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COMMUNICATING WITH CUSTOMERS ON SOCIAL MEDIA IN THE UNITED
STATES AND SOUTH KOREA: AN ANALYSIS OF FOUR COMPANIES'
PRACTICES

by

YEONKYUNG LEE

A THESIS

Presented to the Faculty of the Graduate School of the
MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

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MASTER OF SCIENCE IN TECHNICAL COMMUNICATION

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Approved by

Dr. Edward A. Malone, Advisor
Dr. Kathryn Northcut
Dr. David Wright

ABSTRACT

In this study, I analyzed four companies' Facebook and Twitter posts to study the similarities and differences of American and Korean businesses' communication practices on social media. The study used a qualitative research method: each Facebook and Twitter post was assigned as a unit and coded. Southwest Airlines, General Electric, Asiana Airlines, and Samsung Electronics were selected, and a total of 402 Facebook posts and 465 Tweets from July 6 to September 5, 2016, were collected. Each post was coded by two coders under three coding categories: post-content, medium, and Aristotle's *pisteis*. After the data was coded, I analyzed each company's communication practices on Facebook and Twitter, including the mediums and rhetorical appeals they used. Based on the results, four major purposes of using Facebook and Twitter were derived: branding, authenticity, interactivity, and information dissemination and viral marketing. Results showed that the American companies focused more on interactivity, while the Korean companies focused more on information dissemination and viral marketing. Based on the results and analysis from the study, I suggest three possible strategies for companies in each country. In their communication with Korean customers, American companies might emphasize pathos rather than ethos, hold giveaway events, and use high-context communication patterns. In their communication with American customers, Korean companies might emphasize ethos rather than pathos, be more interactive by commenting or broadcasting live videos, and practice a simple and explicit form of communication.

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TABLE OF CONTENTS

	Page
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
LIST OF ILLUSTRATIONS	viii
LIST OF TABLES	x
SECTION	
1. INTRODUCTION	1
2. LITERATURE REVIEW	4
2.1. HOW IS SOCIAL MEDIA DEFINED IN THE LITERATURE?	4
2.2. SOCIAL MEDIA RESEARCH IN TECHNICAL AND BUSINESS COMMUNICATION	5
2.2.1. Using Coding as a Method for Analyzing One Platform of Social Media.....	6
2.2.2. Studying Multiple Platforms of Social Media.....	9
2.2.3. For-profit Organizations’ Use of Social Media as an Internal and External Communication Tool.....	11
2.3. SOCIAL MEDIA RESEARCH IN SOUTH KOREA	12
2.4. CONCLUSION	13
3. METHODOLOGY.....	15
3.1. SELECTION OF THE COUNTRIES AND COMPANIES	15
3.2. SELECTION OF THE SOCIAL MEDIA PLATFORMS	17
3.2.1. Facebook.	17
3.2.2. Twitter.	20
3.2.3. Other Social Media Platforms.	20
3.3. SAMPLING AND DATA COLLECTION.....	22
3.4. CODING	23
3.4.1. Coders.....	23
3.4.2. Code Development by Pilot Studies.....	24
3.4.2.1 First pilot study.	24
3.4.2.2 First pilot study results.....	27

3.4.2.3 Second pilot study.....	30
3.4.2.4 Second pilot study results.	30
3.5. THE MAIN STUDY	33
4. RESULTS	35
4.1. CODING RESULTS AND INTERRATER RELIABILITY.....	35
4.2. SOUTHWEST AIRLINES’ USE OF FACEBOOK AND TWITTER.....	36
4.2.1. Coding Results under the Post-Content Category.....	37
4.2.2. Coding Results under the Medium Category.	40
4.2.3. Coding Results under the Pisteis Category.	42
4.2.4. Reliability – Southwest Airlines.	44
4.3. GENERAL ELECTRIC’S USE OF FACEBOOK AND TWITTER	45
4.3.1. Coding Results under the Post-Content Category.....	46
4.3.2. Coding Results under the Medium Category.	49
4.3.3. Coding Results under the Pisteis Category.	51
4.3.4. Reliability – General Electric.	54
4.4. ASIANA AIRLINES’ USE OF FACEBOOK AND TWITTER.....	55
4.4.1. Coding Results under the Post-Content Category.....	56
4.4.2. Coding Results under the Medium Category.	59
4.4.3. Coding Results under the Pisteis Category.	61
4.4.4. Reliability – Asiana Airlines.	63
4.5. SAMSUNG ELECTRONICS’ USE OF FACEBOOK AND TWITTER.....	63
4.5.1. Coding Results under the Post-Content Category.....	65
4.5.2. Coding Results under the Medium Category.	67
4.5.3. Coding Results under the Pisteis Category.	69
4.5.4. Reliability – Samsung Electronics.	71
5. ANALYSIS	73
5.1. THE FOUR COMPANIES’ FACEBOOK AND TWITTER PRACTICES....	73
5.1.1. Summary of the Results.	74
5.1.2. Branding.	75
5.1.3. Authenticity.....	76
5.1.4. Interactivity.	78

5.1.5. Information Dissemination and Viral Marketing.....	80
5.1.6. Two Countries' Different Uses of Facebook and Twitter.....	81
5.2. CULTURAL ASPECTS REFLECTED IN THE FOUR COMPANIES' FACEBOOK AND TWITTER PRACTICES.....	84
5.2.1. High Context vs. Low Context.....	84
5.2.2. Masculinity vs. Femininity.....	86
5.2.3. Short-term vs. Long-term.....	88
5.2.4. Power Distance.....	88
5.3. SOCIAL MEDIA LOCALIZATION STRATEGY.....	89
5.3.1. Strategies for American Companies to Use in Korea.....	89
5.3.2. Strategies for Korean Companies to Use in the United States.....	92
6. CONCLUSION.....	94
APPENDICES	
A. SOUTHWEST AIRLINES' FACEBOOK DATA AND CODING RESULTS.....	96
B. SOUTHWEST AIRLINES' TWITTER DATA AND CODING RESULTS.....	103
C. GENERAL ELECTRIC'S FACEBOOK DATA AND CODING RESULTS.....	110
D. GENERAL ELECTRIC'S TWITTER DATA AND CODING RESULTS.....	117
E. ASIANA AIRLINES' FACEBOOK DATA AND CODING RESULTS.....	125
F. ASIANA AIRLINES' TWITTER DATA AND CODING RESULTS.....	137
G. SAMSUNG ELECTRONICS' FACEBOOK DATA AND CODING RESULTS.....	147
H. SAMSUNG ELECTRONICS' TWITTER DATA AND CODING RESULTS.....	177
REFERENCES.....	199
VITA.....	204

LIST OF ILLUSTRATIONS

Figure	Page
3.1. Example of an official account on Facebook.....	18
3.2. Example of a Facebook Post.....	19
3.3. Example of the main screen and visitor posts of a Facebook Page	20
3.4. PI and Coder I: Raw Agreement and Cohen's Kappa (Pilot Study 2)	32
3.5. PI and Coder II: Raw Agreement and Cohen's Kappa (Pilot Study 2)	33
4.1. Relative frequency of Southwest Airlines' Facebook posts (post-content category).....	38
4.2. Relative frequency of Southwest Airlines' Twitter posts (post-content category)....	39
4.3. Relative frequency of Southwest Airlines' Facebook posts (medium category).....	40
4.4. Relative frequency of Southwest Airlines' Twitter posts (medium category)	42
4.5. Relative frequency of Southwest Airlines' Facebook posts (pisteis category).....	43
4.6. Relative frequency of Southwest Airlines' Twitter posts (pisteis category)	44
4.7. Example of a General Electric Facebook post with a link to their healthcare Facebook Page.....	46
4.8. Relative frequency of General Electric's Facebook posts (post-content category)...	47
4.9. Relative frequency of General Electric's Twitter posts (post-content category).....	48
4.10. Relative frequency of General Electric's Facebook posts (medium category).....	49
4.11. Example of a General Electric Facebook post with an image link to a blog post ...	50
4.12. Relative frequency of General Electric's Twitter posts (medium category)	51
4.13. Relative frequency of General Electric's Facebook posts (pisteis category)	51
4.14. Video captures from General Electric's Facebook Live (video) post about the Masaya Volcano.....	52
4.15. Relative frequency of General Electric's Twitter posts (pisteis category)	53
4.16. Example of a General Electric video that uses humor to evoke an emotion in the viewer.....	54
4.17. Example of an Asiana Airlines Facebook post that promotes one of their destinations	55
4.18. Example of a Facebook post from Asiana Airlines to show their tone	56
4.19. Relative frequency of Asiana Airlines' Facebook posts (post-content category)....	57
4.20. Relative frequency of Asiana Airlines' Twitter posts (post-content category)	58

4.21. Relative frequency of Asiana Airlines' Facebook posts (medium category)	59
4.22. Example of a Facebook post from Asiana Airlines that includes an image related to the post.....	60
4.23. Relative frequency of Asiana Airlines' Twitter posts (medium category)	61
4.24. Relative frequency of Asiana Airlines' Facebook posts (pisteis category)	62
4.25. Relative frequency of Asiana Airlines' Twitter posts (pisteis category).....	62
4.26. Example of Samsung Electronics' Facebook post.....	65
4.27. Relative frequency of Samsung Electronics' Facebook posts (post-content category)	66
4.28. Relative frequency of Samsung Electronics' Twitter posts (post-content category)	67
4.29. Relative frequency of Samsung Electronics' Facebook posts (medium category)..	68
4.30. Screenshot of a video uploaded on Samsung Electronics' Facebook Page	68
4.31. Example of an image posted on Samsung Electronics' Facebook Page.....	69
4.32. Relative frequency of Samsung Electronics' Twitter posts (medium category)	69
4.33. Relative frequency of Samsung Electronics' Facebook posts (pisteis category)	70
4.34. Relative frequency of Samsung Electronics' Twitter posts (pisteis category)	71
5.1. Example of an interaction between Southwest Airlines and a customer on Southwest Airlines' Facebook Page	79
5.2. South Korea's cultural index scores in comparison to the United States	87

LIST OF TABLES

Table	Page
3.1. Number of posts collected for my sample	22
3.2. The initial codes for pilot study 1	25
3.3. Examples of rows on Google Spreadsheet.....	26
3.4. Finalized code structure	27
3.5. Explanations of the code structure	28
4.1. Interrater reliability from the pilot and main study.....	35
4.2. List of the live broadcasts of Southwest Airlines	41
4.3. Reliability of Southwest Airlines' Facebook data	44
4.4. Reliability of Southwest Airlines' Twitter data	45
4.5. Reliability of General Electric's Facebook data	54
4.6. Reliability of General Electric's Twitter data	54
4.7. Reliability of Asiana Airlines' Facebook data.....	63
4.8. Reliability of Asiana Airlines' Twitter data.....	63
4.9. Reliability of Samsung Electronics' Facebook data	71
4.10. Reliability of Samsung Electronics' Twitter data	72
5.1. Summary of results	74

1. INTRODUCTION

This thesis explores cultural influences reflected in the Facebook and Twitter content of businesses in the United States and South Korea. The two countries for the research were chosen based on my background and experience as a Korean studying in the United States for five years. The purpose of the research is to identify the similarities and differences in the two countries' business communication strategies via two major social media platforms, Facebook and Twitter, and suggest guidelines for an effective localization strategy on social media. My research was designed to answer the following three research questions:

Research Question 1: How do selected American and South Korean companies use Facebook and Twitter similarly and differently?

Research Question 2: What cultural aspects of each country are reflected in the Facebook and Twitter content of the selected companies?

Research Question 3: What is an effective Facebook and Twitter localization strategy for American companies to use in Korea, and for Korean companies to use in the United States?

To answer my first research question, I selected two companies from each country: Southwest Airlines and General Electric from the United States and Asiana Airlines and Samsung Electronics from South Korea. I analyzed their Facebook and Twitter posts for two months, from July 6 to September 5, 2016, under three coding categories: post-content, medium, and Aristotle's *pisteis*. In the post-content category, I analyzed what type of information or content is delivered in each post. In the medium category, I analyzed what type of medium (such as texts, images, and videos) is used in each post. In the Aristotle's *pisteis* category, I analyzed what rhetorical appeal is more dominant in each post. Each post was coded by two coders: Coder 1 and I coded the data from the American companies and Coder 2 and I coded the data from the Korean companies. My methods and research design are discussed in detail in the Methods section.

To answer my second research question, I discussed the results of the coding in the results section and connected my results and analysis to the cultural theories of

Edward T. Hall and Geert Hofstede. Cultural aspects that influenced the differences between the two countries' business communication strategies are discussed in the Analysis section. There were occasions when the results could not be explained by the existing cultural theories, and those occasions are also discussed in the Analysis section.

Although it was difficult to draw conclusions from the coded data did not reach high agreement in the coding, nevertheless I suggest possible localization strategies for each country at the end of the analysis section.

Many individuals frequently use social media platforms, such as Facebook, Twitter, Instagram, Snapchat, on a computer, a mobile phone, or a portable device like a smart watch. Social media is also a powerful online communication platform for businesses to reach customers and to analyze market trends because it decreases barriers between companies and their customers. With 79% of the online adults (18 year old and older) using Facebook and 24% using Twitter, social media platforms like Facebook and Twitter have become crucial communication tools for businesses (Greenwood, Perrin, & Duggan, 2016). In fact, an interactive platform and fast-paced communication are social media's unique properties that differentiate it from traditional media platforms, such as newspapers, magazines, radio and televisions, and websites.

Considering the importance of social media as a powerful online communication platform for business, I decided that cultural differences reflected in international companies' uses of social media was a worthy topic to study. Scholarship in technical and business communication has not shed much light on how people of different nationalities communicate via social media differently. This study will benefit businesses and organizations that aim to communicate with South Korean or American customers effectively and give companies a chance to reevaluate their uses of social media between these specific national cultures.

Also, this study used an empirical research method for analyzing social media content. The data collection and analysis process will help future technical communicators who wish to use the same coding method to conduct research about similar topics. Current literature about social media in the field presents different research method designs. Each research study has a different process of code development, pilot studies, data selection, and interrater reliability calculation. The methods, results, and

limitations of this study will serve as examples for technical communication students, scholars, and practitioners who wish to design research that uses coding and is unique to their study.

This thesis presents a literature review in which I discuss the definitions of social media in the technical and business communication field, the studies about social media in the field, the studies that used similar research methods as this study in the field, and the studies about social media in South Korea. The thesis proceeds with a section about my methods, in which I explain the reasoning for the selection of the countries, companies, and social media platforms. In the Methods section, I also discuss the pilot studies and code- development process. In the Results section, I discuss the coding results from the study, summarizing the results by each coding category. The Analysis section will highlight major findings from the results, discuss similarities and differences in the two countries' use of Facebook and Twitter, and analyze the connections between the results and cultural theories by Edward T. Hall and Geert Hofstede. Also, I will make recommendations in the Analysis section. The concluding section will discuss limitations of the study.

2. LITERATURE REVIEW

In the following sections, I will review the social media research studies that are relative to this study and are conducted in the fields of business and technical communication. First, I found literatures that define social media to clarify the terminologies used in this thesis. Second, I grouped research studies in three themes; studies that used coding as a research method, studies that reviewed multiple platforms of social media, and for-profit organizations' use of social media as internal and external communication tool. Lastly, I found social media research studies conducted in South Korea.

2.1. HOW IS SOCIAL MEDIA DEFINED IN THE LITERATURE?

Even though most studies in technical and business communication agree to use the term *social media*, there are many interchangeable terms, such as *social network sites* (SNS), *social networking sites*, and *Web 2.0*. Boyd & Ellison (2007) defined *social network sites* (SNS) as a web-based service that allows an individual to “(1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system” (p. 211). Web 2.0 includes wikis and mashups (Beer, 2008). *Web 2.0* is too broad a term to be used in my study, because my study is focused on each company's web-based platforms that publish content, distribute it quickly, and interact with users (customers). Also, the term *SNS* focuses more on the networking aspect of social media.

My study focuses on two specific platforms of social media, Facebook and Twitter. Also, one of the companies analyzed actively uses a company blog and uses Facebook and Twitter as content delivery tools. Divine, Ferro, & Zachry (2011) identified different genres of service on social media as follows: network creator, blog, microblog, wiki, media sharing tool, web application, social marketing tool, synchronous interaction tool, and asynchronous forum. In this study, I do not follow Divine, Ferro, & Zachry's (2011) classification of the social media service genres, because Facebook and Twitter are constantly changing and hard to fit into the one of the genres that they suggest.

For example, Divine, Ferro, & Zachry (2011) described a synchronous interaction tool as “an online tool through which people engage in real-time exchanges via text, audio, and/or video” (p. 48). WebEx is a platform that they classify as a synchronous interaction tool. However, Facebook and Twitter recently launched live video function, Facebook Live and Periscope, which enable users to broadcast live videos and communicate with viewers through reactions and comments. Also, according to their classification system, Twitter is a microblog, “an application through which users can enter free form text of constrained length, broadcasting it via the Internet” (Divine, Ferro, & Zachry, 2011, p. 48). According to the data collected in my study, companies rarely used solely text on Twitter. All four companies used images, videos, and shortened links connected to blogs on their Twitter accounts.

2.2. SOCIAL MEDIA RESEARCH IN TECHNICAL AND BUSINESS COMMUNICATION

The range of social media's impact is so broad that research is conducted in many fields by using different perspectives and methods. In my literature review, I mainly focused on the studies published in the journals in the technical and business communication fields.

In the field of technical communication, scholars have recognized the importance of social media and how social media is changing people-to-people, business-to-people, and business-to-business communication (Kimme Hea, 2013). Technical communicators' roles are also changing, because social media allows technical communicators to engage in collective knowledge making, to distribute content more widely, and to dynamically communicate with audiences (Ferro & Zachry, 2013).

Social media studies in the technical communication field have focused on social media's role in disaster/emergency situations (Bowdon, 2013; Lambert, 2014; Potts, 2014), social media in technical communication pedagogy and guidance for teaching social media (Longo, 2013; Hurley & Kimme Hea, 2013), and the impact of social media on professions such as knowledge workers (Ferro & Zachry, 2013) or on distributed professions who work on multiple projects collaboratively in different locations (Pigg, 2014).

In the field of business communication, recent articles in *Business Communication Quarterly* and *Business* and *Professional Communication Quarterly* have focused on teaching social media in business courses (Sacks & Graves, 2012), using social media to improve internal communication in an organization (Young & Hinesly, 2014; Kline & Alex-Brown, 2013), and the role of social media in learning (Kelm, 2011).

Also, *Communication Design Quarterly* released a special issue about social media in June of 2016. In that issue, Faris & Moore (2016) studied uncertainties and vulnerabilities among scholars while using social media, Lam & Hannah (2016) analyzed six corporations' tweets to study the role of Twitter as a help system, Petersen (2016) studied mommy blogger's blogs to study the individual's communication strategies conveyed in their blogs, and Frith & Moore (2016) studied the types of content posted in an online forum.

After reviewing literature published in the fields of technical and business communication, I found several themes related to my study. First, coding is a common method used to analyze social media content. I designed my coding scheme and structure after reviewing the studies mentioned in this literature review.

Second, social media platform was an important identification for the studies. Several studies explored multiple platforms at once, while others focused on one platform. For the studies that explored multiple platforms, the similarities and differences of each platform and their impact were important in the studies.

Third, the studies about for-profit organization's social media use focused on the social media used for either an internal or an external communication tool. In the following three sections, I will explain literature found about each theme in detail.

2.2.1. Using Coding as a Method for Analyzing One Platform of Social Media.

The authors of some studies focused on one platform of social media and used coding to analyze the data. For example, Birnholtz et al. (2015) studied the communication pattern in an anonymous social media platform Facebook Confession Boards (FCBs). They discussed the effects of anonymity in online communication, aiming to analyze the types of questions that are asked in FCBs, the types of the discussions on taboo topics, and responses to each post (likes and comments).

Birnholtz et al. (2015) used an approach similar to the one in this study. To answer their research questions, they studied 38 active FCBs of 35 colleges and collected the content of each post, the date of posting, and responses to the post (likes and comments). For comments, they collected the date of comment, number of likes, name of the commenter, entity type (user, community, event, and so on), and gender of commenter. In total, they analyzed 90,329 original posts and 403,150 responses. Because of the extensive number of the posts, they selected 2,803 random posts, and two coders coded 500 posts with three different codes: question type, taboo, and stigmatized identity. The remaining posts were coded by a single coder. For the comments, one coder coded 481 comments.

Unlike my study, Birnholtz et al.'s (2015) study had larger samples and used quantitative analysis methods, such as regression statistics, to analyze the data. My study used a smaller sample size, but all data collected for two months were coded by two coders. Birnholtz et al. (2015) especially focused on the anonymity and communication patterns that the anonymity caused on social media.

Similarly, Black, Mezzina, & Thompson (2016) studied a location-based, anonymous social media platform, Yik Yak. They analyzed the types of the taboo topics being a threat to college students. They collected Yik Yak posts (Yaks) from the 42 "peekable" college and university feeds for three days (May 9, 12, and 13, 2014). They collected 674 screen captures with 4001 Yaks. To analyze the data, they used qualitative and quantitative methods, including emergent inductive codes that were developed from a random sample of 100 posts. They developed 11 different codes: profanity, campus life, drugs/alcohol, Greek fraternity/sorority, humor, questions, pop culture, dating/sex/sexuality, race/ethnicity, announcement, and personal information.

Using an open-coding method seems to be a common strategy in an empirical study about social media, because each social media platform and each study's objective are different. For example, because I used the same open-coding method, my study did not have codes about profanity, drugs and alcohol, or sexuality.

In Black, Mezzina, & Thompson's (2016) study, when a code represented multiple characteristics, coders designated the more prevalent code as a primary code and each of the others as a secondary code. 41.8% of the Yaks got assigned with the

secondary code, in addition to the primary code. Their analysis revealed that the majority of Yaks focused on campus life (45.1%, n=1802), followed by profanity or vulgarities (13.5%, n=544), and questions (10.1%, n=405). Only 0.3% (n=11) of the posts included an individual's full name. They concluded that most of the Yaks were benign and not negative or anti-social. However, they mentioned a lack of context as one of the limitations of their study. They also mentioned that some of Yik Yak's functions, such as the flag function and the automatic deletion of the Yaks with 5 negative votes, help to maintain positivity in the app.

Birnholtz et al. (2015) and Black, Mezzina, & Thompson (2016) mainly used types of content as their codes to analyze different social media platforms. On the other hand, Lam & Hannah (2016) studied a communication pattern on Twitter, and Petersen (2012) studied blog communication strategies by individuals by using similar methods.

Lam & Hannah (2016) studied 6 companies' technical support using Twitter. For 38 days, they collected unique tweets from 6 technology corporations and selected 400 tweets for coding. They also analyzed the companies' time of responses and success rate in resolving the technical problems mentioned in the tweets. They found that most people use Twitter to seek help for technical problems but also to complain to the companies (Lam & Hannah, 2016).

Petersen (2012) used a grounded theory approach and conducted 16 qualitative interviews with "mommy bloggers" to study the individual's communication strategy in a blog. After conducting interviews with 16 mommy bloggers, she coded the interview scripts and derived 7 major themes. The 7 major themes were authenticity, rejecting perfectionism, an ethic of care, stories and narratives, branding, responding to and interacting with readers, and employing a conversational tone (Petersen, 2012).

Even though my study involves corporate rather than private communication, I found some of the strategies of branding and authenticity to be similar to the themes that Petersen (2012) derived from her study. For example, in my study, all four companies used branding as strong communication strategies on their Facebook and Twitter. Stories and narratives were also common strategies employed by the four companies. Instead of just promoting goods and service, their companies shared a lot of company information or revealed industry issues through their Facebook and Twitter.

Social media is an actively studied topic in technical communication literature, and coding is a common research method. However, each study used different approaches to developing a code structure and coding process.

2.2.2. Studying Multiple Platforms of Social Media. Other studies about social media in the technical communication literature have recognized that people use and are influenced by multiple social media platforms. For example, Pigg (2014) studied the impact of social media on symbolic analysts' writing work and their professional trajectories. She focused on distributed professionals who work at different times in diverse locations and companies and who work collaboratively with other writers. When technical writers synthesize information, they are influenced by informal types of communication, including social media.

To find out, specifically, how symbolic analysts use social media in their work routine and get influenced by social media in their careers, Pigg (2014) designed her study in four steps. First, she observed symbolic analysts' writing activities in a public café. Second, she selected a few symbolic analysts who worked heavily on their writing, recorded their work, and analyzed which social media platform they used, how many times they accessed it, and when they accessed it. After analyzing the video recording of symbolic analysts' work, she coded the data. Lastly, she conducted semi-structured interviews with the selected symbolic analysts to study more about social media's influence on their career trajectory.

From her observation, she found that writing was a common activity conducted in the café. After analyzing several writers' heavy writing activities, she found that they used multiple social media platforms simultaneously while switching windows for social media presence. She also found that they heavily used social media to gather information for resources. Particularly Dave, the subject presented in the article, used social media platforms for his writing.

The interview with Dave revealed that social media was not only the place where he seeks resources for his work but an important network platform with other bloggers to understand trends or norms regarding the topic he was interested in. Also, she found that social media influences symbolic analysts' career trajectories because it provides opportunities for self-promotion and collaborative projects. Through these findings, Pigg

(2014) concluded that social media is heavily influencing the distributed nature of work not only by providing symbolic analysts more access to information but also by providing platforms for them to work efficiently and to collaborate with others.

Pigg (2014) gathered data through naturalistic observation and interview. Similarly, Ferro & Zachry (2014) used a survey method to examine how technical communicators as knowledge workers are influenced by publicly available online services (PAOSs) used outside of work. The PAOSs they gave as examples are Google Doc, Twitter, LinkedIn, and Basecamp. According to Ferro & Zachry (2014), the reason they studied PAOSs is that technical communicators no longer work in isolation; rather, technical communicators collaborate with other people simultaneously and dynamically monitor multiple resources from social media.

Ferro & Zachry (2014) conducted a longitudinal study with an online survey each year from 2008 to 2011. They surveyed knowledge workers and asked about their demographics, employment status, internet use, the five PAOSs that are most important to their work, and the type of work they do with PAOSs. Every year, an average of 167 people responded to the survey. The majority of the respondents were in their late 30s or early 40s, working in large company offices.

In their early surveys, they discovered that many people were not allowed to use PAOSs because of work restrictions. In 2011, they added a specific question about restrictions on PAOS usage, and roughly one third of the respondents mentioned they were restricted from using PAOSs, either enforced by company policies or blocking specific websites. Also, on average, between 20% and 27% of the respondents replied that they use PAOSs for work with $p > .05$. Specific sites used as PAOSs changed every year, but LinkedIn, Wikipedia, Google Docs, and Basecamp were common answers for all four years. Respondents used mostly PAOSs to develop associations (LinkedIn and Facebook), learn about new topics (Wikipedia), edit and share documents (Google Doc), and converse with colleagues (Facebook).

Ferro & Zachry (2014) concluded that roughly 25% of the knowledge workers' work-week was spent by using PAOSs. There had not been noticeable changes throughout the years, but they assume that company restrictions affect the relatively

lower percentage of the PAOS usage than their expectation. Some companies' confidentiality policies might also affect the use of PAOSs.

2.2.3. For-profit Organizations' Use of Social Media as an Internal and External Communication Tool. Some studies have focused on for-profit organizations' utilization of social media platforms as internal and external communication tools. To study the use of social media for internal business communication, Kline & Alex-Brown (2013) studied the knowledge-sharing process on social media within an organization. They conducted case studies on Dell Inc. to discover how company news and industry updates are shared through social media and how employees communicate through the blog and micro-blog (Kline & Alex-Brown, 2013). Their case studies showed that Dell Inc.'s blog and micro-blog facilitated communication among the employees (Kline & Alex-Brown, 2013).

On the other hand, Shin, Pang, & Kim (2015) studied organizations' external communication. They conducted a study on how for-profit organizations communicate through websites, Facebook, and Twitter. They analyzed 100 organizations' social media content and measured disclosure, access, information dissemination, and engagement.

Also, Pitt et al (2011) studied the Social Media Release (SMR), a press release conveyed through a blog, which is one of the social media platforms. They conducted an international survey to study the perception and effectiveness of SMRs among bloggers and corporations. Their results showed a positive impact of SMRs for the corporation's external communication with their customers (Pitt et al, 2011). Therefore, Pitt et al (2011) advised corporations to actively research into SMRs and incorporate SMRs into their communication strategies.

Katajisto (2010)'s study not only described each social media platform's role but suggested an effective strategy for the organization. Katajisto (2010) described Finland-based multinational company Nokia's social media presence and suggested several communication strategies using different platforms of social media. According to Katajisto (2010), Nokia utilizes Facebook, Twitter, YouTube, virtual world Second Life, the user help discussion board Nokia Support Discussion, and the blog Nokia Conversations. Katajisto (2010) suggested different posting strategies for different platforms of their social media. For example, she suggested news update for Facebook,

tips for Twitter, visual-oriented content for YouTube, direct communication with users for Second Life, moderation on Nokia Support Discussion, and troubleshooting of procedure or instructions on Nokia Conversations (Katajisto, 2010). She also focused on how technical communicators can step into an active role as a social media communicator and utilizes their skill to communicate with the end users more effectively through social media.

2.3. SOCIAL MEDIA RESEARCH IN SOUTH KOREA

South Korea's technical communication field is not as established as in the United States. The Korea Technical Communications Association (KTCA) is the only professional organization in the technical communication field, but KTCA does not publish a journal. Therefore, I have searched literature in the broader field of communications. Most articles about social media have been published in two main journals: *Journal of the Korea Contents Association* and *Journal of Cybercommunication Academic Society*.

The most popular topic related to social media research in Korea is the relationship between social media and politics. D. Kim, Kim, and Jo (2015) studied how political communication on Social Media Networks (SNS) affect people's political opinion, and Moon and Lee (2015) studied how social media content attracts people to or distracts them from politics.

Several studies focused on companies' marketing practices based on case studies. Chung (2014) studied the re-branding practice of one of Korea's coffeehouse chains, Hollis Coffee, and social media's role in their transformation.

Although many studies about the relationship between social media and disaster/emergency situation have been published in the United States (Bowdon, 2013; Lambert, 2014; Potts, 2014), only a few studies in South Korea focus on the same topic. H. Kim (2014) studied social media's role in disaster or emergency situations after the sinking of the MV Sewel in 2014 when a ferry capsized and around 470 people died including the majority of the high school students going on a field trip.

However, there were several studies that paid attention to cultural differences and their impact on the use of social media. This was a unique theme that I did not find in the technical and business communication literature in the United States. For example,

several studies compared social media use among Korean and Chinese users. K. Kim and Zhang (2011) studied the purpose of using social media for university students. The study employed a survey method, and the questionnaire provided various options for purposes such as habit, emotion transfer, networking, politics, and information exchange (K. Kim & Zhang, 2011).

Song, Kim, and Bai (2013) also studied the motivation or purpose of using social media among Korean and Chinese users. They adopted the survey as the research method and measured three motivation factors: societal factors (subjective norm, social ties), technological factors (ease of use, usefulness), and device factors (interface convenience, immediacy) (Song et al., 2013). Song, Kim, and Bai (2013) assumed that Korea's technological development and China's strong social tie would cause differences on how users from each country interact on social media. However, the results showed that Korean users' extensive experience with technology did not correlate with their interactivity on social media. On the other hand, even though Chinese users have strong societal tie, the societal ties did not correlate with their interactivity on social media, because the Chinese government restricts social media content. (Song et al., 2013). Finally, even though there were cultural differences present between two countries, Song et al. (2013) concluded that there were no noticeable differences found on the way each country's users interact on social media.

