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Keck Summer Collaborative Research Projects

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## Assessing Oregon Wineries' Facebook and Website Content

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# **Assessing Oregon Wineries' Facebook and Website Content**

## **How do Wineries Connect with Current and Prospective Customers & Promote Winery and Regional Reputation?**

**By: Kathie Byers, Katelyn Henson, Ashley Streich, Shelby VandeBergh  
Prof. Sharon Wagner and Prof. Lisa Weidman**



Linfield College



# Overview

- Background of the Project
- Review of the Literature
- Research Questions
- Content Analysis
- Future Steps
- Reflections



# Background

## 2010 LCN-Funded Project – Weidman & Paysinger

- Focus: Oregon wine and agenda-setting (how media influence what the public thinks about)
- Method: content analysis + survey
- Findings: Oregon wines attributes: wineries → media → the public

## 2012 CERC-Funded Project – Wagner, Byers & Prow

- Focus: Oregon's regional wine reputation (assessment by consumers and others of the overall appeal of the region)
- Method: interviews + consumer and trade surveys
- Findings: key factors of Oregon wine reputation

# Literature Review

- Reputation is a valuable asset to a company or region
  - Can increase profitability and the ability to charge premium prices
- Agenda setting research shows that traditional mass media influences consumer perceptions, including perceptions of reputation
- Social media content also can have an impact on consumer perceptions, attitudes, and behaviors toward a brand



# Research Questions

1) How do Oregon wineries promote individual and regional reputation on their websites and via social media?

- Reputation factors: quality, sustainability, small scale, collaborative, winemaking style, sense of place, status, value, other
- Consistent messages across both communication channels?
- How do their fans respond?

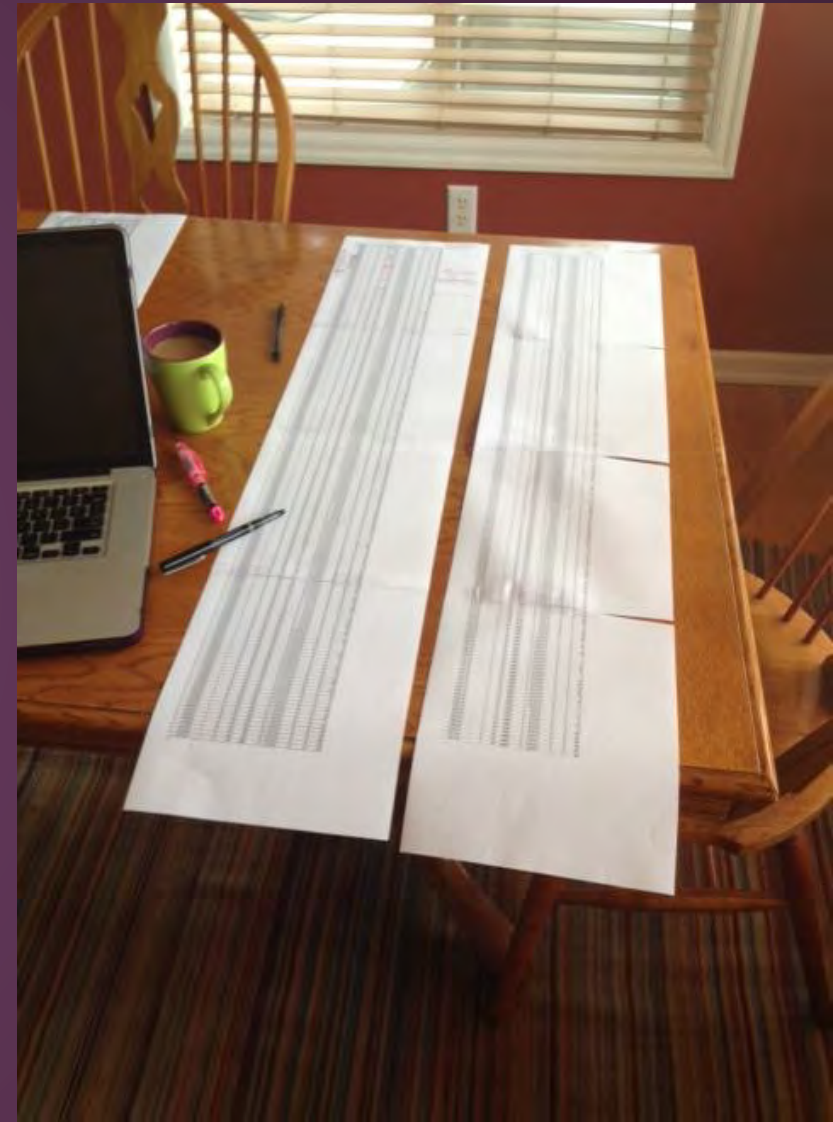
2) How are Oregon wineries using social media to connect with current and prospective customers?

