

Econiverse

+

Choose Topic: Econiverse

Today1W2W1M3M

Overall Status

Volume

Sentiment

Demographics

Influencers

Content

View All

OVERALL STATUS

Volume

111K Posts

-19K

Sentiment

Data Not Available

Please talk to your Account Manager about activating Radian6 Enhanced Sentiment Insights.

Demographics

43% Male

57% Female

Influencers

Top Blog

thaisell.org

Top Twitter

Ginellajqr

Top Forums

Laptop

Trending Topics

1. Free how to install drivers without... 481

2. Click here to win a free Dell laptop... 354

3. How To Pick The Best Laptop Computer... 345

4. Laptop Battery for Dell Latitude D... 315

5. RT@HPAcademy: Students #Catch... 280

VOLUME

Share of Voice

(you vs. your competition)

44 % Brand

+ 6.2% Change

56 % Competition

66,632 Total Posts

Share of Conversation

(you vs. your industry)

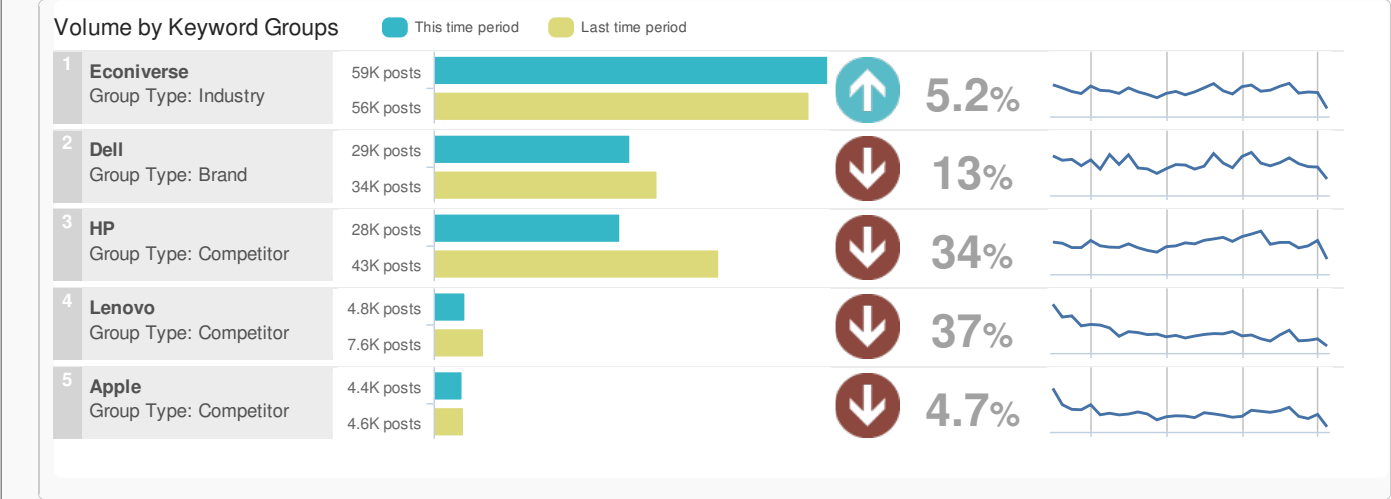
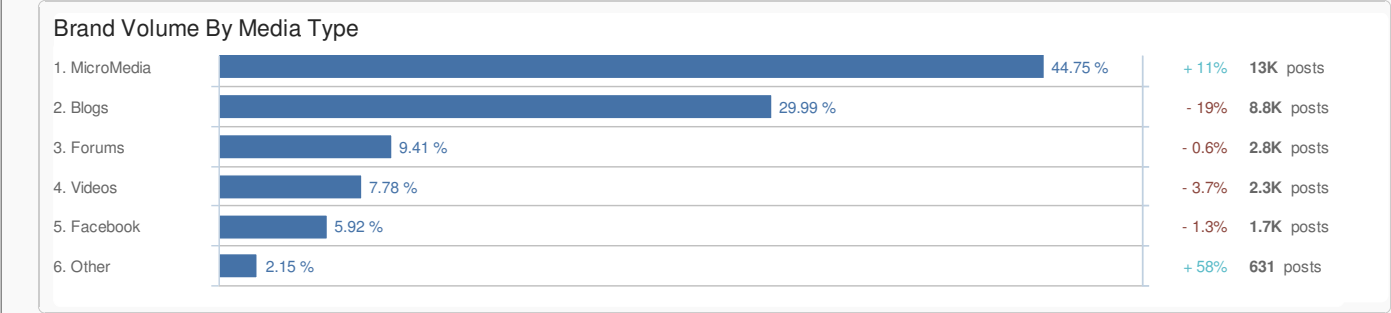
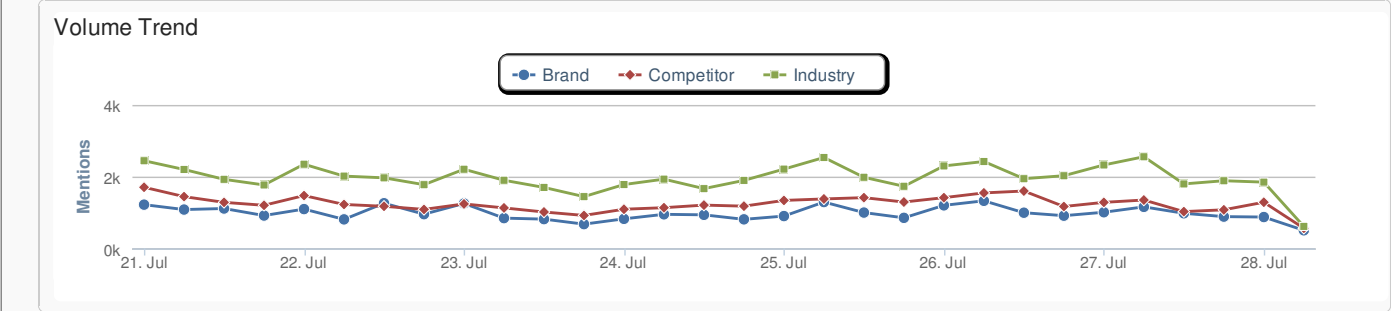
33 % Brand