Most of the studies in South Korea that I cover my literature review adopted surveys or case studies as their research methods. Also, cultural studies were focused on general users' motivation or purpose of using social media, instead of organization's use of social media.

2.4. CONCLUSION

The aim of my literature review was to find emerging patterns about social media related to my study. I found that most studies in the United States use coding in social media content analysis, and I decided to do the same. Even though each study's coding structure and process vary, these studies helped me plan and structure a concrete coding process, which I explain more elaborately in the Methods section.

Also, I found that many technical and business communication scholars studying social media have analyzed social interaction and network formation, but not many have

analyzed the rhetorical or communication strategies that companies employ on social media. Through my coding process, I aimed to derive themes about each company's type of content posted, mediums used (texts, images, videos, etc.) used, and kinds of rhetorical appeal (logos, pathos, and ethos).

Finally, not many studies in the United States have paid attention to the cultural differences that might affect interaction on social media. My study will explore whether the cultural variations cause differences in a way for-profit organizations communication on social media, and will provide an interesting insight to the scholarship.

3. METHODOLOGY

I used qualitative research methods in my study of the selected four companies' Facebook and Twitter posts. Qualitative research focuses on the "meanings" of a social phenomenon or human behavior (Benoit & Holbert, 2008). Also, Denzin and Lincoln (1998) claimed that qualitative researchers aim to find how and why socially constructed phenomena are created and attached with their given meanings (as cited in Benoit & Holbert, 2008). On the other hand, quantitative researchers try to find the cause-and-effect relationships among measurable variables, such as size, frequency, and intensity (Benoit & Holbert, 2008). In my study, I aimed to interpret and understand whether businesses in Korea and the United States have different communication patterns on Facebook and Twitter. Rather than focusing on number, frequency, and intensity of the Facebook and Twitter posts, I studied the characteristics of each post by using a coding method. After I coded posts, I derived the patterns and interpreted them to find out whether there are different communication strategies between the two countries' businesses and how different they are.

In my study, I assigned each Facebook and Twitter post as a unit and coded them by using a developed code structure. Coding is a process in which each unit from data is classified as a code so that a researcher can identify the general patterns or groups from data (Hughes & Hayhoe, 2008). In order to answer the research question "How do selected American and South Korean companies use social media similarly and differently?" it was necessary to gather the public posts from each company, code the posts, and identify general patterns that emerged from the data. In this section, I will explain the selection of companies and social media platforms, the data collection process, the pilot study procedure and results, and the code-development process.

3.1. SELECTION OF THE COUNTRIES AND COMPANIES

I selected the United States and South Korea as the countries for this study because of my background as a Korean citizen who has been studying in the United States for past five years. Language proficiency in English and Korean was necessary to understand the Facebook and Twitter posts uploaded from the companies from each country, and I am fluent in both English and Korean.

Because companies have unique cultures, I thought that choosing two companies from each country would help strengthen my study results. I did not select three or more companies because maintaining a manageable and tangible sample size is important in a qualitative study (Hughes & Hayhoe, 2008).

In each country, I selected one multi-industry company (conglomerate) and one company in the service industry.

For the selection of the companies, I had the following standards:

- Each company in each country must be from a different industry, and the same industries must be used for both countries.
- All companies must have active Facebook and Twitter accounts where content is uploaded regularly.
- All companies must have Facebook and Twitter accounts that target national audiences in their own language.

I chose two different industries, because I figured companies' communication strategies might differ depends on the industry characteristic. While selecting the companies, I visited many companies' social media pages and figured out that larger companies by revenue were generally more active than smaller companies by revenue on social media. Therefore, I decided to choose two multi-industry companies (conglomerates) that are well recognized by the citizens of their countries. The two multi-industry companies I selected focus on goods rather than services; therefore, I chose the other two companies from a service industry: aviation. I thought companies in this service industry might have different communication strategies and thus enrich my study results.

The second standard was that the companies should upload content on social media consistently. I wanted to ensure that I would have enough data during the data collection period.

The last standard was that the companies' Facebook and Twitter accounts should target a national audience in their own language. The companies I selected for this study have international customers and have different social media platforms for national and international users. However, this study focused on the social media platforms that target

national customers. Therefore, the social media content of American companies was in English, while the content of Korean companies was in Korean.

I considered the three standards and selected the following four companies:

- Southwest Airlines (American company in a service industry)
- General Electric (American company in a multi-industry company, conglomerate)
- Asiana Airlines (South Korean company in a service industry)
- Samsung Electronics (South Korean company in a multi-industry company, conglomerate)

3.2. SELECTION OF THE SOCIAL MEDIA PLATFORMS

There are multiple classifications of social media platforms, but it seems like there is no rule of thumb, because those platforms change their functions over time. For example, Divine, Ferro, & Zachry (2011)'s classification mentioned in the literature review is different from Lietasala & Sirkkunen (2009)'s classification. Lietasala & Sirkkunen (2009) identified six social media platforms: content creation and publishing, content sharing, social networking, collaborative producing, virtual worlds, and add-ons. Their study focused heavily on two social media platforms, Facebook and Twitter.

3.2.1. Facebook. According to Lietasala & Sirkkunen (2009), Facebook belongs to the social-networking platform because the major function of Facebook is for people to constantly build a new network with people through their individual accounts on Facebook (Lietasala & Sirkkunen, 2009).

However, for-profit organizations' use of Facebook is different from the individuals' use. For-profit organizations use Facebook Pages mostly, instead of an individual account, for content creation and dissemination. A Facebook Page is different from an individual account, because it usually represents a local business or place, company or organization, brand or product, public figure, entertainment, and cause or community (Facebook Business, n. d.). An individual who has a Facebook account can follow any Facebook Pages. Therefore, the use of Facebook by individuals and companies is different; individuals use an individual Facebook account for social networking, whereas companies use Facebook Page functions for content creation and dissemination.

Any individual can create a Page, but an official account is accompanied by a little check mark next to the account name, as seen in Figure 3.1. Facebook verifies official accounts, so that Facebook users can differentiate official Pages that are managed by authentic figures, companies, or brands from unofficial Pages (Facebook Business, n. d.). However, Facebook does not disclose how they verify official accounts.



Figure 3.1. Example of an official account on Facebook

I chose Facebook for my study because of its popularity. Facebook is the most powerful social media platform, with 79% of online adults using it (Greenwood, Perrin, & Duggan, 2016). Also, Facebook Pages are becoming more and more popular among businesses. The number of business Pages on Facebook increased from approximately 50 million, as of December 2015 (Chaykowski, 2015), to 60 million, as of September 2016 (Yeung, 2016). Because content delivered on Facebook is more powerful than on other social media platform, I selected Facebook as a platform for this study.

Facebook allows users to upload different mediums, including texts, images, links, and videos. Content is uploaded as a post, which can be a combination of multiple mediums. For example, users can upload a link and texts (see Figure 3.2), or multiple images and a video together as a single post.

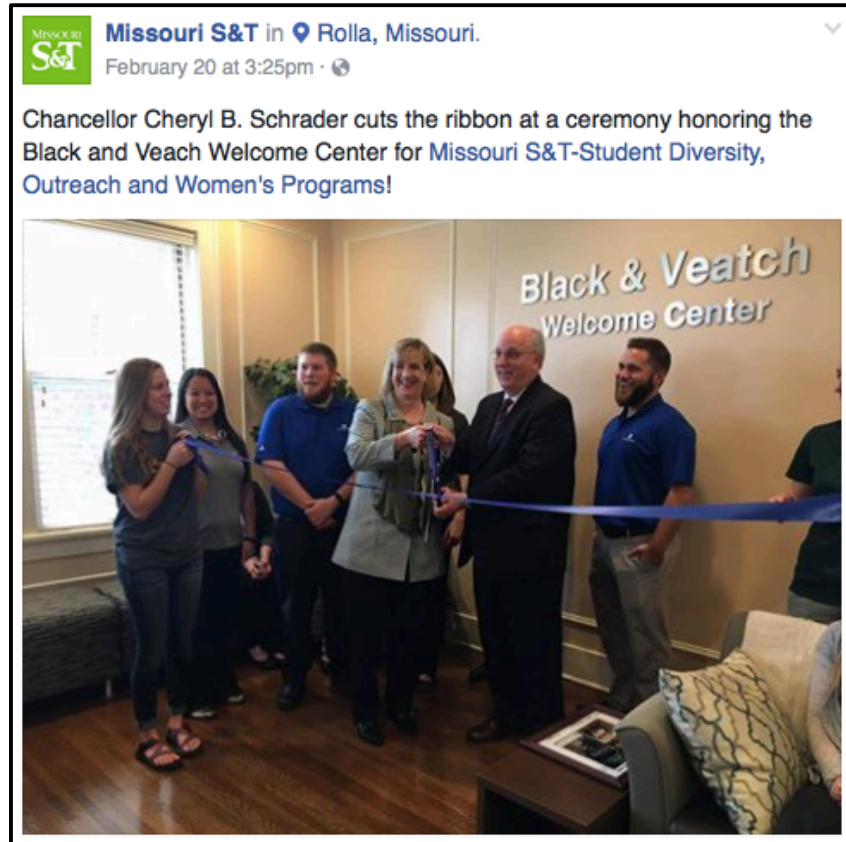


Figure 3.2. Example of a Facebook Post

Facebook recently added the Facebook Live function, with which users can stream live video to communicate with their followers on Facebook instantly (Facebook Live, n. d.). According to Lietasala & Sirkkunen (2009), web users' need for dynamic content and desire for content creation were increasing, and social media is one phenomenon of such a paradigm shift. The live video function adds more value to the paradigm shift.

Facebook Page also allows organizations interactive communication. Users can react to, comment on, and share posts. Users can choose six different reactions, which are *like*, *love*, *haha*, *wow*, *sad*, and *angry*. Organizations can determine the popularity of the topic by analyzing reactions and number of shares, and get opinions from the users by reading comments. Users who follow a Page can also post on the Page, but those posts are not delivered to everyone who follows the Page but rather kept on the side of the Page under the heading "Visitor Posts" (see Figure 3.3).

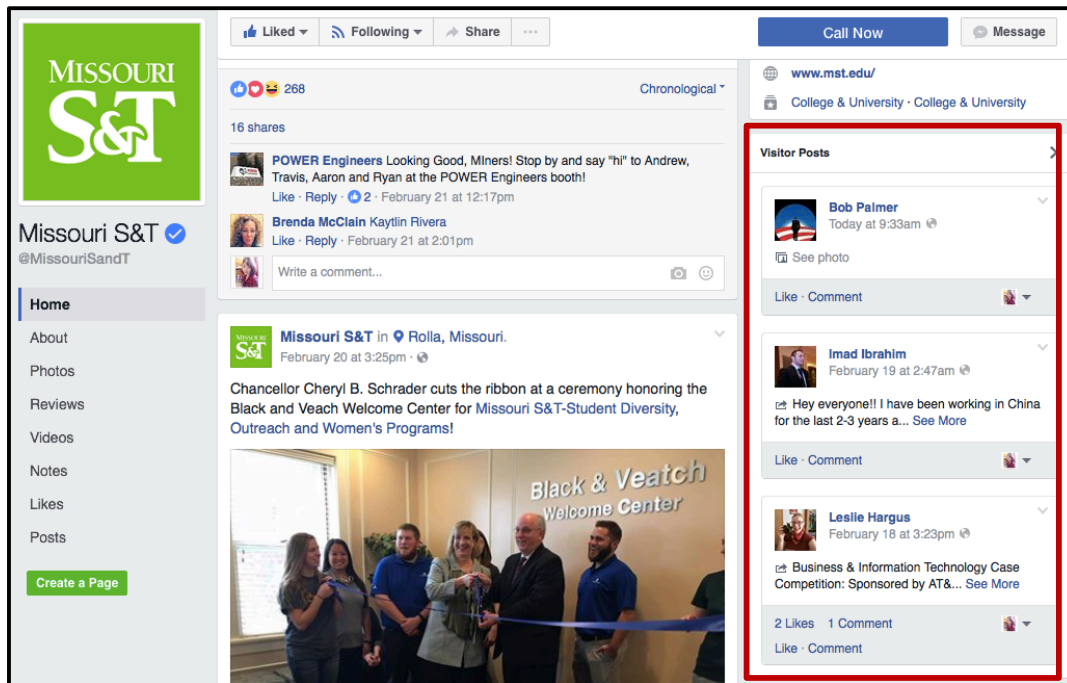


Figure 3.3. Example of the main screen and visitor posts of a Facebook Page

3.2.2. Twitter. According to Divine, Ferro, & Zachry (2011), Twitter is a microblogging tool. The major difference between Twitter and Facebook is that Twitter posts (Tweets) are limited to 140 characters. Also, similar to Facebook's share function, users of Twitter can retweet any public Tweets. Because of such characteristic, Twitter fosters faster interaction among users and disseminates information rapidly (Jones, 2013; Potts & Jones, 2011).

The reason I chose Twitter for my study was that Twitter is actively used by for-profit organizations due to its information dissemination power. Also, I wanted to see how for-profit organizations utilize Twitter differently from Facebook. Shin, Pang, and Kim (2015) stated that most for-profit and almost all non-profit organizations use Twitter for an interaction purpose. To understand the selected companies' social media practices, I had to select a tool that is powerful and widely used, yet different from Facebook.

3.2.3. Other Social Media Platforms. In addition to Facebook and Twitter, the selected companies used other social media platforms, including YouTube, Instagram, and a corporate blog. YouTube is a video-based social media platform on which organizations can create a Page and post videos and stream live videos. YouTube was

excluded from my selection because all four companies uploaded the same content on Facebook during the period of data collection. The four companies uploaded more content and were more interactive on Facebook, and analyzing the same content on YouTube would have been repetitive; therefore, Facebook was selected as a platform and YouTube was excluded. Also, companies used Facebook Live instead of YouTube's live video function during the data collection period.

Instagram is an image-heavy social media platform on which organizations can create an account and post photographs. Instagram was excluded from my study because Samsung Electronics does not have an official Instagram account. They have an account for Samsung, which is the account for Samsung group that encompasses Samsung's business in the food processing, textiles, insurance, securities, and other industries. They also had an Instagram account for Samsung Mobile, which focuses on their new smartphone product. The other companies in my study have Instagram accounts, which are used mostly for photographs about their industry and activities. For example, Southwest Airlines and Asiana Airlines uploaded many pictures of airplanes, hangars, and the sky. Unlike their Facebook and Twitter posts, their Instagram posts did not have a specific purpose. Instagram is the social media platform that enables people to use photographs to attract other people, so content is not as important as the attractiveness of the photographs. It would have been difficult to code the Instagram posts under the *post-content* category when the content was so slight; therefore, Instagram was excluded from the study.

A blog is a website to which textual, multimedia, visual, and interactive content is posted in a reverse chronological order (Baehr & Alex-Brown, 2010). The major reason I did not include a corporate blog as a platform in this study was that not all four selected companies had corporate blogs. Also, the companies that had blogs mixed mediums and rhetorical strategies extensively in a single post, and it would have been difficult to assign a single code to a blog post. For example, many of the Samsung Electronics' blog posts used texts, images, and videos in a single post. Also, Samsung Electronics used multiple paragraphs in a single post. On Facebook and Twitter, the companies did not mix mediums and rhetorical strategies extensively in a single post. Therefore, assigning a

single code to each Facebook and Twitter post was more effective and meaningful than assigning a single code to each blog post.

3.3. SAMPLING AND DATA COLLECTION

Collecting manageable samples that represent the data is important in a qualitative study (Hughes & Hayhoe, 2008). Among convenience sampling, purposeful sampling, and theoretical sampling (Koerber & McMichael, 2008), I used purposeful sampling. For the purpose of comparison between two countries, I collected Facebook and Twitter posts that were uploaded from July 6, 2016, to September 5, 2016. I gathered data for two months to get enough yet manageable data for the study. According to Blythe (2007), 200 to 500 units are needed to conduct a credible study.

I used the web-based social media data mining tool Quintly. Quintly is an online social media analytics tool. Using Quintly, a user can gather posts from Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram, Pinterest, and blogs and use their analytics tools to manage the data (Quintly, n. d.). Quintly targets business customers and offers different pricing plans to meet different needs of their customers. Because Quintly offered a free trial and made it easy to gather Facebook and Twitter posts, I used Quintly to gather posts for my study and used Google Sheets. Because coding requires the researcher to break down the data into units (Hughes & Hayhoe, 2008), I treated each post as a unit. After organizing the collected data into a Google spreadsheet, and I numbered each post and tweet, for a total of 402 posts and 465 tweets (see Table 3.1).

Table 3.1. Number of posts collected for my sample

	Southwest Airlines	General Electrics	Asiana Airlines	Samsung Electronics
Facebook	59	79	63	201
Twitter	88	93	116	168

3.4. CODING

A coding process involves assigning a code to each unit and analyzing patterns, such as frequency and distribution, from the data (Geisler, 2004). In order to develop the codes for my study, I relied on personal observation of the four companies' Facebook and Twitter pages and referred to similar studies, such as Tyrawski & DeAndrea (2015) and Hale, Pathipati, Zan, & Jethwani (2014).

Conducting a pilot study is recommended practice in a qualitative study (Geisler, 2014); therefore, I conducted two pilot studies, one to adjust the codes, and another to validate the adjusted codes. Coder 1 and 2 participated in the pilot studies to test the initial code structure I developed. After the pilot studies, I merged codes that were overlapping or similar to each other, and added new codes when the existing code did not explain the data well. Pilot studies also help norm the understanding of codes among the coders. Through the pilot studies, I developed the list of definitions and examples of each code so that coders' understanding of the codes was normed.

In the main study, each of the collected units was coded by two coders under three coding categories: post-content, medium, and Aristotle's piteis.

3.4.1. Coders. Two coders were recruited for the study. Having two coders is a recommended practice in coding to establish the credibility of a study (Geisler, 2004). In a qualitative study, credibility means that "the participants truly represent the population or phenomenon of interest and how typical are their behavior and comments" (Hughes & Hayhoe, 2009, p. 79). To establish credibility, a researcher should describe the research methods, results, and analysis extensively (Hughes & Hayhoe, 2009). Also, credibility is similar to internal validity in a quantitative study (Hughes & Hayhoe, 2009). Similarly conducted studies (Birnholtz et al., 2015; Black, Mezzina, & Thompson, 2016; Petersen, 2012; Northcut, 2015) also used multiple coders in the study.

Coder 1 was a graduate student majoring technical communication at Missouri University of Science and Technology (Missouri S&T). Coder 1's native language is English. Coder 2 was an undergraduate student majoring biological science at Missouri S&T. Coder 2's native language is Korean. Facebook and Twitter posts from Southwest Airlines and General Electric (American companies) were coded by Coder 1 and me.

Posts from Asiana Airlines and Samsung Electronics (Korean companies) were coded by Coder 2 and me.

Because of Coder 1's inability to understand Korean, Coder 1 coded only data from Southwest Airlines and General Electric. We found out that there were cultural differences affecting the way we comprehended the posts. We normed our understanding of codes and developed the list of explanations and examples of codes to avoid such occasions in the main data coding.

Coder 2 could read and speak English; therefore, she could have coded data from Southwest Airlines and General Electric. However, since the data from Asiana Airlines and Samsung Electronics could be coded by only 2 people, we kept the number of coders consistent for the data from Southwest Airlines and General Electric.

3.4.2. Code Development by Pilot Studies. This study used the open-coding method to develop a coding structure. Studies that use predefined codes take existing coding structure from literature or other studies (Hughes & Hayhoe, 2009). On the other hand, researchers can use the open-coding method and create a new set of codes organically from the data (Hughes & Hayhoe, 2009). Even though I had predefined codes, I created my codes by referencing other studies and observing Facebook and Twitter posts uploaded by the four companies. Also, I conducted pilot studies to test whether the codes represent the data and whether each post can be assigned to a single code under each coding category. Open coding is commonly used in qualitative studies (Hughes & Hayhoe, 2009), but in such cases, pilot studies are needed so that the researcher can verify whether codes represent the data (Blythe, 2007).

Through the pilot studies, I adjusted the codes so that they represented the data. Also, in the pilot studies, I found that a few posts could be assigned to more than one code; therefore, codes were adjusted to reach mutual exclusiveness so that each post could be assigned to one code under each category. Because the finalized code categories and codes were developed through the process of referencing other studies, observing Facebook and Twitter posts from the four companies, and the pilot studies, the coding method used in this study fits the open-coding method.

3.4.2.1 First pilot study. In the first pilot study, conducted from September 26 to October 13, 2016, I collected Facebook and Twitter posts from June 1 to June 7, 2016.

The purpose of the first pilot study was to evaluate predetermined codes and decide whether the codes would represent the data effectively. The study began from predetermined codes as shown in Table 3.2.

Table 3.2. The initial codes for pilot study 1

Category	Codes
Post content	<ul style="list-style-type: none"> • Product (tutorial) • Product (review) • Event • Company information (employee and culture) • Company information (news and status) • Career opportunity • Promotion (aircraft) • Promotion (destination) • Promotion (airfare/sale) • Promotion (product)
Mediums	<ul style="list-style-type: none"> • Text • Animated video • Live video • 360 video • Vlog • Still image • Blog article
Aristotle's Pisteis	<ul style="list-style-type: none"> • Logos • Pathos • Ethos

Coder 1, Coder 2, and I used Google Drive for organizing the data, assigning codes, and sharing files. Using Quintly, I imported the collection of posts from the four companies' Facebook and Twitter accounts into Microsoft Excel. I created three Google

Spreadsheets: one for myself, one for Coder 1, and one for Coder 2. My spreadsheet had the data from the four companies. Coder 1's spreadsheet had the data from Southwest Airlines and General Electric. Coder 2's spreadsheet had the data from Asiana Airlines and Samsung Electronics. Files were under a shared folder so we had access to one another's spreadsheet. Therefore, I had to make sure each of us did not see how the others coded the data before we all finished coding. I provided each post's number, the time of posting from the company, the text of the post, and the link to the post. The coders had to click each link to find out which medium was used. On each spreadsheet, each coder typed a code under the three columns (post content, medium, and pisteis) for each post. An example of the Excel spreadsheet is found in Table 3.3, and the coding results are included in Appendix A through Appendix H.

Table 3.3. Examples of rows on Google Spreadsheet

Number	Time	Message	Link	Post content	Medium	Pisteis
1	09/05 10:09	Shout out to all our Employees working hard today ...	https://www.facebook.com/permalink.php?story_fbid=10154639929978949&id=6806028948	I	I	E
2	09/02 08:33	Check out our fresh...	http://www.facebook.com/permalink.php?story_fbid=10154628258013949&id=6806028948	P	V	E

Coder 1 began coding the data with the given codes, and we had a training session. I briefly explained the purpose of the study, code categories, and codes. Because Coder 1 is a technical communication major and was already familiar with Aristotle's pisteis, I focused on her training one the codes in post-content and medium categories. We compared our codes and talked about why we coded in the way we did.

With coder 2, I had a training session where I explained the purpose of this study, code categories, and codes in detail. After coder 2 finished coding, she and I had the

same norming session as I did with coder 1, in which we exchanged our thoughts about the coded data.

In each norming session, we discussed whether the codes were mutually exclusive. Mutual exclusiveness of codes is important in the process of code development (Geisler, 2004). After the discussion, I found that some posts could be assigned to more than one code under each category. For example, a few posts from Samsung Electronics had a product tutorial and review in a single post. Also, coders were confused about coding posts about product promotion, because those could be coded as either *product* or *promotion*. Therefore, I rearranged codes under the post-content category.

3.4.2.2 First pilot study results. After the first pilot study, I eliminated, combined, and added codes. In the post-content category, *product (tutorial)* and *product (review)* codes were eliminated. Also, *company information (employee and culture)* and *company information (news and status)* codes were combined into *company information* code, and *promotion (aircraft)*, *promotion (destination)*, *promotion (airfare/sale)*, and *promotion (product)* codes were combined into the *promotion* code. *Social responsibility* and *other* codes were added. In the medium category, *animated video*, *live video*, *360 video*, and *vlog* codes were combined into *video* code. Table 3.4 shows the finalized code structure.

Table 3.4. Finalized code structure

Post content		Medium		Aristotle's Pisteis	
E	Event	T	Text Only	E	Ethos
S	Social Responsibility	V	Video	L	Logos
C	Career Opportunity	I	Image	P	Pathos
P	Promotion	L	Link		
I	Company Information				
O	Other				

Also, we determined that explanations are needed for the coders to have a better understanding of each code. For example, my understanding of the *event* code was different from Coder 1's understanding. I understood events as giveaway events conducted by companies; for example, companies often upload a quiz on their Facebook Page and give prizes, such as a movie ticket, a concert ticket, and company products, to people who replied with comments to the post. However, Coder 1 understood events as special occasions at companies; for example, Southwest Airlines had a fashion show to reveal their new uniform in an airplane, or General Electric attended Liberty Cup drone races with their drone products. Therefore, I provided an explanation of the *event* code that includes both meanings so that either type of event could be coded as *event*. I also explained the codes that were confusing to the coders. After I provided the explanations, the coders confirmed that they understood and accepted the explanations. In the *pisteis* category, I copied and pasted the posting to give an example. The explanations of the codes were as shown in Table 3.5.

Table 3.5. Explanations of the code structure

Post content	Event	<ul style="list-style-type: none"> • Companies' special occasions (for example, Southwest Airline's Shark Week, Samsung Electronics' coding competition) • Giveaway events
	Social Responsibility	<ul style="list-style-type: none"> • Environmental friendly events and activities performed by the companies • Volunteering activities either in the community or at the company • Using eco-friendly (sustainable) energy • Accessibility of the product for people with disability
	Career Opportunity	
	Promotion	<ul style="list-style-type: none"> • Aircraft or destination promotion • Fare and sale notification • Product promotion: Includes product review or tutorial • Service promotion: Includes service from the flight attendants, customer service (child or senior assist service), customer assistance

Table 3.5. Explanations of the code structure (cont')

Post content	Company Information	<ul style="list-style-type: none"> • Company information about employee and culture • Behind the scenes of the companies: When the company explains about how the company manufactures, what the employees do at the work site (factory, headquarters, airport, ramp, etc.) • Company news and status: Includes flight status, press releases, link to a news article, financial report, changes in and/or industry policies
Medium	Text Only	
	Video	<ul style="list-style-type: none"> • Animated videos • Live videos • 360 videos • Vlogs • Videos
	Image	<ul style="list-style-type: none"> • Still images • Animated GIF images
	Link	<ul style="list-style-type: none"> • Blog article links from the blog • Company or other website links
Aristotle's Pisteis	Ethos	<ul style="list-style-type: none"> • When a company talks about its employees or the company's ability • Advertisement with a celebrity or authority figure promoting the product or service • Employees talking about "how we work" and "why we work in such way" • When a company holds an event to give rewards • Airline alliance and privileges
	Logos	<ul style="list-style-type: none"> • Explains "factual" information • Shares information about a product, the company, an event • Makes a claim of fact • Example: <i>"Ready to see what #MasterChef Season 7 whips up? Tune-in via Live TV on WiFi-equipped flights. MASTERCHEF Airs tonight, 8/7C on @FOXTV."</i>, <i>"Are you ready to see #SharksTakeFlight? This summer, look for @SharkWeek content onboard and this plane in the sky!"</i>
	Pathos	<ul style="list-style-type: none"> • Appeals to emotions (fear, happiness, anger, sadness, etc.) • Urge to act with urgency (<i>"act now!"</i>, <i>"seats are limited!"</i>) • When the product is used in certain circumstances or daily lives and such aspect is more emphasized than the product's functionality • Postings about the company's social responsibility • When the airlines publish texts about, or sentimental images of, destinations

3.4.2.3 Second pilot study. The second pilot study was conducted to finalize and validate the code structure and individual codes. The major reason that the second pilot study was conducted was that the two coders and I felt the need for more training and norming sessions for the codes. The study was conducted from October 15 to October 25, 2016, based on the Facebook and Twitter posts uploaded from October 6 to October 13, 2016. To code the posts, each coder used the codes developed after the first pilot study. In Google Spreadsheet, each coder used the same method as in the first pilot study to code the data.

Coder 1, Coder 2, and I coded the total of 52 posts from Southwest Airlines and General Electric and 66 posts from Asiana Airlines and Samsung Electronics. After the coding, I had norming sessions with Coder 1 and Coder 2 to discuss our coding results and norm our understanding of the codes. I also calculated interrater reliability to see if the coders' understanding of the codes was good enough to proceed with the main data coding.

3.4.2.4 Second pilot study results. The second pilot study showed that the coders had a better understanding of the codes than they did after the first pilot study. After importing the codes assigned by both coders into one Google Spreadsheets, I calculated raw agreement and Cohen's Kappa to measure interrater reliability.

Interrater reliability measures the reliability of multiple coders' coding results from a data-collection study (Benoit & Holbert, 2008). Even with using the same coding structure, each coder's coding can be subjective and might differ. Therefore, reaching high interrater reliability in a qualitative study is important (Benoit & Holbert, 2008). Cohen's Kappa was used for my interrater reliability calculations. Cohen's Kappa is more robust than raw agreement because it takes the possibility of agreement by chance into account (Geisler, 2004). Also, Cohen's Kappa is more suitable for use when two people are coding.

The purpose of calculating interrater reliability in the pilot studies was to find out if my understanding of the codes was similar to each coder's understanding. Therefore, I combined Southwest Airlines' and General Electric's Twitter and Facebook posts to calculate interrater reliability between Coder 1 and myself. I also combined Asiana Airlines' and Samsung Electronics' Twitter and Facebook posts to calculate interrater

reliability between Coder 2 and myself. To calculate raw agreement and Cohen's Kappa, I tabulated the result in Google Spreadsheet (see Figure 3.4. and Figure 3.5). To calculate raw agreement, I followed the method suggested in Geisler's book *Analyzing Streams of Language* and divided the total number of posts by the number of posts agreed. For example, Coder 1 and I agreed on 32 posts out of 52 under the post-content category, so I calculated as follows:

$$\begin{aligned} & \text{Number of agreements} / \text{Number of coding decisions} \\ & = 32 / 52 \\ & = 0.615384 \\ \therefore \text{Percentage} & = 0.615384 * 100 \\ & = 61.54 \% \end{aligned}$$

I applied the same formula in Google Spreadsheet to calculate the raw agreement for the rest of the data.

To calculate Cohen's Kappa, I installed the Microsoft Excel statistics add-in provided from Real Statistics. I copied the tabulation from Google Spreadsheet to Microsoft Excel and used the add-in to derive the calculation. The Cohen's Kappa value varies from 0 to 1, with 1 implying the perfect agreement. Often, there are negative Cohen's Kappa values when the number of agreements made is lower than the agreements that could be expected just by chance. Even though the perfect value is hard to achieve, a value close to 1 indicates that the coders reached a good degree of agreement. There are different interpretations about the Cohen's Kappa value. One of the benchmarks suggested is by Altman (1991). Altman (1991) suggested that the Cohen's Kappa value less than 0.20 is considered poor, from 0.20 to 0.40 as fair, from 0.40 to 0.60 as moderate, from 0.60 to 0.80 as good, and from 0.80 to 1.00 as very good.

