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# **Has Robert Parker lost his hegemony as a prescriptor in the wine World? A preliminary inquiry through Twitter**

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# Agenda

- Why the study?
- Method
- Results
  - Web Search Trends
  - Twitter Profiles Comparison
- Discussion and Conclusions

# Why the study?

- The globalization of wine has caused a great demand for information from consumers
- The value of the product depends on different attributes
- To avoid market failures a powerful industry was created

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# Why the study?



[www.robertparker.com](http://www.robertparker.com)



[thefeiringline.com](http://thefeiringline.com)



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# Method

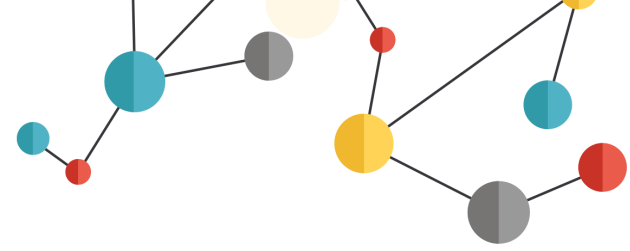
Google Trends

followerwonk >>

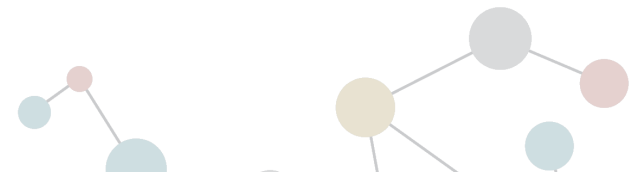
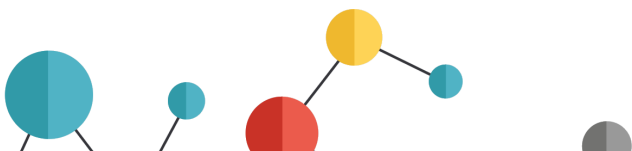
twitter 



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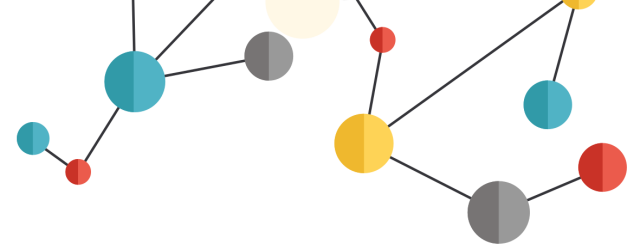


# RESULTS

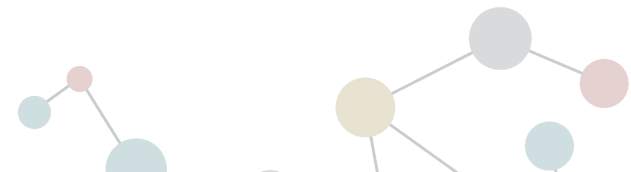
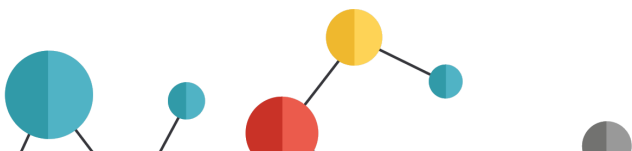




