



# Laser Eye Surgery

## Online Media Monitoring

**Global English (inc. US), and UK only**

14<sup>th</sup> March 2010 – 12<sup>th</sup> April 2010 | © 2010 Brandwatch

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## **Brief**

A laser eye surgery provider wants to quickly understand what is being said online about that industry, and what sentiment there is towards the procedure. Recommendations on how to engage with social media would be welcome.

## **Methodology**

The Brandwatch Monitoring solution was used to analyse the online coverage of the whole laser eye surgery industry, in particular within social media. We focused on the 1-month period of 14<sup>th</sup> March – 14<sup>th</sup> April 2010.

A complex search string was created to capture clean, relevant data for the whole industry - as opposed to simply tracking a few company or product names. The resulting online coverage was analysed in terms of site type and sentiment.

Further analysis established the prevailing ways in which laser eye surgery is discussed via the generation of the most representative example mentions. These mentions exemplify the variety of commentary, and each is profiled for sentiment and influence.

## **Findings**

Discussion of Laser eye surgery is dominated by non-testimonial comment, that is, by people who have not had the procedure (yet). This coverage represents 3 quarters of the overall commentary. In this group sentiment is split 60% negative / 40% positive.

There is a significant absence of testimonial data in this subject area within online social media. This fails to counter the negative bias seen in non-testimony discussions.

Twitter is a major source of online coverage, but it may not be the main source of information for prospective customers.

## **Conclusion**

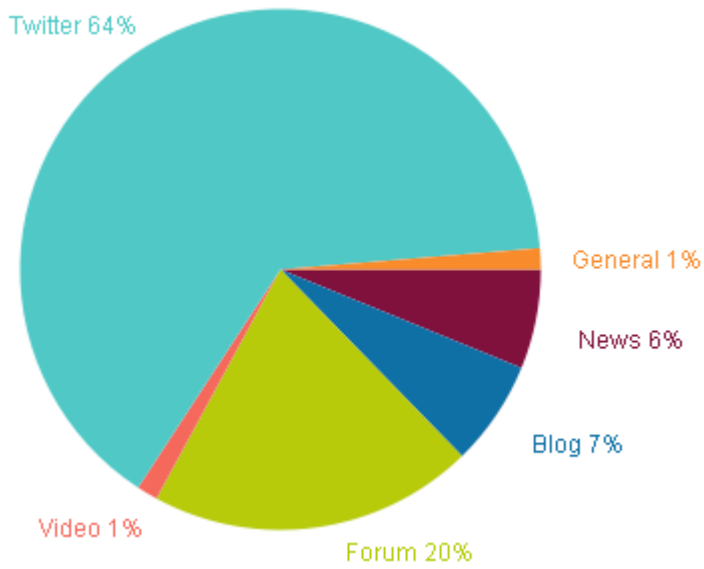
Based on the findings of this initial report, there is a need for a transparently neutral and genuinely consumer-controlled forum, either stand-alone, or perhaps as part of Facebook, that encourages and attracts much larger numbers of first-person testimony than exists visibly in social media at present.

It is critical for such a forum not to be controlled directly by any laser eye surgery business. Only then will arise the potential for the sentiment reading to move in a positive direction, as potential candidates for the procedure see real and completely trustworthy evidence of laser treatment long-term success in the form of very large numbers of positive personal testimony.

This short initial study clearly identified a need for action. A follow-up study should be performed to measure the effect of creating a forum as discussed above. We should also consider additional, more detailed studies on other aspects of the industry.

## Volume of mentions by page type

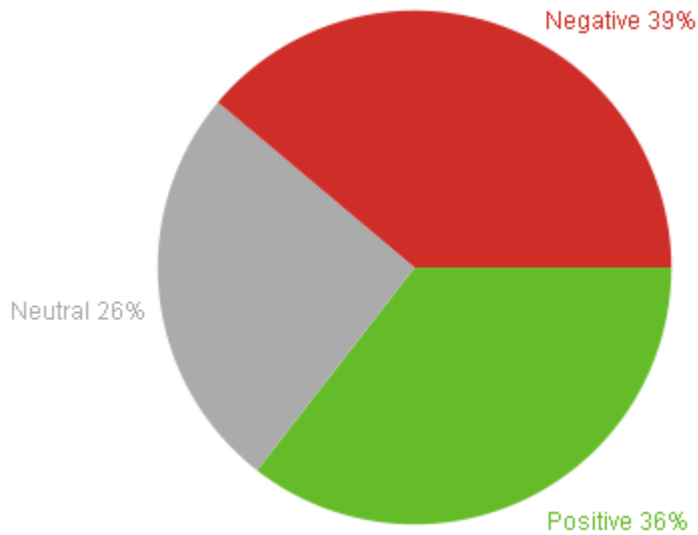
Twitter dominates:



Category	Volume	Share
twitter	345	64%
forum	108	20%
blog	35	7%
news	33	6%
video	7	1%
general	7	1%
<b>Total</b>	<b>535</b>	

## Discussion by Sentiment

Discussion around laser eye surgery is polarized, evenly between negative and positive opinion. Significantly, only approximately 10% of all mentions are testimony by people having undergone the procedure. This suggests much more could be done to attract personal and unprofessional testimony to social media, perhaps via the establishment of a forum or group with Facebook. Currently, discussion is dominated by non-testimony comment, made by people resistant to the process for a range of reasons (please see representative actual mentions below, in [section 6](#))



Category	Volume	Share
negative	208	39%
positive	190	36%
neutral	137	26%
<b>Total</b>	<b>535</b>	

## Representative Actual mentions on Twitter

The mentions below have been generated out of the data because they represent the different ways in which Laser eye surgery is viewed, and are made by the tweeters with the most followers with our data set of 535 twitter mentions. Each example below is profiled for sentiment.

	Snippet	Priority	Status	Site	Date found	Sentiment	Page type	mozRank	Backlinks	Tweets	Followers	Following
Mentions 1 - 10 of 32												
01	<p>Twitter / Thayer Prime: Eeek, wobbling about havin ...</p> <p>Eeek, wobbling about having the <b>laser eye</b> surgery, starting to think I might not do it. Argh. It's such a hard decision :-S #lasereyesurgery...</p>	n/a	n/a		2010-03-20	negative	twitter	9.06	13	5156	1400	92
02	<p>Twitter / Dan Reinstein: @GIANT_HOGWEED Absolutely! ...</p> <p>...@GIANT_HOGWEED Absolutely! <b>Laser eye</b> surgery only takes 10 minutes. Probably the most benefit per minute of any procedure in the world. ;-)...</p>	n/a	n/a		2010-03-21	positive	twitter	n/a	n/a	310	850	89
03	<p>Twitter / Dan Reinstein: RT @SurreyHypno:"Approx 4 ...</p> <p>RT @SurreyHypno:"Approx 4 to 5% of population has 1 or more clinically significant phobias in a given year" <b>Laser Eye</b> Surgery one of them!)</p>	n/a	n/a		2010-03-23	negative	twitter	n/a	n/a	310	850	89
04	<p>Twitter / Dan Reinstein: @noel857 Laser Eye Surgery ...</p> <p>...@noel857 <b>Laser Eye</b> Surgery is normally recommended after breast feeding is finished. Dr Dan...</p>	n/a	n/a		2010-04-05	neutral	twitter	n/a	n/a	310	850	89
05	<p>Twitter / Toni Adení: I always wanted to get las ...</p> <p>I always wanted to get <b>laser eye</b> surgery...then when I saw it on TV it put me off MAJOR! They clamp your eye open! Looks like some Saw ish!...</p>	n/a	n/a		2010-03-27	negative	twitter	n/a	n/a	4889	831	91
07	<p>Twitter / Mike Lok: Just spent £110 on a new p ...</p> <p>Just spent £110 on a new pair of glasses instead of £1800 on <b>laser eye</b> surgery, lets see how I get on.....</p>	n/a	n/a		2010-03-18	negative	twitter	n/a	n/a	5211	789	726
08	<p>Twitter / Tony : @ChrisSkudder I have read ...</p> <p>...@ChrisSkudder I have read that in the right hands, <b>Laser Eye</b> Surgery is now safer than wearing contact lens...</p>	n/a	n/a		2010-04-13	positive	twitter	8.91	0	20113	746	513
09	<p>Twitter / I think it's Maggie.: im feeling sick just by re ...</p> <p>im feeling sick just by reading about laser-eye surgery... theres no way im ever doing it :) contact lens are enough, thankyou...</p>	n/a	n/a		2010-03-15	negative	twitter	9.06	10	36508	558	65
10	<p>Twitter / Daniel Douglas: Serious question - anyone ...</p> <p>Serious question - anyone on here had #laser #eye #surgery, and has it corrected your #vision to 20:20? Does anyone have experience of #IOL?...</p>	n/a	n/a		2010-04-07	negative	twitter	n/a	n/a	4628	555	1112

