Brightfield Group

- Focus on financial data about the Cannabis industry

- ...examples of data?

- .....examples of complexity of products/state laws...

- Cannabis sales world wide expected to be $31 billion by 2021

Social Media LIstening (SML)

- Early work: <u>pre-2017</u> use of SML…

- St. Louis and Zorlus (2012) Twitter posts corr. spread of flu.

- McGregor et al (2014) identified 14 themes of discussion of glaucoma patients

- Lievens and Van Iddekinge (2016) predicted who would be good employees

SML more recent

- Sul et al (2016) Twitter posts to stock prices.

- Culotta and Cutler (2016) correlate Twitter posts to 200 product brands along three perceptual attributes (approach corr. with more expensive survey techniques).

- Antoniou (2017) posts corr. to cognitive profiles (re: Meyers Briggs, MBTI).

Cannabis related listening

- Only cannabis study using sml was by Ngyen et al (2016) corr. Twitter posts to cannabis use, by phone used, times of day, nothing on cannabis product types.

- As far as we can tell, there has been no use of social media listening to profile cannabis users or to corr. to cannabis brands or brand shares.

Social Media Monitoring to Predict Market Size and Forecasts in Cannabis

- 38,000 twitter messages

- 2,319 forum messages

- 1,695 profesional articles collected

- For 86 of the leading cannabis brands in the U.S.

Example: Kiva Confections

- Searched for keywords

KivaConfections
Kiva%20Confections
Kiva%20Terra
Terrabites
Terra%20Bites%20
Petra%20Bites
PetraBites

Measuring Social Volume

Table 1. Full dataset structure

Field	Description	Example
brand	The brand name	Kiva Confections
source	Where this is coming from	Leafly, Reddit, etc.
search	The search function used	Kiva%20Confections
timestamp	Timestamp	27-Dec-16
quarter	Quarter	1
text	Text from Twitter Posts, Reddit Posts	I am feeling awesome after eating this edible from Kiva Confections
User_type	Whether or not a twitter username is a dispensary, brand, or individual	Dispensary handle
id	Reddit has a unique Identifier for each post	342
composite	Sentiment Composite Score for Text	0.5
Topic	A topic id that signifies a topic	20111 = days of the week

Figure 1. Social volume tracked over time for sample brand

SOCIAL VOLUME

Oct 28
1. Twitter : 80
2. Professional : 22
3. Forums : 23
4. Dispensaries : 20

This Quarter
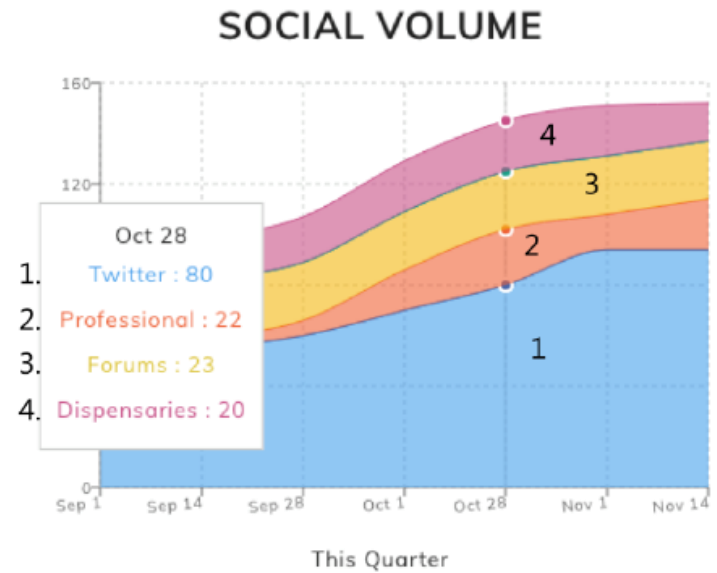
Social Volume Correlates with Brand Performance