The pilot study results showed a varied range of the Cohen's Kappa. After the second pilot study, I conducted another norming session with coders again to improve interrater reliability in the categories with low Cohen's Kappa results. We discussed the pilot study results and normed our understanding of codes. The problem that caused poor to moderate interrater reliability in certain categories was that the coders and I had slightly different understandings of codes and how they should be applied. Therefore, with Coder 1, I focused on norming our understandings of Aristotle's Pisteis and how

1. Post-content									
		PI						Total	52
		E	I	C	P	S	O	Agreed	32
Coder1	E	2	1	0	1	0	1	Raw Agreement	61.53846154
	I	0	14	0	1	1	0	Kappa	0.460581
	C	0	0	2	1	0	0		
	P	2	5	0	12	0	3		
	S	0	1	0	3	2	0		
	O	0	0	0	0	0	0		

2. Medium									
		PI				Total	52		
		T	V	I	L	Agreed	46		
Coder1	T	2	0	0	0	Raw Agreement	88.46153846		
	V	0	11	0	0	Kappa	0.830343		
	I	0	1	15	5				
	L	0	0	0	18				

3. Pisteis									
		PI			Total	52			
		E	L	P	Agreed	28			
Coder1	E	10	5	6	Raw Agreement	53.84615385			
	L	1	12	1	Kappa	0.316164			
	P	5	6	6					

Figure 3.4. PI and Coder I: Raw Agreement and Cohen's Kappa (Pilot Study 2)

they should be applied to coding the content. With Coder 2, I went over the posts that we coded differently and discussed what caused differences in coding. After the norming sessions, coders were confident that they understood each code and they would reach a higher agreement so I proceeded with the main study.

1. Post-content									
		PI						Total	66
		E	I	C	P	S	O	Agreed	53
Coder 2	E	6	1	0	1	1	0	Raw Agreement	80.3030303
	I	0	11	0	0	0	0	Kappa	0.679725
	C	0	0	0	0	0	0		
	P	3	2	0	26	1	3		
	S	0	0	0	0	8	0		
	O	0	0	0	1	0	2		

2. Medium									
		PI				Total	66		
		T	V	I	L	Agreed	51		
Coder 2	T	0	0	0	4	Raw Agreement	77.27272727		
	V	0	11	1	1	Kappa	0.565026		
	I	0	0	4	0				
	L	0	4	5	36				

3. Pisteis									
		PI			Total	66			
		E	L	P	Agreed	47			
Coder 2	E	9	3	5	Raw Agreement	71.21212121			
	L	0	20	2	Kappa	0.559846			
	P	5	4	18					

Figure 3.5. PI and Coder II: Raw Agreement and Cohen's Kappa (Pilot Study 2)

3.5. THE MAIN STUDY

From November 1 to November 31, 2016, each coder coded data whenever her time allowed. It was not necessary to set a particular time for the coders to code in a restricted environment because detailed explanation of each code was provided and several norming sessions were held before coding.

Because we used posts from different periods in pilot studies 1 and 2, the coders were comfortable with the types of posts or characteristics of each company's posting during the main data coding. We maintained the same process for coding. I provided

Coder 1 and Coder 2 with the data on separate Google spreadsheets. After all coders had finished coding, I tabulated the results in Google Spreadsheet and calculated raw agreement and Cohen's Kappa.

4. RESULTS

In this section, I will present the coding results in four sections, one for each company. In each section, I will discuss relative frequency, general patterns of the codes from the data, and reliability between me and the coders. *Relative frequency* refers to the number of posts coded under a certain category from data. Relative frequency shows the ratio of codes under each coding category (post content, medium, and Aristotle's pisteis). Based on the relative frequency, I summarize general patterns observed from the data and notable coding differences between me and the coders. Each section will conclude with discussion of reliability measures, raw agreement, and Cohen's Kappa.

4.1. CODING RESULTS AND INTERRATER RELIABILITY

This study achieved a moderate level of interrater reliability by Altman's (1991) benchmarks. The reliability of the pilot study and the main study with Coder 1 and Coder 2 are summarized for comparison purposes in Table 4.1.

Table 4.1. Interrater reliability from the pilot and main study

Agreement with me	Pilot (Coder 1)		Main (Coder 1)		Pilot (Coder 2)		Main (Coder 2)	
	Raw (%)	Cohen's Kappa	Raw (%)	Cohen's Kappa	Raw (%)	Cohen's Kappa	Raw (%)	Cohen's Kappa
Post content	61.54	0.46	60.5	0.45	80.3	0.68	75.5	0.65
Medium	88.46	0.83	77.12	0.66	77.27	0.57	88.12	0.73
Pisteis	53.85	0.31	67.4	0.51	71.21	0.56	72.21	0.58

The study would have been able to achieve higher interrater reliability with more training sessions and a third pilot study to validate the codes. From the results section, I found that there were differences when a post could be coded in multiple categories. In those cases, the coders had agreed to choose the strongest category and assign one code, but the coders often had a different understanding of the codes. The training did not cover enough posts to find out all of the differences the coders had in terms of understanding each code.

Also, there were some problems that were not identified in the pilot studies. For example, when a link is included in a Facebook post or Tweet, Facebook and Twitter automatically display an image that is included in the link. In such case, it is easy to misunderstand that the image is uploaded instead of the link. I did not see this issue in the pilot studies and therefore did not address it with the coders. We were unclear about whether we should code such posts as images or links.

4.2. SOUTHWEST AIRLINES' USE OF FACEBOOK AND TWITTER

Southwest Airlines is one of the major airline companies in the United States. They are one of the low-cost carriers, with service to 101 destinations in the United States and 8 countries, as of December of 2016. Southwest Airlines uses Facebook and Twitter to announce flight schedule changes, express the company culture, and promote airfare sales by sharing information about their destinations.

The results show that Southwest Airlines did not use a drastically different strategy on Facebook from Twitter. However, because of Twitter's 140-character limitation, Southwest Airlines expressed main points concisely, included the most important information, or used catch phrases.

One of the noticeable characteristics of Southwest Airlines' Facebook and Twitter posts was that they commented on tragic events that occurred during my data collection period. For example, they made commentaries on the shooting of Dallas police officers, which occurred on July 7, 2016, a cargo truck's attack on crowds in Nice, France, which occurred on July 14, 2016, and the shooting of Baton Rouge police officers, which occurred on July 17, 2016, as in the following examples:

- *"Baton Rouge, our Hearts are with you. #LoveAboveAll"*
- *"Our Hearts are with those affected by the tragic events in Nice."*

Also, Southwest Airlines used Facebook and Twitter for quick information updates during their technology failure and outage on their system. For seven days, from July 20, 2016, to July 27, 2016, they only posted information about their recovery status and courses of action that customers with cancelled flights could follow.

I also noticed that Southwest Airlines has a strong company culture and it was communicated through their Facebook and Twitter accounts. For example, Southwest Airlines used their brand colors consistently throughout images, videos, and banners on

Facebook and Twitter. They also used humor consistently on Facebook and Twitter posts. Many posts from Facebook and Twitter reflected how they care about their customers and employees. These characteristics are similar to what Southwest Airlines describe as their work culture. Southwest Airlines describes that they work hard to beat competitors in the market, and treat customers and employees with respect while maintaining fun attitude.

Southwest Airlines maintained a professional tone of speech without using slang or making spelling errors. Also, they tried to use a friendly tone and use first person plural *we* to connect to their customers. For example, they used questions frequently and engaged customers in discussions, as shown below in examples from Twitter:

- *“We flew back in time to watch the Dillon Panthers take the field at #ATXTVs5. Are you ready for football? <https://t.co/nchAfnyBUT>”*
- *“Don’t you wish you could takeoff every day? <https://t.co/Je8XrrBJu1>”*

4.2.1. Coding Results under the Post-Content Category. As shown in Figure 4.1, out of 59 Facebook posts from Southwest Airlines, I coded 33 posts as company information (I, 56%), 14 posts as promotion (P, 24%), 6 posts as other (O, 10%), 3 posts as career opportunity (C, 5%), 2 posts as event (E, 3%), and 1 post as social responsibility (S, 2%). When calculating the percentage, I rounded up from the tenth place.

Coder 1 coded 22 posts as company information (I, 37%), 15 posts as promotion (P, 25%), 9 posts as social responsibility (S, 15%), 8 posts as other (O, 14%), 4 posts as event (E, 7%), and 1 post as career opportunity (C, 2%).

In terms of post content, a majority of Southwest Airlines’ Facebook posts are about changes in flight schedule or about Company culture. In particular, Southwest Airlines updated many posts about how their employees work, how thankful they are for their employees, and what company events are being held at their headquarters.

Also, they frequently posted about the customer story. In such cases, they borrowed what customers wrote to them about their experiences with the company, as in the following example:

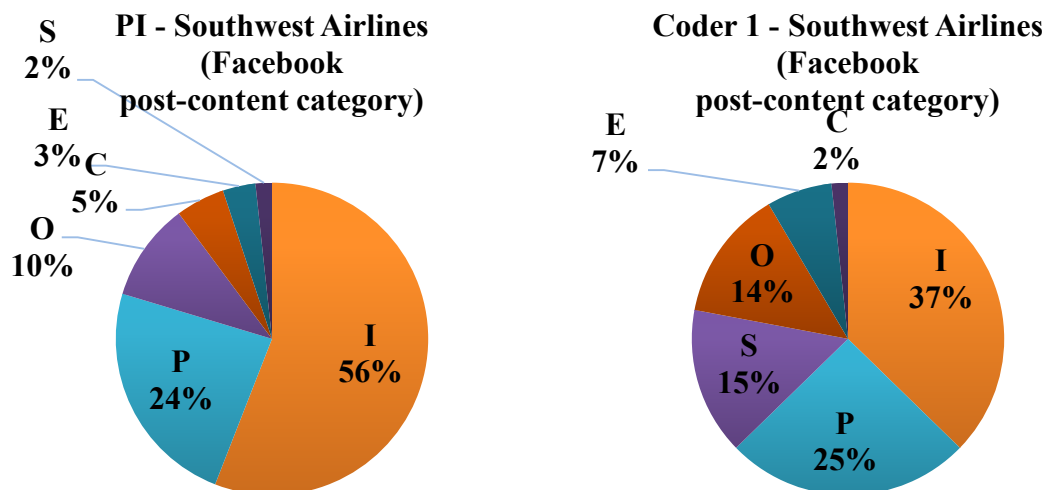


Figure 4.1. Relative frequency of Southwest Airlines' Facebook posts (post-content category)

"My consolation to an emotional day...I relocated to Houston via #HurricaneKatrina and on this day 11 years ago, my life changed forever. I lost every material possession I owned, but GOD gave me a new life in return. Thousands of people in #NewOrleans and all along the gulf coast were displaced and many lost loved ones...BUT I'm alive and well--testifying that every storm in your life will eventually come to an end. As the sun sets in HOU, the sun will rise again on a better day!"

Southwest Airlines' promotion posts were mostly about sales on airfare and destination promotion. They often uploaded short factual information about the costs and sales, as in the example below from Facebook:

"3, 2, 1, SALE! Fly for as low as \$69 one-way. Book 7/12-7/21. Seats/days/mkts lmtd; restr./blackouts apply. <http://social.southwest.com/cw8a>"

Also, they evoked customers' emotions to travel to a certain destination, as in the example below from Facebook:

"How excited were we to launch a new route from Fort Lauderdale to Nassau? See for yourself. BOOK NOW: <http://social.southwest.com/dZ74>"

They ended each post with a phrase that appeals to a sense of urgency, such as "book now," and included a link to their website where customers can purchase tickets.

My coding and Coder 1's coding showed some differences. For example, Southwest Airlines often posted about employees' helping customers with disabilities. In such cases, I coded those as *information* while Coder 1 coded those as *social responsibility*.

On Twitter, as shown in Figure 4.2, out of 88 Twitter posts from Southwest Airlines, I coded 59 posts as company information (I, 67%), 16 posts as promotion (P, 18%), 12 posts as other (O, 14%), 1 post as social responsibility (S, 1%), 0 posts as event (E, 0%), and 0 posts as career opportunity (C, 0%).

Coder 1 coded 38 posts as company information (I, 43%), 18 posts as other (O, 20%), 14 posts as promotion (P, 16%), 11 posts as social responsibility (S, 13%), 7 posts as event (E, 8%), and 0 posts as career opportunity (C, 0%).

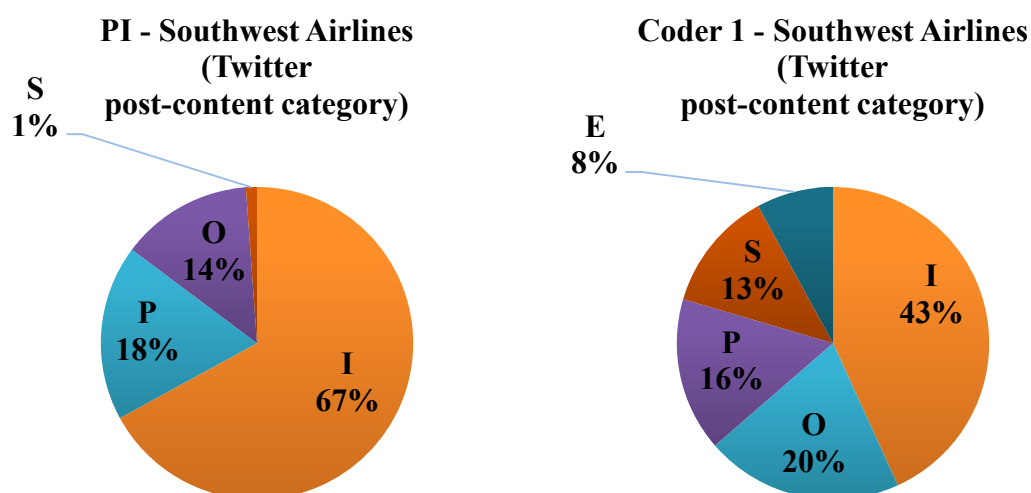


Figure 4.2. Relative frequency of Southwest Airlines' Twitter posts (post-content category)

Southwest Airlines updated similar content on Facebook and Twitter. However, because Twitter limits the text to 140 characters, they expressed main points concisely on Twitter. For example, they posted pictures of their work sites or aircraft with short descriptions, as in the following example:

"Name that skyline approach! <https://t.co/uZEcoXtaf5>"

On Twitter, they often posted comments about sports or TV shows, which were not found in Facebook posts, as in the following example:

“We flew back in time to watch the Dillon Panthers take the field at #ATXTVs5. Are you ready for football? <https://t.co/nchAfnyBUT>”

Sports is a popular topic, especially in American culture. Southwest Airlines updated posts about sports probably to connect with their customers. In the example tweet, they used a fictional football team Dillon Panthers, which is featured in the TV series Friday Night Lights. By using a fictional team, they avoided conflict with customers’ team preferences while connecting with them.

4.2.2. Coding Results under the Medium Category. As shown in Figure 4.3, out of 59 Facebook posts from Southwest Airlines, I coded 21 posts as image (I, 36%), 19 posts as video (V, 32%), 14 posts as link (L, 24%), and 5 posts as text (T, 8%). Coder 1 coded 19 posts as link (L, 32%), 18 posts as image (I, 31%), 16 posts as video (V, 27%), and 6 posts as text (T, 10%).

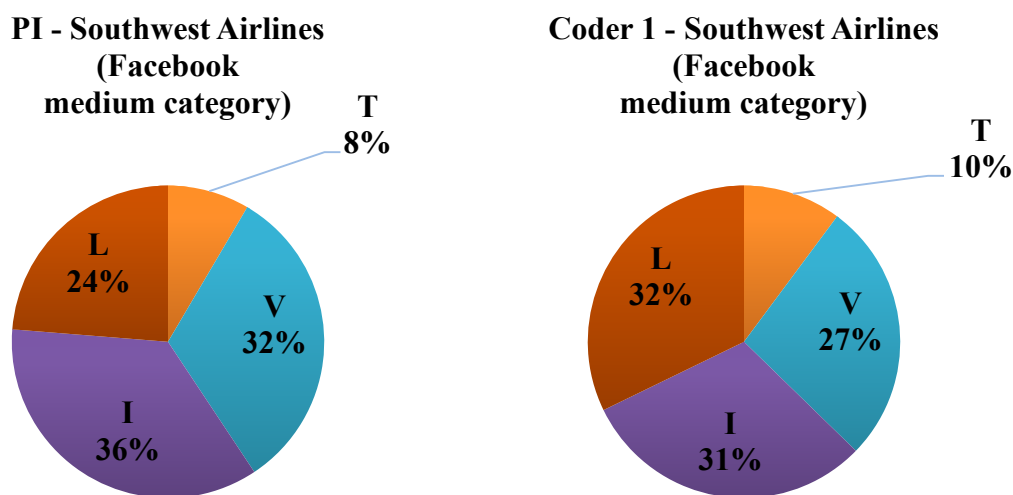


Figure 4.3. Relative frequency of Southwest Airlines’ Facebook posts (medium category)

Southwest Airlines actively used links, images, and videos in their Facebook posts. They used links to their website for flight schedule updates, blog posts, and sales on airfare. For the images, they mostly used photographs instead of illustrated images. They rarely used text-only posts on Facebook.

Southwest Airlines utilized video actively, including Facebook Live. Using Facebook Live, they broadcasted company events and status updates after the company's technological failure on their IT system. Often, Southwest Airlines broadcast the company events that are not public to their customers. During the data collection period, Southwest Airlines used Facebook Live six times. Table 4.2 is the list of live broadcasts that Southwest Airlines used during the data collection period:

Table 4.2. List of the live broadcasts of Southwest Airlines

Date	Content	Duration (minutes : seconds)
7/20/2016	Updating on the technology failure and outage on the system	2:30
7/21/2016	Updating on the technology failure and outage on the system	6:36
7/22/2016	Updating on the technology failure and outage on the system	13:16
8/5/2016	Revealing the new uniform	5:52
8/19/2016	Celebrating National Aviation Day in one of their flight destination, Las Vegas	7:12

During the study, I observed that Southwest Airlines used live video function effectively. Live video is a popular trend in social media, because it helps customers to see authentic content that has not been tailored by the company. Especially during Southwest Airlines' technology failure and outage on their IT system, social media was the only method available for the company to communicate with their customers. Southwest Airlines used live video function to inform customers about the course of action that customers should follow. The live videos facilitated prompt communication with the customers.

On Twitter, Southwest Airlines used Periscope to broadcast the same events. Periscope is the live video function that Twitter supports. As shown in Figure 4.4, out of 88 Twitter posts from Southwest Airlines, I coded 43 posts as link (L, 49%), 22 posts as image (I, 25%), 14 posts as video (V, 16%), and 9 posts as text (T, 10%). Coder 1 coded

48 posts as link (L, 55%), 18 posts as image (I, 20%), 14 posts as video (V, 16%), and 8 posts as text (T, 9%).

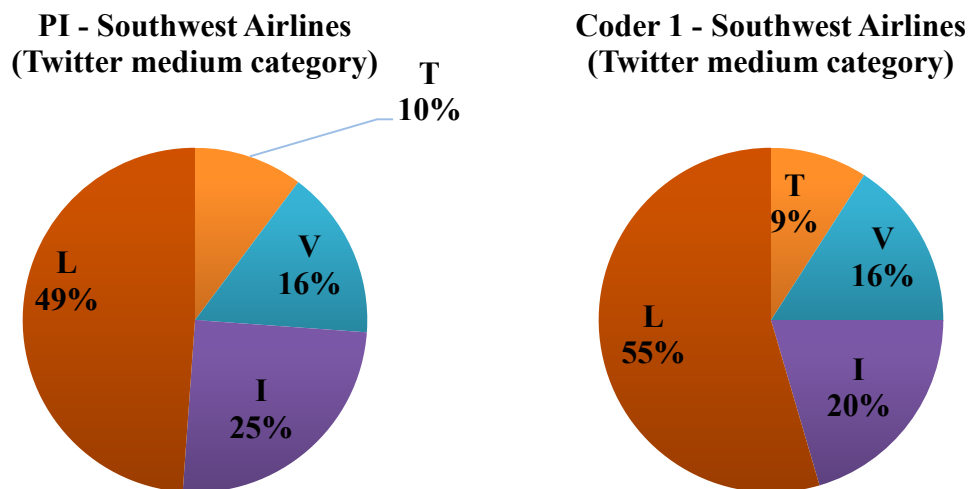


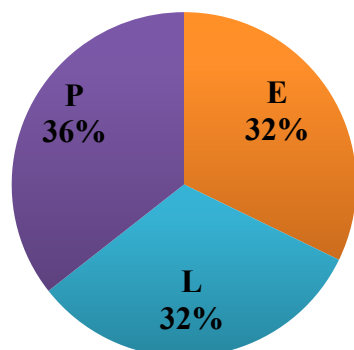
Figure 4.4. Relative frequency of Southwest Airlines' Twitter posts (medium category)

The results show that Southwest Airlines used more links on Twitter than Facebook. Because Twitter allows them to communicate more quickly than does Facebook, many of their tweets were about changes in their flight schedule and weather updates. In such postings, they included links to their website in order to guide customers into the right course of action.

4.2.3. Coding Results under the Pisteis Category. As shown in Figure 4.5, out of 59 Facebook posts from Southwest Airlines, I coded 21 posts as pathos (P, 36%), 19 posts as ethos (E, 32%), and 19 posts as Logos (L, 32%). Coder 1 coded 29 posts as pathos (P, 49%), 22 posts as logos (L, 37%), and 8 posts as ethos (E, 14%).

Southwest Airlines used humor in many posts, and those posts were coded as *pathos*. Southwest Airlines used logos when they deliver critical information about their flight schedule or weather updates. In particular, during their recovery period after a technological failure, they maintained a serious tone in language and focused on delivering factual information, as in the following examples:

**PI - Southwest Airlines
(Facebook pisteis category)**



**Coder 1 - Southwest Airlines
(Facebook pisteis category)**

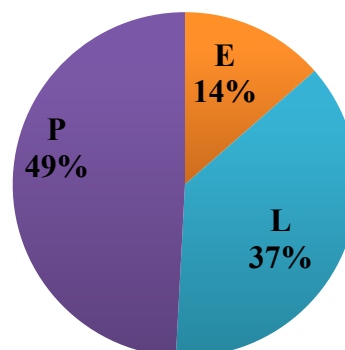


Figure 4.5. Relative frequency of Southwest Airlines' Facebook posts (pisteis category)

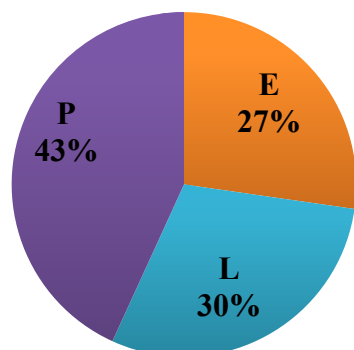
- *“As we continue to recover operations, flexible travel accommodations are in place through Tuesday, July 26.”*
- *“UPDATE at 8:00 p.m. CDT: Once our systems resume full functionality, we’re offering flexible accommodations for rebooking your travel. Please stay tuned for more.”*

Posts coded as *ethos* are mainly about their Company culture and events, as in the following examples:

- *“Shout out to all our Employees working hard today (and every day) to get you where you're going. Without you, we couldn't have views like these. Enjoy your Labor Day, everyone!”*
- *“We’re LIVE as our Employees show off our new #SouthwestHeart uniforms!”*

For Twitter posts, as shown in Figure 4.6, out of 88 Twitter posts from Southwest Airlines, I coded 38 posts as pathos (P, 43%), 26 posts as logos (L, 30%), and 24 posts as ethos (E, 27%). Coder 1 coded 50 posts as pathos (P, 40%), 26 posts as logos (L, 30%), and 18 posts as ethos (E, 20%).

**PI - Southwest Airlines
(Twitter pisteis category)**



**Coder 1 - Southwest Airlines
(Twitter pisteis category)**

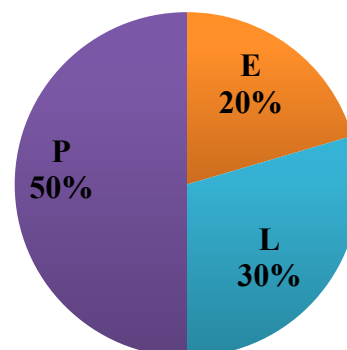


Figure 4.6. Relative frequency of Southwest Airlines' Twitter posts (pisteis category)

Southwest Airlines' rhetorical strategy on Twitter was not drastically different from their strategy on Facebook. They often invoked a sense of urgency by using direct phrases such as "book now" to persuade customers to purchase the airfare ticket. Those posts were coded as *pathos*.

4.2.4. Reliability – Southwest Airlines. Raw agreement and Cohen's Kappa are calculated under each category and presented in Table 4.3 and Table 4.4. Raw agreement and Cohen's Kappa are rounded off to the fourth decimal place. The moderate agreement in the post-content category from both Facebook and Twitter data was because of different interpretations of the codes *company information* and *social responsibility*, as mentioned in Section 4.1.1.

Table 4.3. Reliability of Southwest Airlines' Facebook data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	59	36	61.017	0.452
Medium	59	45	76.271	0.670
Pisteis	59	38	64.407	0.461

Table 4.4. Reliability of Southwest Airlines' Twitter data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	88	53	60.227	0.390
Medium	88	80	90.910	0.860
Pisteis	88	61	69.318	0.521

4.3. GENERAL ELECTRIC'S USE OF FACEBOOK AND TWITTER

General Electric is a multinational conglomerate company and operates in multiple industries, including power and water, oil and gas, aviation, healthcare, transportation, automotive, software development, and engineering.

Through Facebook and Twitter, General Electric explained what business and technology they are developing. They also posted about the products they develop, such as a jet engine or an airplane, and about the events they participated in while promoting those products.

General Electric created a strong ethos in their posts by using the words *we* and *our* and the company's name frequently. In many cases, they emphasized their ability to develop technology and business in their industry. For example, the following Tweets emphasized this ability:

- “America’s **first offshore wind farm** is almost ready to go online.”
- “Did you know that GE’s **world-changing machines** talk to each other digitally”

General Electric’s Facebook and Twitter posts did not show a dramatic difference from one another in content type or pisteis. However, they expressed main points more concisely on Twitter than on Facebook because of Twitter’s 140-character limitation. While they updated many video posts on Facebook, they mostly used links and images on Twitter. Also, on Facebook and Twitter, General Electric had separate accounts for their business sectors and tagged those accounts in the posts. Below are examples of such posts on Twitter:

- “Our @GEHealthcare ultrasound tech helps reveal the unseen in the fight against breast cancer”

- “@GEAviation took a two-seater plane to the @EAA Airshow, with stops along the way. #OSHI16”

In the above posts, General Electric used the commercial at sign @ to link to their Twitter accounts. On Facebook, they did not use the commercial at sign but still linked to the website. Figure 4.7 shows an example of a Facebook post with a link to a healthcare Facebook Page.



Figure 4.7. Example of a General Electric Facebook post with a link to their healthcare Facebook Page

On their business sector accounts, General Electric uploaded and retweeted posts that are related to their business sectors. For example, in their aviation account, they uploaded posts about their business and products in the aviation industry, information and news in the aviation industry, and pictures of airplanes, engines, and hangars.

On both Facebook and Twitter, General Electric often used text combined with another medium in each post. For example, they combined text with a picture, a video, or a link. They did not mix more than two mediums or upload multiple pictures and videos in each post.

4.3.1. Coding Results under the Post-Content Category. As shown in Figure 4.8, out of 79 Facebook posts from General Electric, I coded 47 posts as company

information (I, 59%), 18 posts as event (E, 23%), 12 posts as promotion (P, 15%), 1 post as other (O, 1%), 1 post as social responsibility (S, 1%), and 0 posts as career opportunity (C, 0%).

Coder 1 coded 25 posts as company information (I, 32%), 22 posts as event (E, 28%), 16 posts as other (O, 20%), 12 posts as promotion (P, 15%), 4 posts as social responsibility (S, 5%), and 0 posts as career opportunity (C, 0%).

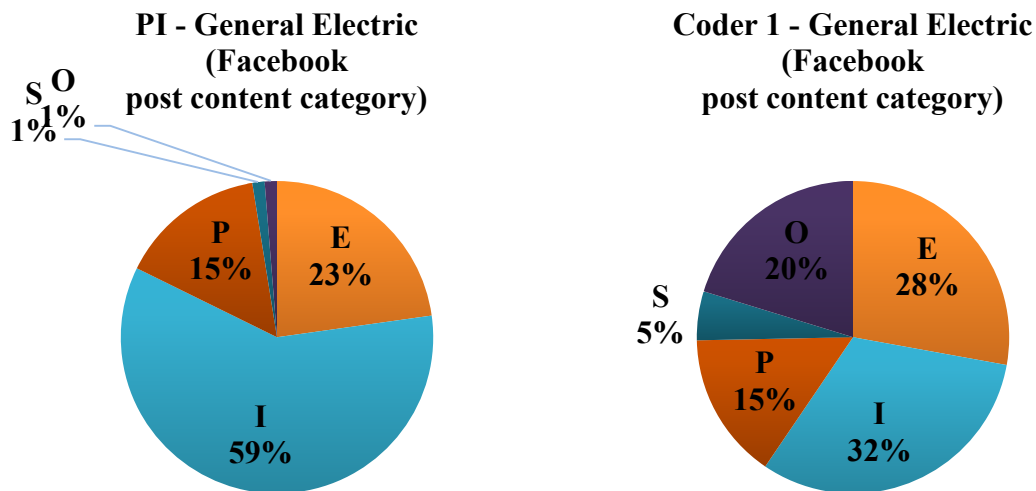


Figure 4.8. Relative frequency of General Electric's Facebook posts (post-content category)

The major coding difference occurred in how Coder 1 and I coded posts in the *company information* and *other* codes. When the posts explained the history of General Electric's products, I coded those posts as *company information* because they provided background information about the company and its business. Below are the examples of such posts:

- “Recent grad Luca Iaconi-Stewart has built a detailed model of our most powerful jet engine.”
- “Indigital? Digidustrial? No matter how you say it, (company name) is both digital and industrial.”

For posts under the *event* code, General Electric posted mostly about events they are participating in. For example, they uploaded several posts about the Farnborough International Airshow, where they showcased the company-manufactured engines.

As shown in Figure 4.9, out of 93 Twitter posts from General Electric, I coded 45 posts as company information (I, 48%), 25 posts as promotion (P, 27%), 19 posts as event (E, 21%), 4 posts as other (O, 4%), 0 posts as social responsibility (S, 0%), and 0 posts as career opportunity (C, 0%).

Coder 1 coded 28 posts as company information (I, 30%), 27 posts as event (E, 29%), 12 posts as promotion (P, 25%), 11 posts as other (O, 12%), 4 posts as social responsibility (S, 4%), and 0 posts as career opportunity (C, 0%).

