounts with an excessive number of tweets posted were assumed as business accounts or bots generating automated tweets. Automated tweets are highly unlikely to carry personal qualities, so they were excluded from consideration.

Due to the limited number of tweets allowed to be pulled (10,000 tweets per month), accounts that were in the mid-range in terms of the number of tweets posted were considered in the analysis. It was assumed that accounts with a realistic number of tweets posted would belong to actual users rather than bots. Recent five tweets of those users selected were retrieved from Twitter API. Approximately 10,000 tweets were obtained and processed for analysis.

2.2 YouTube

YouTube Data API provides access to data resources pertinent to channels, comments, members, playlists, subscriptions, and videos. Viewers on YouTube subscribe to channels that publish content of their interests, and they are notified of new video releases on the channel that they subscribe to. Subscription lists can inform us what topics viewers are interested in.

We examined publicly shared subscription lists of Manchester Camerata subscribers. Out of ~1,500 subscribers, only 328 subscribers publicly disclose their subscription lists. 328 subscribers subscribe to 134,649 channels; YouTube currently allows users to subscribe up to 2,000 channels initially, with the potential to increase as their channel grows, which means the size of data can grow exponentially. Therefore, we randomly selected 100 unique subscribers assuming that they are the representative group of the entire audience.

After retrieving subscription lists of sampled subscribers, and further details about each channel were collected for analysis. First, subscribed channel descriptions were collected and frequently appearing words were detected. YouTube channels include short descriptions about who you are, what content you create, and why people should watch your channel. Channel descriptions may contain keywords describing topics that the subscribers find intriguing. Secondly, popular channels subscribed by sampled subscribers were identified. Identifying popular channels subscribed by the commenters may provide valuable insights into their interests and preferences as well as potential content that they want to see in the future. Thirdly, the topic categories of popular channels were investigated.

3. Results

3.1 Twitter User Bios

A total of 15,811 user bios were collected and analyzed to identify frequently appearing words. Given that all charity music supporters enjoy music, the word ‘music’ was eliminated from the analysis. Music-related terms were frequently encountered; for example, different job titles in the music industry as well as words related to classical music. There were several words hinting at someone’s values toward life observed: people, young, social, health, culture, charity, together, and others (Fig. 2). The top 30 most frequently appearing words are summarized in Table 1.

Table 1. Top 30 most frequently observed words in Twitter user bios.

1. ‘manchester': 1106, 2. 'director': 699, 3. 'arts': 664, 4. 'classical': 584, 5. 'composer': 580, 6. 'base': 540, 7. 'work': 505, 8. 'uk': 503, 9. 'new': 494, 10. 'orchestra': 461	11.’live': 421, 12. 'love': 410, 13. 'conductor': 404, 14. 'teacher': 391, 15. 'world': 364, 16. 'musician': 363, 17. 'people': 362, 18. 'opera': 357, 19. 'art': 346, 20. 'make': 337,	21.'lover': 335, 22. 'creative': 326, 23. 'artist': 321, 24. 'professional': 304, 25. 'london': 299, 26. 'theatre': 299, 27. 'life': 294, 28. 'school': 293, 29. 'pianist': 284, 30. 'young': 282,

Frequently used words in user bios covered a broad spectrum of topics, and they were grouped into broader categories based on their semantic meanings in Table 2.

Table 2. Semantic grouping of frequently appeared words in Twitter user bios.

Category	Word
Music	Orchestra, Conductor, Piano, Pianist Musician, Concert, Opera, Classical, Chamber, Producer, Choir, Sing, Violinist, Contemporary, Soprano, String, Cellist, Jazz,
Occupation	Manager, Director, Teacher, Professional, Lead, Business, Artist, Education, Freelance, Writer, University, Head, Management, Founder, Consultant, Trustee, Coach, Student, Research, PhD, Author
Values	New, Live, Love, People, Creative, Life Support, Young, Community, Service, One, International, World, Social, Culture, Best, Help, Family, Free, Passionate, Provide, Charity, Independent, Group, Interest, Care, Open, Team, Together, Share, Experience
Lifestyle	Health, Digital, Learn, Member, Travel, Home, Mum, Quality, Dog, High, Study, Dad, Youth
Location	Manchester, London, City, West, Local, England
Hobby	Theater, Festival, Musical, Arts, News, Social, Food, Film, Radio, Performance, Dance, Event

3.2 Twitter Recent Tweets

As seen in the word cloud generated, it was observed that several words dominated the tweets. Words that describe positive emotions and action verbs like “go”, “look”, “see”, “come” that are frequently used in recommendations were observed (Fig. 3). One possible interpretation is that people tend to post tweets about specific events they have attended and share their experiences.

The most frequently appeared words were grouped into semantic categories (Table 3). Words describing emotions, attitude/mindset, and identity seemed to be the most relevant information that can be extracted from the myriad of words semantically scattered throughout.

Figure 2. Word cloud of frequently appeared words in Twitter user bios.

Figure 3. Word cloud of frequently appeared words in recent tweets.

Table 3. Semantic grouping of recent tweets.