- 4.2% Change

67 % Industry

88,544 Total Posts

For the last 7 days, your brand Dell received 29,415 posts compared to your Competitors with 37,217 posts.



Top Sources

1.	facebook.com		2.8K Posts
2.	youtube.com		2.4K Posts
3.	friendfeed.com		323 Posts
4.	fixya.com		216 Posts
5.	lifehousenation.com		201 Posts
6.	articles-cafe.com		197 Posts

SENTIMENT ?

Sentiment Breakdown

Data Not Available  
Please talk to your Account Manager about activating Radian6 Enhanced Sentiment Insights.

Sentiment

Data Not Available  
Please talk to your Account Manager about activating Radian6 Enhanced Sentiment Insights.

Liked/Disliked Entities

Data Not Available  
Please talk to your Account Manager about activating Radian6 Enhanced Sentiment Insights.

Liked/Disliked Themes

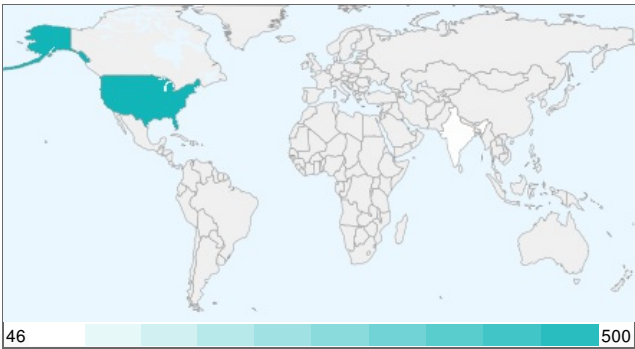
Data Not Available  
Please talk to your Account Manager about activating Radian6 Enhanced Sentiment Insights.

Liked/Disliked Entities

Data Not Available  
Please talk to your Account Manager about activating OpenAmplify.

DEMOGRAPHICS ?

