



Food Network Facebook Page Analysis



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

Team Overview

Our Members & Respective Roles



**Co- Managing Director
and Client Contact**
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Co- Managing Director
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Project Director
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**Presentation
Coordinator**
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Data Analyst Director
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Business Manager
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Research Director
Kehan Wang



Project Manager
Ruyi Yu



Research Manager
Shuqi Chen



Research Manager
Justin Lorenzo

CONTENT



• **Performance Overview**

• **Content Analysis**

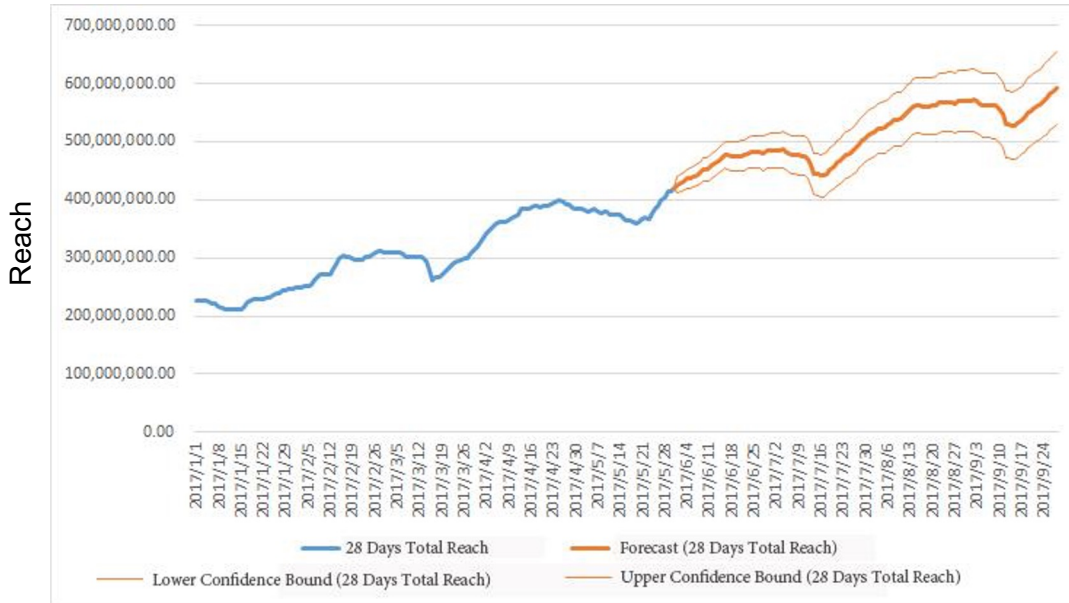
• **Reach Analysis**

• **Secondary Research**

Performance Overview

Performance of Food Network's Facebook Page

28 Days Total Reach Curve



Jan - June: 97% ↑

227 million - 442 million

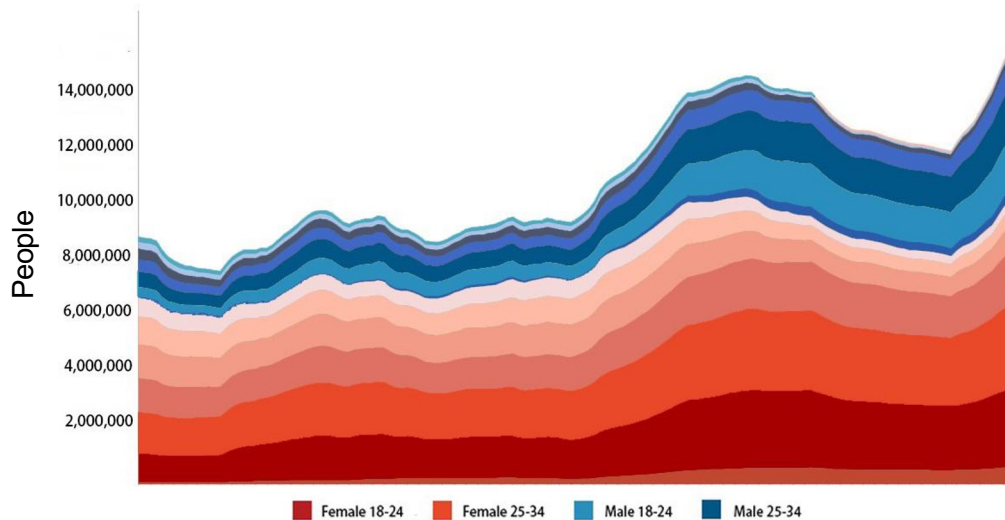
Forecasting:

Sep: 591 million

Performance Overview

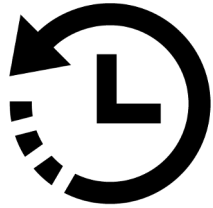
Demographic Growth of Facebook Users

28 days: The number of People Talking About the Page by user age and gender (Gender and Age Group)



- Largest Population: Females, ages 25- 34 years old
- Significant increase in younger age groups
- Over than 65% of the audience are female. The percentage of male group has been expanding from 24% to 34%

Hypotheses



Video Length will negatively impact Share



The more positive comments one video has, the more audiences it will reach

Content Analysis

Why Content Matters



Limitation: Inconsistent dependent variable



Content is the determining factor for other metrics but cannot be measured across different data levels.



Content Analysis

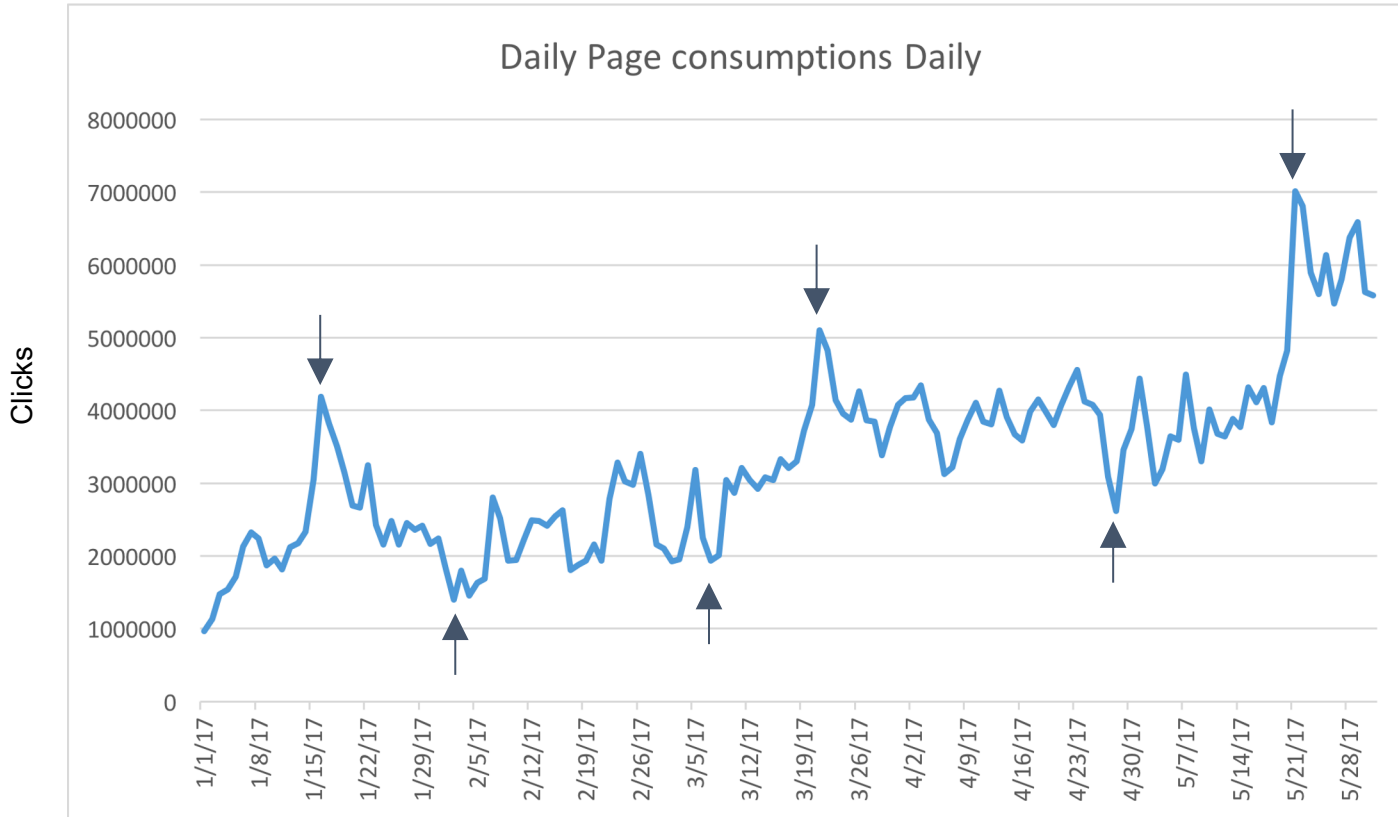
Hypothesis

How does video content affect audiences' reach and engagement?



Content Analysis

Initial Consumption Graph and Process



Content Analysis

Content Analysis Selection and Categorization Process

port 🧀 wheel at French Cheese Board!	Video	5/25/17 12:18 PM
Salsa Verde, via Giada De Laurentiis	Video	5/25/17 12:15 PM
carving an 84-pound wheel of 🧀 🧀 🧀!	Video	5/25/17 10:46 AM
Recipe: http://www.foodtv.com/5iasa .	Video	5/25/17 9:15 AM
84-pound wheel of Beaufort cheese!	Video	5/25/17 9:07 AM