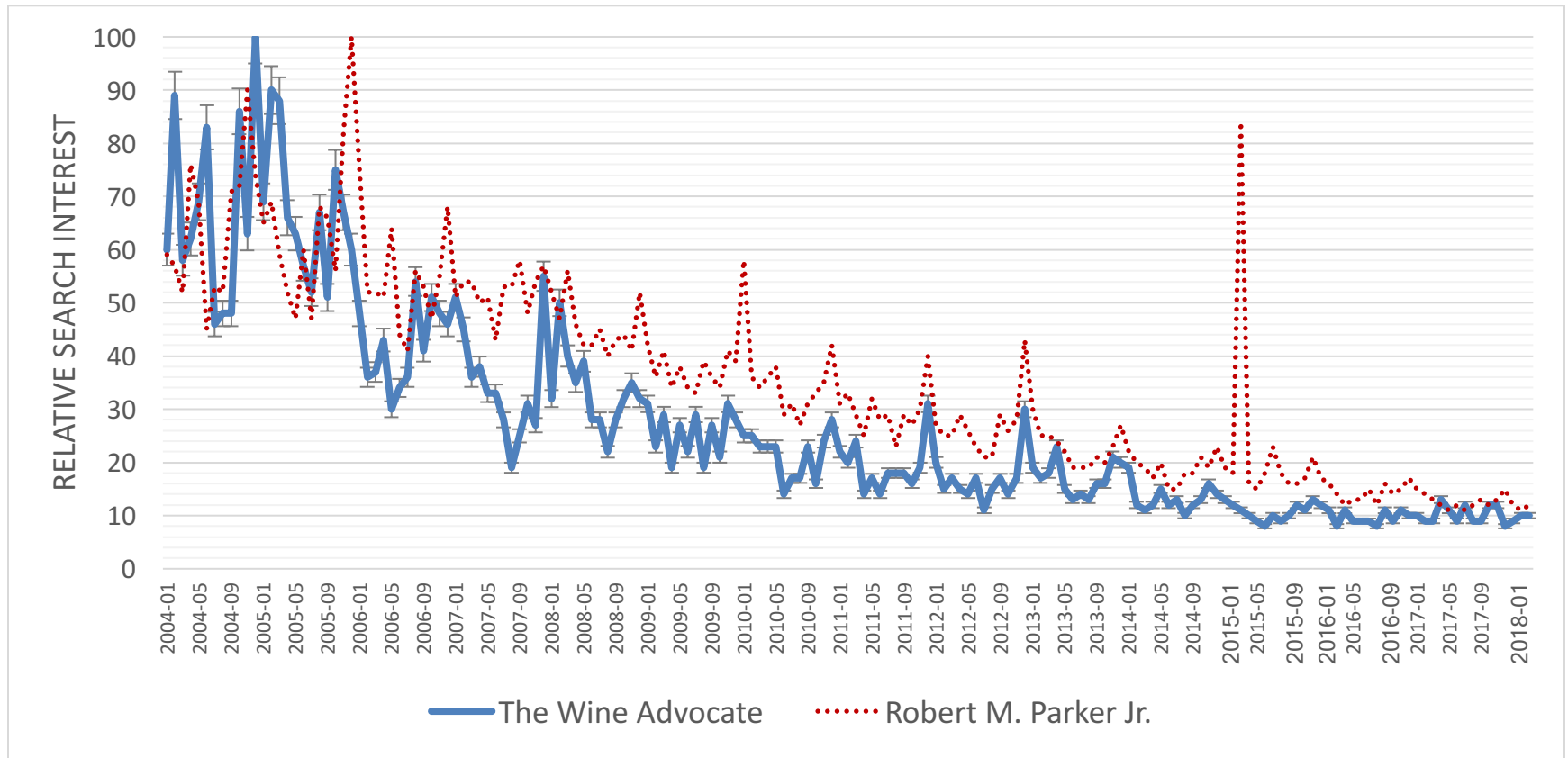
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# WEB SEARCH TREND