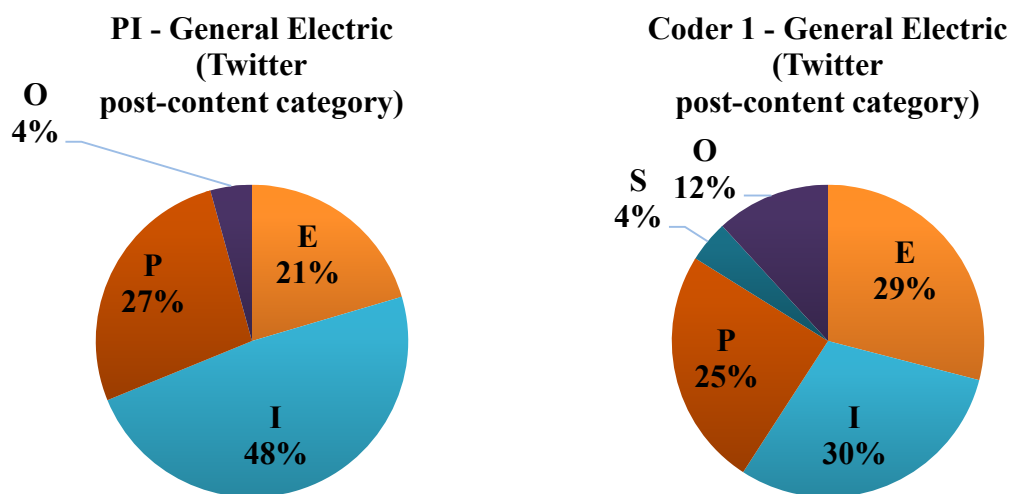


Figure 4.9. Relative frequency of General Electric's Twitter posts (post-content category)

While analyzing General Electric's Twitter data, I observed several misunderstandings that Coder 1 and I had. First, we were unclear about whether some event-related posts should be coded as *promotion* or *event*. Several Twitter posts from General Electric promoted their company events. I coded them as *promotion* while Coder 1 coded the same ones as *event*. Following is an example of such a post:

"From robotics to 3-D printing, our next webcast imagines the workplace of the future. Register for more: (link to the registration page)"

Second, General Electric often updated posts about their technologies for people with disabilities, diseases, or the poor. I coded those as *company information* while Coder 1 coded them as *social responsibility*.

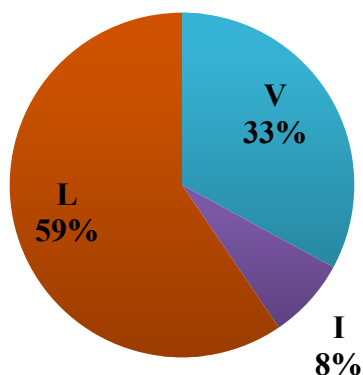
I believed such posts were mainly about explaining their business sectors. Following is an example of such a post:

“Our ultrasound tech helps reveal the unseen in the fight against breast cancer”

Coder 1 also coded women-in-technology-related posts as *social responsibility*, while I coded them as *company information*.

4.3.2. Coding Results under the Medium Category. As shown in Figure 4.10, out of 79 Facebook posts from General Electric, I coded 47 posts as link (L, 59%), 26 posts as video (V, 33%), 6 posts as image (I, 8%), and 0 posts as text (T, 0%). Coder 1 coded 49 posts as link (L, 62%), 23 posts as video (V, 29%), 7 posts as image (I, 9%), and 0 posts as text (T, 0%). The subtle coding differences occurred because of Facebook’s appearance. When someone uploads a link to Facebook, each post displays a representing image that is included in the link. Because there was no clear communication with coders about whether such posts should be coded as image or link, coding differences occurred.

**PI - General Electric
(Facebook medium category)**



**Coder 1 - General Electric
(Facebook medium category)**

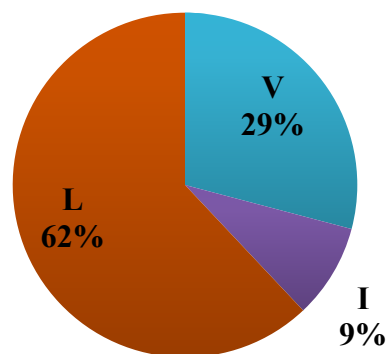


Figure 4.10. Relative frequency of General Electric’s Facebook posts (medium category)

Most of General Electric's links on Facebook were connected to their blog, and the topic was explained in more detail in the blog. However, most of their Facebook posts with links did not ask users to click the link within the text, as shown in Figure 4.11.



Figure 4.11. Example of a General Electric Facebook post with an image link to a blog post

General Electric created their own videos that were uploaded on Facebook and Twitter. Some were informative videos about events they participated in, while others were promotional videos about the company.

As shown in Figure 4.12, out of 93 Twitter posts from General Electric, I coded 63 posts as image (I, 68%), 18 posts as link (L, 19%), 6 posts as text (T, 7%), and 6 posts as video (V, 6%). Coder 1 coded 61 posts as link (L, 66%), 19 posts as image (I, 20%), 8 posts as video (V, 9%), and 5 posts as text (T, 5%).

Coder 1 and I coded links and images differently for General Electric's Twitter posts. When someone includes a link in a tweet, Twitter automatically picks up an image that is included in the link and displays the image in the tweet. It appears as if the uploader also updated an image with the link. This Twitter function confused us and caused differences in our coding with respect to the *link* and *image* codes.

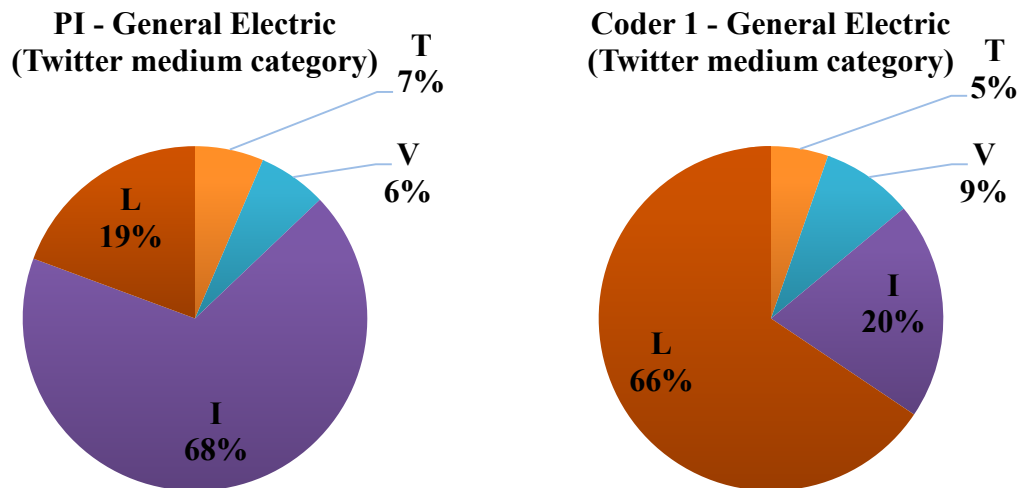


Figure 4.12. Relative frequency of General Electric's Twitter posts (medium category)

4.3.3. Coding Results under the Pisteis Category. As shown in Figure 4.13, out of 79 Facebook posts from General Electric, I coded 41 posts as ethos (E, 52%), 27 posts as pathos (P, 34%), and 11 posts as Logos (L, 14%). Coder 1 coded 40 posts as ethos (E, 50%), 25 posts as pathos (P, 32%), and 14 posts as logos (L, 18%).

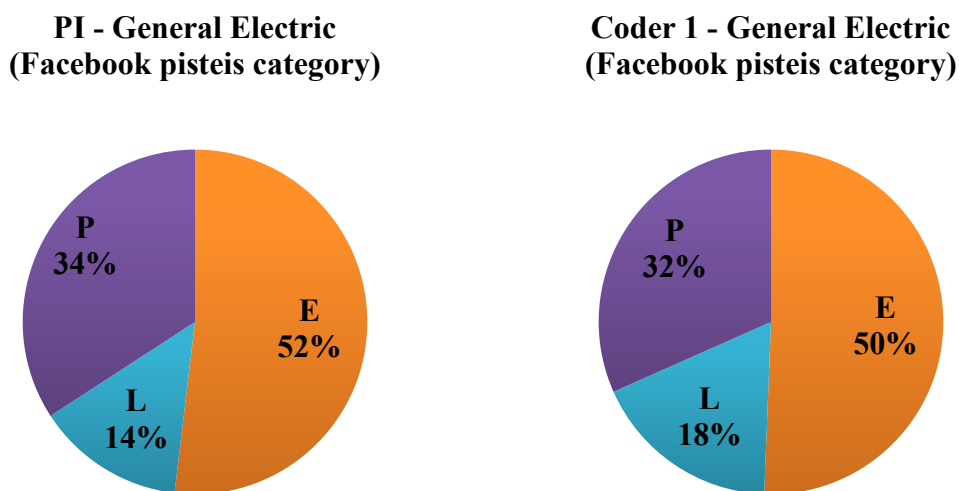


Figure 4.13. Relative frequency of General Electric's Facebook posts (pisteis category)

General Electric frequently used the words *our* and *we* and their company's name, and those posts were coded mostly as *ethos*, such as the following example:

“With our plans for floating offshore wind farms, the future of renewable energy is buoyant.”

General Electric often used humor in event-related posts, and such posts were coded as *pathos*. Also, several posts appealed to emotions such as astonishment. For example, they updated several videos of Nicaragua’s Masaya Volcanic Descent that they had filmed using their individual cloud-based platform (PaaS). General Electric’s PaaS is a project under their informational technology division. PaaS provides cloud servers and optimizes information based on GE’s analytics. An airline, for example, could use General Electric’s PaaS system for the aircraft operations. General Electric used PaaS’s cloud server to connect from the Masaya Volcano to show how PaaS can overcome technical challenges in the volcanic region where internet signals are weak. They broadcast the video from a helicopter and provided live video commentary from a volcanologist. The two live videos from the Masaya Volcano had a combined total of 10,053 reactions (likes, loves, hahas, wows, sads, and angrys) on Facebook. This was the largest number of reactions during the data-collection period. Second in number of reactions (3,305) was a humorous video explaining their industry. Out of 79 Facebook posts during the data collection period, only nine posts, including the posts of Masaya Volcano, had more than 1,000 reactions.

Figure 4.14 shows three screen captures from the General Electric’s Facebook Live post of Masaya Volcano. This post appeals to the customer’s astonishment at the volcano and of General Electric’s ability and power in the IT industry.

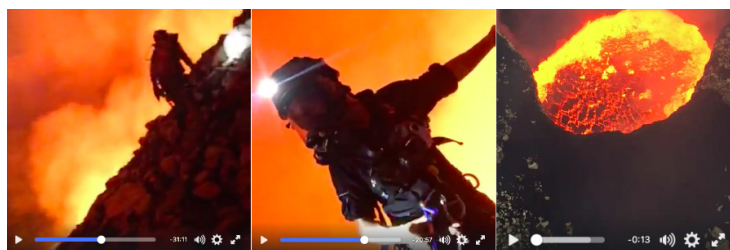


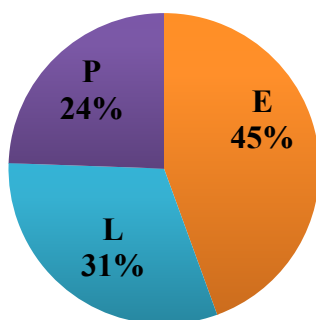
Figure 4.14. Video captures from General Electric’s Facebook Live (video) post about the Masaya Volcano

As shown in Figure 4.15, out of 93 Twitter posts from General Electric, I coded 40 posts as ethos (E, 45%), 28 posts as logos (L, 31%), and 22 posts as pathos (P, 24%). Coder 1 coded 43 posts as ethos (E, 52%), 29 posts as pathos (P, 27%), and 32 posts as logos (L, 21%).

Most of General Electric's Twitter posts included factual information about their business and technology. However, certain posts had stronger ethical and emotional appeals (i.e., ethos and pathos), emphasizing the company's ability to develop such technology or appealing to emotions, especially through humor. Below are examples of General Electric's ethical appeals on Twitter:

- *“We’re building technology for constant streaming of human vital signs for faster healthcare solutions.”*
- *“Our GE Healthcare ultrasound technology helps reveal the unseen in the fight against breast cancer.”*

**PI - General Electric
(Twitter pisteis category)**



**Coder 1 - General Electric
(Twitter pisteis category)**

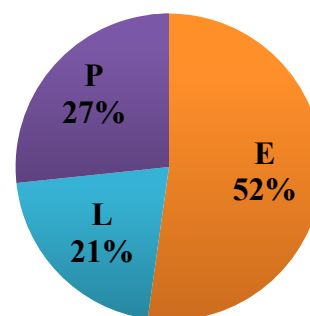


Figure 4.15. Relative frequency of General Electric's Twitter posts (pisteis category)

General Electric uploaded several videos that appealed to humor to explain their industry. Along with text reading *“Peanut butter & Jelly. Ham & Cheese. Nuts & Bolts. Digital & Industrial,”* General Electric uploaded a 24-second video. Figure 4.16 shows several screen captures from this video.

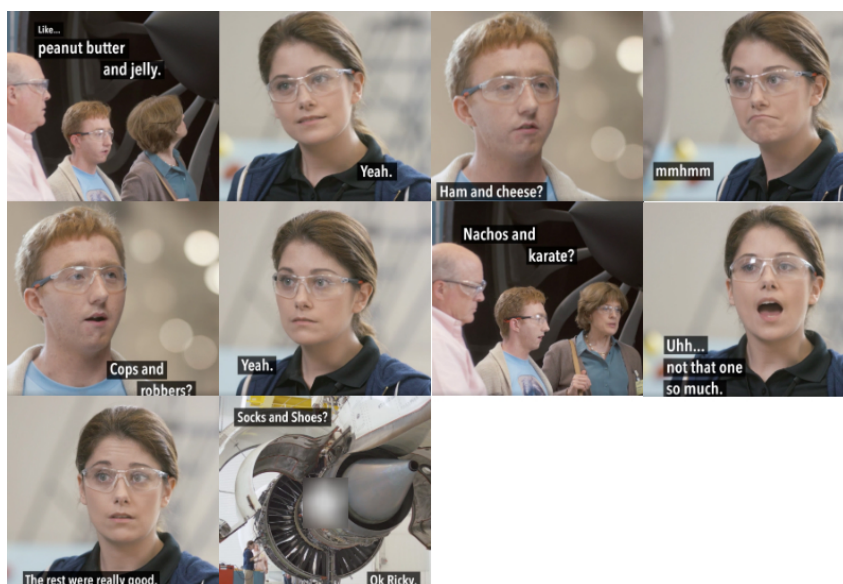


Figure 4.16. Example of a General Electric video that uses humor to evoke an emotion in the viewer

4.3.4. Reliability – General Electric. Raw agreement and Cohen’s Kappa are calculated under each category and presented in Table 4.5 and Table 4.6. Raw agreement and Cohen’s Kappa are rounded off to the fourth decimal place. The fair agreement in the *medium* category for the Twitter data is the result of different interpretations of the *link* and *image* codes, as explained in Section 4.2.2.

Table 4.5. Reliability of General Electric’s Facebook data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen’s Kappa
Post content	79	43	54.430	0.369
Medium	79	76	96.203	0.928
Pisteis	79	64	81.012	0.686

Table 4.6. Reliability of General Electric’s Twitter data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen’s Kappa
Post content	93	61	65.591	0.524
Medium	93	45	48.387	0.289
Pisteis	93	50	55.556	0.302

4.4. ASIANA AIRLINES' USE OF FACEBOOK AND TWITTER

Asiana Airlines is one of the major airlines in South Korea. The company is a member of Star Alliance, and flies to 14 domestic and 90 international destinations. Asiana Airlines' Facebook and Twitter posts are more predictable than those of Southwest Airlines and General Electric. During the data-collection period, Asiana Airlines uploaded posts mostly about flight status changes, events, and destination promotions. For the posts about destination promotions, they uploaded iconic pictures of destinations (for example, the Golden Gate Bridge in San Francisco) or recommended tourist attractions in the cities. Figure 4.17 shows an example of an Asiana Airlines post that promotes one of their destinations: Rome, Italy. Asiana Airlines uploaded an image taken with a 360-degree camera. To view the image, users must either drag left and right with a mouse on a computer or physically move the mobile device left and right. Below the figure is my English translation of the Korean text in the figure.

“(The city of plazas, Rome. This post introduces different charms that each plaza has! Visit our website to see more posts about Rome)”



Figure 4.17. Example of an Asiana Airlines Facebook post that promotes one of their destinations

Asiana Airlines often uploaded the same posts in both Korean and English, I observed no patterns as to whether they have a specific rule about which post is uploaded

in only Korean or both Korean and English. In Korean posts, they used honorific speech yet a friendly tone. Korean language has different word form or phrases in different level of formality. Below is an example that shows Asiana Airlines' tone in one of their Facebook posts. The post was translated by me into English as shown in Figure 4.18.



Figure 4.18. Example of a Facebook post from Asiana Airlines to show their tone

*“(Otaru, near Sapporo, has become famous after the movie ‘Love letter’.
Otaru’s summer is as beautiful as winter. Travel to Otaru with us~)”*

Asiana Airlines used multiple mediums, such as text, images, and videos, but they did not use live video streams. This is opposite to Southwest Airlines and General Electric, who utilized Facebook Live and Periscope for interactive and quick communication with their customers. Instead of using live video streams, Asiana Airlines used giveaway events to get attention from users and increase the number of followers on their Facebook and Twitter pages. Their giveaway events varied from giving away books and tickets to the national soccer game, a musical, and a movie. They also did an airfare auction of the flight from Incheon, South Korea, to Fukuoka, Japan.

4.4.1. Coding Results under the Post-Content Category. As shown in Figure 4.19, out of 63 Facebook posts from Asiana Airlines, I coded 32 posts as promotion (P, 51%), 12 posts as company information (I, 19%), 12 posts as event (E, 19%), 5 posts as other (O, 8%), 1 posts as social responsibility (S, 2%), and 1 post as career opportunity (C, 1%).

Coder 2 coded 36 posts as promotion (P, 57%), 14 posts as event (E, 22%), 11 posts as company information (I, 18%), 2 posts as other (O, 3%), 0 posts as social responsibility (S, 0%), and 0 posts as career opportunity (C, 0%).

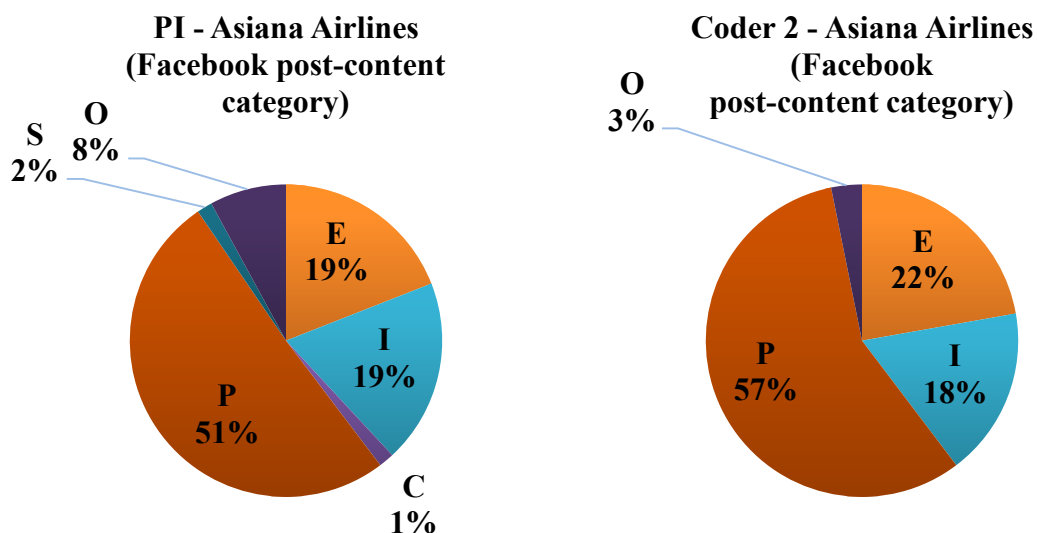


Figure 4.19. Relative frequency of Asiana Airlines' Facebook posts (post-content category)

The majority of Asiana Airlines' Facebook posts were promotional posts. Mostly they promoted their destinations and airfare sales, as shown in the following examples:

- “Check out what make Jeju so beautiful~”
- “If you fly First/Business Class or are an elite member of Star Alliance carriers, your baggages with 'Priority Tag' will be among the first at the baggage claim when you arrive at your destination.”

Like Southwest Airlines, Asiana Airlines also frequently uploaded posts about changes in their flight schedule. Those posts were coded as *company information*. Unlike Southwest Airlines, Asiana Airlines did not update many posts about their company culture, company events, customer stories, or their employees. Also, most posts that were coded as *event* were about giveaway events. In those posts, Asiana Airlines asked their followers to comment on the post and gave prizes to a few people who did. The following post is an example of such an event post:

“Win 2 Business Class RTW tickets. Do you know where in the world this photo was taken? If you can guess this right, along with a few other – you could win a very special round the world adventure.

See website for full terms and conditions #StarAllianceRTW”

Asiana Airlines often uploaded the same content in both Korean and English. They often mixed both Korean and English within a single post; otherwise, they provided the same content in two posts, one in Korean and the other in English. However, it did not seem like there was a rule about which posts were uploaded in only Korean or both Korean and English. Most of the posts that were uploaded in both Korean and English were about flight schedule changes, but not all flight schedule posts were uploaded in English.

As shown in Figure 4.20, out of 116 Twitter posts from Asiana Airlines, I coded 60 posts as company information (I, 52%), 40 posts as promotion (P, 34%), 10 posts as event (E, 9%), 5 posts as other (O, 4%), 0 posts as social responsibility (S, 0%), and 1 post as career opportunity (C, 1%).

Coder 2 coded 57 posts as promotion (P, 49%), 41 posts as company information (I, 35%), 13 posts as event (E, 11%), 4 posts as other (O, 4%), 0 posts as social responsibility (S, 0%), and 1 post as career opportunity (C, 1%).

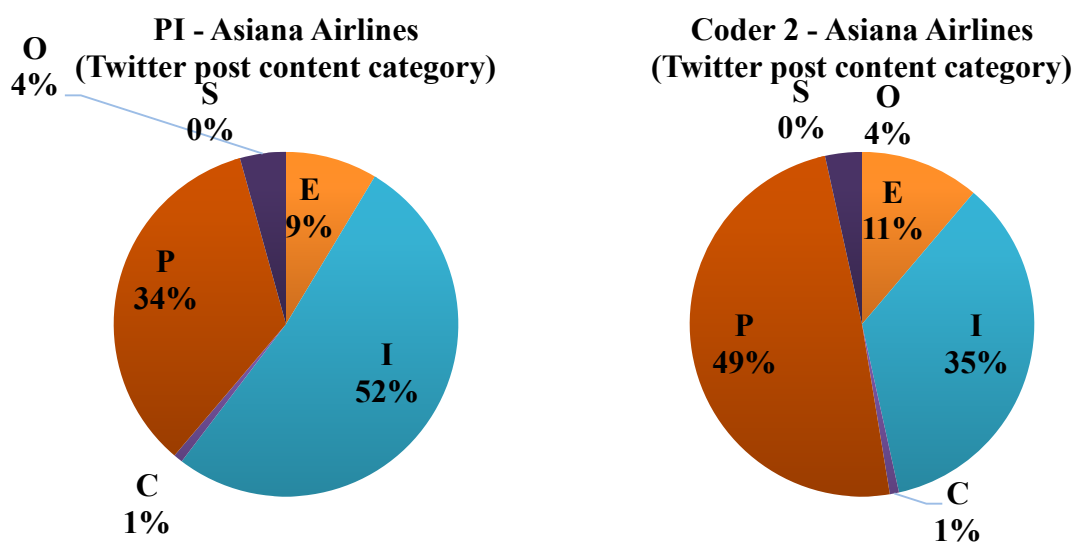


Figure 4.20. Relative frequency of Asiana Airlines' Twitter posts (post-content category)

Because Twitter limits the text to 140 characters, Asiana Airlines—like Southwest Airlines—uploaded content with mainly simple text, links, and images on Twitter. For example, they uploaded pictures of their aircraft in a hangar with the following texts:

“Coming soon~~!! @Airbus #A380”

Because Asiana Airlines’ event posts used multiple mediums combined (for example, text and video together, or text and multiple images together), they did not upload event posts as frequently on Twitter as they did on Facebook. However, they uploaded multiple posts about flight schedule changes, both in Korean and English. For example, on July 29, 2016, Asiana Airlines uploaded a Korean tweet about their flight schedule, and uploaded the same tweet in English after six minutes.

- *“[7/29 13:40 기준] #OZFLT 제주공항 활주로가 13:16 부터 정상화되어, 제주노선 항공편 운항이 재개되었습니다.”*
- *“#OZFLT As CJU runway is re-open at 13:16, our Jeju flights are resumed”*

4.4.2. Coding Results under the Medium Category. As shown in Figure 4.21, out of 63 Facebook posts from Asiana Airlines, I coded 33 posts as image (I, 52%), 16 posts as video (V, 25%), 13 posts as link (L, 13%), and 1 posts as text (T, 2%). Coder 2 coded 27 posts as image (I, 43%), 26 posts as link (L, 41%), 8 posts as video (V, 13%), and 2 posts as text (T, 3%).

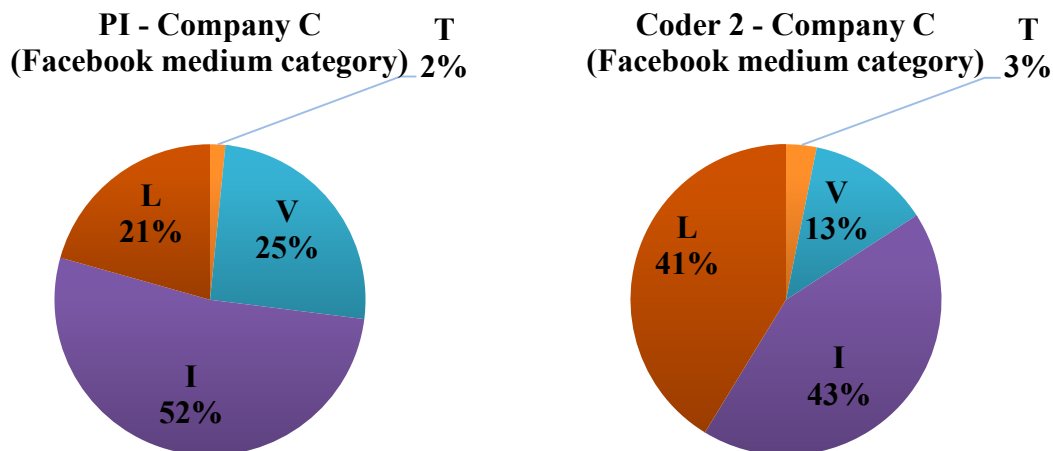


Figure 4.21. Relative frequency of Asiana Airlines’ Facebook posts (medium category)

Asiana Airlines used mostly photographs of destinations or photographs related to their posts. For example, in the event post about the airfare sale auction to Fukuoka, Japan, they included an image of Fukuoka. Also, links were used to guide users to an event page or to their website for users to check their flight status. Figure 4.22 shows an example of Asiana Airlines' Facebook post that included a photograph about the self-check in, which is described in the texts of the post.

Asiana Airlines used videos frequently, but they did not use the Facebook Live function. The videos uploaded by Asiana Airlines were edited by college students who were selected as “flying marketers” by the company. The students who are flying marketers live in or travel to foreign countries and film videos from the designation. Later, they edit the film and deliver it to Asiana Airlines. Asiana Airlines uploaded their video content on the official Facebook Page.

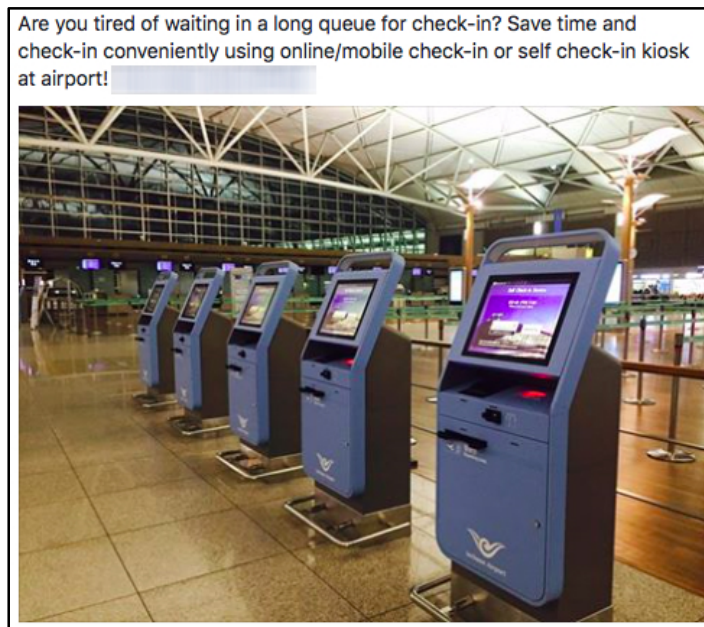


Figure 4.22. Example of a Facebook post from Asiana Airlines that includes an image related to the post

Asiana Airlines often used multiple mediums in one post, such as a link and a video together or a link and an image together. For a post with a link and multiple images, I coded the post's medium as *image* because images played a more important role in the post. Also, for a post with a link and a video, I coded the post's medium as *video* because

a video draws more attention from users than a link. For such posts, Coder 2 coded several of them as *link*. Different understandings caused differences in the coding results, and the same reason caused coding differences in the results from the Twitter data.

As shown in Figure 4.23, out of 116 Twitter posts from Asiana Airlines, I coded 64 posts as image (I, 55%), 34 posts as link (L, 29%), 11 posts as video (V, 10%), and 7 posts as text (T, 6%). Coder 1 coded 60 posts as link (L, 52%), 43 posts as image (I, 37%), 10 posts as text (T, 9%), and 3 posts as video (V, 2%).

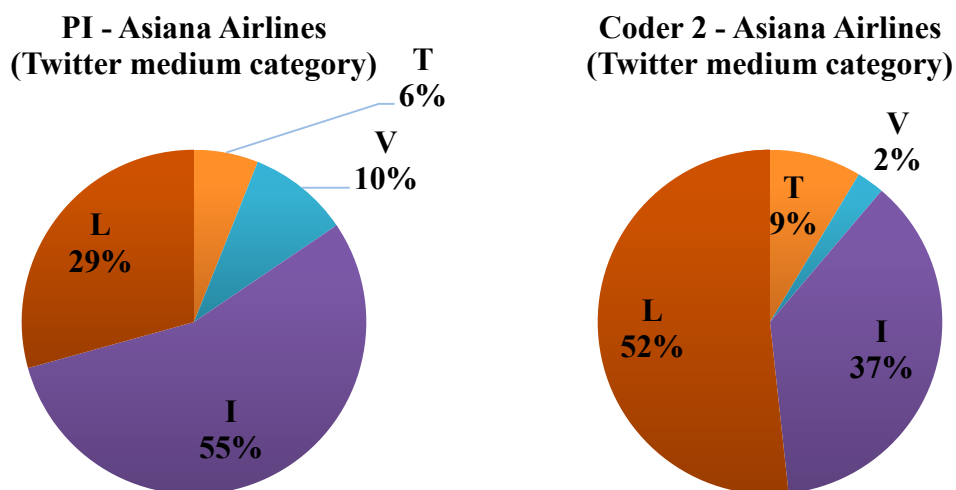
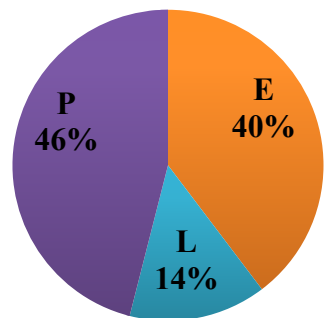


Figure 4.23. Relative frequency of Asiana Airlines' Twitter posts (medium category)

The mediums of Asiana Airlines' Twitter posts were not drastically different from those of their Facebook posts. All posts that were coded as text are about flight schedule changes or cancellations. The results show that Asiana Airlines did not use as many videos on Twitter as on Facebook. Asiana Airlines tends to upload content with texts, links, and images, instead of mixing multiple mediums or using videos on Twitter because of Twitter's 140-character limitation.

