

# UNDERSTANDING THE EFFECT OF SOCIAL MEDIA ON TV PROGRAM ENGAGEMENT

## Understanding Audience Engagement through Twitter Activity

### THE CHALLENGE

Twitter sought to understand if higher program engagement corresponds with higher Twitter social media behavior in the general viewing population.

### THE SOLUTION

Nielsen Consumer Neuroscience used electroencephalogram (EEG) and eye tracking to monitor neurological activity of over 300 participants while they watched programs varying in Twitter engagement and TV viewership volume.

### THE RESULTS

Nielsen's findings showed that conversations on Twitter were directly correlated with neurological engagement.

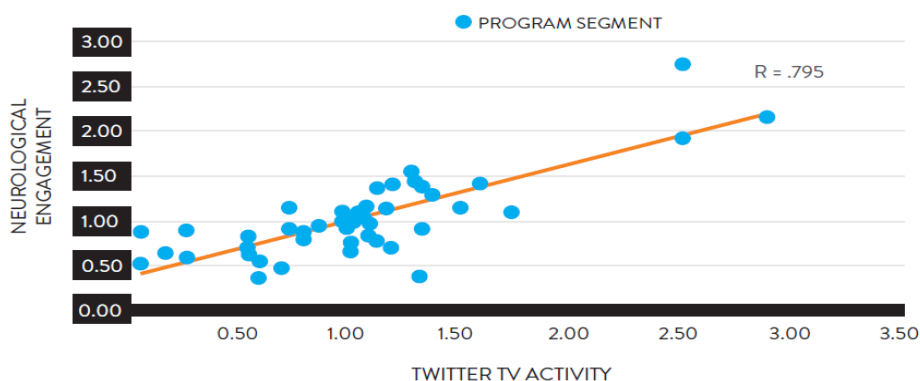
Implications included:

1. Since brain activity predicts social response, neuroscience can be used to optimize programming.
2. Twitter metrics can identify shows with engaged audiences.

### MEDIA CASE STUDY



CORRELATION BETWEEN EEG ENGAGEMENT & TWITTER ACTIVITY



For more information contact your Nielsen representative or visit [www.nielsen.com/consumerneuroscience](http://www.nielsen.com/consumerneuroscience)