Region Heat Map



Top Regions

(based on volume)

1. United States	229 posts	-39%
2. United Kingdom	171 posts	-27%
3. London, England,	77 posts	-52%
4. San Francisco, Ca	66 posts	No change
5. Los Angeles, Cali	59 posts	-33%

Top Languages

(based on volume)

1. English	111K posts	-15%
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Age & Gender

% Breakdown by Age & Gender

18-20	9 %	+ 3 %	53% M 47% F	
21-24	15 %	+ 3 %	58% M 42% F	
25-34	37 %	- 8 %	59% M 41% F	
35-44	18 %	%	75% M 25% F	
45-54	18 %	+ 3 %	64% M 36% F	

43% Male  
No Change 1 Week

57% Female  
No Change 1 Week

Majority of your posts (27.1 %) came from **United States**. The most popular language was **English** with 111154 posts.

55-64

1 %

- 2 %

67% M

33% F

65+

2 %

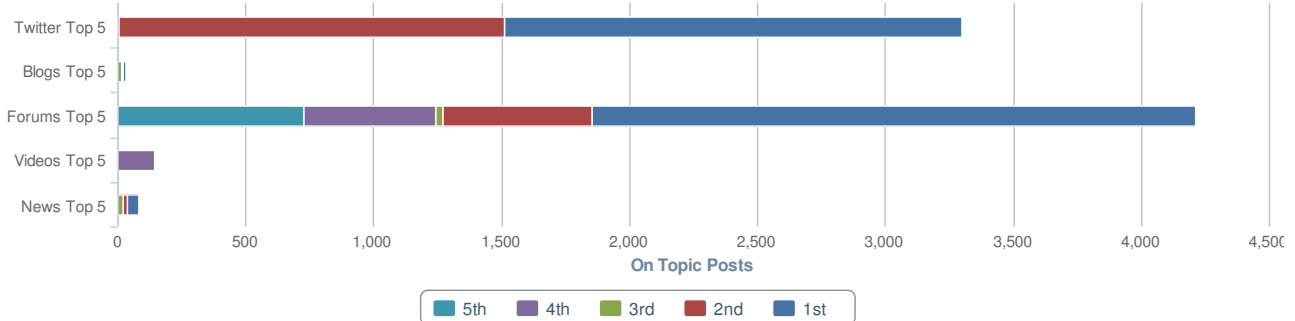
%

55% M

45% F

## INFLUENCERS ?

## Top 5 Influencers



## Top Twitter

based on Radian6 Influencer Score

1		@Ginellajqr	3,130 Tweets	19 Followers	0 Following	1787 On Topic Posts		--
2		@img0034	19,258 Tweets	187 Followers	0 Following	1507 On Topic Posts		--
3		@TechCrunch	29,545 Tweets	1,758,229 Followers	824 Following	1 On Topic Posts		--
4		@g4tv	18,241 Tweets	1,289,678 Followers	61,580 Following	1 On Topic Posts		--
5		@woot	3,805 Tweets	1,618,488 Followers	15 Following	5 On Topic Posts		--

You received **5,784** on-topic posts from your Top 10 Twitter Influencers with a combined **Reach** of **8,276,452**

## Blogs Top 5

based on Radian6 Influencer Score


1		www.thaisell.org	5982 Comments	0 Likes and Votes	6 On Topic Posts
2		Lifehacker	577 Comments	763 Likes and Votes	6 On Topic Posts
3		Engadget	2407 Comments	8 Likes and Votes	17 On Topic Posts
4		Storyteller4u.com - HAPPY ...	4330 Comments	0 Likes and Votes	2 On Topic Posts
5		Ars Technica	550 Comments	1256 Likes and Votes	3 On Topic Posts

You received **1,062** on-topic posts from your Top 10 Blogs Influencers

## Forums Top 5

based on Radian6 Influencer Score

1



Laptop

2363

On Topic Posts


0

Topic Replies

2802

Thread Size

2



What Notebook Should I Buy?