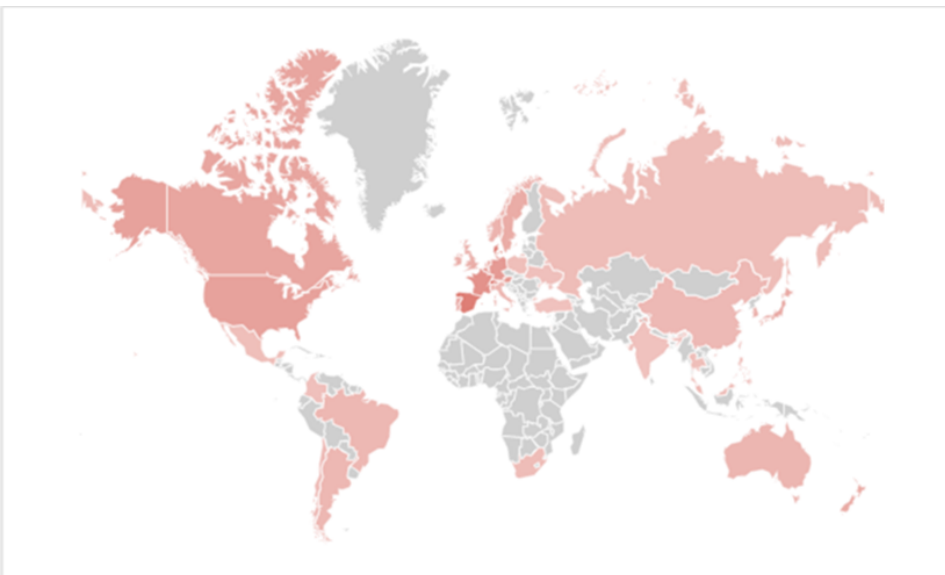
# Preliminary web search trends



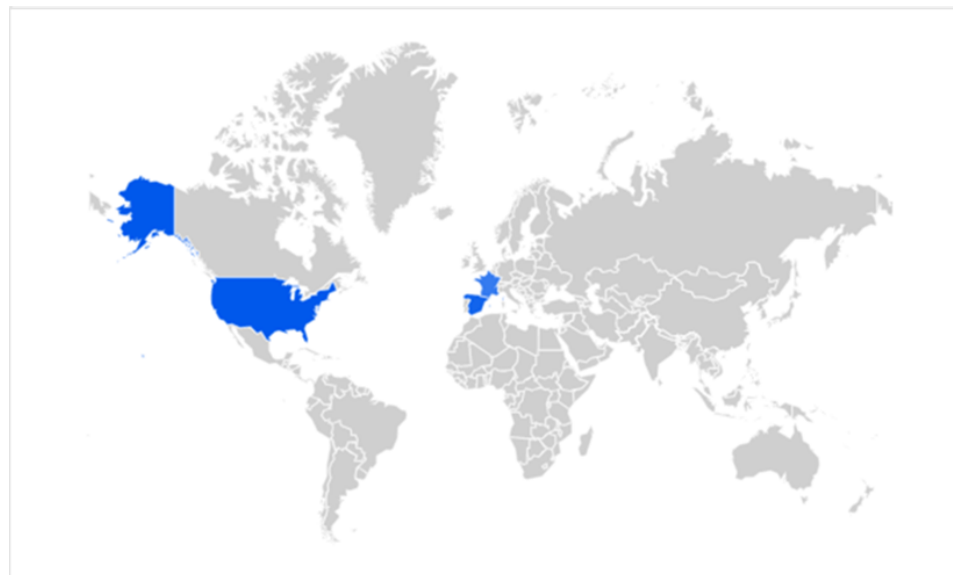
Source: Google Trends



# Geographical information



Robert M Parker Jr

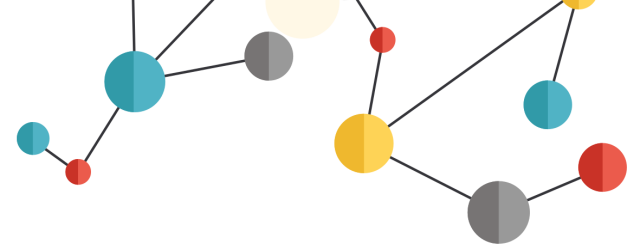


Alice Feiring

Source: Google Trends

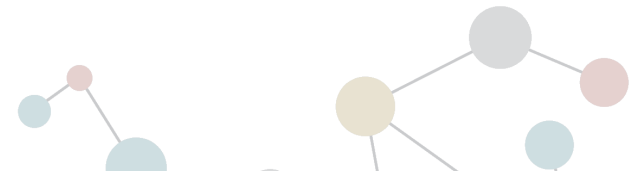


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# ***TWITTER PROFILES COMPARISON***

