



The Week in Social Media, 7/26 to 8/1/2010 for: PAULY SHORE

a looxii report by Adam Rice

Despite the occasional tweets demanding to know “whatever happened to Pauly Shore,” the ‘90s pop-culture icon is enjoying a modest brand renaissance that’s playing out over a variety of social media. Looxii has been tracking “Pauly Shore” for the past week. We’ve personally inspected over 1,000 social media mentions to rate sentiment, identify trends and notable events, and gain some insight into what we believe is a healthy and successful social media presence. Here then is the week in Social Media (7/31-8/1/2010) for Pauly Shore, “the weasel,” buddy.

Sentiment for Pauly Shore was overwhelmingly positive (63%), while negative remarks (22%) were seldom pointed critiques, but usually jokes at the expense of Pauly Shore. Neutral remarks (15%) included promotional mentions for show appearances and interviews.

Delving further into the data, we found that mentions of Pauly Shore’s stand up were the most common (143, he’s very popular in Kentucky) and discussion of his movies is still quite common.

70 people reported via social media that they were watching Pauly Shore movies (51) or his July 27th appearance on Are You Smarter than a Fifth Grader.

43 people included MTV’s Jersey Shore and Pauly Shore in single mentions. There were 28 Pauly Shore sightings reported.

BY THE NUMBERS

1224 total mentions

526 on Twitter **503** on Facebook **176** in Blog posts

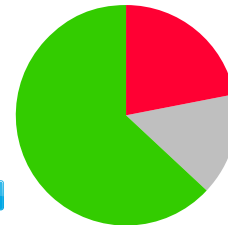
174,000 average daily mentions

353 mentions on 7/27

Sentiment

63% positive

“I love Pauly Shore!”
- @allconsofun



22% negative

“Pauly shore movies are always Stupid”
- Roger B.

15% neutral

Trends

STAND UP - 143 mentions

Mentions about Pauly Shore’s stand up (how he did, where he would be performing) were most common.



SON IN LAW - 71 mentions



While many mentions were made of Pauly Shore movies (178), Son In Law was by far the most mentioned.

JERSEY SHORE - 43 mentions

Many people also pointed out an uncanny similarity in appearance to Jersey Shore star “The Situation.”