4.4.3. Coding Results under the Pisteis Category. As shown in Figure 4.24, out of 63 Facebook posts from Asiana Airlines, I coded 29 posts as pathos (P, 46%), 25 posts as ethos (E, 40%), and 9 posts as Logos (L, 14%). Coder 2 coded 28 posts as pathos (P, 45%), 21 posts as ethos (E, 33%), and 14 posts as logos (L, 22%).

**PI - Asiana Airlines
(Facebook pisteis category)**



**Coder 2 - Asiana Airlines
(Facebook pisteis category)**

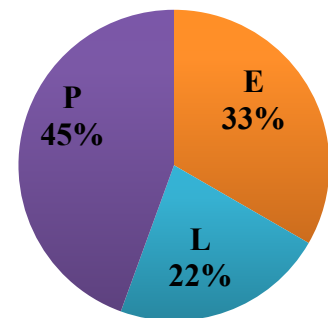
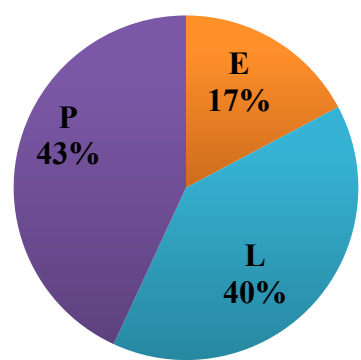


Figure 4.24. Relative frequency of Asiana Airlines' Facebook posts (pisteis category)

As shown in Figure 4.25, out of 116 Twitter posts from Asiana Airlines, I coded 50 posts as pathos (P, 43%), 46 posts as Logos (L, 40%), and 20 posts as ethos (E, 17%). Coder 2 coded 49 posts as pathos (P, 42%), 46 posts as logos (L, 40%), and 21 posts as ethos (E, 18%).

**PI - Asiana Airlines
(Twitter pisteis category)**



**Coder 2 - Asiana Airlines
(Twitter pisteis category)**

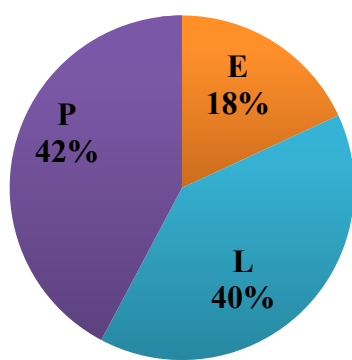


Figure 4.25. Relative frequency of Asiana Airlines' Twitter posts (pisteis category)

Asiana Airlines' giveaway event posts were coded as *ethos*, because those events help Asiana Airlines build reputation and credibility from their customers. Also, when

they uploaded posts about their destinations, most posts were coded as *pathos* because they appeal to customer's emotions and desire to travel. The posts about flight schedule changes were coded as *logos* because in those posts Asiana Airlines focused mainly on factual information. Because Asiana Airlines uploads more posts about their destinations and events on Facebook than on Twitter, there were more Facebook posts than Tweets coded as *pathos* and *ethos*. On the other hand, because they post flight schedule changes more frequently on Twitter, there were more Twitter posts coded as *logos*.

4.4.4. Reliability – Asiana Airlines. Raw agreement and Cohen's under each category and presented in Table 4.7 and Table 4.8. Raw agreement and Cohen's Kappa are rounded off to the fourth decimal place. Posts in Asiana Airlines' post-content category were more predictable than those of Southwest Airlines or General Electric. Therefore, raw agreement and Cohen's Kappa value for the coding of Asiana Airlines' and Samsung Electronics' posts were higher than those for the coding of Southwest Airlines' and General Electric's posts.

Table 4.7. Reliability of Asiana Airlines' Facebook data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	63	53	84.127	0.749
Medium	63	47	74.603	0.614
Pisteis	63	49	77.778	0.648

Table 4.8. Reliability of Asiana Airlines' Twitter data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	116	87	75.000	0.607
Medium	116	82	82.000	0.539
Pisteis	116	86	86.000	0.589

4.5. SAMSUNG ELECTRONICS' USE OF FACEBOOK AND TWITTER

Samsung Electronics is a division of the South Korean conglomerate. The company produces electronic components and manufactures consumer electronic

products such as smartphones, wearable devices, televisions, and appliances. Samsung Electronics uploaded the largest number of posts on Facebook during the data collection period. However, it seemed like multiple people were uploading under one account because the tone of language and honorific speech varied in the posts. For example, in the posts about giveaway events, several posts used honorific speech, while the others used non-honorific speech.

Samsung Electronics used lots of slang and idioms in their Facebook and Twitter posting; such was not found in other companies' data. It could be interpreted as their effort to connect with younger-generation users. All posts collected as data were in Korean. Because they used many idioms and emoticons, international users would not be able to use online translation tools to understand the posts. Therefore, it may be inferred that their Facebook and Twitter pages are strictly targeted to Korean users.

Samsung Electronics frequently used hashtags (#) when it was not necessary. When a company uploads a post with a hashtag, users can click the hashtag, and the page shows every post on Facebook or Twitter that used the same hashtag. For example, in one of the Facebook posts, Southwest Airlines used a hashtag #NationalAviationDay. By clicking on this automatically hyperlinked hashtag, users can see anyone's public Facebook posts that include #NationalAviationDay. General Electric used a hashtag for one of their products so that users could find posts related to the product, and Asiana Airlines rarely used hashtags in their posts.

However, Samsung Electronics used hashtags on not only "important words" such as their product name, but also on comparably unimportant words. They might have wanted their Facebook and Twitter pages to be exposed to more people because using hashtags is one of the ways to publicize Facebook and Twitter accounts. For example, Samsung Electronics used the hashtags shown in the following Facebook post example. The post is translated by me:

“#조명 #촛불 #스피커... #보틀? 대체 너 정체가 뭐야? (#lights #candle #speaker #bottle ... what is this?)”

The post is promoting one of their products: a bottle-shaped speaker that lights up. By using hashtags on *lights*, *candle*, *speaker*, and *bottle*, this post is exposed to anyone who searches for posts with those hashtags.

Another noticeable result is that Samsung Electronics used Facebook and Twitter as methods to disseminate their blog contents. On Facebook, they summarized main points of blog posts, but Facebook automatically displayed a photo or video in the linked blog post. Figure 4.26 is an example of such a Facebook post:

On the other hand, on Twitter, Samsung Electronics used links only in combination with short textual descriptions. Below is the same post as Figure 4.26 in Twitter, and the post is translated by me:

“인테리어에 관심이 많다면? 빌트인 가전은 놓치지 말아야죠!... 상품 전략 담당자가 말하는 요즘 '대세' 빌트인 가전! #IFA2016 #빌트인 (If you are interested in interior design, don't miss out on built-in appliances! Take a look at “trendy” built-in appliances explained by the product strategy developer! #IFA2016 #Built_in)”



Figure 4.26. Example of Samsung Electronics' Facebook post

It is hard to determine what each post is about only by reading the post on Facebook or Twitter, because they do not provide enough explanation in texts or visuals. Therefore, Coder 2 and I had to click on the image link provided and read their blog posts.

4.5.1. Coding Results under the Post-Content Category. As shown in Figure 4.27, out of 200 Facebook posts from Samsung Electronics, I coded 96 posts as

promotion (P, 48%), 41 posts as event (E, 20%), 27 posts as company information (I, 13%), 17 posts as other (O, 9%), 15 posts as social responsibility (S, 8%), and 4 posts as career opportunity (C, 2%).

Coder 2 coded 107 posts as promotion (P, 54%), 42 posts as event (E, 21%), 21 posts as company information (I, 10%), 16 posts as social responsibility (S, 8%), 14 posts as other (O, 7%), and 0 posts as career opportunity (C, 0%).

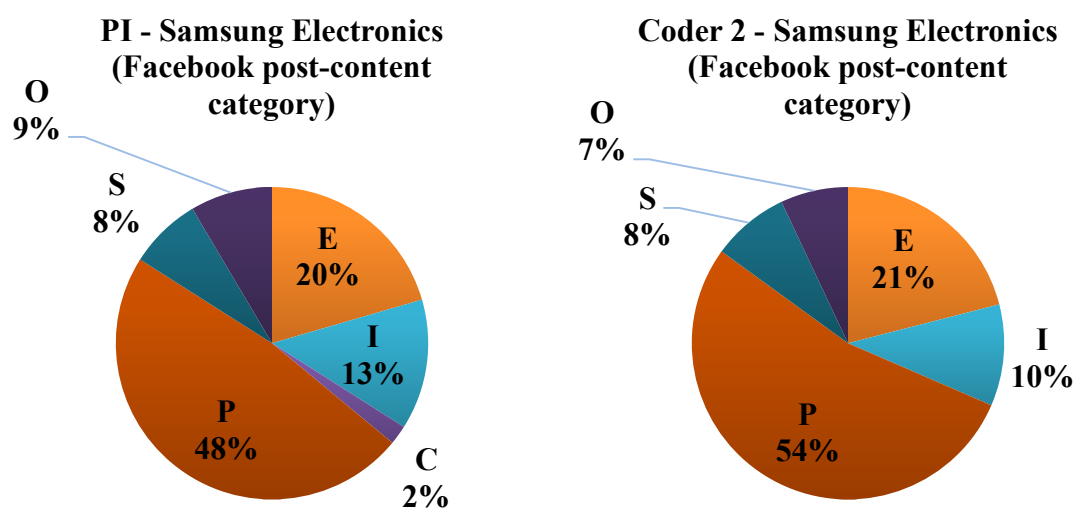


Figure 4.27. Relative frequency of Samsung Electronics' Facebook posts (post-content category)

Samsung Electronics' *promotion* posts were mainly about their products. Because Samsung Electronics develops and manufactures consumer good products, most posts were directly related to a product's function or use.

Like Asiana Airlines, Samsung Electronics uploaded posts about events. They also held lots of giveaway events for customers. As company information, Samsung Electronics uploaded posts about technology issues related to their products or employee stories.

Samsung Electronics uploaded posts about social responsibility frequently. The posts under the *social responsibility* code were about employees' volunteer stories and company projects related to social responsibility. For example, they uploaded several

posts about their smart school project, which is a schooling project for the students in rural areas without access to new technology and better education.

The content of Samsung Electronics' Twitter posts was not drastically different from the content of their Facebook posts because their "main content" for both is from the blog. Therefore, Samsung Electronics uploaded mostly the same content on Twitter, using slightly different phrases and links to their blog posts.

As shown in Figure 4.28, out of 168 Twitter posts from Samsung Electronics, I coded 71 posts as promotion (P, 42%), 28 posts as social responsibility (S, 17%), 26 posts as company information (I, 15%), 21 posts as other (O, 13%), 18 posts as event (E, 11%), and 4 posts as career opportunity (C, 2%).

Coder 2 coded 95 posts as promotion (P, 56%), 25 posts as social responsibility (S, 15%), 22 posts as company information (I, 13%), 13 posts as event (E, 8%), 13 posts as other (O, 8%), and 0 posts as career opportunity (C, 0%).

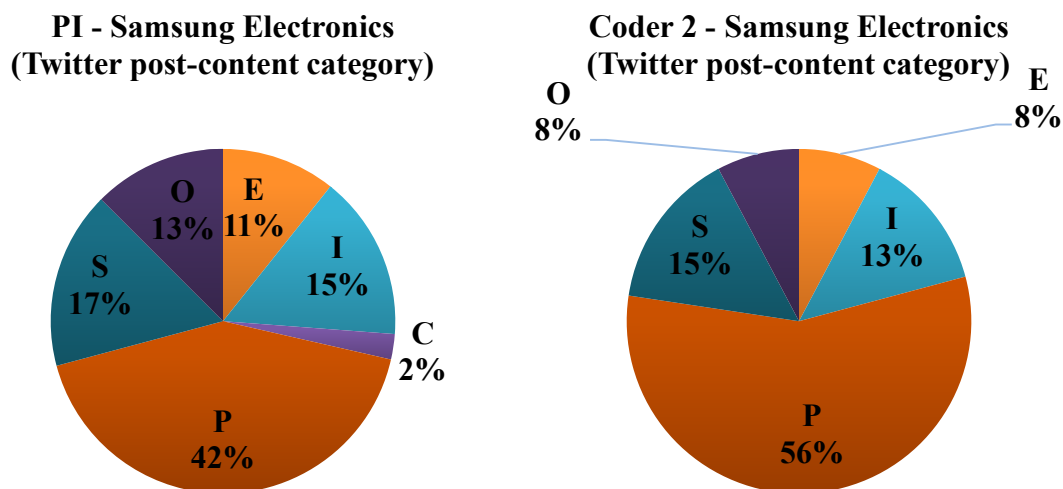


Figure 4.28. Relative frequency of Samsung Electronics' Twitter posts (post-content category)

4.5.2. Coding Results under the Medium Category. As shown in Figure 4.29, out of 200 Facebook posts from Samsung Electronics, I coded 158 posts as link (L, 79%), 26 posts as image (I, 13%), 16 posts as video (V, 16%), and 0 posts as text (T, 0%).

Coder 2 coded 159 posts as link (L, 80%), 26 posts as image (I, 13%), 13 posts as video (V, 6%), and 2 posts as text (T, 1%).

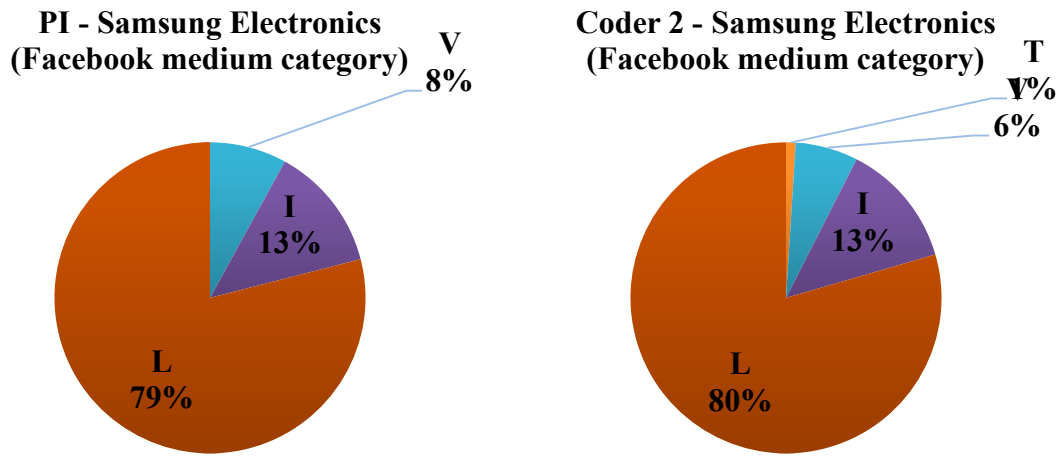


Figure 4.29. Relative frequency of Samsung Electronics' Facebook posts (medium category)

Samsung Electronics' Facebook posts included mainly links to their blog posts. They often used images or a video in the post. For such cases, they use carefully edited images and videos like commercials. The images and videos had lots of text and illustrations, as shown in Figure 4.30 and Figure 4.31.

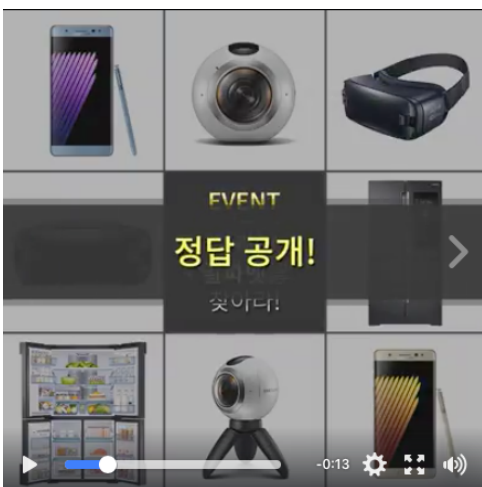


Figure 4.30. Screenshot of a video uploaded on Samsung Electronics' Facebook Page



Figure 4.31. Example of an image posted on Samsung Electronics' Facebook Page

On Twitter, Samsung Electronics used only links to their blog post as the medium. As shown in Figure 4.32, coder 2 and I both coded all 168 posts as *link* (L, 100%).

**PI - Samsung Electronics
(Twitter medium category)**

**Coder 2 - Samsung Electronics
(Twitter medium category)**

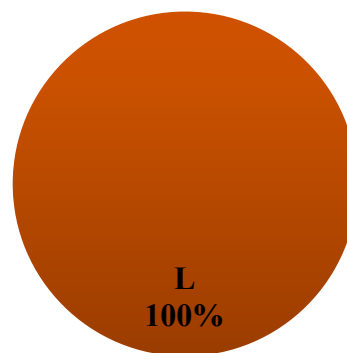
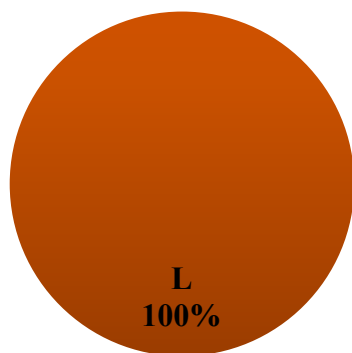
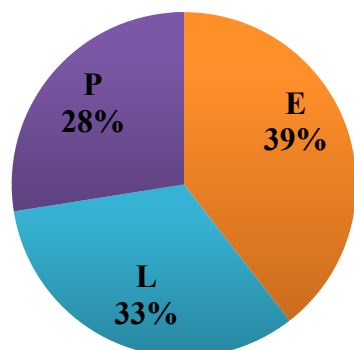


Figure 4.32. Relative frequency of Samsung Electronics' Twitter posts (medium category)

4.5.3. Coding Results under the Pisteis Category. As shown in Figure 4.33, out of 200 Facebook posts from Samsung Electronics, I coded 79 posts as ethos (E, 39%), 66 posts as Logos (L, 33%), and 55 posts as pathos (P, 28%). Coder 2 coded 87 posts as ethos (E, 43%), 61 posts as logos (L, 31%), and 52 posts as pathos (P, 28%).

PI - Samsung Electronics
(Facebook pisteis category)



Coder 2 - Samsung Electronics
(Facebook pisteis category)

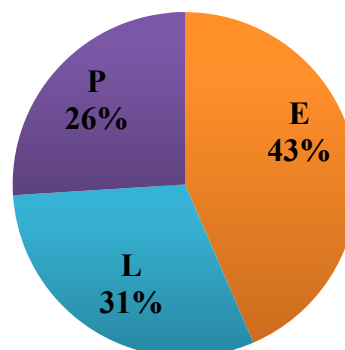


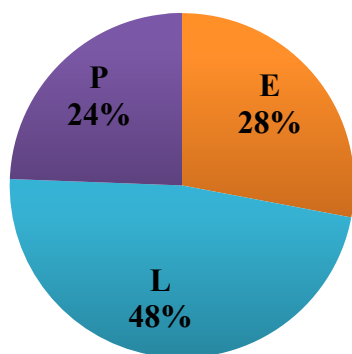
Figure 4.33. Relative frequency of Samsung Electronics' Facebook posts (pisteis category)

Facebook and Twitter posts that focus on the functionality of the product were coded mainly as *logos*. When Samsung Electronics was promoting a product, they not only explained the technical functions of the product but also showed how the product could enrich the customer's life. For example, they uploaded a post to promote their new television, providing an explanation of how newly married couples can design their home interior around the new product. Also, they uploaded a post for women college students, explaining how to style the company's new wearable device. Such posts were coded as *pathos* because they make customers feel closer to the company's product and excite customers to induce them to purchase the product.

Also, Samsung Electronics used celebrities, experts, product developers, and their own employees to establish the credibility of their products and to attract attention from their customers. For example, to promote their refrigerator, they interviewed people who developed the product to explain why their product is different from the competitors' products, and they asked housewives to use the product and wrote a story about their experiences. Such posts were coded as *ethos* because they strongly appealed to the customer's high regard for corporate credibility. Their giveaway-event posts were also coded as *ethos*, because events help build the reputation of the company.

As shown in Figure 4.34, out of 168 Twitter posts from Samsung Electronics, I coded 80 posts as logos (L, 48%), 47 posts as ethos (E, 28%), and 41 posts as pathos (P, 24%). Coder 2 coded 58 posts as logos (L, 35%), 58 posts as ethos (E, 34%), and 52 posts as pathos (P, 52%).

**PI - Samsung Electronics
(Twitter pisteis category)**



**Coder 2 - Samsung Electronics
(Twitter pisteis category)**

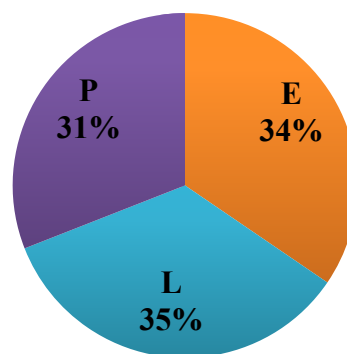


Figure 4.34. Relative frequency of Samsung Electronics' Twitter posts (pisteis category)

4.5.4. Reliability – Samsung Electronics. Raw agreement and Cohen's Kappa are calculated under each category and presented in Table 4.9 and Table 4.10. Raw agreement and Cohen's Kappa are rounded off to the fourth decimal place. Samsung Electronics' posts in the post-content category were more predictable than those of Southwest Airlines or General Electric. Therefore, raw agreement and Cohen's Kappa value for the coding of Asiana Airlines' and Samsung Electronics' posts were higher than those for the coding of Southwest Airlines' and General Electric's posts.

Table 4.9. Reliability of Samsung Electronics' Facebook data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	200	158	79.000	0.688
Medium	200	185	92.500	0.786
Pisteis	200	142	71.000	0.558

Table 4.10. Reliability of Samsung Electronics' Twitter data

Category	Total # of Posts	# of Posts Agreed	Raw Agreement (%)	Cohen's Kappa
Post content	168	115	68.452	0.548
Medium	168	168	100.000	1
Pisteis	168	118	70.238	0.551

5. ANALYSIS

In this section, using the results reported in the previous section, I analyze how the four companies use their Facebook and Twitter accounts similarly and differently. Also, I answer my three research questions in this section.

For the first research question, “How do American and South Korean companies use their social media similarly and differently?” I analyzed the data, derived major themes about how the four companies use Facebook and Twitter, and compared Southwest Airlines' and General Electric's use versus Asiana Airlines' and Samsung Electronics' use. I found that the two companies in Korea have different ways of communicating with their customers on Facebook and Twitter than do the two companies in the U.S. Because the coding did not reach very good interrater reliability, it is hard to draw conclusions that could be generalized. While analyzing the data, I focused on the results that the coders agreed on, but it is hard to draw conclusions or find a definite answer to the first research question.

For the second research question, “What cultural aspects of each country are reflected in the social-media content of four specific companies?” I used Edward T. Hall and Geert Hofstede's cultural theories to explain what cultural differences affected the four companies' use of Facebook and Twitter. When the results could not be explained by cultural theories, I discussed possible reasons.

For the third research question, “What is an effective social media localization strategy for American companies to use in Korea, and for Korean companies to use in the United States?” I suggest possible localization strategies for each country, based on the results and my analysis from this study.

5.1. THE FOUR COMPANIES' FACEBOOK AND TWITTER PRACTICES

In this section, after summarizing the results of my study, I discuss the major themes of the posts – branding, authenticity, interactivity, and information dissemination and viral marketing – and the differences in those themes between countries. I derived the themes by analyzing the Facebook and Twitter practices of the four companies.

5.1.1. Summary of the Results. Table 5.1 presents a summary of the results of my study. This summary will help the reader to understand the analysis that will follow in the next sections.

Table 5.1. Summary of results

Country	United States		South Korea	
Industry	Service	Conglomerate	Service	Conglomerate
Company Name	Southwest Airlines	General Electric	Asiana Airlines	Samsung Electronics
Content Type	Uploads posts about: <ul style="list-style-type: none"> ▪ Flight schedule changes ▪ Airfare sale promotion ▪ Employee appreciation ▪ Customer stories 	Uploads posts about: <ul style="list-style-type: none"> ▪ Company's business and technology ▪ Product promotion ▪ Events that the company participates 	Uploads posts about: <ul style="list-style-type: none"> ▪ Flight status changes ▪ Giveaway events ▪ Destination promotion 	Uploads posts about: <ul style="list-style-type: none"> ▪ Product promotion ▪ Giveaway events ▪ Social responsibility
Medium	<ul style="list-style-type: none"> ▪ Combines multiple mediums on Facebook ▪ Uses mostly links on Twitter ▪ Actively uses live videos 	<ul style="list-style-type: none"> ▪ Links to blog ▪ Actively uses live videos 	<ul style="list-style-type: none"> ▪ Uses mostly images and videos ▪ Often combines multiple mediums in one post ▪ Does not use live videos 	<ul style="list-style-type: none"> ▪ Disseminates the blog content ▪ Carefully edits images and videos
Pisteis	<ul style="list-style-type: none"> ▪ Uses all artificial proofs 	<ul style="list-style-type: none"> ▪ Uses ethos more often than the other rhetorical appeals 	<ul style="list-style-type: none"> ▪ Uses more pathos and ethos than logos on Facebook ▪ Uses logos more often than the other rhetorical appeals on Twitter 	<ul style="list-style-type: none"> ▪ Uses all artificial proofs
Other Characteristics	<ul style="list-style-type: none"> ▪ Uses drastically different strategies on Facebook and Twitter ▪ Expresses Company culture ▪ Makes commentaries on tragic events occurred 		<ul style="list-style-type: none"> ▪ Often writes in English ▪ Does not have a specific rule about which posts get translated ▪ Uses honorific speech yet friendly tone in Korean posts 	<ul style="list-style-type: none"> ▪ Uploads the greatest number of posts on Facebook during the data collection period ▪ Uses lots of Korean slang terms and idioms ▪ Frequently uses hashtags (#) when it is not necessary

5.1.2. Branding. Branding is "how people feel about an organization based on their actions and communications" (Harner & Zimmerman, 2002, p. 69). Branding helps companies build a relationship with their customers because "brand is the intersection of an organization's strengths and what its customers or members value" (Harner & Zimmerman, 2002, p. 69). According to Harner and Zimmerman (2002), companies, especially in the technology industry, can develop their brand by "technology leadership, customer focus, value, quality, service, availability, and longevity" (p. 78). Facebook and Twitter allow companies to reach multiple criteria, and the four companies utilized their Facebook and Twitter to build stronger brands.

On Facebook and Twitter, each of the four companies uploaded posts about their culture in order to create an image that customers could associate with the company's brand. For example, Southwest Airlines considered people-oriented service and a fun corporate culture to be important ("Southwest Airlines – Culture," n. d.). They frequently uploaded posts about stories from their customers to show that they pay attention to their customers while providing service. Customers often sent their stories to Southwest Airlines' official account or tagged the Southwest Airlines account, and Southwest Airlines shared such posts so that everyone who follows the Page could read the stories. Also, they uploaded posts showing their employees enjoying fun events and used humor to express their "fun" culture.

General Electric uploaded posts about their abilities in various industries and advanced technologies that they have. For example, they uploaded posts about their technology-help communities. Below are examples of such posts:

- *"GE technology is helping power the Liberty Cup, the largest and fastest drone race in Jersey City, NJ."*
- *"GE Healthcare opened labs in Zika hotspots to find a way to terminate the virus."*

They also uploaded posts about their future focus on the digital industry. Using Facebook and Twitter, General Electric clearly stated that they have been involved with industrial technology while manufacturing turbines, jet engines, locomotives, and medical equipment. At the same time, they uploaded posts about their projects in the digital industry and how the future of the company is in this industry. Also, during the data-collection period, they uploaded a series of videos that explained how General

Electric is in the digital and industrial industries. General Electric wants to build a powerful and strong image and wants customers to remember that their business is in both the industrial and digital industries.

Samsung Electronics frequently uploaded posts about their social responsibilities. They organized various events, such as technological support for rural children and employees' volunteering in third-world countries, and shared stories through their Facebook and Twitter accounts. By uploading the posts focused on corporate social responsibility, Samsung Electronics tried to create a brand image of responsibility and reliability.

Similarly, Asiana Airlines uploaded posts about their social responsibilities to strengthen their brand image. Two of the values that Asiana Airlines has are credibility and social responsibility ("Asiana Airlines – Company Value," n. d.). Also, because their International Air Transport Association (IATA) code is OZ, they connected it to the Wizard of OZ and used the word "magic" frequently in their Facebook and Twitter posts. The idea of connecting the IATA code to the popular story shows how creative they are.

Also, active interaction and consistent uploading led to building strong brands. During the data-collection period, the four companies consistently uploaded posts on Facebook and Twitter so that they could be visible in the feeds of customers who follow their Facebook Pages and Twitter accounts. Comment replies also show their "customer focus" aspect, which yields to building stronger brands (Harner & Zimmerman, 2002, p. 78).

5.1.3. Authenticity. For the purpose of this study, I define authenticity as companies' frequently uploading posts about their "real" service, stories, employees, and product reviews compared to uploading deliberately designed or made up content such as commercials. All four companies used Facebook and Twitter to give customers a behind-the-scenes look at their company products, culture, and employees. For example, General Electric broadcast live videos of its Masaya Volcanic Descent (i.e., a journey into a volcano to install a GE instrument), filmed by their industrial cloud-based platform (PaaS). When companies produce commercials, they often choose the best aspects of their products and services to persuade the customers, because commercials are short but costly. Commercials are broadcast through televisions and the web, and companies must

catch the public's attention in a short period of time. The nature of commercials makes companies focus on the best aspects of their products and services. On the other hand, social media allows companies to create and distribute content in a cost-effective way. Because companies can deliver more stories and information about the companies on Facebook and Twitter, all four companies created “real” stories about the companies, whether about their company culture, employees, product development procedure, or marketing events. Because companies use social media for marketing purposes, it is hard to say that companies do not tailor the content on social media at all. However, content on the four companies’ Facebook and Twitter was more authentic than their commercials or marketing campaigns on the web.

For example, Asiana Airlines organized a group of college students so that they could be sponsored and write reviews about the company’s travel destinations or service. They did not change or twist the content; rather, they uploaded as college students created. Also, Samsung Electronics frequently uploaded posts with product reviews from specialists or regular customers. For example, Samsung Electronics posted about their new refrigerator and uploaded reviews from housewives, who are the target customers of the product. In such cases, even though the content in these reviews was created by companies, customers could connect to the content better, because they could relate to the people who evaluated the companies' products and services.

The communication practice of creating authentic content might have been affected by the individual content creators on social media. According to Pitt et al. (2011), customers trust an individual’s blog more than they do commercials because information on a blog is more up to date and credible. When customers do not trust the information in commercials and other marketing deliverables, companies must employ a different communication strategy. Even though companies’ official Facebook Pages and Twitter accounts cannot be the same as individuals’ social media content, the companies tried to engage customers in the content-creation process. In addition to that, the four companies shared authentic content that only they could produce, not the individual content creators, such as broadcasting employee-only events (Southwest Airlines), broadcasting the interviews with employees (General Electric), sharing pictures of places many people do not have access to (Asiana Airlines), and interviewing product developers to explain the

development process (Samsung Electronics). Therefore, I found authenticity as an important theme from the results, and this authentic content allowed companies to be more real with their customers so that their customers could connect with them, and they could gain trust from their customers.

