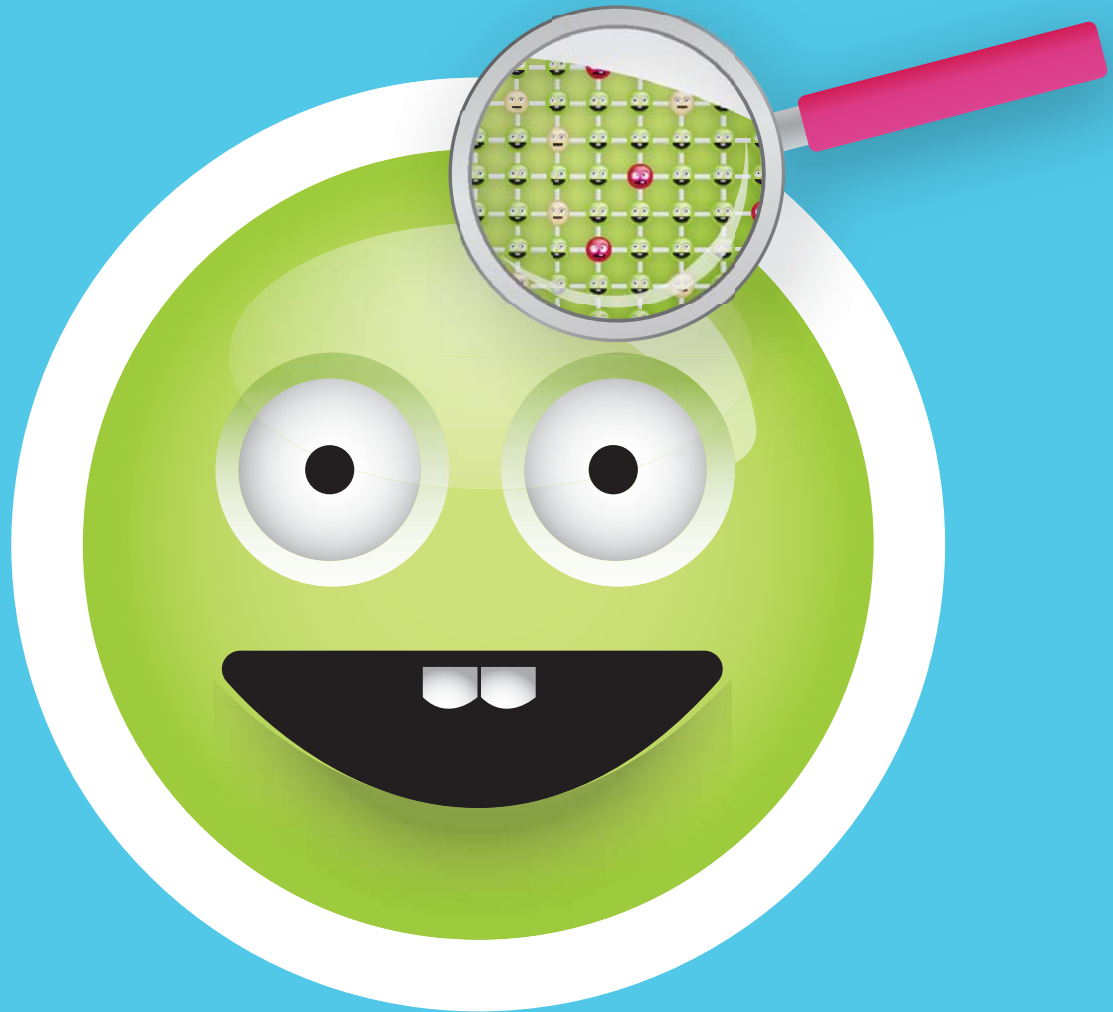




Talent Tracker Versus: Katherine Heigl vs Rachel McAdams



Intro

Executive Summary

Fizziology analyzed social media mentions of two actresses over a one week period – Katherine Heigl and Rachel McAdams . Key findings include:

- From a volume perspective, both Heigl and McAdams were within 10% of each other. This means they are creating similar levels of social media chatter.
- The two actresses are even more similar when it comes to the amount of their social chatter that refers to their appearance. Both had 20% of their social media chatter make reference to their looks.
- Neither actress is tied to a particular character – less than 8% of their chatter mentioned a specific role or character.
- The biggest difference between them is in the sentiment of their mentions. Both had around 50% neutral chatter, but Rachel McAdams had 47% positives and only 1% negatives while Katherine Heigl had 32% positives and a very high 13% negatives.

Key Takeaway

While both actresses generate a similar level of social media buzz, the chatter around Rachel McAdams is generally positive with very few negatives (“And Rachel McAdams is just amazing. Seriously love her.”), while Katherine Heigl has lower positives and much higher negatives (“I think Katherine Heigl is hot but other than that I can’t stand her lol”).

Methodology

Unlike traditional call-out research or mall intercepts, Fizziology’s Talent Tracker is based on independent opinions that are volunteered to friends and family in social media. The “respondents” do not know we are using their opinions for research purposes, making the data pure and unbiased. Fizziology monitored millions of social media feeds for one week (4/18-4/25), searching for mentions (by name or role) of two specific actresses. We counted these mentions to create a ranking by chatter volume. We then had social media analysts read and score a statistically significant percentage of each person’s chatter. This allowed us to measure sentiment for each and report on trends relating to the social conversation. All of the feeds were then put into a program to create a Chatter Cloud – a visual representation of what words appeared most often an actress’ social media buzz.