Figure 2. Regression line actual SKU vs. predicted SKU
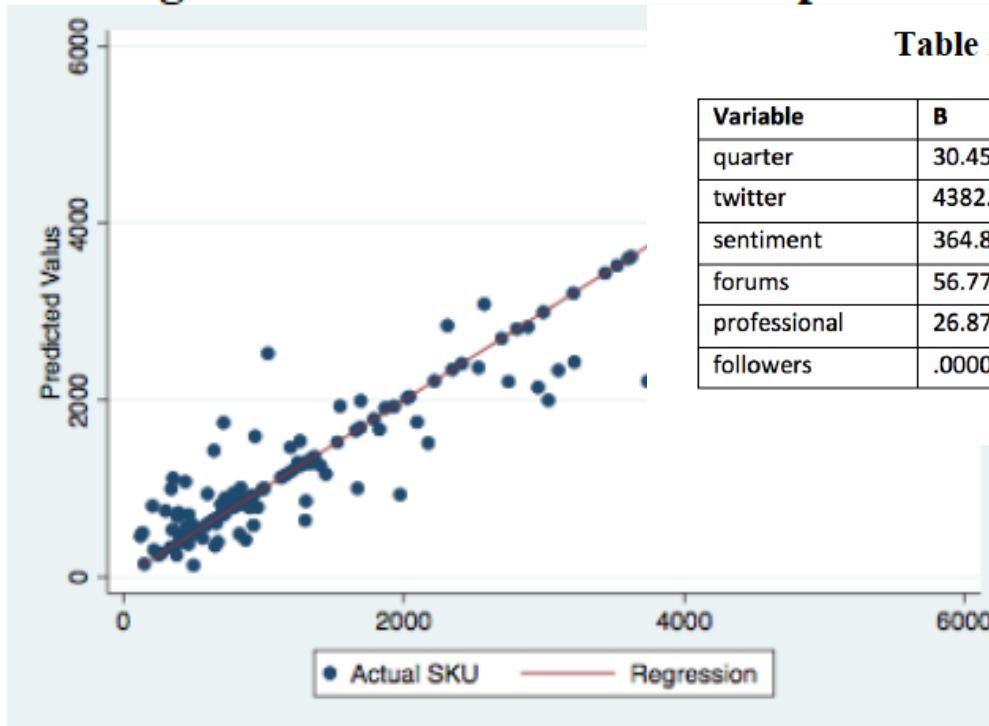
Table 2. Analysis of coefficients

Variable	B	SEB	t	P-Value
quarter	30.45	55.55	0.55	.04
twitter	4382.39	1112.32	3.94	.00
sentiment	364.88	1331.5	0.27	.08
forums	56.77	19.70	2.88	.00
professional	26.87	11.19	2.40	.02
followers	.0000375	.00000141	2.66	.01

Notes $R2 = .9466$ (p <.001)
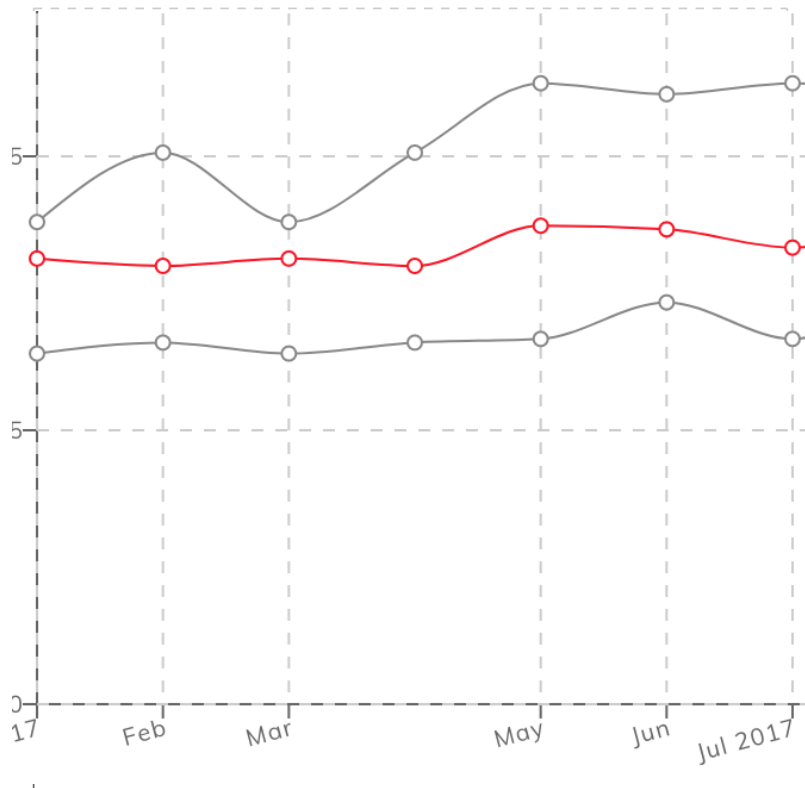
Caveats

- This research is on Cannabis brands, may not apply to other products

- More research should be done on profiling cannabis users and how the profiles (market segments) relate to specific products.