11	Twitter / Toxic Menges: <a href="#">@Amira_Adored</a> I had Lasik	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-30	<a href="#">positive</a>	twitter	9.06	1	4407	521	360
	...@Amira_Adored I had <b>Lasik</b> 5 years ago. Best thing I ever did. Scary during procedure, but so so so so worth it. Push past fear and do it...											
	<input type="text" value="Start entering tags..."/>											
12	Twitter / Anna Fruen: <a href="#">@gavD_UK</a> Right, yeah, I wa	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-04-03	<a href="#">negative</a>	twitter	8.91	5	8845	496	393
	...@gavD_UK Right, yeah, I was just thinking that I heard these scare stories when <b>laser eye</b> surgery was new. Like years & years ago. @sgsabbage...											
	<input type="text" value="Start entering tags..."/>											
13	Twitter / Joe Gordon: why do advertisers think 2 ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-04-02	<a href="#">negative</a>	twitter	8.91	195	4142	446	462
	...why do advertisers think 2nd rate golfers will persuade us of the benefits of <b>laser eye</b> surgery?...											
	<input type="text" value="Start entering tags..."/>											
14	Twitter / Portis Wasp: Liz Lemon crying tears thr ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-04-04	<a href="#">negative</a>	twitter	9.06	0	7040	415	302
	Liz Lemon crying tears through her mouth due to botched <b>laser eye</b> surgery! So funny. #30Rock...											
	<input type="text" value="Start entering tags..."/>											
15	Twitter / ContactSearch.com: Lasik Patient Seeks \$180M ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-18	<a href="#">negative</a>	twitter	n/a	n/a	670	412	505
	... <b>Lasik</b> Patient Seeks \$180M in Damages <a href="http://ow.ly/1nJtg...">http://ow.ly/1nJtg...</a>											
	<input type="text" value="Start entering tags..."/>											
16	Twitter / alexdecampi: <a href="#">@Hatulsky</a> if you can affor ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-28	<a href="#">positive</a>	twitter	9.06	0	1376	379	149
	...@Hatulsky if you can afford it, <b>LASIK</b> . I had, because I was very very blind. Such a good move....											
	<input type="text" value="Start entering tags..."/>											
17	Twitter / joannatidball: <a href="#">@Thayer</a> Exciting! Well don	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-17	<a href="#">positive</a>	twitter	n/a	n/a	1392	326	78
	...@Thayer Exciting! Well done for going for it - <b>laser eye</b> surgery rocks!...											
	<input type="text" value="Start entering tags..."/>											
18	Twitter / Gareth Horton: woman on laser eye surgery	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-30	<a href="#">negative</a>	blog	9.06	25	2439	277	227
	...woman on <b>laser eye</b> surgery advert seemingly unaware of the existence of glasses and contact lenses: "I can see things I never saw before..."											
	<input type="text" value="Start entering tags..."/>											
20	Twitter / lesley middlemass: Reading up on laser eye tr ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-03-29	<a href="#">negative</a>	twitter	n/a	n/a	2234	248	117
	Reading up on <b>laser eye</b> treatment. Tempted, but all this talk of making flaps out of my corneas has made me squeamish. Anyone had it done?...											
	<input type="text" value="Start entering tags..."/>											
21	Twitter / Nick Spyrou: <a href="#">@JaneNinnim</a> Hi Jane, my wi ...	<a href="#">n/a</a>	<a href="#">n/a</a>		2010-04-06	<a href="#">negative</a>	twitter	9.06	0	547	220	302
	...@JaneNinnim Hi Jane, my wife has had <b>laser eye</b> surgery, why are you thinking of doing the same?...											
	<input type="text" value="Start entering tags..."/>											

