How deep is your love?

Understanding the value of social media

Presented by Embee Mobile

Supported by Dynata

@EmbeeMobile
How Deep Is Your Love

Bee Gees

By BARRY, ROBIN and MAURICE GIBB

Moderately

And when you rise in the morning sun
I feel you touch me in the pouring rain
And the moment that you wander far...
We could ask this..

Wallflower
$40/MONTH
Up to 100 Friends
5 Post Per Day
5 Pictures/Month

Party Planner
$100/MONTH
Up to 500 Friends
20 Post /Day
40 Pictures/Month

Influencer
$2500/MONTH
Unlimited Friends
Unlimited Posts
Unlimited Pictures

.. but would it really tell us anything?
“In cognitive psychology and decision theory, loss aversion refers to people’s tendency to prefer avoiding losses to acquiring equivalent gains: it is better to not lose $5 than to find $5. The principle is very prominent in the domain of economics. What distinguishes loss aversion from risk aversion is that the utility of a monetary payoff depends on what was previously experienced or was expected to happen. Some studies have suggested that losses are twice as powerful, psychologically, as gains.”
What would be a fair reward to give up using X completely for 2 months?
• The study leveraged the Embee mobile-first panel and our DIY platform - ResearchDesk
• We ran a survey on our metered panel to get an understanding of what it would take to get people to quit.
• And we further analysed their behavioural data to enrich our understanding
Which of the following social networks have you used in the last month? This is on any device, regardless of whether it's this phone you're using right now.

- Instagram
- YouTube
- WhatsApp
- Facebook
- Twitter
- Snapchat
- None of these

This project is interested in whether you would consider giving up a social network for 2 months. You would need to:
1. Uninstall the app from this phone
2. Not log in from any other phone, tablet or computer
3. Complete a survey every week for the month

Are you OK to proceed?
- Yes
- No

What would be a fair reward (in dollar value) to give up Instagram for two months and answer a weekly survey?

- I would happily do it for no reward
- I would never consider it
- I would take part for a reward of $
Watch and Ask

Survey Data
- Group 1: Will give up for free
- Group 2: Will give up for $X
- Group 3: Will never give up

Behavioural Data
- Light users
- Heavy users
Who gets the most love?

• Gold: Half of Facebook users wouldn’t give up their use of the network even for $500.
  • The least number of users would give up Facebook for nothing, and those that would wanted the most money.

• Silver: YouTube isn’t far behind. $250 would get just over half of respondents to give up using it.
  • But don’t let the millennials hear you say that – they are addicted.
Who gets the most love?

• Bronze: WhatsApp and Instagram, $500 would buy abstinence from just over 60% of users.
  • But the nature of the love is different: WhatsApp is highly prized by many, but also has the greatest apathy.

• Twitter and Snapchat are close runners up. Half the users of both networks would agree to abstain for about $100.

• WhatsApp is the most loved network amongst their heavy users; the least loved among casual users.
  • More than 1/3rd of heavy WhatsApp users would never give up using WhatsApp. They are completely addicted: it’s part of their life.

• Facebook and YouTube do not get that level of love from their heavy users
<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>73%</td>
<td>69%</td>
<td>67%</td>
<td>65%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>9%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>69%</td>
<td>73%</td>
<td>69%</td>
<td>64%</td>
<td>61%</td>
</tr>
</tbody>
</table>

**YouTube is least price elastic with regards to usage**

**WhatsApp is most price elastic with regards to usage**
Take-aways

• Facebook would be able to charge the most money for an ad-free, subscription based service; but, there is relatively little difference in pricing power between light users and heavy users.

• WhatsApp, on the other hand, would have greater ability to price discriminate between heavy and light users; however, it would not be able to charge as much as Facebook overall.

• By combining both objective measured data and survey data – by being able to both Watch & Ask – we can discover information that can’t be otherwise found through either method, alone.

• Longitudinal panels with behavioral data enable researchers and their clients new ways to design studies, to ask more salient questions and get closer to real ground truth.
Watch & Ask
Understand your consumer

russell@embeemobile.com