- Social media objectives: announce news, manage reputation, engage customers, engage prospects, promote sales
- How do their fans respond?



# Method: Content Analysis

- Twenty Oregon wineries
- Facebook and website content
- Reputation factors & social media objectives
- Intercoder reliability testing
  - Consistency among multiple coders achieved



Lists of Intercoder Reliability  
Testing data

# Content Analysis: Facebook

- The code book contains...
  - Instructions
  - Definitions
  - Glossary
  - Reputation factors
  - Social media objectives
  - Photo analysis
  - Comment analysis





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# Some Practice...

- Value

- Good quality wine for the price



- Sustainability

- Winery is managed in an eco-friendly way

- Sense of Place

- Pertaining to the geographic location of winery and how it affects the grapes

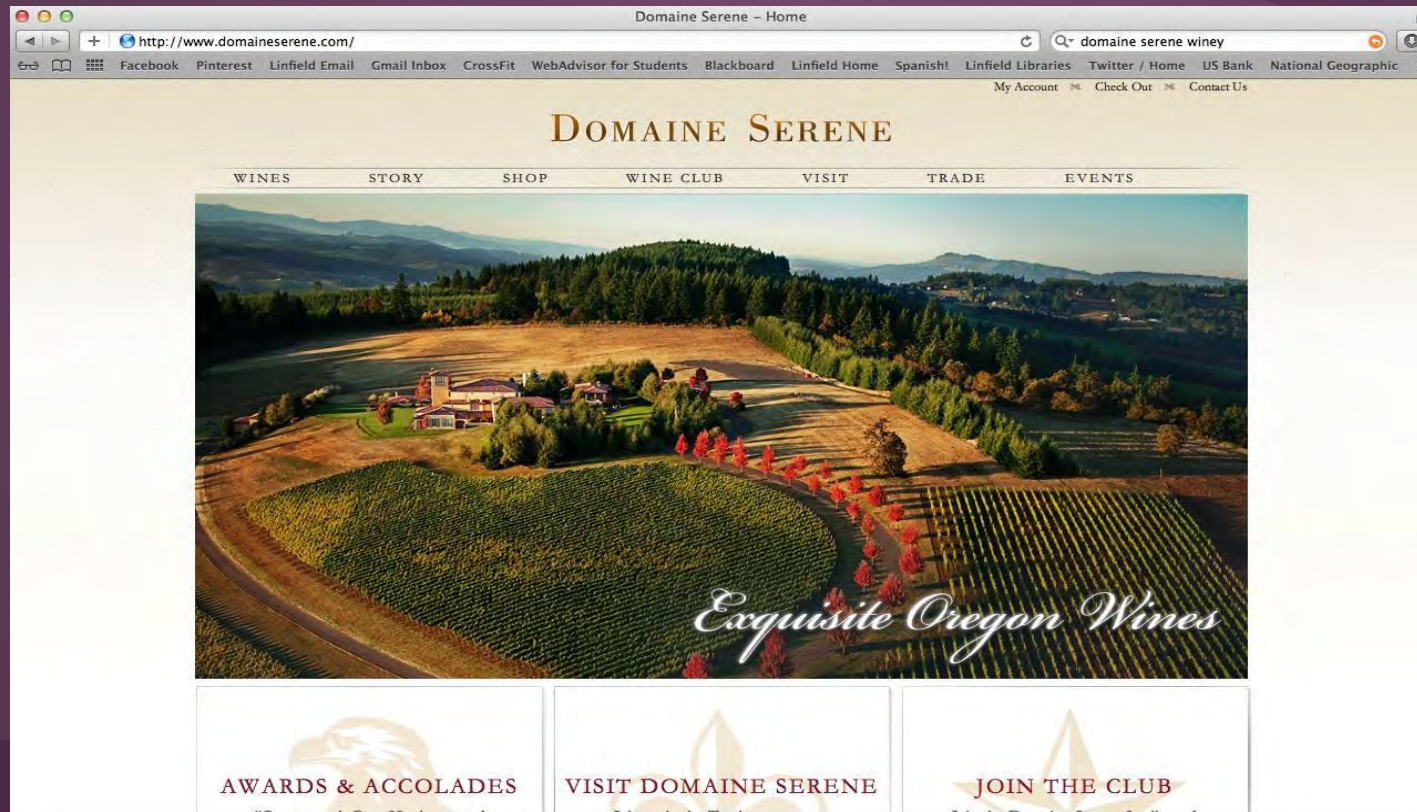


- Status

- People hold this winery in high regard

# Content Analysis: Web Pages

- Similar process to Facebook coding
- Parallel code book
- Focused on reputation factors





# Future Steps

- Data analysis
- Report to community partner: Oregon Wine Board
- Classroom presentations
- Scholarly presentations and publications





# Reflections

Ashley



Kathie

Shelby

Katelyn