@wine\_advocate VS @alicefeiring



# Parker and Feiring's Twitter profiles

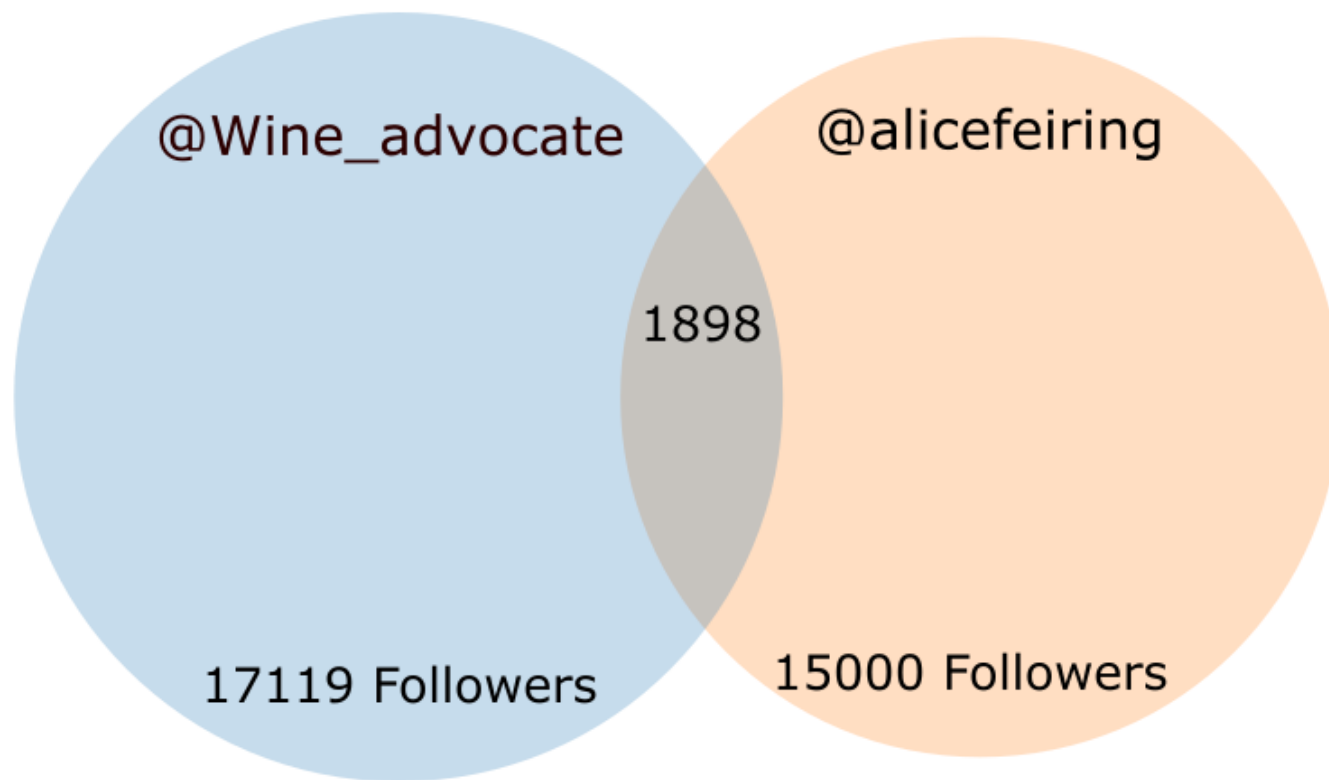
Parker	Metrics	Feiring
54	Social Authority	46
17,128	Followers	14,927
4.61 years	Age	9.33 years
3,869	Tweets	13,311
4,523	Likes	3,105
37	Friends	1,203

Source: Followerwonk



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# Shared users

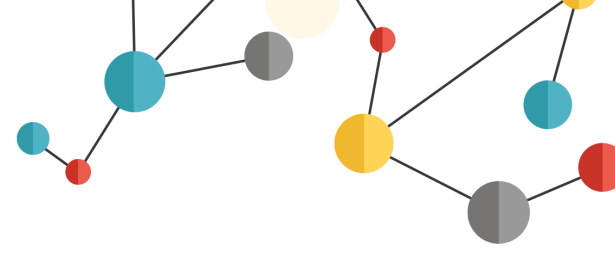


# Distribution of followers

<b>Parker</b>	<b>Gender</b>	<b>Feiring</b>
36.3%	Male	27.2%
12.7%	Female	18.1%
50.9%	Undefined	54.6%

<b>Parker</b>	<b>Language</b>	<b>Feiring</b>
61.3%	English	83.9%
18.5%	Spanish	4.5%
6.4%	French	4.4%
5.6%	Italian	4%