581

On Topic Posts


0

Topic Replies

4050

Thread Size

3



Everything Laptops

30

On Topic Posts


0

Topic Replies

9388

Thread Size

4



Laptop General Hardware Forum

514

On Topic Posts


0

Topic Replies

1388

Thread Size

5



General

731

On Topic Posts

0

Topic Replies

1321

Thread Size

You received **4,984** on-topic posts from your Top 10 Forums Influencers

## Videos Top 5

based on Radian6 Influencer Score

1		youtube.com [AlienwareAustr...	969 Comments	2 On Topic Posts	305639 View Count
2		youtube.com [AustinMahone]	4036 Comments	1 On Topic Posts	301 View Count
3		youtube.com [NewAmericanDre...]	788 Comments	2 On Topic Posts	173503 View Count
4		youtube.com [mkc786543]	0 Comments	149 On Topic Posts	875 View Count
5		youtube.com [TheInsideExper...]	287 Comments	2 On Topic Posts	218195 View Count

You received **394** on-topic posts from your Top 10 Videos Influencers

## News Top 5

based on Radian6 Influencer Score

1		WSJ.com: Small Business	3084 Comments	8005 Likes and Votes	48 On Topic Posts
2		SlickDeals.net	4227 Comments	0 Likes and Votes	14 On Topic Posts
3		feeds.feedburner.com/feedspew	484 Comments	6274 Likes and Votes	23 On Topic Posts
4		blogs.zdnet.com	115 Comments	61 Likes and Votes	1 On Topic Posts
5		Huffington Post	2831 Comments	71 Likes and Votes	2 On Topic Posts

You received **486** on-topic posts from your Top 10 News Influencers

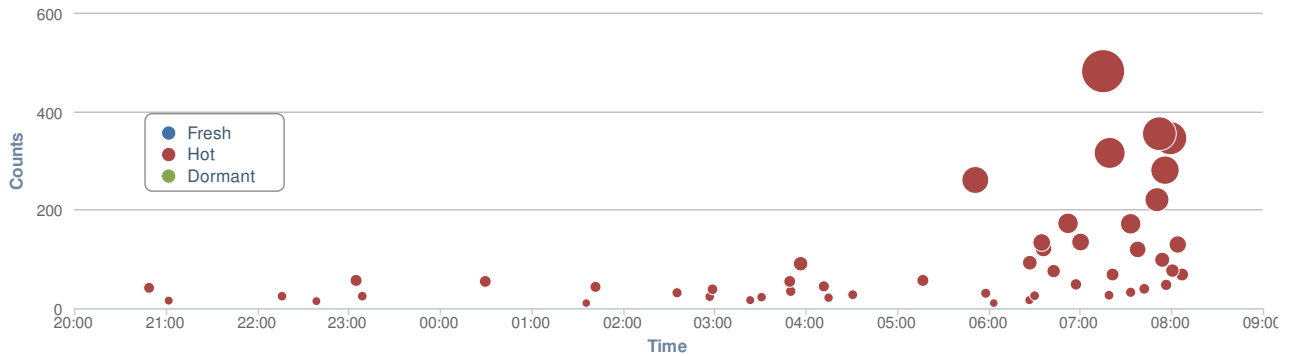
## Top Topics

Data Not Available

To get Top Topics, talk to your Radian6 Account Manager about subscribing to Klout Insights.

CONTENT ?

## Trending Topics



## Top Entities

Data Not Available

To get Top Entities data, talk to your Radian6 Account Manager about subscribing to OpenCalais Insights.

## Top Phrases



## Top #Tags

(based on volume)

1. #laptop	252 posts	- 39 %
2. #dell	203 posts	- 30 %
3. #hp	170 posts	- 33 %
4. #win	136 posts	- 11 %
5. #catchabreak	122 posts	- 27 %

## Verbatims

1. @jfarrell Hated every Dell Latitude I've ever had. T...
2. Dell Inspiron 17r-Do more in less time and power thr...
3. Click & Get 20% Off Inspiron 17R Laptop at Dell. Cli...
4. <http://t.co/TIEPuff> Nutrition Garage General Motors ...
5. Just got my laptop back from @Dell .. used to run wi...
6. @aliciareverie no la looking at lenovo, acer, HP pro...
7. #laptop #notebook Dell Inspiron i17R-6121DBK 17.3-In...
8. Dell Inspiron 17r-Do more in less time and power thr...
9. [ad] #DellINSPIRON Participate in Dell Blog & Win Co...
10. New blog post: Lastest Laptop computer Computers Tos...

The most discussed topic was "Free how to install drivers without cd", with 481 on topic posts.