84-pound wheel of Beaufort cheese!	Video	5/25/17 8:58 AM
.grilledcheesesocial.com later today!	Video	5/25/17 8:00 AM
ver in honor of the 40th anniversary!	Video	5/25/17 7:52 AM
#GinormousFood < Fridays @ 8 7c	Video	5/25/17 6:15 AM
Recipe: http://www.foodtv.com/5o118 .	Video	5/25/17 3:15 AM

y afternoon pick-me-up you need. 😊	Video	5/21/17 8:15 PM
work shared Alton Brown's live video.	SharedVideo	5/21/17 7:06 PM
Recipe: http://www.foodtv.com/5ecln .	Video	5/21/17 5:15 PM
Shave Ice #FoodNetworkFinds 🌸 🍷	Video	5/21/17 3:49 PM
ot try this at home (without friends).	Video	5/21/17 3:15 PM
Giada De Laurentiis' Calabrian Shrimp!	Video	5/21/17 12:15 PM
Recipe: http://www.foodtv.com/5kou9 .	Video	5/21/17 9:15 AM
efGauntlet < Finale TONIGHT @ 9 8c	Video	5/21/17 6:15 AM
s summer and never turn back. 🍉 🍉	Video	5/21/17 3:15 AM
ts dreams are made of. (via Thrillist)	Video	5/21/17 12:15 AM

More than 1,000,000	70,000 - 80,000
500,000 - 1,000,000	50,000 - 70,000
200,000 - 500,000	40,000 - 50,000
100,000 - 200,000	less than 40,000
80,000 - 100,000	

Content Analysis

What Commenters Are Explicitly Asking for

What They Are Looking For

- Popular: Daily simple dishes
(ex: scramble eggs, pancakes, smoothies)
- Traditional cooking shows vs. Competitions shows
- Preparation and presentation of artistry of the dishes
- Recipe sharing