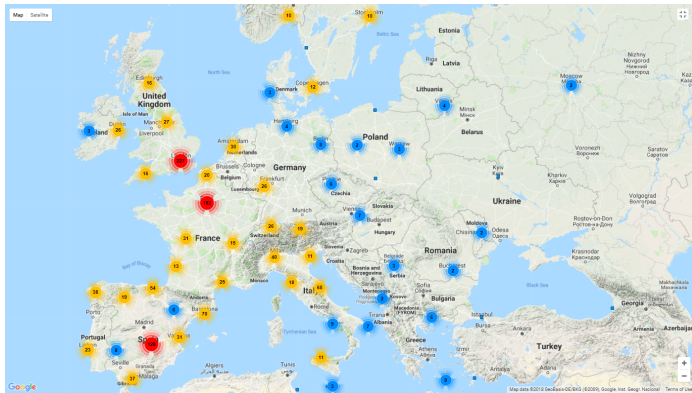
# Bios Keywords



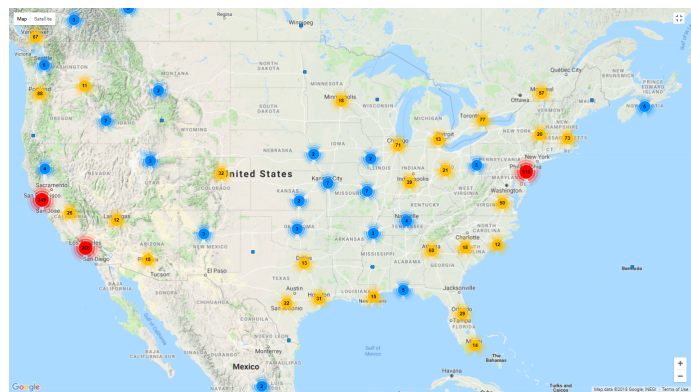
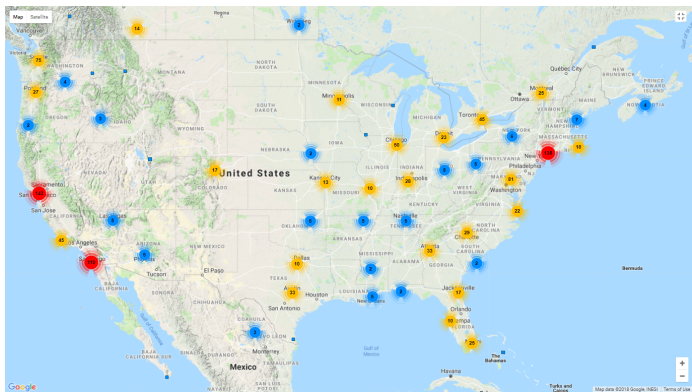
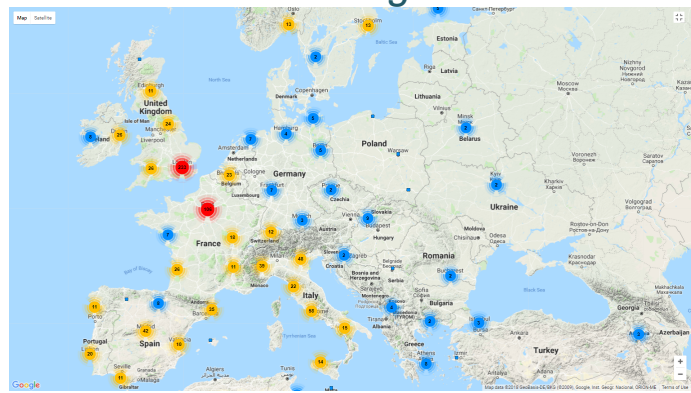
PARKER		FEIRING	
Keyword	N	Keyword	N
Winery	351	Winery	472
Sommelier	345	Sommelier	452
Food wine	231	Food wine	332
Fine wine	210	Wine food	282
Wine lover	186	Wine lover	157

# Geographical Twitter Location

*Parker*



*Feiring*



# Discussion and Conclusions

- There is a decline in search interest for Robert Parker
- Twitter doesn't show a clear alternative
- The low level of shared followers could be indicative of different (almost antagonistic) positions
- Results should be taken cautiously
  - Future work: add platforms, techniques and other critics to the study



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*Muchas  
¡gracias!*

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