Chatter Index

From Sunday 4/18 through Sunday 4/25

TWITTER FEEDS



katherine heigl needs a makeup lesson
<http://bit.ly/bt8doE>

imagine someone like katherine heigl had to do a sex scene with seth rogen BEFORE he lost the weight. i have so much respect for her.

Katherine Heigl is like the perfect woman on earth! She's so hot!

@aplusk Love Katherine Heigl so much!

Just finished watching Knocked up, LOVED katherine heigl :D

Katherine Heigl Looks Like a Mom-Literally! - <http://tinyurl.com/y48vyzw>

@roxymeloni I think Katherine Heigl is hot but other than that I can't stand her lol

watching the ugly truth while the game is @ the half..katherine heigl is sexy.

Katherine heigl is legendary in the ugly truth.

I love Alyson Hannigan. Her and Katherine Heigl are just so real and down to earth <3

@buckhollywood Uch. Kate Gosselin is so unlikable. She's the Katherine Heigl of dance.

On another note, do you think Katherine Heigl will marry me if I asked her to @stranger_gen, @wraith_ness? :|

Best kiss - yeah i would vote for taylor lautner and taylor swift or gerard butler and katherine Heigl.

KILLERS starring Aston Kutcher and Katherine Heigl has a new site! <http://www.killersfilm.com/>

BLOG FEEDS



The chemistry between Katherine Heigl and Gerard Butler is mind-blowing. I am ready to bet you won't be disappointed!

Katherine Heigl is the total package: She's undeniably talented, naturally beautiful, and she's not exactly Keira Knightley from the waist up either.

I love that Katherine Heigl has used her celeb status to help animals.

I don't know about you, but I absolutely adore actress Katherine Heigl. My obsession all started with Grey's Anatomy, and grew from there. One of the many reasons I love her so much is how down to earth she seems, even when appearing amazingly dressed and put together.

After four years away from acting, Jennifer Lopez returns from her hiatus for the sort of romantic comedy that could have starred any number of interchangeable Hollywood actresses. Jennifer Aniston, Kate Hudson, or Katherine Heigl could have followed the same formula to predictable happiness ...

As far as casting goes, the movie could go a few different ways. The standard Hollywood movie star route would probably go with Jennifer Aniston and Bradley Cooper (who were both in HJNTIY). The really horrifically unfortunate cast would be Katherine Heigl and Ben Affleck. The luckier ...

I used to be a big Katherine Heigl fan, but her nonsensical outbursts as of late are exhausting me. First there was the b*tching and moaning about the writing on Grey's.

Chatter Index

From Sunday 4/18 through Sunday 4/25

TWITTER FEEDS



Mmmmm rachel mcadams :)

<http://bit.ly/9T5NTC> Which one is prettier? Rachel McAdams or Adriana Lima?

omfg! rachel mcadams character in the time travelers wife reminded me of mrs oShea!

Do you like the movie Redeye? I do! Rachel McAdams did an awesome job. Cillian Murphy (Jack) was sooooo scary

A new Rachel McAdams candid! Awww and she's smiling she looks so cuteeee!!!

I have a big crush on Rachel McAdams. Not gonna lie. Skiing Tow Rope Atomic Wedgie <http://bit.ly/kZKeB>

Rachel McAdams is so BEAUTIFUL!!!

i wish fate had brought rachel mcadams into my life...physically

need sherlock holmes on dvd...robert downey jr. is great & rachel mcadams is gorgeoussssss

@lamCanary Im super lost! But Rachel McAdams is Gorgeous!

Quote: @Archael: 'Would you have a threesome with Rachel McAdams?' Me: I'd have a twosomes with her! @Archael: 'Could I watch?'

taggles: wants rachel mcadams to die a slow death in a horror film as revenge for the way she pulls at my heart strings #fb

Dear Rachel McAdams, I'd like to marry you as well.

@alexsheppard What if it's THE WORST THING EVER? Rachel McAdams sucks.

And Rachel McAdams is just amazing. Seriously love her.

BLOG FEEDS



And I love Rachel McAdams as an actress. They play a great couple in this movie.. The story was very interesting but it shows more depth then it's intended to be. Just makes you want to cherish your life more and more because one day, that time

Well that and if it were titled an "original" work, everyone would wonder why it just wasn't called "Sherlock Holmes". It's a fun ride overall (I even like Rachel McAdams, who was a sticking point for many critics) liberally laced with humour, action

Canadian actress Rachel McAdams might be starring in 2 horror movies. Mind you this is just a rumor from a legitimate source(Collider). But probably she will do this 2 flicks and make us happy, after all, who doesn't love Rachel. Wedding Crashers was the movie that made me fall in love with her....

I liked Sherlock Holmes. I thought it was good. It made me want to read the novels and Rachel McAdams is now my #1 celebrity. I've known Rachel McAdams long time ago since like Mean Girls/Wedding Crashers...

Although this may be old news to some of you I'd like to share the website Green is Sexy in honor of Earth Day! Started by three friends (one of which is Rachel McAdams), the website shares LOTS of tips and tricks for living green. They've got tips for your home, car, workplace, special...

sherlock holmes: really good! Jude Law and RDJ should have made out more though. ALSO rachel mcadams looked smokin in her awesome clothes but i didnt buy the whole super-tricky nice-villain act. avatar: good, fine. totally entertaining actually, and pretty. but, you know, clearly pocahantas ...