22	Twitter / gavD_UK: @thiefree	n/a	n/a		2010-04-04	negative	twitter	n/a	n/a	2541	204	130
	<input type="checkbox"/> @sgsabbage dunno ...											
	★ ...@thiefree @sgsabbage dunno if they're the only show in town as <b>laser eye</b> surgery goes, but i wouldn't even consider it..											
	<input type="text" value="Start entering tags..."/>											
23	Twitter / David Yu: @Carpervert	n/a	n/a		2010-03-27	negative	twitter	n/a	n/a	280	202	38
	<input type="checkbox"/> @Carpervert A bit like the ...											
	★ ...@Carpervert A bit like the fact that all the opticians who sell contact lenses and <b>laser eye</b> surgery wear good ol' spectacles....											
	<input type="text" value="Start entering tags..."/>											
24	Twitter / Bonnie Bertram: @missmass	n/a	n/a		2010-03-30	positive	twitter	8.91	0	2608	167	90
	<input type="checkbox"/> @missmass My friend had la ...											
	★ ...@missmass My friend had <b>laser eye</b> treatment, she was back at work 2 days later and her sight's been perfect for the past 4 years :-)											
	<input type="text" value="Start entering tags..."/>											
25	Twitter / Chloé Morris: @Schofe	n/a	n/a		2010-03-25	negative	twitter	9.06	0	4857	158	128
	<input type="checkbox"/> @Schofe i was thinking abo ...											
	★ ...@Schofe i was thinking about having <b>laser eye</b> surgery but my mum had it done & said it was more painful than labour with no pain relief...											
	<input type="text" value="Start entering tags..."/>											
26	Twitter / Gemma Roberts: Omg I just watched someone ...	n/a	n/a		2010-04-13	negative	twitter	9.06	2	2000	114	71
	<input type="checkbox"/> Omg I just watched someone ...											
	★ Omg I just watched someone getting that <b>Lasik</b> eye thing on tv and seriously, why would you let someone slice your eyes like that?! Ugh!...											
	<input type="text" value="Start entering tags..."/>											
27	Twitter / Gareth Visagie: lasik eye surgery is prett ...	n/a	n/a		2010-04-01	positive	twitter	n/a	n/a	528	112	73
	<input type="checkbox"/> lasik eye surgery is prett ...											
	★ ... <b>lasik</b> eye surgery is pretty much *magic*. 10 minutes on a table and now i can see without glasses...											
	<input type="text" value="Start entering tags..."/>											
28	Twitter / The Pixie: @Debbieluvsnkotb	n/a	n/a		2010-04-01	positive	twitter	8.91	0	24878	108	117
	<input type="checkbox"/> @Debbieluvsnkotb It's awes ...											
	★ ...@Debbieluvsnkotb It's awesome, isn't it? I was the same after my <b>lasik</b> surgery...											
	<input type="text" value="Start entering tags..."/>											
29	Twitter / ✓ Richie Rich: Par init RT: @MandFloss: ...	n/a	n/a		2010-03-18	neutral	twitter	9.06	0	1475	105	85
	<input type="checkbox"/> Par init RT: @MandFloss: ...											
	★ Par init RT: @MandFloss: Is it not a bit of a pisstake that <b>laser eye</b> surgery is charged per eye?!?...											
	<input type="text" value="Start entering tags..."/>											
30	Twitter / Deeyana: The only downside to LASIK ...	n/a	n/a		2010-04-11	positive	twitter	9.06	0	241	97	20
	<input type="checkbox"/> The only downside to LASIK ...											
	★ The only downside to <b>LASIK</b> is boredom afterwards. Lots of guitar playing, cos I can close my eyes. Off to walk the dog now...											
	<input type="text" value="Start entering tags..."/>											
31	Twitter / jenmckay: So Lasik... a bit compara ...	n/a	n/a		2010-04-04	negative	twitter	n/a	n/a	479	89	57
	<input type="checkbox"/> So Lasik... a bit compara ...											
	★ So <b>Lasik</b> ... a bit comparable to childbirth in that, "I'll tell you, but I won't reeeally tell you" kinda way, no?...											
	<input type="text" value="Start entering tags..."/>											
32	Twitter / Robin Coleman: If you wince at the though ...	n/a	n/a		2010-03-24	negative	twitter	9.06	0	825	87	99
	<input type="checkbox"/> If you wince at the though ...											
	★ If you wince at the thought of <b>laser eye</b> surgery don't look at this <a href="http://bit.ly/b00ycQ">http://bit.ly/b00ycQ</a> then scroll down for the 'reader contributions'...											
	<input type="text" value="Start entering tags..."/>											



## Company Details and Document Limitation

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