Content Analysis

What Commenters Are Explicitly Not Happy with

What They Dislike

- Dishes have complicated cooking process
- Unhealthy ingredients
- Visually unattractive dishes
- Undesirable host, contamination concerns



Content Analysis

What Commenters Talk about Most

What They Debate

- Name of dishes (ex: Churro, Confetti Cake)
- “Right” Way to cook
- Modifying recipes with alternative ingredients
- Local or well-known restaurants



Content Analysis

Recommendations Based on Contextual Analysis Findings



- Offer cooking videos at different levels
- Relaunching the more traditional cooking show
- Increase the interaction with audiences
- Intentionally, but playfully instigate
- Simple but creative dishes with audience
- Be aware of the risk of contamination

Content Analysis

Inclusion of STEPPS Theory

S.T.E.P.P.S

Social Currency; **T**riggers; **E**motion; **P**ractical Value; **P**ublic Visibility; **S**taories



Trigger



Emotion

Content Analysis

Hypothesis

**Is there a positive relationship
between comments and engagement**



Contextual Analysis

Methodology for Contextual Analysis using LIWC Software

From the previous analysis, we chose four high peak videos and four low peak video to compare.

After extracting the comments, we used LIWC (Linguistic Inquiry and Word Count) software to analyze the text



Contextual Analysis

LIWC Software Output Example

Filename	Segment	WC	Analytic	Clout	Authentic	Tone	WPS	Sixltr	Dic	verb	adj
high 1.docx	1	2057	60.38	58.27	28.54	91.03	15.58	14.73	80.75	17.26	4.57
high 2.docx	2	1754	39.48	57.47	34.01	82.80	15.80	13.40	83.12	18.07	3.65
high 3.docx	3	3309	49.60	55.64	51.03	48.18	14.77	12.54	85.83	15.32	4.93
high 4.docx	4	3446	45.02	33.38	27.66	83.53	11.76	14.39	82.85	14.25	5.28
low 1.docx	5	1980	80.55	47.37	12.14	91.06	13.03	20.10	65.30	10.76	5.76
low 2.docx	6	264	63.88	41.03	34.20	99.00	12.00	16.29	75.38	12.12	8.33
low 3.docx	7	527	55.40	41.01	8.37	39.33	11.46	15.56	66.41	12.71	5.12
low 4.docx	8	531	57.40	69.45	4.08	94.61	13.97	20.53	70.43	13.18	5.27
	sum	10566	194.48	204.76	141.24	305.54	57.91	55.06	332.55	64.9	18.43
	sum	3302	257.23	198.86	58.79	324	50.46	72.48	277.52	48.77	24.48
	avg	2641.5	48.62	51.19	35.31	76.385	14.4775	13.765	83.1375	16.225	4.6075
	avg	825.5	64.3075	49.715	14.6975	81	12.615	18.12	69.38	12.1925	6.12

Contextual Analysis

Titles of Chosen Videos for Analysis

Low Engagement

1. Which is your favorite Iron Chef America episode?
2. Dessert imposters is the challenge on tonight's Kids Baking Championship!
3. Green Pancakes will make your St. Paddy's Day dreams come true. 🍀🍀🍀
4. Alton Brown sees EVERYTHING #IronChefGauntlet!

High Engagement Video Titles

1. Turn your watermelon into a KEG this summer and never turn back 🍉🍉
2. This Candy Bar Cake will make any birthday 100x better.
3. The #1 Way To Scramble Eggs
4. Breakfast Hacks: Two Ingredient Pancakes

Contextual Analysis

Finding based on LIWC Analysis



- **High authentic scores**
- **Status, dominance and social hierarchies**
- **Use of “ingest” words**
- **Reward score**
- **Drivers of affiliation**

Personality Profiling

Methodology for Contextual Analysis using indico Software



Purpose

- To **identify segments** of influencers based on their comments
- To better **understand** Food Network's **viewers/audience** i.e. behaviors and interests