5.1.4. Interactivity. An opportunity to interact with customers is one of the great advantages that social media provides. Facebook allows customers to react to each post by clicking *like*, *love*, *haha*, *wow*, *sad*, and *angry*. Facebook also allows users to comment on each post, comment during a live broadcast on Facebook Live, and send an instant and private message to the Page administrator.

Users on Twitter can “retweet” a tweet that has already been uploaded by one user. Retweets indicate that the tweet is not an original post, and they allow people to disseminate information quickly. Users can also save each tweet by clicking a “favorite” button or reply to the tweet. Facebook's and Twitter's live video functions also allow instant communication with customers, because customers can comment on the video while they are watching it live. Southwest Airlines and General Electric broadcast company events occasionally.

Southwest Airlines especially showed active interaction on Twitter and Facebook with their customers. They often replied to customer complaints when they were made as public comments, as shown in Figure 5.1.

On Southwest Airlines' Facebook post about tropical weather conditions in Florida, a customer left a comment complaining that the customer was charged a higher fare for changing flights. Southwest Airlines replied with an apology and suggested a course of action that the customer could follow to resolve the issue. They replied to the comment quickly and their reply was signed with the name of the representative who wrote it.

Southwest Airlines not only answered questions from the customers but also replied to unimportant information to reach out to customers and build a stronger relationship with them, as shown in the following example:

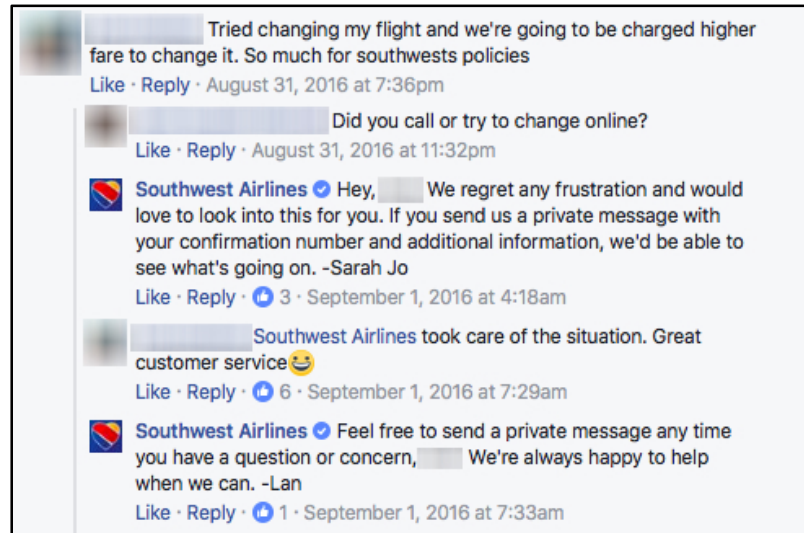


Figure 5.1. Example of an interaction between Southwest Airlines and a customer on Southwest Airlines' Facebook Page

Original tweet: *Name that skyline approach! (picture) - August 30, 2016, at 12:26 pm*
 User: *@Southwest Airlines Milwaukee*
 Southwest Airlines: *@User Think south! And HOT! ^AH*
 User: *@ Southwest Airlines Pheonix... I've never flown... Ever, so I don't guess I'd know!*
 Southwest Airlines: *@User Well done! Never flown before? Ever?? ^AH*
 User: *@ Southwest Airlines Thanks! Nope, never flown. Ever.*
 Southwest Airlines: *@User You gotta try it! Soon... ^AH*
 User: *@ Southwest Airlines I will one day, and I'll fly Southwest Airlines!*
 Southwest Airlines: *@User Can't wait for the day to come! ^AH*
 User: *@ Southwest Airlines Me too. Stay great, Southwest Airlines*
 Southwest Airlines: *@User *fist bump**

During the data collection period, Asiana Airlines and Samsung Electronics did not show much interaction with their customers. They rarely replied to the comments made by their customers. In particular, users were not allowed to upload any posts on the

Samsung Electronics' Facebook Page. The other three companies allowed users to upload posts on their Pages, and Southwest Airlines and General Electric sometimes replied to the user posts.

5.1.5. Information Dissemination and Viral Marketing. Another theme I found was that all four companies used Facebook and Twitter to disseminate information about their product and service so that they could take advantage of the power of viral marketing. According to Kaplan & Haenlein (2011), viral marketing is “electronic Word-of-Mouth in which some form of marketing message related to a company, brand or product is transmitted in an exponentially growing way, often through the use of social media applications” (p. 254).

I understood that the ultimate reason for the companies to use Facebook and Twitter is to make more and more people aware of their products and services. The four companies' use of hashtags shows how they want more exposure to their current and potential customers. They also wish to create more discussions about their content among customers. Facebook's post sharing function and Twitter's retweet function allow users to not only distribute information but also to add comments to a shared post. Therefore, by commenting and sharing content, discussions can be created regarding a topic or content that companies upload.

However, viral marketing is not always positively effective for companies. For example, on April 9, 2017, the video that showed United Airlines' customer being forcefully dragged from an aircraft to make the seat available for crew members went viral on social media. The video showed how poorly United Airlines treated a customer and brought up the racial discrimination issue and the overbooking issue. By April 11, 2017, the company's stock was 1.1% lower and they lost \$255 million in the market (Reklaitis, 2017). This example shows how powerful social media's viral marketing power can be in a negative way.

The viral marketing power of social media can benefit companies, but it can also yield unintended consequences. Often, information is disseminated quickly and the original content creator does not have any control over the discussion regarding the content. St. Amant (2016) pointed out that fast dissemination of information and limited lengths of content on Twitter could affect how ideas are presented.

When negative or distorted information about companies spreads out on social media, companies should have policies to deal with such a situation. During the data-collection period, Samsung Electronics had an issue with one of their products and many Facebook and Twitter users commented and posted negative content about the company's ability to manufacture reliable products. On September 2, 2016, Samsung Electronics uploaded a post apologizing and announcing a course of action that customers who purchased the product could follow. From September 2, 2016, to September 6, 2016, the post got around 2,400 reactions (combining likes, loves, angrys, sads, hahas, and wows), and the post was shared by around 290 people. The number of reactions and shares was more than the number of reactions and shares that Samsung Electronics usually gets. However, Samsung Electronics did not respond to any of the users' comments on the post.

On the other hand, Southwest Airlines had a technology outage during the data-collection period and was proactive in communicating with their customers. Southwest Airlines' social media team quickly uploaded Facebook and Twitter posts about flight status, refund information, and technology recovery status, and they actively communicated with their customers through Twitter. There is no rule about whether companies should take action on the negative information on social media. Samsung Electronics and Southwest Airlines showed different reactions, and it is hard to tell which strategy was more beneficial to the company. However, because the viral marketing power of social media can both benefit and harm companies, each company should set a strategy or policy about how to respond to negative information on social media.

5.1.6. Two Countries' Different Uses of Facebook and Twitter. I found that all four companies exploited the four themes (branding, authenticity, interactivity, information dissemination and viral marketing) in their Facebook and Twitter strategies. However, American companies (Southwest Airlines and General Electric) focused more on interactivity, whereas Korean companies (Asiana Airlines and Samsung Electronics) focused more on information dissemination and viral marketing.

As discussed in the previous sections, Southwest Airlines and General Electric showed much more effort to interact with their customers by streaming live videos, replying to the comments or posts uploaded by customers, and replying to customers' tweets. On the other hand, Asiana Airlines and Samsung Electronics were less interactive

with customers, and Samsung Electronics did not even allow customers to make posts to their Facebook Page. Asiana Airlines and Samsung Electronics seemed to use Facebook and Twitter for information dissemination and viral marketing purposes. In particular, Samsung Electronics distributed their blog content via Facebook and Twitter. They did not create specific content only for Facebook or only for Twitter. Also, Asiana Airlines and Samsung Electronics used hashtags more often with the purpose of getting more exposure for their content.

In terms of the tools, the four companies tended to use Twitter for delivering information quickly by using the simpler mediums such as texts and links. In terms of the use of a medium, all four companies tended to use multiple mediums on Facebook and Twitter. All of them rarely uploaded posts with only text, unless they had to deliver quick and important information such as a flight status change and weather update. However, the Korean companies (Asiana Airlines and Samsung Electronics) tended to use more than two mediums in one post, whereas American companies tended to use text and one other medium (image, video, or link) in one post. In particular, Samsung Electronics used the corporate blog and mixed multiple mediums in each blog post. Through using multiple mediums in each Facebook, Twitter, and blog post, Asiana Airlines and Samsung Electronics could deliver more information and use diverse rhetorical strategies. Therefore, I understood that Asiana Airlines and Samsung Electronics have a more complex style of communication on Facebook and Twitter.

In terms of Aristotle's *pisteis*, all four companies used all three artificial proofs. Both countries had a similar pattern of using *logos* by focusing on facts and statistical information. However, the two countries' uses of *ethos* and *pathos* were different. For example, Southwest Airlines and General Electric used *ethos* more often than the Korean companies to talk about their ability to manufacture their products or provide their services. Notably, General Electric frequently used the words *we*, *us*, and *our* to create a credible persona by personifying themselves as a group of people rather than an impersonal corporate entity. Below are the examples from General Electric's Facebook posts:

- “With **our** plans for floating offshore wind farms, the future of renewable energy is buoyant.”

- *“Our brilliant factory in Canada will be the blueprint for manufacturing once it’s completed in 2018.”*
- *“We’re building technology for constant streaming of human vital signs for faster healthcare solutions.”*

On the other hand, Samsung Electronics often created ethos by borrowing words from authority figures or celebrities. For example, on Samsung Electronics’ blog, Patrick Moorhead, industry analyst and consultant and CEO of Moor Insights & Strategy, wrote a column to explain Samsung Electronics’ new mobile phone’s two-factor biometric authentication technology.

The two countries emphasize their products and services differently, one through pathos, the other through ethos. Asiana Airlines and Samsung Electronics used pathos to emphasize how their products and services could enrich customers’ lives in the future and appealed to customers’ self-interest and emotions. For example, Asiana Airlines specifically stated what customers could enjoy from their travel destinations. Below is an example of a Tweet by Asiana Airlines. The post is translated by me:

*“날씨 화창한 LA 에서, 키가 큰 야자수가 늘어선 거리를 드라이브 해보세요
(In sunny and warm LA, drive on the road with tall palm trees lined up).”*

Asiana Airlines appealed to the customers’ self-interest and emotions while showing the destinations that they fly to. Also, Samsung Electronics introduced recipes in posts about their mini oven product or showed how their speaker can be used in a camping environment to brighten up the mood.

I did not observe this practice in Southwest Airlines’ and General Electric’s Facebook and Twitter posts. In contrast, they used ethos to emphasize how their products and services are superior to their competitors at present. Southwest Airlines introduced stories about their good customer service, such as the following example:

*“You never know what a person went through on their way to the airport.’
Dean, your #SouthwestHeart shined bright during a tough situation, and you
make us proud.”*

General Electric often posted about the history of their products or the company, as in this example:

“Turbines, jet engines, locomotives, and medical equipment are our heritage, and our future is in digital. <https://t.co/SnPastj7yT>”

The two U.S. companies focused on building credibility and making appeals based on their own abilities and heritages; therefore, they used stronger ethos than logos or pathos. These differences will be discussed further in the next section.

5.2. CULTURAL ASPECTS REFLECTED IN THE FOUR COMPANIES’ FACEBOOK AND TWITTER PRACTICES

In order to explain the cultural aspects that are reflected in the four companies’ Facebook and Twitter practices, I used Edward T. Hall’s and Geert Hofstede’s cultural theories. Some results from the study were explainable by these cultural theories, while others were not. For those that were not, I discuss possible reasons.

5.2.1. High Context vs. Low Context. According to Hall (1976), Korea has a high-context culture whereas the United States has a low-context culture. In a high-context culture, communication between parties tends to rely a great deal on the shared understanding of the parties (i.e., on the information implicit in the context), whereas in a low-context culture, communication tends to rely far more on the written or spoken message (i.e., explicit information). The four companies’ communication strategies on Facebook and Twitter showed many aspects from high context and low context models.

A high-context culture has a tendency to share less information because providing too much context is considered to be condescending (Cardon, 2008). A high-context culture's communication style is more "holistic" than "linear" (Cardon, 2008, p. 401). A high-context culture considers communication as an art form, so people from a high-context culture tend to avoid direct messages and interpret the messages based on personal relationships (Cardon, 2008). The different communication styles between the two countries' businesses were found mostly in their use of mediums.

Both Asiana Airlines and Samsung Electronics often mixed multiple mediums in one post and relied on those to convey the messages. In particular, Samsung Electronics used Facebook and Twitter as tools to disseminate their blog posts. Having multiple mediums in one post allowed Asiana Airlines and Samsung Electronics to use a more holistic and complex communication style because they could write longer paragraphs and include multiple pictures, videos, and links.

Asiana Airlines and Samsung Electronics also explored more options in visuals, including photographs and videos. People from a high-context culture are sensible to both verbal and non-verbal expressions, and commercials in high-context cultures use more colors, movements, and sounds (Jack, Caldara, & Schyns, 2012). Such characteristics were seen in the Facebook and Twitter posts from Asiana Airlines and Samsung Electronics, as well. In particular, both companies used 360-degree videos while showing tourist attractions (Asiana Airlines) or sites where a product is used (Samsung Electronics). A 360-degree video captures the view in every direction while bringing viewers closer to reality. The two companies' practices show that their communication is like an art form that displays sophistication, and thus reflects the high-context culture.

Also, Facebook and Twitter posts from the American companies were more direct and explicit than the posts from the Korean companies. Southwest Airlines and General Electric tended to deliver obvious, precise, and direct information in words in each post so that readers could grab the information right away by scrolling through their Facebook or Twitter feeds. On the other hand, Asiana Airlines and Samsung Electronics tended to disclose only part of the information in their Facebook and Twitter posts. To learn more about the content, the users had to click the links and move to other web pages or go through all of the posted images. Therefore, customers had to figure out the main point of each post after reading the entire blog post or viewing multiple pictures and videos.

However, not all communication strategies were explained by Hall's (1976) contexting theory. Hall (1976) criticized American corporations for looking down at context or relationships and focusing instead on linear processes and ideas. But the American companies in my study devoted time and resources to relationship building. Southwest Airlines and General Electric used Facebook's and Twitter's interactive functions more rigorously, which helped build relationships with customers. Southwest Airlines especially updated posts about the company's relationships with customers and employees.

This pattern is the opposite of what Kim, Pan, and Park (1998) concluded in their study. Kim et al. (1998) attempted to validate Hall's theory by surveying people from the United States, China, and Korea. They assumed that the U.S. is low context and Korea and China are high context and developed survey questions to test their hypothesis.

However, the results did not agree with the hypothesis, and they found the reason to be that they had selected business managers as survey participants who were familiar with international business communication and thus "westernized" (Kim et al., 1998). The pattern I observed in my study was the opposite because Southwest Airlines and General Electric put forth more effort to build a relationship with their customers through Facebook and Twitter than Asiana Airlines and Samsung Electronics did. I would not say that Southwest Airlines and General Electric have been easternized, but assuming that all business practices by the companies in the U.S. are low context is not recommended.

5.2.2. Masculinity vs. Femininity. Geert Hofstede defined culture as “The collective programming of the mind that distinguishes the members of one group or category of people from others” (Hofstede & Hofstede, 2004, p. 4). He surveyed 66 different countries' IBM employees and analyzed the survey data to find out which values are considered more important than others within each nation. After he figured out important values within a nation, he compared them with other nation's values to find a pattern. His four dimensions—individualism versus collectivism, uncertainty avoidance, power distance, and masculinity versus femininity—are the analyzed result of the pattern (Hofstede & Hofstede, 2004). Later, he added a fifth dimension, long-term orientation, from research that was conducted by others in Hong Kong. A sixth dimension, indulgence versus self-restraint, was added in 2010 ("Geert Hofstede," n. d.).

In Hofstede's study, Korea showed a high degree of collectivism and long-term orientation. Korea is characterized by high power distance, uncertainty avoidance, femininity, and restraint, whereas the U.S. is characterized by low power distance, masculinity, low uncertainty avoidance, and indulgence (See Figure 5.2).

The first difference I found was in the cultural dimension of masculinity vs. femininity. According to Hofstede & Hofstede (2004), the masculine pole includes “earnings, recognition, advancement, and challenge” and the feminine pole includes “a relationship with a manager, cooperation, living area, and employment security” (p. 119). People in a feminine society tend to cooperate, care about others, and value quality of life and their “emotional gender roles overlap” (Hofstede & Hofstede, 2004, p. 120). On the other hand, masculine society values material success and “emotional gender roles are clearly distinct” (Hofstede & Hofstede, 2004, p. 120). People in a masculine society

value personal achievements rather than society's unity. The roles between genders are non-equally distributed (Hofstede & Hofstede, 2004).

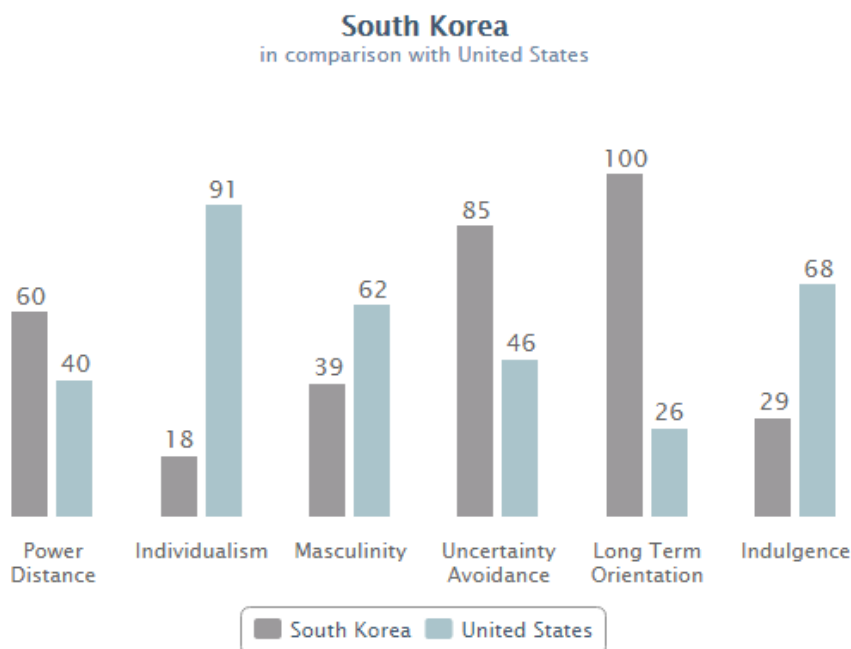


Figure 5.2. South Korea's cultural index scores in comparison to the United States. Reprinted from *The Hofstede Center*, n.d., Retrieved September 15, 2015, from <http://geert-hofstede.com/south-korea.html>

Asiana Airlines and Samsung Electronics frequently uploaded posts about how their products and services increase customers' quality of life, and such content connects to the Hofstedian concept of femininity. For example, many of Asiana Airlines' Facebook and Twitter posts were about their destinations. They introduced tourist attractions and shared sentimental photographs of the destinations that were taken by employees or customers. Samsung Electronics posted about how their products would enrich customers' lives. For example, they uploaded posts about the health benefits that their fitness tracker could bring to the customers, or how their new TV would improve the quality of the interior design of houses. Such posts emphasize how they could improve customers' quality of life. On the other hand, Southwest Airlines and General Electric focused on their success and achievements by sharing how customers valued

their service (Southwest Airlines) or how good their products are (General Electric). A masculine society—by Hofstede's description—prefers achievements over cooperation and modesty and is more competitive than a feminine society. Therefore, Southwest Airlines' and General Electric's emphasis on success expresses masculinity.

5.2.3. Short-term vs. Long-term. As seen in Figure 5.2., the United States scores lower in long-term orientation. In long-term oriented societies, including Eastern Asian countries and the Netherlands, society's virtues are oriented toward the future (Hofstede & Hofstede, 2004). They believe good and evil can be changed and they adapt to changes depending on circumstances (Hofstede & Hofstede, 2004). On the other hand, a short-term oriented society, such as the Philippines, Pakistan, the U.S., or an African country, focuses more on the past and present than the future (Hofstede & Hofstede, 2004). They value national pride and respect tradition (Hofstede & Hofstede, 2004). People in short-term oriented societies have a tendency to hold on to their norms and display a stubborn attitude toward changes around them (Hofstede & Hofstede, 2004).

Southwest Airlines and General Electric emphasized mainly their current or past products and services. For example, Southwest Airlines posted about what their employees did and how they work in the airport. General Electric also posted about how their product was being used in various events. Both Southwest Airlines and General Electric used live video for instant communication. On the other hand, Asiana Airlines promoted their destination and appealed to the customer's "future" so that they could trigger the emotion and desire to travel in the future. Also, Samsung Electronics posted about how their products would enrich the customer's life in the future if the customer purchased their products. Asiana Airlines and Samsung Electronics did not use live video but rather held giveaway events that could build future relationships with their customers.

5.2.4. Power Distance. Not all of the companies' practices were explained by power distance in the Hofstede's cultural theory. In particular, it was the American companies rather than the Korean companies that seemed to connect more with their customers and show a greater collectivist perspective. This finding led me to question why the Korean companies were less communicative and collectivist on Facebook and Twitter than the American companies.

This exception could be explained by the differences in power relationships in the two countries. As seen in Figure 5.2., Korea scores higher on Hofstede's power-distance continuum. In countries with high power distances, people accept how power is distributed in a society and do not question it ("Geert Hofstede," n. d.). I understood that Korean customers might have a higher power distance from the companies than American customers do. Many people in Korea are reluctant to publicly criticize or praise a company's products and services. High power distance relationships between companies and customers could have affected how they interact on Facebook and Twitter, as well. On the other hand, American customers are more vocal about their opinions toward companies because of their low power distance relationships with companies. Such a difference in power distance relationships could have influenced the four companies' different communication practices on Facebook and Twitter.

This finding was opposite to what Peterson (2016) argued in his article. According to Peterson, interaction is "a hallmark of social media communication design" (p. 36). He also mentions that more interaction and engagement are crucial to a company's social media because a company's interaction with their customers make the customers "feel connected because of reciprocity and cooperation; it creates connection" (Peterson, 2016, p. 32). However, from what I found from this study, Korean customers do not need reciprocity and cooperation, and connection is not the most important value they are looking for in businesses' social media. This observation begs the question of whether Peterson's "hallmark" statement could be ethnocentric.

5.3. SOCIAL MEDIA LOCALIZATION STRATEGY

In this section, I offer advice on a social-media localization strategy for American companies to use in Korea, and for Korean companies to use in the United States, based on the results of my study. Even though the goal of qualitative research is to answer narrow, specific questions, not achieve generalizability (Hughes & Hayhoe, 2008), I believed that concrete advice on how to communicate across national cultures will help global companies in the United States and Korea. However, the recommendations made in this section are speculation informed by the results of my study.

5.3.1. Strategies for American Companies to Use in Korea. During the data-collection period, American companies (Southwest Airlines and General Electric) and

Korean companies (Asiana Airlines and Samsung) updated different types of information and used mediums differently. These different practices would require a separate Facebook Page and/or Twitter account for the localized market. If Korea is a big market for an American company, the company should consider creating content that appeals to Korean customers, and doing so might require a different communication strategy.

The first suggestion for localizing content for a Korean market is to focus on pathos rather than ethos while promoting products. The results showed that the Korean companies used stronger pathos than the other rhetorical appeals, while the American companies used stronger ethos. Saying how great a company's products and services are might appeal less to Korean customers than showing how the products and services enrich customers' lives and what values the company brings to the customers. Such a difference would seem to connect to how masculine American society is and feminine Korean society is. Because feminine society values harmony and quality of life rather than material rewards or achievements ("Geert Hofstede," n. d.), American companies might try to show the experiences and values that company products and services can bring to customers and a society. For example, for a fitness tracker product, instead of explaining how great the technology is, a company could show how it is used to improve the overall health of the customers. For a service, instead of explaining how it is better than the competitor company's service, a company might show how it can help customers.

The second suggestion is to utilize giveaway events to communicate with Korean customers. Asiana Airlines and Samsung Electronics actively used giveaway events during the data-collection period to ask customers questions about their new products or services. They asked customers who were willing to participate in the events to comment on the event posts on Facebook. There were fewer giveaway event posts on Twitter because Twitter does not have the comment function. Instead, the two companies included links to websites and blogs so that customers could participate in events. For the prize, they gave company products, movie tickets, concert tickets, gift coupons for coffee, chocolates, donuts, ice creams, etc. In giveaway posts directed at Korean customers, American companies should consider providing clear instructions and a deadline for participation, the date when winners will be announced, and information about prizes. Because of power distance, Korean customers might not be as interactive as American

customers on Facebook and Twitter. When attempts to interact with Korean customers through replies and live videos are not successful, American companies should consider using giveaway events, which was the most common interaction strategy employed by Asiana Airlines and Samsung Electronics. Presumably the two companies used giveaway events to gain attention from more customers and make them follow their Facebook Pages and Twitter account. Giveaway events might help American companies to get the attention of Korean customers on social media and encourage them to comment and communicate with the companies.

The last suggestion is for American companies to use multiple mediums and visuals in combination with the textual messages in their Facebook and Twitter posts. When localizing Facebook and Twitter content, American companies might employ the following practices: incorporating multiple mediums in one post and using more colors, movements, and sounds.

Also, especially because of the contexting differences in communication between South Korean and the U.S., American companies should also be aware of how their messages on Facebook and Twitter are understood by Korean customers. Even though an American company might translate the same content into Korean, the way that Korean customers receive the message could be different from the way American customers receive the message. During the pilot study, I found that I (from a high-context culture) understand artificial proofs differently from Coder 1 (from a low-context culture). For example, Coder 1 and I coded the following Twitter post differently:

Three days only! Fares so low, you can't not go. Seats/days/mkts lmtd; restr./blackouts apply. Book 6/7 — 6/9

Coder 1 coded it as logos (a rational appeal) because she believed the post presents facts and appeals to the logic of cheap fares. I coded it as ethos (a values-based appeal) because I thought the company was presenting itself as the only company that gives low fares. American companies should consider this difference and how Korean customers might interpret the information differently. Such a difference could be solved by hiring a Korean translator who is fluent in both English and Korean and who is aware of the difference in interpretation in each country. When hiring a translator, because the Korean language has honorific speech, the translator should be aware of the proper use of

honorific speech. Asiana Airlines always used honorific speech in their Facebook and Twitter content, while Samsung Electronics did not. Samsung Electronics often used honorific speech when they directly targeted their content to customers, such as giveaway events, but did not use honorific speech in most posts.

5.3.2. Strategies for Korean Companies to Use in the United States. The first suggestion for localizing content for the American market is to focus on ethos and the company itself to persuade American customers. While a feminine society like Korea is said to value harmony and quality of life, a masculine society like United States is said to value material success, achievement, and assertiveness ("Geert Hofstede," n. d.). As explained in the results and analysis sections, such a difference was noticed in the four companies' practices on Facebook and Twitter. Therefore, Korean companies might consider the advisability of creating social media content with more assertiveness and confidence. For example, companies could use the words *we*, *us*, and *our* and explain how their products and services are better than the competitors in order to enhance their credibility. As explained in Section 5.1.6, Samsung Electronics and Asiana Airlines used people outside of the companies, such as authority figures and celebrities, to make character-based appeals. On the other hand, Southwest Airlines and General Electric explicitly mentioned why their products and services are good and valuable. Therefore, for localization, Korean companies might focus on themselves and try to convince American customers that they are worth listening to and that their products are worth considering.

The second suggestion is to be more interactive on localized Facebook and Twitter pages. The results of this study suggested that Southwest Airlines and General Electric were more interactive than Korean companies and actively used live videos and comment functions on Facebook and Twitter. Also, because of the (allegedly) lower power distances in the United States, Korean companies might expect American customers to be more active in commenting, sending messages, and expressing opinions about the company's products and services on social media. To be more interactive on social media, I recommend establishing guidelines for the company employees on the social media team to follow, so that the employees can maintain a consistent tone of language and reply to the comments with appropriate responses.

During the data-collection period, Samsung Electronics used a passive interaction strategy. One of Samsung Electronics' products had a serious defect and the information spread quickly through social media. Samsung Electronics posted information about a refund and apologies through Facebook and Twitter in Korean, but they did not respond to any user comments regarding the issue. This passive interaction strategy could harm the companies' brand and reputation with American customers. It is important for Korean companies to understand that American customers might be used to being interactive on Facebook and Twitter, and they might expect companies to be interactive, as well.

Asiana Airlines and Samsung Electronics used giveaway events as a form of interaction. I found very few giveaway event posts created by Southwest Airlines and General Electric. American customers might not be able to connect with a company on social media through giveaway events in the way that Korean customers do. It is important for Korean companies to understand that American customers might be looking for connection and interaction on a company's social media, and they might want a more explicit form of interaction than giveaway events.

The last suggestion is to practice a simple and explicit form of communication. The results suggested that Southwest Airlines' and General Electric's Facebook and Twitter practices reflect America's low-context culture. Also, American companies' focus seemed to be in the past and present instead of future. Therefore, I recommend that Korean companies consider the use of fewer mediums in each post as well as straightforward language and strong calls-to-action. They might also consider appealing to a company's history or a product's history and specifications rather than the value that the company or the product can bring to the customers.

6. CONCLUSION

In this study, I have aimed to answer my three research questions:

- How do selected American and South Korean companies use their Facebook and Twitter similarly and differently?
- What cultural aspects of each country are reflected in the Facebook and Twitter content of four specific companies?
- What is an effective Facebook and Twitter localization strategy for American companies to use in Korea, and for Korean companies to use in the United States?

My study sheds lights on the use of Facebook and Twitter by the selected companies from each country and the cultural influences that are reflected in their communication practices; however, more studies in the field are needed to help technical communicators understand cross-cultural differences in social media use for technical and business communication purposes.

More studies on different companies in each country will also add value to our developing understanding of cultural differences in business communication practices on social media. Also, longitudinal studies will give insight into how companies utilize the new functions that social media platforms provide.

Also, cultural studies cannot aim to answer all questions by using the cultural theories of Hall and Hofstede because those theories are based on a relatively static view of culture. The static view of culture is useful in understanding the big picture of different cultures in comparison. However, due to developments in technology, there are more and more people who travel and have contact with different cultures; therefore, it is getting harder to understand so-called national cultures.

Fundamentally, the view of static culture is that people “have” a culture and their behavior is dominated by the culture. Also, the assumption is that people within the same culture understand and communicate better with one another. On the other hand, the dynamic-view approach to culture is comparably new in its acceptance. It focuses on ambiguous and uncertain aspects of the culture. It also values an individual’s unique characteristics that cannot be explained by a national culture. Scholars supporting the

dynamic-view approach criticize the static-view approach for downplaying culture's complexity and diversity. In particular, they believe that the static-view approach is not suitable for a modern society where cultures are merging and changing rapidly. They value individual differences that are hidden in large cultural groups and argue that culture should be accepted as it is.

Therefore, technical communicators should be critical of cultural theories and use them cautiously in their studies, lest they be abused. After understanding the background, the underlying research method, and the limitations of each theory, technical communicators can decide for themselves. Geert Hofstede acknowledged that "the survey results are not absolute, but rather relative" (Hofstede & Hofstede, 2004, p. 42). He also mentioned that "the same score on an index among nations doesn't mean that their cultures are homogeneous" (Hofstede & Hofstede, 2004, p. 44). As long as technical communicators do not succumb to stereotyping, static-view theories can still be useful in professional practice and research.

