

web-Lyz-ard ['web'li-zɪrd] WYSDOM Communications Success Metric

The importance of **storytelling** in **marketing communications** is not only reflected in the interactive visualizations of the webLizard dashboard, but also in its analytic services and success metrics. Positive or negative sentiment reflects the popularity of a brand, organization, person or topic. The **webLizard Stakeholder Dialog and Opinion Model (WYSDOM)** provides a dynamic assessment that goes beyond sentiment and allows real-time insights into the success of marketing and public outreach activities. Measuring **attention** and **sentiment** is descriptive in nature. The hybrid WYSDOM metric, by contrast, reveals whether communication targets have been reached. It measures to what extent the chosen strategy has an **impact** on observable patterns in online coverage, how consistently a message is being conveyed, and whether this message helps to reinforce brand positioning.

Communication and Impact Assessment. WYSDOM evaluates the degree of association between an organization (or its products and services) with **desired topics** considered important and in line with evolving **communication goals**. It also determines whether **undesired topics** and media coverage were avoided successfully. This goes far beyond language characteristics such as positive and negative sentiment. In the case of the *Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)*, for example, a desired association with climate change would contribute positively to the success metric, although the term typically carries negative sentiment.

The WYSDOM metric is **adaptive** and part of an iterative **feedback cycle**, customized to an organization's evolving communications and dissemination goals. To specify these goals, analysts have full control over the lists of desired and undesired topics, and the opportunity to update them in line with changing **priorities**.

Visual Representation. The screenshot below shows an interactive representation of the WYSDOM metric based on a **stacked bar chart**. Green areas above the horizontal axis represent the (i) association with desired topics and the (ii) number of positive references; blue areas the (iii) number of visits and (iv) page views; the grey area the (v) number of neutral references; red areas below the axis the (vi) number of negative references and the (vii) association with undesired topics. The dark grey line indicates the overall **WYSDOM score**. Interactive tooltips display additional **context information**; e.g., topics and opinion leaders responsible for observable changes. The adaptive calculation enables analysts to **assign weights** to the above mentioned seven components to set their perceived importance.