Methodology

- Took samples of comments from **top viewed videos**
Total sample size 111 comments
- Run a persona analysis using API software called **indico**
Algorithm selects words and generates 3 types of personas for each comment
- Selected the most common personas

Top Viewed Videos

1. Turn your watermelon into a KEG this summer and never turn back.
2. This Candy Bar Cake will make any birthday 100x better.
3. The #1 Way To Scramble Eggs
4. Breakfast Hacks: Two Ingredient Pancakes

Personality Profiling

Personality Segments



SOCIALIZER

Campaigner
Adventurer
Entertainer



LEADER

Protagonist
Campaigner
Consul



VISIONARY

Architect
Virtuoso
Logician



CHAMPION

Campaigner
Consul
Entertainer

Personality Profiling

Recommendation



Socializer
(Party Host)



Leader
(Star Chef)



Visionary
(Exploring New Recipes)



Champion
(Small Gatherings)

Reach Analysis

Hypotheses for Reach Analysis

1. **Audience's interaction** with Facebook page is positively related to the **Engagement** of the page
2. Comparing to **Organic Reach**, **Paid Reach** is more efficient in enhancing **Engagement**
3. **Paid Reach** is positively related to **Organic Reach**



Reach Analysis

Equation for Engagement based on Regression Findings

Users tend to engage with Facebook page of Food Network when their friends share a post or become followers.

$$\left(0.454 \times \text{Share} \right) + \left(0.673 \times \text{Follower} \right) = \text{Engagement}$$

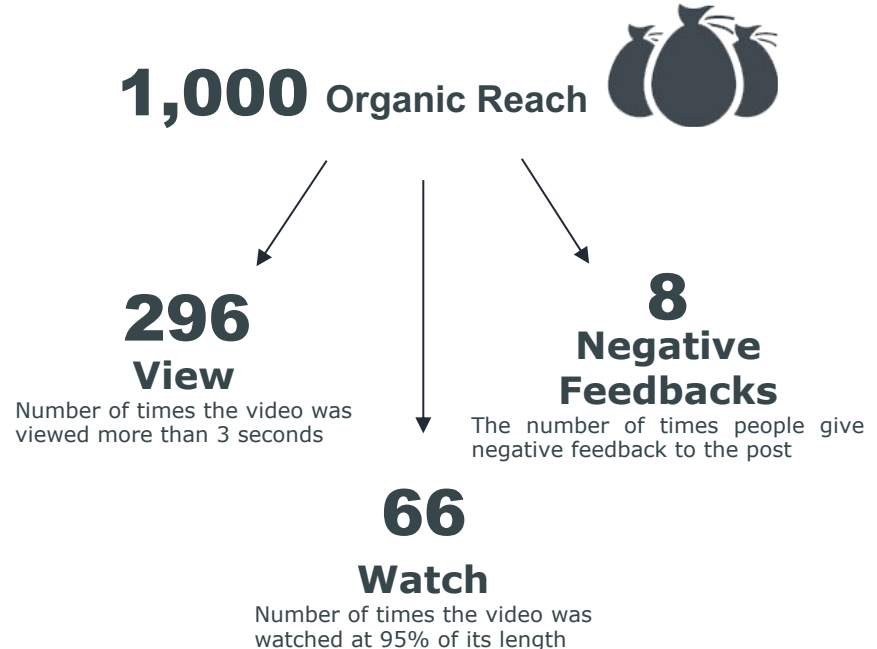
The number of people who share the post of your page The number of people who follow your Facebook page The number of people who interact with you Facebook post

$$0.454 \times 1,000 + 0.673 \times 1,000 = 1127$$

Reach Analysis

Paid Reach vs. Organic Reach Outcomes

More Reach brings more View, Watch and Negative Feedbacks.