APPENDIX A.
SOUTHWEST AIRLINES' FACEBOOK DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Post type	Medium	Pistei s	Post type	Medium	Pistei s
09/05/2016 10:09:33	Shout out to all our Employees working hard today (and every day) to get you where you're going. Without you, we couldn't have views like these. Enjoy your Labor Day, everyone! (photo by Instagram user @hawaiianlaker)	I	I	E	E	I	E
09/02/2016 18:13:46	Due to forecasted tropical weather conditions in Florida, our scheduled service through 9/4 may be disrupted. You can rebook, cancel or view flight status here: social.southwest.com/Pi3f	I	I	L	I	L	L
09/02/2016 12:52:23	Nick spent his spring semester growing and learning as a Campus Reach – Southwest Airlines Intern. Are you ready to do the same? Visit southwest.com/campusreach .	C	L	E	I	L	E
09/02/2016 8:33:11	Check out our fresh new look on mobile.southwest.com !	P	V	E	P	I	P
09/01/2016 12:00:52	"Take Flight" with new Walt Disney World Resort video content streaming onboard WiFi-enabled flights!	P	V	L	P	V	P
08/31/2016 15:57:51	We are officially cleared for Cuba! Soon, we'll be flying to three new destinations from Florida. #CountdownToCuba http://social.southwest.com/7ZO3	P	V	E	P	V	L
08/31/2016 12:34:06	Due to forecasted tropical weather conditions in Florida, our scheduled service through 9/3 may be interrupted. You can rebook, cancel or view flight status here: social.southwest.com/Pi3f	I	I	L	I	L	L
08/30/2016 15:25:34	Have you experienced our new seats? Take a closer look at our bold new interior!	P	I	E	P	I	L
08/30/2016 12:24:21	We wanted to share this photo sent by Southwest Employee Tony, in Houston. 11 years ago, Tony was living in New Orleans when Hurricane Katrina hit. Yesterday, he shared this picture, along his own words: "My consolation to an emotional day...I relocated to Houston via #HurricaneKatrina and on this day 11 years ago, my life changed forever. I lost every material possession I owned, but GOD gave me a new life in return. Thousands of people in #NewOrleans and all along the gulf coast were displaced and many lost loved ones...BUT I'm alive and well--testifying that every storm in your life will eventually come to an end. As the sun sets in HOU, the sun will rise again on a better day!"	I	I	P	S	I	P
08/29/2016 18:41:19	Laurie flies for us and makes pillows to give to Veterans she meets onboard. Thank you, military service members, for your service and sacrifice. And thank you, Laurie, for going the extra mile.	I	L	P	S	L	P
08/27/2016 11:00:00	Are you ready for the flight of your life? Applications for Spring 2017 Campus	C	V	E	C	L	E

		PI			Coder 1		
	Reach Internships are now open at http://southwest.com/careers . Some tips for landing your dream job:						
08/26/2016 17:00:37	This #NationalDogDay, say hello to our pup in training.	S	L	P	S	L	P
08/26/2016 15:13:07	Take a look around (ALL the way around). Like what you see? Many of our International destinations are on sale now: social.southwest.com/ZMOV	P	I	P	I	I	L
08/24/2016 20:20:55	"You never know what a person went through on their way to the airport." Dean, your #SouthwestHeart shined bright during a tough situation, and you make us proud.	I	L	P	S	L	P
08/23/2016 15:22:00	Travelers in Phoenix got a little taste of local weather on Sunday. This dust storm passed through Sky Harbor. Thanks to our Employees on the ground who worked to get our Customers and Crews safely in and out of the airport!	O	I	E	O	I	E
08/21/2016 19:18:46	Arriving soon: New international options from the West Coast. BOOK NOW: social.southwest.com/Qw4I (Subject to Mexican governmental approvals)	P	V	P	P	L	L
08/19/2016 18:03:25	Get ready, LAX. Mexico awaits. BOOK NOW: http://social.southwest.com/Qw4I Photo courtesy: http://www.123rf.com/profile_tonobalaguer	P	L	L	P	L	L
08/19/2016 12:25:34	We're celebrating #NationalAviationDay live from Vegas!	I	V	E	E	V	E
08/19/2016 12:01:06	Passion for aviation is timeless. #NationalAviationDay	I	V	P	E	V	P
08/19/2016 9:50:08	#NationalAviationDay has arrived in time for the weekend. Where's your dream destination?	O	I	P	E	I	P
08/18/2016 17:39:44	Due to flooding in Louisiana, we are offering flexible accommodations for Customers flying in/out of New Orleans (MSY). Several organizations we support are assisting with flooding, and Rapid Rewards members can donate points here: http://southwest.com/donate Assisting organizations: All Hands Volunteers, American Red Cross, AmeriCares, and Team Rubicon USA	I	L	L	S	L	P
08/18/2016 15:12:33	We were named one of the best places to interview. Are you ready to see for yourself? Campus Reach – Southwest Airlines Spring Internship applications open next Monday, August 22!	C	L	E	I	L	E
08/17/2016 15:36:25	When their wheelchair was returned to them after their flight, these Passengers suddenly realized a bolt was missing. Without it, the chair was unable to stay upright and could not be pushed forward.	I	I	P	S	I	P

		PI			Coder 1		
	Realizing the urgency of the situation, these Aircraft Mechanics in BWI searched their toolboxes and found a matching bolt to repair the chair. Minutes later, the wheelchair was fixed and ready to go. Thank you Shaun and Ed for going above and beyond for our Passengers!						
08/16/2016 16:49:36	Things that have turned up in Baggage Services: - A frozen turkey - A car tire - The kitchen sink (literally)	I	L	P	O	L	P
08/16/2016 12:21:51	Oh, the wonders of the flight deck. Glad our Pilots could make his day!	I	L	P	S	I	P
08/15/2016 15:05:46	Preparation is key.	O	I	E	O	I	P
08/12/2016 9:42:32	Our People in the sky and on the ground just got a bold new look, and we celebrated in style with an inflight fashion show.	I	V	P	I	V	L
08/09/2016 11:16:12	We're racing down the runway with sale fares to incredible destinations! Book 8/9-8/18: http://social.southwest.com/e0nu . Seats/days/mkts lmt'd; restr./blackouts apply. 14-day adv. purch.	P	I	L	P	I	L
08/07/2016 15:49:44	How excited were we to launch a new route from Fort Lauderdale to Nassau? See for yourself. BOOK NOW: http://social.southwest.com/dZ74	P	V	P	P	V	P
08/05/2016 13:40:58	We're LIVE as our Employees show off our new #SouthwestHeart uniforms!	I	V	E	I	V	E
08/05/2016 13:00:00	Want a look at our new #SouthwestHeart uniforms? Join us for a fashion preview.	I	I	E	I	I	P
08/05/2016 10:04:11	Scheduled downtime for Rapid Rewards on southwest.com will occur tonight at midnight CT, until Saturday morning. If you have an immediate Rapid Rewards need, we recommend visiting the site outside that maintenance window. Basic functionality that does not require Rapid Rewards will remain available, but you will need to be logged out of your Rapid Rewards account in order to successfully access those functions on southwest.com. Thank you.	I	T	L	I	T	L
08/04/2016 19:00:00	Sneak a peek of our new, Employee designed #SouthwestHeart uniforms arriving in 2017.	I	V	E	I	V	P
08/04/2016 18:00:00	Watch the Rio Olympic Games on the networks of NBCUniversal onboard our planes this summer!	P	I	E	P	I	P
08/04/2016 16:43:08	Our schedule has been extended through April 24, 2017! BOOK NOW --> social.southwest.com/pq0H	P	I	L	I	L	L
08/04/2016 10:00:00	Introducing our Heart cabin interior for our new Boeing aircraft, complete with an Employee-designed galley and an industry-leading seat! http://social.southwest.com/sa2y	I	V	E	P	V	L

		PI			Coder 1		
08/02/2016 21:07:28	Scheduled service for Belize may be disrupted due to Tropical Storm Earl. View flexible rebooking options here: http://social.southwest.com/UL0h	I	I	L	I	L	L
08/01/2016 14:38:15	The Get Lit - Words Ignite Players met the cast of Hamilton, including one of their former mentors.	E	V	E	S	V	P
07/26/2016 11:57:38	Our Operation remains stable, but flexible travel accommodations are available until the end of today (Tuesday, July 26). http://social.southwest.com/L8ML	I	I	L	I	L	L
07/23/2016 15:15:05	Please click below for the latest update on Southwest Airlines' Saturday Operation.	I	L	L	I	L	L
07/23/2016 11:58:55	As we continue to recover operations, flexible travel accommodations are in place through Tuesday, July 26.	I	L	L	I	L	L
07/22/2016 12:56:05	We're live from Southwest's Network Operations Control with the latest update for affected travelers.	I	V	L	I	V	E
07/22/2016 7:46:29	Good Morning, We know this continues to be a difficult situation for many of you, and we are all hands on deck in our call centers. The current wait time to speak with a Representative is more than one hour. We are working diligently to serve you as soon as we can. We are truly sorry for the inconvenience. Visit southwest.com to modify your reservation.	I	T	P	I	T	P
07/21/2016 11:45:48	We were live earlier discussing our technology challenges. What you'll find in the stream: - Rebooking information - Current state of our Operation - What caused yesterday's outage - System recovery	I	V	L	I	V	L
07/21/2016 8:02:04	An Update and an Apology on Systemwide Outages	I	L	L	I	T	P
07/20/2016 22:53:15	We were live Wednesday night from our Southwest Headquarters with an update on Wednesday's technical challenges. UPDATE: Southwest Airlines reduced the number of flights departing after 9:00 p.m. Central Daylight Time Wednesday in an effort to fully restore our system in preparation of tomorrow's operation. Flexible rebooking accommodation will be available to Customers once our systems are fully functional. Customers who are booked to travel tomorrow, Thursday, July 21, should check flight status information on Southwest.com and plan to arrive to the airport early, as long lines may occur. Our Teams will continue to work diligently through the night to resolve any outstanding issues.	I	V	L	I	V	L
07/20/2016	If you are seeing this image, you are in	I	I	L	I	I	P

		PI			Coder 1		
15:18:13	our waiting room. Please don't refresh your browser; you'll be redirected to the full site as soon as it is available. We will keep you posted on when that is. Thank you for bearing with us; we know this is inconvenient and appreciate your patience as our teams work hard to resolve this issue!						
07/20/2016 14:55:09	UPDATE at 8:00 p.m. CDT: Once our systems resume full functionality, we're offering flexible accommodations for rebooking your travel. Please stay tuned for more. ----- Southwest Airlines began experiencing intermittent performance issues earlier this afternoon with multiple technology systems as a result of an outage. We are now managing flight delays across our system. We apologize to our Customers whose travel plans are impacted.	I	T	L	I	T	L
07/18/2016 16:14:38	The thrill of the window seat never gets old!	I	L	P	O	I	P
07/17/2016 18:15:45	Baton Rouge, our Hearts are with you. #LoveAboveAll	O	T	P	O	T	P
07/16/2016 16:32:56	Nothing like an inflight party to celebrate 10 years of Beatles LOVE at The Mirage Las Vegas!	E	V	P	O	V	P
07/15/2016 13:07:16	Our Hearts are with those affected by the tragic events in Nice.	O	T	P	O	T	P
07/12/2016 20:36:15	POP QUIZ: How many Boeing 737s are in our fleet? (As of 6/23/16) Get on one of them: social.southwest.com/cw8a	O	I	E	P	L	L
07/12/2016 8:46:12	3, 2, 1, SALE! Fly for as low as \$69 one-way. Book 7/12-7/21. Seats/days/mkts lmted; restr./blackouts apply. http://social.southwest.com/cw8a	P	I	P	P	L	L
07/11/2016 11:58:34	It's People like Garrick who exemplify the true meaning of #SouthwestHeart. And it's Customers like Gabby who make it all worth it!	I	L	P	S	I	P
07/08/2016 13:08:36	Our Hearts are heavy this week, but we remain committed to LOVE above all, and we ask you to commit to the same. We are working with City of Dallas - City Hall and Dallas Area Rapid Transit (Official DART page) to offer travel assistance to family affected by last night's tragedy. #LoveAboveAll	I	I	P	O	I	P
07/07/2016 16:42:42	Summer camp, Southwest-style!	I	V	E	P	V	P
07/07/2016 14:26:24	Southwest Airlines Employee Yesenia Perez is closer to getting her wish, and we're excited about going to Cuba! Watch the full video that led up to this historic day: social.southwest.com/ZC5H	P	V	E	P	V	P
07/07/2016 9:56:17	We're excited to bring Southwest to Cuba from Ft. Lauderdale and Tampa Bay. We	P	I	L	P	I	L

		PI			Coder 1		
	expect to begin service later this year, pending our proposal and appropriate approvals. We'll have more soon!						

APPENDIX B.
SOUTHWEST AIRLINES' TWITTER DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/02/2016 18:09:25	Due to tropical weather conditions in FL, service thru 9/4 may be disrupted. Rebook: https://t.co/68fEXvIGuz https://t.co/JCZDmLUPUK	I	L	L	I	L	L
09/02/2016 15:00:33	We flew back in time to watch the Dillon Panthers take the field at #ATXTVs5. Are you ready for football? https://t.co/nchAfnyBUT	O	L	P	O	L	E
09/02/2016 12:18:49	#SouthwestHeart in action. https://t.co/RhPtFfoQNJ	I	L	P	S	L	P
09/02/2016 8:33:28	Check out our fresh new look on https://t.co/UtE2I949Lg! https://t.co/RIHISSeqLI	I	I	E	P	I	P
09/01/2016 12:03:40	"Take Flight" with new @WaltDisneyWorld Resort video content streaming onboard WiFi-enabled flights! https://t.co/6GdTVnSI6x	P	V	P	P	V	L
09/01/2016 11:09:57	Have you joined Rapid Rewards? Sign up: https://t.co/5wupRjLXS5 https://t.co/LE2nYg3EFQ	P	L	E	P	L	E
08/31/2016 15:53:21	We are officially cleared for Cuba! #CountdownToCuba https://t.co/vX75kZpaZs https://t.co/kGxsSBZ4Vj	P	V	E	P	V	L
08/31/2016 12:31:19	Due to tropical weather conditions in FL, service thru 9/3 may be interrupted. Rebook: https://t.co/68fEXvIGuz https://t.co/hmMs9v3gbh	I	L	L	I	L	L
08/30/2016 15:26:47	Name that skyline approach! https://t.co/uZEcoXtaf5	O	I	P	O	I	P
08/29/2016 18:57:43	One of Southwest Cargo's VIP Customers is an iguana named Angel who travels to Reno. Yes, you read that right. https://t.co/6Jbbvaejhx	I	L	E	O	L	P
08/27/2016 14:30:04	An update on Flight 3472 and how we're working with @NTSB_Newsroom: https://t.co/kjumYT2dj	I	L	L	I	L	L
08/26/2016 15:35:43	Every dog has its #NationalDogDay. Fly smooth, Captain. https://t.co/iJUtn8S0UR	O	I	P	E	I	P
08/25/2016 16:01:19	Meet Otto! As a @ccicanine service animal in training, he'll be at our HDQ campus for the next 2 years. https://t.co/r8SYR3Xufw	S	L	P	S	L	P
08/24/2016 17:20:27	Shout out to these BWI Mechanics. They searched their toolbags to replace a bolt on this Passenger's wheelchair! https://t.co/tL2weclKO8	I	I	P	S	I	P
08/24/2016 16:12:04	Incredible photo! Again, props to our folks in PHX who worked through this to get our Customers in/out safely! https://t.co/d5LcCbRG9e	I	L	E	I	L	P
08/23/2016 16:08:56	How one tweet inspired a loyal Southwest fan to become an Employee. https://t.co/beRyurAvC2	I	L	E	I	L	E
08/23/2016 11:17:59	Lauren was flying to Sacramento when she realized there was something familiar about one of the Flight Attendants... https://t.co/hec7Lwp5XX	I	L	E	O	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/22/2016 17:02:32	After 30 years in the Marines, Reecie brought her leadership experience to her new career at Southwest. https://t.co/so3W8rcRQg	I	L	E	I	L	E
08/22/2016 14:50:29	Thanks to Rapid Rewards, Frank and his wife can fly to the destinations of their dreams. https://t.co/QLMo7oMLXp	P	L	E	S	L	P
08/22/2016 11:10:40	Buckle up, it's time for takeoff. #firstdayofschool2016 https://t.co/Eeaz3Ltwcd	O	I	P	E	I	P
08/19/2016 18:24:12	We brought a taste of Mexico to Los Angeles to announce new routes from LAX! BOOK NOW: https://t.co/3eSy6LCGHo https://t.co/I9KxI9AbRS	P	V	P	P	V	P
08/19/2016 12:38:48	LIVE on #Periscope: Meet Nena, a LAS Ramp Agent. #NationalAviationDay https://t.co/HcuFNDvRCD	I	V	E	E	V	E
08/19/2016 12:20:40	It's #NationalAviationDay, and we're celebrating #LIVE in LAS. Tune in shortly to see the Fun. https://t.co/T836s7S2ft	P	I	P	E	V	P
08/18/2016 17:44:03	Due to flooding in Louisiana, we are offering flexible accommodations for Customers flying in/out of MSY: https://t.co/XCwGkEVFY0	I	L	L	S	L	P
08/18/2016 13:56:43	Giving back is the Southwest Way. Sharie Wilkins dedicates her time to doing just that, in and out of the cockpit. https://t.co/V3rELfkSCV	I	L	P	S	L	P
08/17/2016 16:35:59	Redeem 9,000 points and bypass the TSA Pre✓® application fee! --> https://t.co/psSr5G5wmb https://t.co/cfBWXLKICZ	P	I	L	I	I	L
08/17/2016 14:51:55	During a long layover, Carolyn in AUS got this pup a safety vest & took him for a potty break and a drink of water! https://t.co/g4bAZIs78d	I	I	P	O	I	P
08/17/2016 12:17:37	See where we landed on the list with our flashy new look! https://t.co/zKu7FOX8NM	I	L	E	P	L	P
08/16/2016 16:00:15	Don't you wish you could takeoff every day? https://t.co/Je8XrrBJu1	O	I	P	O	I	P
08/15/2016 16:42:17	Cory explains why he and his instrument feel right at home on a Southwest bird. https://t.co/Jhav67ocg1	I	L	E	O	L	L
08/12/2016 15:48:22	Her 1st flight ever departed from Long Beach in 1976. 40 years later, she's the Pilot for our inaugural LGB service. https://t.co/oPUyBQK4PT	P	L	P	I	L	E
08/11/2016 20:30:15	Breakfast in DC. Lunch in KC. Dinner in SF. How an Intern went coast-to-coast in 24 Hours: https://t.co/s4XerW3Wgr https://t.co/OUPrk8xN7f	I	I	E	P	L	E
08/11/2016 16:53:47	Our Employee uniforms just got a bold new look, and we celebrated in style with an inflight fashion show. https://t.co/1f9kBb9840	I	V	P	I	V	L
08/10/2016 16:56:47	With only days until the state vaulting	I	L	P	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	meet, Tally was in need of a new pole. https://t.co/G81OcJjUpt						
08/09/2016 16:15:19	We're racing down the runway with \$69 one-way sale fares to incredible destinations! https://t.co/we5alxG3zv https://t.co/vfAxyE35Xa	P	I	L	P	I	L
08/09/2016 15:00:38	Have you ever left a book behind on a plane? What about a library book? #NationalBookLoversDay https://t.co/XOgkbXvuNp	I	L	E	E	L	E
08/09/2016 11:56:14	Grab your passport, it's on. https://t.co/2PsiKWuSfy	P	L	L	P	L	L
08/08/2016 16:22:11	Amber wanted to send love to her niece having open-heart surgery. As the love airline, we were honored to help! https://t.co/YZIRb7O2AD	I	L	P	S	L	P
08/08/2016 11:30:43	Did someone say Transfurrency? #InternationalCatDay https://t.co/7rufXaZJDu https://t.co/SdHPenExUR	I	I	P	P	L	P
08/05/2016 23:01:46	REMINDER: In 2 hrs, Rapid Rewards on https://t.co/qJUDbsTE7y will be in scheduled maintenance till Saturday morning. https://t.co/1tjeFuEs0u	I	T	L	I	L	L
08/05/2016 15:01:27	Get up close and personal with our bold, new #SouthwestHeart uniforms! https://t.co/cSNRaEAGax	I	L	E	I	L	P
08/05/2016 13:49:56	LIVE on #Periscope: Watch LIVE as our Employees preview our bold, new #SouthwestHeart uniforms! https://t.co/jBMNQRzGLG	I	V	E	I	V	E
08/05/2016 13:25:17	COMING SOON on #Periscope: Our Employees preview our new #SouthwestHeart uniforms! https://t.co/Wqs98OTZJO	I	I	P	I	I	P
08/05/2016 12:40:53	Scheduled downtime for Rapid rewards on https://t.co/GiF91yu7NX will occur tonight at midnight CT thru Sat AM. More: https://t.co/Fc3Nm6g7wV	I	T	L	I	T	L
08/04/2016 19:02:39	Sneak a peek of our new, Employee-designed #SouthwestHeart uniforms, arriving in 2017! https://t.co/Ljj4pxILTN	I	V	E	I	V	E
08/04/2016 18:00:20	Watch the Rio Olympic Games on the networks of @NBCUniversal onboard our planes this summer! https://t.co/rGqXGiQX0q	P	I	E	P	I	P
08/04/2016 16:44:53	Spring 2017 is now open for business. Book now! https://t.co/B9i9KDKXn8	P	L	P	I	L	L
08/03/2016 20:00:20	Trevor, a summer Intern experiences the famous Southwest Culture first hand. https://t.co/ptGb8LP8Dh	I	L	E	I	L	E
08/03/2016 18:25:53	You know who we're rooting for. https://t.co/6swy21asnb	O	I	P	O	I	P
08/03/2016 13:00:03	Southwest threw an airport baby shower for a loyal Customer in Denver. She chose to pay it forward.	I	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/lejadeZn1w						
08/02/2016 21:07:37	Service for Belize may be disrupted due to Tropical Storm Earl. Flexible rebooking details: https://t.co/2Q3NPSauTb https://t.co/C1XG7NPVMI	I	I	L	I	L	L
08/02/2016 15:41:11	When our Flight Attendant asked for a song, this Texas singer-songwriter brought out her guitar. https://t.co/gioWHAjFbJ	I	L	P	O	L	P
08/01/2016 15:13:38	When poets from LA fly to NYC to see their former mentor in @HamiltonMusical: https://t.co/ESwi00AijV	I	V	P	S	L	P
07/30/2016 13:24:11	We celebrated 10 years of Beatles LOVE at @TheMirageLV by inviting a few of the cast members onboard. https://t.co/mYqciUtRZB	I	V	P	O	V	P
07/29/2016 12:37:47	Love at first sight at 35,000 feet turned into holy matrimony. Congrats, Brianna and Daniel! https://t.co/HTI4KuSzPo	I	L	P	O	L	P
07/27/2016 23:48:18	Here's a message from our Chief Commercial Officer regarding last week's challenges. https://t.co/vruOkwBfFO	I	V	E	I	V	P
07/26/2016 11:40:03	Flexible travel accommodations remain available through the end of today (Tuesday). https://t.co/l3aB3gRNFw	I	L	L	I	L	L
07/24/2016 22:30:39	Please visit the following for a final update regarding our disruptions over the last few days: https://t.co/EmwxK0y42o	I	L	L	I	L	P
07/23/2016 15:12:12	Please click below for the latest update on Southwest Airlines as we head into the afternoon. https://t.co/5mouQYYvEk	I	L	L	I	L	P
07/23/2016 12:16:09	As we continue to recover operations, flexible travel accommodations are in place through Tuesday, July 26. https://t.co/VgLkeHQNER	I	I	L	I	I	L
07/23/2016 0:12:41	Here is the latest update on our Operation, looking into tomorrow: https://t.co/vd222b2Xdl	I	L	L	I	L	L
07/22/2016 22:42:42	REMINDER: Customer rebooking options available through Tuesday, July 26: https://t.co/uGXolhLceK https://t.co/qLgCELyReh	I	I	L	I	L	L
07/22/2016 8:16:03	We're experiencing high call volumes and extended hold times. You can cancel, rebook, and check flight status at https://t.co/GiF91yu7NX .	I	T	L	I	T	L
07/21/2016 18:23:43	Click below for the latest update on our system and operation: https://t.co/bqV1qwahmz	I	L	L	I	L	L
07/21/2016 14:57:45	Here is an update on technology recovery, with Southwest's Chief Operating Officer, Mike Van de Ven. https://t.co/H9Jsa9hEV1	I	V	E	I	V	E
07/21/2016 7:55:52	Most of our systems are back online this morning. Here's an update and an apology on our technical challenges:	I	L	L	I	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/vd222aLIOL						
07/20/2016 23:33:13	Here's an update on today's technical challenges and how we're approaching the beginning of the day tomorrow. https://t.co/u436CZaujl	I	V	L	I	V	L
07/20/2016 14:54:58	We are aware and investigating current issues with our systems. We will keep you posted as we have more information to share.	I	T	L	I	T	L
07/19/2016 15:06:50	What's it like to see your artwork hanging in the U.S. Capitol building? Paul fills us in. https://t.co/4r4pJUuzl	I	L	P	S	L	P
07/18/2016 16:11:20	We all need a little push to get us where we want to go. https://t.co/wtaO7yhPve	O	I	P	O	I	P
07/17/2016 18:15:05	Baton Rouge, our Hearts are with you. #LoveAboveAll	O	T	P	O	T	P
07/15/2016 16:24:42	Wishing our friends at @Boeing a Happy 100th Birthday today! #Boeing100	O	T	L	O	T	E
07/15/2016 13:06:31	Our Hearts are with those affected by the tragic events in Nice.	O	T	P	O	T	P
07/14/2016 15:10:58	After bonding over their shared love of Disney, Brianna & Daniel began a fairytale of their own... https://t.co/dcGr01MoAl	I	L	P	O	L	P
07/14/2016 10:22:22	Thank you for your patience while Rapid Rewards is currently in maintenance mode! We'll let you know when it's back up.	I	T	L	I	T	L
07/14/2016 9:51:40	Jackpot! Everyone was a surprise winner onboard our #LovetoLOVE party plane with @Cirque and @TheMirageLV. https://t.co/kYx1IRxJP0	I	I	P	E	I	P
07/13/2016 20:00:20	Our People at MKE had a chance to be big leaguers for a day! https://t.co/KIL3GBphDq	I	L	P	I	L	E
07/13/2016 19:27:10	Our #SouthwestHeart beats strong for @BoeingAirplanes #Boeing100. Where's your Boeing headed this evening? https://t.co/0yitGAQqjC	I	I	P	O	I	E
07/13/2016 16:21:01	Bay to beaches, pronto! We've applied to serve Los Cabos and Puerto Vallarta from OAK! https://t.co/ctCHH0S27I	P	L	L	I	L	P
07/13/2016 9:16:44	3, 2, 1, SALE! Fly for as low as \$69 one-way. https://t.co/IE41PvY3gW	P	L	L	P	L	L
07/12/2016 20:40:08	4 days, 40 hours, & 23 tons of sand:Ted Siegert's Southwest masterpiece at last week's @TasteofChi festival! https://t.co/FFSWol0zzg	I	I	P	E	I	P
07/11/2016 15:05:10	"If you come to work and have the right attitude, you are going to have a good day," https://t.co/pMTBxiWO2Q	I	L	E	I	L	E
07/08/2016 12:19:27	Our Hearts are heavy this week, but we remain committed to LOVE above all. We ask you to commit to the same. #LoveAboveAll	O	T	P	O	T	P
07/07/2016 16:53:57	Too early to plan travel for next spring? No way. Book now.	P	L	P	I	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/Zulqk1N7AN						
07/07/2016 14:27:41	Employee Yesenia Perez is closer to getting her wish to visit Cuba on a #SouthwestHeart plane. #CountdownToCuba https://t.co/dzcT7jl6sg	P	V	E	P	V	P
07/07/2016 9:44:33	We're excited to bring Southwest to Cuba from Ft. Lauderdale and Tampa Bay! #CountdownToCuba! https://t.co/NuIGbYXGMt	P	L	L	P	I	L
07/06/2016 17:01:32	Capt. Carder's two sons were by his side for his final flights. Watch the full video: https://t.co/Dh6edjFPRY https://t.co/eVmKNS6Txq	I	V	P	S	V	P
07/06/2016 14:32:43	"Southwest has opened my eyes to new experiences, new occupations, and new passions." https://t.co/hMQjRlwEJO	I	L	E	I	L	E