Emotion	Thank, Great, Love, Like, Happy, Excite, Miss, Best, Wonderful, Full, Amaze, Beautiful, Lovely, Hope, Fantastic, Special, Welcome, Sorry, Proud, Incredible, Congratulations,
Attitude/ Mindset	• National, Local, New, Free, Open, World, Explore, Global, Nature, Travel, Culture • Support, Team, Community, Family, Service, Everyone, Home, Together, Care, Charity • Experience, Win, Learn, Start, Life, Health, School, Chance, Yes, Opportunity, Change, Build
Identity	Single, Old, Youth, Dementia, Student, Couple, Mental, University, Child, Son, International

3.3 YouTube Subscribed Channel Description

100 sampled subscribers are subscribed to 46,176 channels. The words frequently appeared in the channel descriptions included typical lingo used to welcome viewers and encourage people to like and subscribe to the channels. Words like “channel”, “subscribe”, “welcome”, “like”, “please”, “enjoy”, “join”, “share”, “content”, and “follow” dominated the word cloud, and they were further removed from the chart. Words hinting at people’s interests and lifestyles included “world”, “classical”, “orchestra”, “musical”, “international”, “film”, “art”, and “entertainment” (Fig. 4).

Figure 4. Word cloud of YouTube subscribed channel descriptions.

3.4 YouTube Subscribed Channel Genres

Analysis of channel information revealed that the sampled subscribers follow a variety of music channels. Some of the commonly subscribed popular channels include @avrotrosklassiek, @nprmusic, @bach, @deutschegrammophon, @ted, and most of the channels feature classical music (Fig. 5). Topic categories of channels that the audience subscribes to were analyzed, and a histogram was constructed to display the frequency distribution of the topics identified. The vertical axis represents the number of occurrences for each topic of the subscribed channels. The horizontal axis represents different topics arranged in descending order by their counts. Fig. 6 shows that 'Music' was the utmost popular topic that the audience was passionate about. Different music genres such as 'classical_music', 'pop_music', 'rock_music', 'independent_music', 'electronic_music', 'soul_music', and 'jazz' were ranked high. Besides the topics related to music, people showed a keen interest in "lifestyle_(sociology)" content. "lifestyle_(sociology)" is usually related to vlogs that people share their daily lives. Recreational terms like 'entertainment', 'film', and 'hobby' as well as more thought-provoking topics, such as 'society', 'knowledge', 'technology', and 'politics' were also observed.

4. Discussion

The outcomes of this research demonstrated how social media data can elicit psychographic variables of the audience of a charity music organization. Undoubtedly, the analysis results revealed that 'music' is a significant part of one's identity whether it be occupation, lifestyle choices, or means of self-expression. The analysis of user bios collected

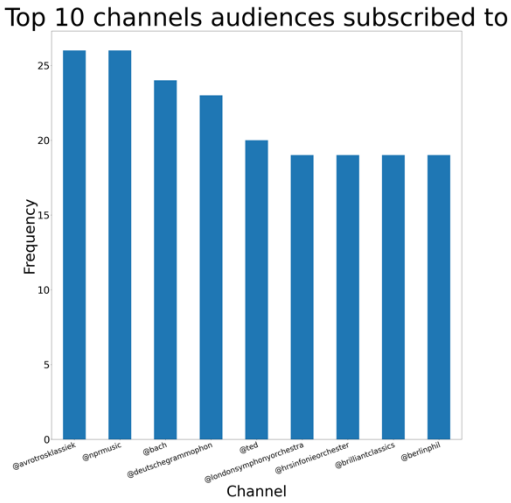

Figure 5. Top 10 YouTube channels subscribed.

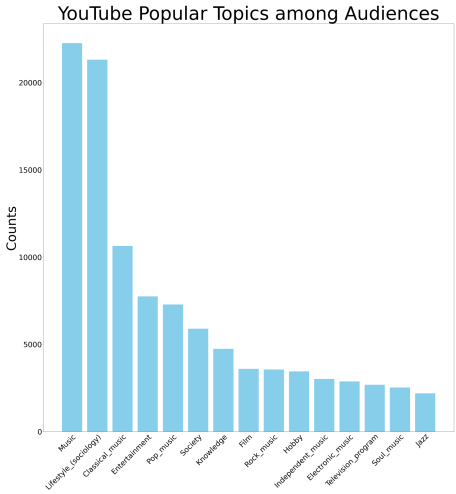

Figure 6. Popular content topics among the audience.

from Twitter implied that the audience believes that they have a responsibility to create a better society, recognize the importance of community, celebrate cultural diversity, embrace life experiences, and are optimistic about what the future holds. Though the analysis of the recent five tweets of selected users was unable to detect a strong pattern, terms used to describe feelings, attitudes, and roles were frequently observed. Taking a deeper look at terms conveying attitudes and mindsets toward life hinted that the audience carries a strong sense of community, strives for self-enrichment, and are cultural explorers. Due to the Twitter API basic tier limit, we were able to collect a total of 10,000 tweets from 2,000 users. Collecting more tweets from a wider group of users is likely to enable clearer insights. The analysis of YouTube subscription lists revealed that the audience enjoys a wide range of music genres beyond classical music. This suggests that the audience is willing to explore a broad spectrum of genres. They are also interested in diverse forms of recreational content, including vlogs, films, and hobbies-related content. Studies have shown that engaging prospective donors in creative activities positively influence their donation behaviors (Xu et al., 2022). For practice, discovered insights can inspire creative marketing ideas and be incorporated into programme curation and delivery.

5. Conclusion

In this study, we present a case study of how a small charity music organization could benefit from social media data to uncover psychographics of their audience. Using user-generated data retrieved from Twitter and YouTube, we have discovered characteristics that bring the charitable music audience together: 1) they value “community”, “diversity”, “social

welfare", "future-forward", "embracing life", and "enrichment", 2) they are explorers of a wide range of music genres from classical to postmodern to pop music, and 3) they enjoy lifestyle, entertainment, society, and knowledge content. These insights can enable organizations to make data-driven decisions about how to move forward with planning and marketing their offerings. The current study also hopes to encourage small-scale organizations with limited resources to leverage social media data to derive psychographic insights.

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