Catherine Cooke

From Sentiment to Semiotics

Analysing Instagram imagery with Mindshare’s AI image recognition technology
We’re switching to more visual social channels

Source: TGI, UK
The use of images comes naturally

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studies</td>
<td>48%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Search</td>
<td>38%</td>
<td>31%</td>
<td>10%</td>
</tr>
</tbody>
</table>

I often find it easier to use images rather than words these days

When I search on the internet, I often use images rather than text to look at results

Source: Mindshare Trends report, 2019
The use of images comes naturally
The social listening reality

Source: TGI, UK
Pretty disturbing how 17 year olds can easily buy diet pills without ID #watchdog

8:09 PM - May 15, 2019

#Lovelsland starts again soon fuck sake 😩😩 braindead morons looking for a post show diet pill promo deal. No thank you 🙅‍♀️
“JUST A BIG CLOCK”

“WHATEVER!”

“BORING?”
Problems with the actual social listening tech

Are we asking the right questions of the data?

Psychology of social media use

Greater focus on visuals in social media use
FROM: Text analysis

TO: A semiotics-based approach. Interpreting the signage and meaning in images people post
What can we learn about **PEOPLE’S ASPIRATIONS** based on the imagery they post?
Mindseye

From Sentiment to Semiotics

Analysing Instagram imagery with Mindshare’s AI image recognition technology
How does it work?
Network Analysis
Combining Quant with Qual

Choosing Data Input

Context – Qualitative Analysis
CONSUMER TRENDS  BRAND PERCEPTION  OWNED CONTENT ANALYSIS
What can Instagram posts tell us about food trends?
#TAKE AWAY
#TAKE AWAY

IN LONDON
#TAKE AWAY IN SCOTLAND
Differing consumer focus

Proportion of overall conversation containing a key topic

<table>
<thead>
<tr>
<th>TOPIC INDEX</th>
<th>WWF overall</th>
<th>Other charities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veganism</td>
<td>98%</td>
<td>105%</td>
</tr>
<tr>
<td>Reducing Meat</td>
<td>107%</td>
<td>101%</td>
</tr>
<tr>
<td>Wildlife Conservation</td>
<td>16%</td>
<td>135%</td>
</tr>
<tr>
<td>UK nature</td>
<td>129%</td>
<td>160%</td>
</tr>
<tr>
<td>Deforestation</td>
<td>131%</td>
<td>172%</td>
</tr>
<tr>
<td>Animal welfare</td>
<td>9%</td>
<td>112%</td>
</tr>
<tr>
<td>Climate Change</td>
<td>121%</td>
<td>172%</td>
</tr>
<tr>
<td>Palm Oil</td>
<td>121%</td>
<td>135%</td>
</tr>
<tr>
<td>Plastic</td>
<td>84%</td>
<td>102%</td>
</tr>
</tbody>
</table>

WWF Top 6 Topics:
- Wildlife Conservation
- Plastic
- Palm Oil

Greenpeace Top 6 Topics:
- Plastic
- Palm Oil
- UK nature
- Climate Change
- Animal welfare
- Deforestation
POPULAR ACTIVISM ACTIVITIES

ECO BUSINESSES

VIRAL ENVIRONMENTAL MEMES
Why is my brand’s best performing content popular?
BRAND BUILDING

CAMPAIGN

NEW PRODUCT LAUNCH
Best performing ‘product’ post:

29,037 ENGAGEMENTS

Best performing ‘product – shown on model’ post:

22,036 ENGAGEMENTS
CONSUMER TRENDS
BRAND PERCEPTION
OWNED CONTENT ANALYSIS
What will the media research and data industry look like in 2025?
“I follow profiles on Instagram and Twitter that I know aren’t real”

30% 18-34 yr olds

Source: Mindshare Trends report, 2019 - UK
1.6M Instagram followers
Humans are naturally drawn to visual communication

This has huge research implications

The tech will impact the whole ad industry
Thank You

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