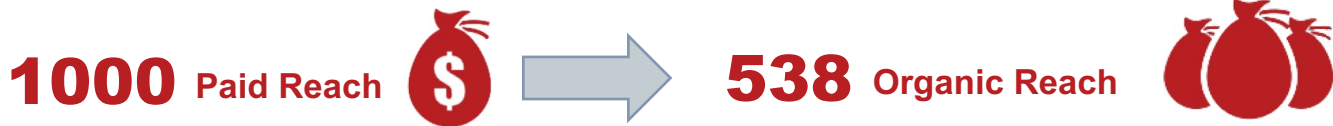


Reach Analysis

Paid Reach's impact on Organic Reach

Will Paid Reach Bring More Organic Reach ?

Organic Reach = 0.538 * Paid Reach

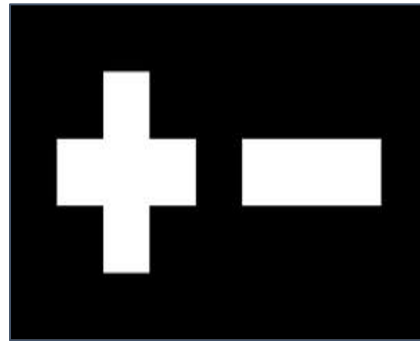


Secondary Research

What makes an online content go viral ?



VIRALITY



VALENCE



EMOTION

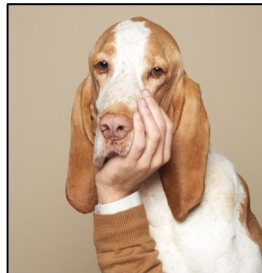
Berger, J. A., & Milkman, K. L. (2012). What Makes Online Content Viral? *SSRN Electronic Journal*, 192-205.

Pirouz, D. M., Johnson, A. R., & Pirouz, R. (2015). Creating Online Videos That Engage Viewers. Retrieved July 14, 2017, from <http://sloanreview.mit.edu/article/creating-online-videos-that-engage-viewers/>

Secondary Research

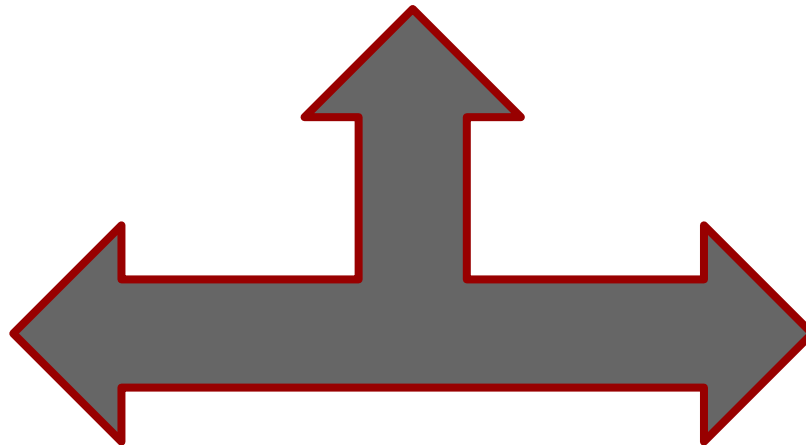
Content Themes

Incongruity

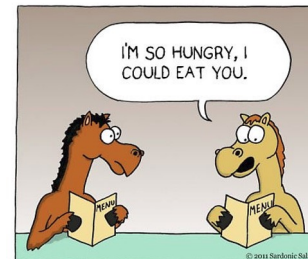


Novelty

BAM!

