



Apple Inc.
Media Monitoring

Purpose

Apple Inc. is an American multinational corporation that designs and sells electronics and computer software. It is the largest publicly traded corporation in the world with a value of over \$626 billion. The company has more than 72,800 permanent full-time employees and 3,300 temporary full-time employees worldwide. In 2011 the worldwide annual revenue totaled more than \$100 billion.

The company currently has 394 retail stores throughout 14 countries as well as an online Apple Store and iTunes Store. The company's best-known products are a part of the "Mac" line. The line includes the iPod, iPhone, iPad and iMac. Apple is the third largest mobile phone maker.

In 2008, Fortune magazine names Apple the most admired company in the United States, and in the world from 2008 to 2012. With the success of the corporation, the company has also received criticism for its contractors' labor practices and for the company's overall business practice.

With all of the skepticism it's imperative to monitor what people are saying about the company, both good and bad. Positive feedback is good for the company to see what it's doing right. Negative feedback will help the company address issues and stay on top of crisis communication.

Methodology

From September 12, 2012 to November 8, 2012 the following key words were monitored for the Apple corporation: Apple Inc., new products, iPhone 5, blogs, reviews, feedback. A "Google Alerts" account was created to monitor the organization. TweetDeck, Twilert and Social Mention accounts were also created to monitor what people are saying worldwide. TweetDeck and Twilert are two of the most common tools to monitor twitter messages. They are reliable and accurate. By using TweetDeck and Twilert, Apple can monitor what normal consumers are saying about their products. Since Apple released the iPhone 5 in September, consumers have been voicing their opinions via social media sites more than usual.

I also monitored what Apple as a whole was posting. YouTube monitoring is really important. It allows the company to see how many hits a particular video is getting and also allows the company to see feedback about the videos. The amount of views on a YouTube video is extremely accurate therefore reliable. Numbers don't lie, when a video has thousands of views, the company can consider it a success. I also monitored news articles from the Wall Street Journal and Time. Those are two of the most popular news sources worldwide.

Results

After researching, results conclude Apple is very talked about, both in good ways and bad. People talk about new products Apple comes out with, shares of the company, the value of products and the popularity of the products Apple provides. There is also a lot of talk about Apple versus other cellphone companies.

iPhone 5

Recently, there has been much talk about one of Apple's newest products – the iPhone 5. The new, slimmer, faster phone has created publicity worldwide. In September, Apple sold out of its initial inventory of the iPhone 5. Stocks hit at all time high after the launch of this product. According to ValueWalk, a websites directed towards business, finance and technology investment, said Apple's stock hit a record just by the preorders.

With a new product, there comes uncertainty. Blogs such as “Insider Monkey” questioned if the iPhone 5 was worth the \$400 people with a plan were paying for it. Granted, with a new plan, the phone's cost is \$200. However, according to Time, most of the preordered iPhone 5s were from people who are mid-plan, meaning they have to pay the \$400. Insider monkey wrote an article about how Apple pays \$167 to make the new product. This means they are more than doubling the profit per iPhone 5 sold. This article received over 500 comments both good and bad. A number of consumers said Apple is a money stealer and they will milk consumers for everything they have, others said because of the quality of Apple's products, people have no problem paying for good products.

Apple vs.

There has been a lot of competition between Apple and Google, Android, Nexus and Motorola.

The Apple versus Android rivalry has reached an all time high within the last few months. Android is the second leader in smart phones. Consumers tend to be “team Android” or “team iPhone”. In response to the success of the iPhone series, Android came out with the Galaxy series. This series has a similar shape of an iPhone and also similar features. The difference is Android offers the 4g network with the majority of the phones. This makes the phones work faster. Since Android does offer a faster network for most of the phone, people had scrutiny on how tech savvy Apple actually is. In response to the negativity, with the iPhone 5, Apple offered 4g-network capability.

In addition to competition in the marketplace, Apple has been toughing it out in courtrooms around the world over intellectual property with Google's hardware partners. In August, South Korea-based Samsung was hit with a \$1.05 billion verdict after a federal jury concluded that it had infringed Apple's iPhone patents.

The patent fights with Google affected the Apple company and consumers. Consumers are complaining about the new “map” application. Google previously sponsored Apple by allowing the company to use Google Maps as the navigation system for their software.

When Apple's new iOS6 update was made available, Google Maps was replaced with Apple's own version. This caused a lot of talk with Time, The Wall Street Journal and The Huffington Post.

According to the New York Times iEconomy series, Apple and Google spent more money on patent lawsuits and intellectual property than on research and development. This article was a gate for bloggers everywhere. A video emerged a month ago comparing Apple's iPad Mini to Google's Nexus 7. Even with the scrutiny of technology, Apple won the comparison. Apple's products are slimmer and faster. Consumers also like the fact Apple's products are easy to use, which is one of the goals of the company.

Apple as a Whole

As a whole, Apple's products receive more good than bad comments. Value Walk reported the company retained the title of "Top Brand As Value." This title jumped by 44 percent. The new iPod mini is expected to be a top selling Christmas gift.

Conclusion

Overall, Apple as a whole has developed a respectable reputation. Consumers like the quality of Apple's products and are willing to pay for what the company offers. The competitiveness with Apple and other companies isn't going away soon. However, excessive feuding with Google needs to end. Instead of trying to compete with Google, Apple needs to focus solely on the products for the company. Since Apple has already developed a good reputation and good clientele, consumers are automatically drawn to Apple's new products.