

Buzztrend measures a wide variety of sources

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Buzztrend is dependent on its sources. There are some important elements in measuring online buzz:

- what are the sources (are they relevant, what do they cover)
- the size of the sources (are the sources large enough to draw conclusions)
- the quality of the sources (are the sources clean in other words not filled with the dreaded spam for instance)
- the frequency with which the sources are being measured

All of the above change at a fast pace, the social media arena is highly dynamic and our sources reelect this. The basis of Buzztrend sources comes from Attentio.

Currently three main types of sources are being tracked: blogs, fora and news. Around 30 million blogs, 30 million fora (both Attentio) and hourly newsfeeds from MoreoverNews are included, together with MSN feeds and YouTube feeds, making our sources an impressive body of data that we can backtrack for around 6 months time.

The data are cleaned using spam filters and the data are tracked on a daily basis, thus providing constant up to date and accurate details on the developments.