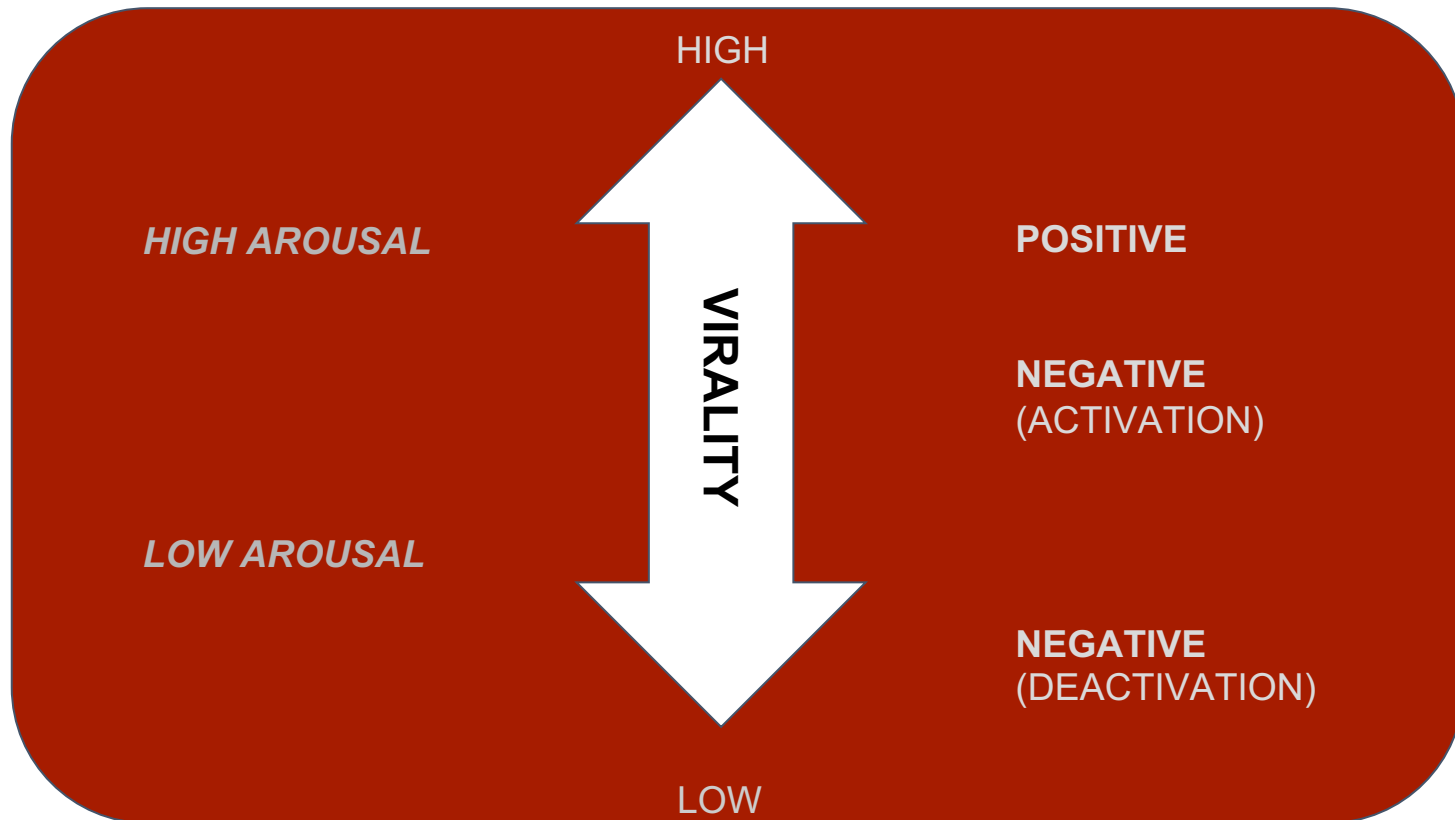


Hyperbole



Secondary Research

Variables that Affect Virality



Final Recommendation

- Invest more in paid reach as it has proven to be significantly more effective than organic reach.
- Create posts based on the different segments of users to maximize and increase overall reach and engagement.
- Monitor the comments because there is a relationship existing between engagement and the content of the user comments.





**EAT GOOD
FOOD**

AND

THANK YOU

FOR YOUR ATTENTION



Q & A