APPENDIX C.
GENERAL ELECTRIC'S FACEBOOK DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/01/2016 19:27:12	Predix is powering the next-generation of our engines and the future of the airline industry.	I	L	L	I	L	L
09/01/2016 15:22:05	So what exactly do we mean when we say 'no unplanned down-time'? Watch this video to find out.	I	V	E	O	V	E
08/31/2016 17:27:13	With our plans for floating offshore wind farms, the future of renewable energy is buoyant.	P	L	E	I	L	E
08/30/2016 10:00:23	Can you silence a one-ton bell? One student is making this Unimpossible Mission a reality.	I	L	P	I	L	E
08/29/2016 18:17:56	Our brilliant factory in Canada will be the blueprint for manufacturing once it's completed in 2018.	I	L	E	I	L	E
08/29/2016 13:38:37	Turbines, jet engines, locomotives, and medical equipment are our heritage, and our future is in digital.	I	L	E	I	L	E
08/26/2016 14:13:42	ICYMI We're connecting the Masaya Volcano to the internet with Predix. Invent.ge/2biEB07	P	V	E	I	L	E
08/25/2016 11:30:10	We're set to begin testing on our Haliade turbines for America's first offshore wind farm.	i	L	E	I	L	E
08/25/2016 9:15:17	We're building technology for constant streaming of human vital signs for faster healthcare solutions.	I	L	E	I	L	E
08/24/2016 17:47:48	Our GE Healthcare ultrasound technology helps reveal the unseen in the fight against breast cancer.	I	L	P	S	L	P
08/23/2016 12:08:30	The future of Digital Twin lies in healthcare, which could mean predicting disease.	I	L	L	I	L	L
08/22/2016 11:54:27	Our 9HA turbine & Digital Wind Farm tech are just a part of how we're changing the world every day.	I	L	P	S	L	P
08/22/2016 10:46:19	We became a digital industrial company so we could change industry and the world. Proud to be on Fortune Magazine's list.	I	L	P	S	L	P
08/19/2016 18:40:36	Pokémon Go & augmented reality are changing the way that Current, powered by GE, is creating the future of retail.	I	L	E	O	L	E
08/18/2016 14:34:31	Digital Twins of new, smaller car batteries could help them reduce the cost of hybrid cars.	I	L	L	P	L	L
08/17/2016 21:11:53	Masaya Volcanic Descent Take Two #Predix #Digital Twin	I	V	P	O	V	P
08/17/2016 20:18:20	Masaya Volcano Descent	I	V	P	O	V	P
08/17/2016 17:28:07	We're almost finished building America's first offshore wind farm. Come for the energy, stay for the views.	I	L	E	I	L	E
08/17/2016 16:59:33	We're partnering with Intel to bring Predix to industries around the globe.	I	L	E	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/15/2016 11:59:35	CMCs, the U.S. Department of Energy, and Clemson University are going to help us set a record for gas turbine efficiency.	I	L	E	I	L	E
08/15/2016 9:00:01	For 5 days, we took to the skies of Brazil for an exclusive look at the powerful GE technology behind the Rio 2016 Olympic Games. Catch the highlights from #DRONEWEEK.	I	V	P	E	V	P
08/11/2016 17:35:16	From factory floor to gallery wall: check out artist Claudia Meyer's mechanical art.	O	L	P	O	L	P
08/10/2016 18:54:54	With the help of 80 sensors and Predix, a software platform built for industrial strength, the "Mouth of Hell" will be online in no time. Read more about the expedition to the Masaya Volcano here.	P	L	L	I	L	E
08/08/2016 10:27:39	We're bringing our biotech business to Beantown.	I	L	E	I	L	E
08/05/2016 22:59:07	Beauty meets the mouth of hell. Take a look at this scenic view of Nicaragua's Masaya Volcano and listen to live commentary from Dr. Guillermo Caravantes, resident volcanologist on our expedition with Sam Cossman & Qwake to connect volcanic big data to GE's Predix platform.	P	V	E	O	V	E
08/04/2016 15:17:22	GE Healthcare opened labs in Zika hotspots to find a way to terminate the virus.	I	L	L	P	L	L
08/04/2016 13:31:27	We're rethinking, reimagining, and renovating everything from our culture to our HQ. Watch Jeff Immelt on LinkedIn.	I	L	E	I	L	E
08/03/2016 18:30:44	Our volcano expedition has reached its highest altitude. Don't miss this thrilling birds-eye view of the Masaya Volcano from a helicopter. With Qwake and Sam Cossman.	I	V	P	O	V	P
08/03/2016 16:12:02	See how the city of Brussels is using Predix to help power its street lights.	P	L	P	P	L	P
08/03/2016 15:17:36	Sam Cossman's descent into Masaya will help us bring the volcano online.	P	L	P	O	L	P
08/03/2016 13:52:58	"We can be a viable competitor against software companies because we have the assets." Jeff Immelt on cloud collaboration.	I	L	E	I	L	E
08/02/2016 14:07:46	See how GE Ventures and the Mayo Clinic are speeding up cell therapy with digital software.	I	L	E	I	L	E
08/01/2016 22:40:00	Indigital? Digidustrail? No matter how you say it, GE is both digital and industrial.	I	V	P	O	V	P
08/01/2016 22:20:00	Did you know that GE's world-changing machines talk to each other digitally?	I	V	P	O	V	P
08/01/2016 22:10:00	Did you know that GE's world-changing machines talk to each other digitally?	I	V	P	O	V	P
08/01/2016 22:00:00	Indigital? Digidustrial? No matter how you say it, GE is both digital and industrial.	I	V	P	O	V	P
08/01/2016 22:00:00	Peanut butter & Jelly. Ham & Cheese. Nuts & Bolts. Digital & Industrial.	I	V	P	O	V	P
08/01/2016 17:42:34	GE Aviation took a two-seater plane to the EAA - The Spirit of Aviation Airshow, with	E	L	E	O	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	stops along the way. #OSH16						
07/31/2016 20:58:14	Take an aerial look at this weekend's Liberty Cup drone race track, powered by GE technology.	E	V	E	E	I	E
07/31/2016 15:30:00	GE technology is helping power the Liberty Cup, the largest and fastest drone race in Jersey City, NJ.	E	V	E	E	V	E
07/31/2016 13:30:00	Drones have taken over New Jersey for a weekend of high-flying racing at the Liberty Cup, powered by GE.	E	V	E	E	V	E
07/31/2016 12:24:51	Who knew robots could fly so fast! This weekend's Liberty Cup drone race is powered by GE technology.	E	V	E	E	V	E
07/30/2016 16:22:51	Today we're bringing you LIVE action from a drone at the Liberty Cup races!	E	V	E	E	V	E
07/29/2016 16:00:00	You can't have a drone race without the track. That's why this year's Liberty Cup is powered by Current, powered by GE technology—lighting that lasts longer and is more efficient than traditional bulbs.	E	I	E	E	I	L
07/29/2016 15:30:00	The Liberty Cup is powered by Current, powered by GE technology, which means a drone race with track lighting that lasts even longer and is more efficient than traditional bulbs.	E	I	E	E	I	L
07/29/2016 13:40:00	You've never seen drones fly like this! Don't miss a weekend of non-stop, unmanned racing and more with GE at the Liberty Cup.	P	V	P	E	V	P
07/29/2016 13:01:47	Drones can do more than just fly high. Discover the incredible world of competitive drone racing with GE and The Liberty Cup all weekend long.	P	V	P	E	V	E
07/29/2016 10:46:39	See the various planes that GE Aviation helped create at the EAA - The Spirit of Aviation Airshow. #OSH16	E	L	E	E	L	E
07/28/2016 10:39:58	See how Boeing Careers and GE Aviation are celebrating their partnership at the @EAA Airshow. #OSH16	I	L	E	E	L	E
07/27/2016 14:00:18	Large crowds came out to the EAA - The Spirit of Aviation Airshow to see this mega plane from GE Aviation. #OSH16	I	L	E	E	L	E
07/27/2016 10:03:42	GE Aviation and Textron Inc. show off their 3D-printed propeller engine at the EAA - The Spirit of Aviation Airshow #OSH16	I	L	E	P	L	E
07/25/2016 11:37:19	With the EAA - The Spirit of Aviation Airshow underway, GE Aviation plans to unveil its new turboprop engine. #OSH16	E	L	E	P	L	E
07/22/2016 16:10:07	Our Q2 results are strong, backed by data from GE Power and GE Aviation.	I	L	E	I	L	L
07/21/2016 15:56:56	GE Healthcare is advancing medical technology in Sweden with a new research hub.	I	L	E	I	L	L
07/20/2016 14:11:05	We've all been moved by seeing the 🌙 in the night sky. Now, we're using its power to create 🌩️. #NationalMoonDay	I	L	L	I	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
07/20/2016 11:19:01	Check out this 100-year-old piece of electricity created by our Founding Father.	I	L	L	O	L	L
07/19/2016 9:00:00	Vice Chair Beth Comstock sat down with Lena Dunham of Lenny to talk about the powerful women she works with and the critical need for more women in science & tech. Illustration by Rachel Levit Ruiz.	S	L	P	S	L	P
07/18/2016 18:12:59	What a week we've had at the Farnborough International Airshow. It's been a tremendous experience sharing insights and innovations with the world's aviation technology leaders. Check out key moments here: geaviation.com/shows	E	L	P	E	L	E
07/17/2016 17:00:00	Ready to crack this emoji code? Message us "Hi Dot" to translate 30 phrases written in emoji in our #EmojiScience Decoding Challenge!	E	L	E	E	L	P
07/17/2016 16:27:43	How many #EmojiScience codes can you solve? Message us "Hi Dot" to find out! We'll send you a message in emoji, and you have to translate it back to us.	E	V	P	E	V	P
07/17/2016 14:49:59	Can you decode this major moment in science history? Try your hand at this emoji code and many more in our #EmojiScience Decoding Challenge - message us "Hi Dot" to get started! When you've finished cracking our codes, see if your friends can beat your score by sharing your decoding badge.	E	L	P	E	L	P
07/17/2016 10:00:00	You already know you're a genius when it comes to emoji. Now, it's time to prove it! Send us a message that says "Hi Dot" to take our #EmojiScience Decoding Challenge. Share your decoding badge after completing all 30 codes to get your friends in the game and see who's the ultimate codebreaker!	E	V	P	E	V	P
07/17/2016 8:00:00	In honor of 7/17 , we've put together the science game of the summer and it involves LOTS of emoji. Think you have what it takes to crack the codes? Message us "Hi Dot" to try your hand at our #EmojiScience Decoding Challenge.	E	V	P	E	V	P
07/15/2016 14:57:43	Speed unleashed at the Farnborough International Airshow. This Boeing 747-8 freighter swallows a jet-powered car that's in the running to break the speed of sound. The freighter can soar in the skies with precious cargo on board thanks to four of our GENx-2B engines—specially optimized to allow the 747-8 to lift 24 more tons than an earlier model of the same plane, the Boeing 747-400.	I	I	L	P	I	L
07/14/2016 15:52:19	GE Aviation debuts revolutionary composites set to improve jet engines at Farnborough International Airshow.	I	L	E	P	L	L
07/13/2016 16:09:13	The quiet of a beautiful morning for Day 3 of the Farnborough International Airshow. The 18 carbon-fiber composite fan blades	I	V	P	P	V	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	on this GEnx engine help make it the quietest commercial aircraft engine GE has ever produced. Boeing's 747-8, pictured here, is equipped with four GEnx engines, resulting in a 15% improvement in fuel efficiency and a 15% reduction in CO2 emissions for the freighter.						
07/13/2016 14:07:48	GE Aviation's Jim Daily discusses #Predix & the future of airline tech at the Farnborough International Airshow.	I	L	E	I	L	E
07/13/2016 9:58:41	GE Aviation's Rick Kennedy uses a real jet engine to explain what a digital industrial company looks like.	I	V	E	I	L	E
07/12/2016 19:48:24	We're bringing the world's largest jet engine, the GE9X, to the Farnborough International Airshow.	I	L	E	P	L	E
07/11/2016 19:00:00	The Farnborough International Airshow is where the world's aviation leaders unveil technology built for the industry's future, chief among them Boeing's state-of-the-art 737 MAX powered by our LEAP jet engine.	I	L	E	E	L	E
07/11/2016 18:11:48	To put the Farnborough International Airshow in perspective, it's the grand slam of aviation events. Today marks Day One of the spectacle from the skies, where our jet engines are taking center stage. Among them is the GEnx, outfitted for Boeing's brand new cargo version of a 747-8. We'll be taking in the sights all week - join us here, on Snapchat, and Periscope for up-close, exclusive access to stunning aircrafts and the machines that allow them to perform.	E	I	P	E	I	E
07/11/2016 13:29:09	Predix, our new industrial-strength strength cloud-based development platform, enables machine communication. Immediate results include: more productivity, and more office chatter. Learn more at Predix.com	P	I	L	P	I	L
07/11/2016 11:04:57	We are live at the Farnborough International Airshow with GE Aviation's Rick Kennedy.	E	V	E	E	V	E
07/11/2016 10:52:39	Watch our CMO Linda Boff and GE Scientist Rusty Irving as they speak with Henry Blodget, Editor-in-Chief of Business Insider.	I	V	E	I	V	E
07/11/2016 10:20:35	Predix, the platform for the Industrial Internet, is designed to meet the scale & security needs of IIoT data. And now, it's available on Microsoft Azure. Learn more.	P	L	L	P	L	E
07/11/2016 9:37:11	Meet Predix: the industrial-strength strength cloud-based platform built for the future of digital industrial business. Predix.com	P	I	L	P	I	P
07/08/2016 14:50:43	Recent grad Luca Iaconi-Stewart has built a detailed model of our most powerful jet engine.	I	L	P	O	L	P
07/07/2016 14:28:18	The Haliade turbine has finally made its way to the US thanks to herculean efforts from GE.	I	L	E	I	L	E

		PI			Coder 1		
Time	Message	Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
07/06/2016 9:12:08	Together with Schindler Elevator Corporation, we're digitizing urban mobility with the power of #Predix.	P	L	E	I	L	E

APPENDIX D.
GENERAL ELECTRIC'S TWITTER DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/04/2016 7:00:15	What does victory sound like? Clue 7 will help you find out. GEeks go for #CC9900 https://t.co/gU2ijYdLEj https://t.co/tMslvel0eO	P	I	P	E	L	P
09/02/2016 11:00:07	Feel you're going backwards? Clue 6 will point you in the right direction. #CC9900 https://t.co/gU2ijYdLEj https://t.co/K5gxJpbTtK	P	I	P	E	L	P
09/02/2016 10:41:20	.@SzaboZ87 has won the #CC9900 challenge! Stay tuned for the final clues & challenge solution. https://t.co/tGnWSeuzbt	E	I	E	E	L	P
09/01/2016 19:25:46	.@Predix is powering the next-generation of our engines and the future of the airline industry. https://t.co/5dFid1cPEt	I	L	L	I	L	L
09/01/2016 15:25:08	So what exactly do we mean when we say 'no unplanned down-time'? https://t.co/uvXRcqNGjq	I	V	E	O	V	E
08/31/2016 17:24:15	With our plans for floating offshore wind farms, the future of renewable energy is buoyant. https://t.co/u7xBMpvM6l	I	L	E	I	L	E
08/31/2016 13:00:07	From robotics to 3-D printing, our next webcast imagines the workplace of the future. Register for more: https://t.co/r14HYTORdS	P	L	L	E	L	L
08/30/2016 10:00:18	Can you silence a one-ton bell? One student is making this Unimpossible Mission a reality. https://t.co/bs7b0ReGCC https://t.co/Xx9pxiYNa8	I	I	P	I	L	E
08/30/2016 8:55:47	Congrats to the three students who are making the unimpossible, possible. https://t.co/6LXHtE7TIm https://t.co/TpbcUL9Y1J	I	L	P	I	L	E
08/30/2016 7:00:15	You are close! Keep pushing. Clue 5 for GEeks go for #CC9900 https://t.co/gU2ijYdLEj https://t.co/qzoXdeZz8A	P	I	P	E	L	P
08/29/2016 18:17:14	Our brilliant factory in Canada will be the blueprint for manufacturing once it's completed in 2018. https://t.co/uZyhG0azL1	I	L	E	I	L	E
08/29/2016 16:00:18	Aiming for Gold? Here's a bonus tip. #CC9900 https://t.co/6yTiLQsrc0 https://t.co/9lZubjsa5l	P	I	P	E	L	P
08/29/2016 13:36:19	Turbines, jet engines, locomotives, and medical equipment are our heritage, and our future is in digital. https://t.co/SnPastj7yT	I	L	E	I	L	E
08/29/2016 9:07:45	Our super-coding coach has another clue for you. Clue 4 for GEeks go for #CC9900 https://t.co/gU2ijYdLEj https://t.co/pipPgOhk0P	P	I	P	E	L	P
08/25/2016 11:30:06	We're set to begin testing on our Haliade turbines for America's first offshore wind farm. https://t.co/Wa0pX3jSmJ https://t.co/29L5WsDPt7	I	I	E	I	L	E
08/25/2016 9:20:22	We're building technology to stream human vital signs for faster healthcare	I	I	E	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	solutions. https://t.co/FkFSZsiKBQ https://t.co/waOf6cyWdw						
08/24/2016 17:46:37	Our @GEHealthcare ultrasound tech helps reveal the unseen in the fight against breast cancer https://t.co/nctuQTZZgZ https://t.co/qkfAVOjAkQ	I	I	E	S	L	P
08/24/2016 7:00:28	Sure it's tough, this is the gold medal event. Clue 3 for GEeks go for #CC9900 challenge. https://t.co/gU2ijYdLEj https://t.co/g4q8pRWfrS	P	I	P	E	L	P
08/23/2016 21:44:35	Need a bit of coaching? Here's clue 2 from our super-coding coach. GEeks go for #CC9900 https://t.co/gU2ijYdLEj https://t.co/EvcvJ7leg9	P	I	P	E	L	P
08/23/2016 12:09:40	The future of Digital Twin lies in healthcare and predicting & preventing disease. https://t.co/fotvGK4nDz https://t.co/y6VApoRdLI	I	I	L	I	L	L
08/22/2016 11:53:23	Our 9HA turbine & Digital Wind Farm tech are a part of how we're changing the every day. https://t.co/Z5kLsimMSP https://t.co/WwSMSYgOws	I	I	P	S	L	P
08/22/2016 10:44:38	We became a digital industrial company so we could change industry & the . Proud to be on @FortuneMagazine's list. https://t.co/O7wguI8EZg	I	T	E	S	L	P
08/22/2016 10:05:07	Scratching your head about our super coding challenge? Here's Clue 1. GEeks go for #CC9900 https://t.co/gU2ijYdLEj https://t.co/VrGDYYq3Oj	P	I	P	E	L	P
08/22/2016 9:30:22	GE and Boston: A heritage rooted in history. A future driven by digital. GE is excited to call Boston its new home.	I	T	E	I	T	E
08/22/2016 8:58:50	Today GE's Global Headquarters officially moved to Boston. We're happy to be here!	I	T	E	I	T	E
08/19/2016 18:39:12	Pokémon Go & augmented reality are changing the way that @CurrentbyGE is creating the future of retail. https://t.co/gkToZ5qmg0	I	L	L	O	L	L
08/18/2016 14:34:31	Digital Twin of new car 🚗 tracks performance and could help reduce the cost of hybrid cars. https://t.co/OitFk0cXx1 https://t.co/HSIM6tPkEN	I	I	L	P	L	L
08/18/2016 11:36:42	Do you code? WIN US\$10,000 and a trip to #SFO. Translate the binary to find the hidden clue #CC9900 #Binarycode https://t.co/ONhoWpH60K	E	L	E	E	L	P
08/17/2016 17:27:08	America's first offshore wind farm is almost ready to go online. https://t.co/6lyUEaALBM	I	L	L	I	L	E
08/17/2016 16:58:19	We're partnering with @Intel to bring @Predix to industries around the globe. https://t.co/TP8fCN3Jay https://t.co/a67HCT5FOL	I	I	E	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/15/2016 11:57:58	CMCs, @ENERGY, & @ClemsonUniv are going to help us set a record for gas turbine efficiency. https://t.co/yPEXtiTYV9 https://t.co/ueo5JiGelF	I	I	L	I	L	E
08/15/2016 10:08:36	Over a thousand light bulbs helped light Team USA's way to their 1,000th Gold Medal. Congratulations USA!	O	T	E	O	T	P
08/11/2016 17:32:54	From factory floor to gallery wall: check out artist Claudia Meyer's mechanical art. https://t.co/qBVNPe4veD https://t.co/NvkqRwP3Oc	O	I	L	O	L	P
08/10/2016 18:53:19	We're gathering data for @Predix from the "Mouth of Hell" with over 80 sensors. Read more: https://t.co/Bmb5Nclw7X https://t.co/ZaFLOQUSX2	I	I	L	I	L	E
08/08/2016 10:55:21	We're bringing our biotech business to Beantown. https://t.co/7RXdVpUmUW https://t.co/DazDb8oKBO	I	I	E	I	L	E
08/05/2016 17:50:38	Peanut butter & Jelly. Ham & Cheese. Nuts & Bolts. Digital & Industrial. https://t.co/v0yEirQSPs	I	V	P	O	V	P
08/05/2016 17:43:23	Did you know that GE's world-changing machines talk to each other digitally? https://t.co/hitMCOzoGo	I	V	P	P	T	L
08/05/2016 14:02:15	Ever meet a digital twin? Here's a quick intro in honor #NationalTwinDay 🤖	O	T	L	E	T	L
08/04/2016 15:14:33	.@GEHealthcare opened labs in Zika hotspots to find a way to terminate the virus. https://t.co/gnGku3MtdN https://t.co/q6QJhwK18d	I	I	E	P	L	L
08/04/2016 13:32:18	We're rethinking, reimagining, and renovating everything from our culture to our HQ. Watch @JeffImmelt on @LinkedIn. https://t.co/XR74gTiCI	I	L	E	I	L	E
08/03/2016 16:08:23	See how the city of Brussels is using @Predix to help power its street lights. https://t.co/l993Y4NTMj https://t.co/lgQQZllqW0	P	I	E	P	L	E
08/03/2016 15:20:02	Thanks to @Predix, the Masaya Volcano is coming online. https://t.co/DdUI9JjvA	P	I	E	P	L	E
08/03/2016 13:59:15	"We can be a viable competitor against software companies because we have the assets." @JeffImmelt on cloud collab. https://t.co/eqK84niGsH	I	L	E	I	L	E
08/02/2016 14:03:27	See how @GE_Ventures and the @MayoClinic are speeding up cell therapy with digital software. https://t.co/u1UvoZGBC4 https://t.co/EdXmNJ1upP	I	I	E	I	L	E
08/02/2016 12:25:44	125 years of innovation have led to this: a state-of-the-art, sustainable HQ in Boston. Coming soon. https://t.co/98t4g4wFUc	I	I	E	I	I	E
08/02/2016 10:15:35	Peanut butter & Jelly. Ham & Cheese. Nuts & Bolts. Digital & Industrial. https://t.co/1IDu8Wumie	I	V	P	O	V	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/02/2016 9:59:56	Did you know that GE's world-changing machines talk to each other digitally? https://t.co/6h1N2GEBXS	I	V	P	O	V	P
08/01/2016 17:41:16	.@GEAviation took a two-seater plane to the @EAA Airshow, with stops along the way. #OSH16 https://t.co/a0pa4ONagp https://t.co/kIG9NfRVNu	I	I	E	O	L	P
07/31/2016 17:44:23	GE technology is helping power the Liberty Cup, the largest and fastest drone race in Jersey City, NJ. https://t.co/zhfHq50Ful	E	I	L	E	V	E
07/31/2016 14:30:28	Take an aerial look at this weekend's Liberty Cup drone race track, powered by GE technology. https://t.co/16lrCQLIM2	E	I	L	E	I	E
07/31/2016 13:30:09	Drones have taken over New Jersey for a weekend of high-flying racing at the Liberty Cup, powered by GE. https://t.co/sl5ZAXXJsQ	E	I	L	E	V	E
07/31/2016 12:28:04	Who knew robots could fly so fast! This weekend's Liberty Cup drone race is powered by GE technology. https://t.co/xld7XHIWES	E	I	P	E	V	E
07/29/2016 17:00:50	You can't have a drone race without a well-lit track—that's why the Liberty Cup is powered by @currentbyge lighting! https://t.co/aVwtGp9fmp	E	I	E	E	I	E
07/29/2016 16:30:26	The Liberty Cup being powered by @currentbyge tech means a drone race with track lighting that's more efficient. https://t.co/EVK8RcWrsN	E	I	P	E	I	E
07/29/2016 13:40:07	You've never seen drones fly like this! Don't miss a weekend of non-stop, robotic racing with GE at the Liberty Cup. https://t.co/JslQ7iJlzh	E	I	P	E	I	P
07/29/2016 13:04:26	Drones can do more than just fly high. Discover the world of competitive drone racing with GE at The Liberty Cup! https://t.co/w7iSXZOOOrH	E	I	P	E	I	E
07/29/2016 10:37:22	See the various planes that @GEAviation helped create at the @EAA Airshow. #OSH16 https://t.co/CjNsekL3NA https://t.co/iBUQP6sBCE	E	I	E	E	L	E
07/28/2016 10:32:29	See how @Boeing and @GEAviation are celebrating their partnership at @EAA Airshow. #OSH16 https://t.co/K0IPzrWcaQ https://t.co/DNDC7SNgFu	E	I	L	E	L	E
07/27/2016 13:57:06	Large crowds came out to the @EAA Airshow to see this mega plane from @GEAviation. #OSH16 https://t.co/GdfGQmzmbk https://t.co/GHXmbETJoT	E	I	P	E	L	E
07/27/2016 13:41:15	.@GE_Digital is at #PredixTransform and taking over our Snapchat! Tune in to catch all the action from Las Vegas. https://t.co/lwxVS1YLts	P	I	L	O	L	P
07/27/2016 10:00:59	.@GEAviation and @Textron show off their 3D-printed propeller engine at @EAA Airshow. #OSH16	I	I	L	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/WrwdZ9IkCo https://t.co/uLegIVcvmR						
07/25/2016 11:14:02	With the @EAA Airshow underway, @GEAviation plans to unveil its new turboprop engine. #OSH16 https://t.co/Czc85MtLvp https://t.co/jZoCMchsKJ	P	I	E	P	L	E
07/22/2016 16:05:49	Our Q2 results are strong, backed by data from @GE_Power and @GEAviation. https://t.co/KNjC49spLG https://t.co/VCp8jYKI4R	I	I	L	I	L	L
07/21/2016 15:54:58	.@GEHealthcare is advancing medical technology in Sweden with a new research hub. https://t.co/0094sNtX4t https://t.co/vDAL9QzzS6	I	I	L	I	L	L
07/20/2016 13:51:46	We've all been moved by the 🌙. Now, we're using its power to create 🚀. https://t.co/7GbUI7rLem #NationalMoonDay https://t.co/99fstO8CeC	I	I	P	I	L	L
07/20/2016 11:15:16	Check out this 100-year-old piece of electricity created by our Founding Father. https://t.co/1kNWephBVs https://t.co/v1jjFoHzhV	I	I	E	O	L	L
07/19/2016 9:00:25	.@BethComstock talks about the critical need to hire more women in science and tech on @lennyletter. Art: @Rachlev https://t.co/9IXQxoHoov	I	L	L	S	L	P
07/18/2016 20:00:22	This year, GE took the @FIAFarnborough by storm. Here's a look at some highlights from this year's event. https://t.co/wfMEXNYJJF	E	L	E	E	L	E
07/18/2016 18:53:15	Signing off from a great week at @FIAFarnborough with our LEAP engines high in the sky aboard Boeing's new 737 MAX. https://t.co/PcbDEhCNYS	I	T	E	P	I	E
07/18/2016 18:14:17	An airborne Airbus A350 at @FIAFarnborough showcases lightweight wing components made with our advanced composites. https://t.co/19px1SixAj	I	I	E	P	I	E
07/17/2016 17:00:10	Crack the code and message us "Hi Dot" on Facebook to start our #EmojiScience Decoding Challenge for #WorldEmojiDay! https://t.co/NkUIJE8emG	E	L	E	E	L	P
07/17/2016 13:00:16	#WorldEmojiDay + science? 🤖 your emoji muscles in our #EmojiScience Decoding Challenge. https://t.co/9KjAg7uDfy	E	L	E	E	L	P
07/17/2016 8:04:52	Emoji + science? This game was made for you. Prepare to 🤖 your emoji muscle in our #EmojiScience Decoding Challenge. https://t.co/P5YfpNkhpK	E	V	E	E	V	P
07/15/2016 15:30:21	A LEAP in the wild—the first jet engine with 3D-printed fuel nozzles aboard Boeing's 737-MAX at @FIAFarnborough. https://t.co/HkaEiPw1Br	P	I	L	P	I	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
07/15/2016 14:59:04	Seeing double on day 4 of @FIAFarnborough: 2 GEnx engines with an Antonov An-124 Ruslan freighter looking on. https://t.co/MZDp5hvKwz	E	I	L	P	I	L
07/15/2016 9:55:39	.@GEAviation debuts revolutionary composites set to improve jet engines at @FIAFarnborough. https://t.co/cgxjTFIxr2 https://t.co/kGoI813DAG	E	I	E	P	I	E
07/13/2016 17:00:27	The low-pressure turbine on this GEnx engine uses next-gen 3D aerodynamics - another look from @FIAFarnborough. https://t.co/52QikypXvZ	P	I	L	P	I	L
07/13/2016 15:56:44	A jet engine in our digital collaboration center simulates #Predix for aviation on Day 3 of @FIAFarnborough. https://t.co/MS7W4hLCyR	P	I	L	P	I	E
07/13/2016 14:04:06	GE Aviation's Jim Daily discusses #Predix & the future of airline tech at @FIAFarnborough. https://t.co/wUBLc9H0Rc https://t.co/dJMQ6Xn4z8	P	I	E	I	L	E
07/12/2016 19:46:49	We're bringing the world's largest jet engine, the GE9X, to the @FIAFarnborough. https://t.co/5LV7rQ78Zx https://t.co/zgl9TYlLFk	P	I	P	P	L	E
07/12/2016 17:30:14	Just another day at @FIAFarnborough: a supersonic car that could break 1,000 mph, flanked by our GEnx engines #FIA16 https://t.co/DEh2hyYg5r	P	I	E	P	I	L
07/12/2016 16:17:42	Our LEAP engine catches * aboard Boeing's 737 MAX at @FIAFarnborough, making the jet 15% more fuel efficient. https://t.co/X7vDfTOjB3	P	I	E	P	I	L
07/11/2016 20:00:17	Boeing unveils the 737 MAX, powered by our first-of-it's-kind LEAP engine, at #FIA16. https://t.co/UwyQsvzDtj https://t.co/ErZ0Y19GG1	P	I	E	P	I	E
07/11/2016 19:00:17	A moment with the composite blades on our LEAP at @fiafarnborough. Heat-resistant, fuel efficient, and mesmerizing. https://t.co/wEg313gWmS	P	I	P	P	I	L
07/11/2016 18:20:57	Unparalleled access to Boeing's 737MAX feat. our LEAP engine, unveiled for the first time at @fiafarnborough. #FIA16 https://t.co/3oLbcKL6kj	P	I	L	P	I	E
07/11/2016 17:00:29	Two cloud computing technology leaders partner to create a promising opportunity in industrial business. https://t.co/l1Nfc97mlc	I	L	L	I	L	E
07/11/2016 16:15:11	Two cloud computing technology leaders partner to forge the future of the Industrial IoT. https://t.co/2j73iqTYVd	I	L	L	I	L	E
07/11/2016 13:30:23	Meet Predix: our open and scalable, industrial-strength strength cloud platform. Learn more: https://t.co/1nRxwvf7kg https://t.co/xzotM9Nv3F	P	I	E	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
07/11/2016 10:22:21	Predix is designed to meet the scale & security needs of IIoT data. Now it's available on Microsoft Azure. Read more https://t.co/tVSVMqs3pv	I	L	L	P	L	E
07/11/2016 9:43:26	Predix: the industrial-strength strength cloud-based platform built for the future of digital industrial business. https://t.co/5JdS8jZaO7	P	I	L	P	I	P
07/08/2016 14:49:26	Recent grad Luca laconi-Stewart has built a detailed model of our most powerful jet engine. https://t.co/3v0a2YJF57 https://t.co/o2ls4uzTLq	O	I	P	O	L	P
07/07/2016 14:26:54	The Haliade turbine has finally made its way to the US thanks to herculean efforts from GE. https://t.co/uglXCHGNZn https://t.co/wnsIDD1lrS	I	I	E	I	L	E
07/06/2016 9:08:04	Together with @SchindlerNA, we're digitizing urban mobility with the power of #Predix. https://t.co/15miAyyDvl https://t.co/8S9gqEnNDE	I	I	E	I	L	E

APPENDIX E.
ASIANA AIRLINES' FACEBOOK DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
09/02/2016 6:00:00	Win 2 Business Class RTW tickets. Do you know where in the world this photo was taken? If you can guess this right, along with a few others – you could win a very special round the world adventure. Click here to enter http://bit.ly/2aoAxtj See website for full terms and conditions #StarAllianceRTW	E	I	E	E	I	E
09/01/2016 19:00:00	Have you been to Seoul, home of Asiana Airlines?	P	I	P	P	I	P
08/31/2016 6:00:00	아시아나항공 대학생 마케터들과 함께 제주도 여행을 떠난 색동이. 다양한 매직보딩패스 제휴사와 제주 먹방이 담긴 2 일차 여행기를 확인해 보세요~ ※ 목적지별 소개: http://blog.naver.com/crazynight_/220761364473 ※ 영상 제작: 아시아나 Flying Marketer 3, 4 기서나(http://blog.naver.com/sunah4491)	P	V	E	P	V	E
08/30/2016 6:00:00	아시아나항공 탑승권 가지고가면 할인 혜택이 와르르~ 매직보딩패스 국내 신규 제휴사 확인하시고 탑승 뒤에도 1 주일간 계속되는 할인의 즐거움 놓치지 마세요! ※매직보딩패스 국내 신규제휴사 7 곳 (그레뱅 뮤지엄, 브이센터, 용인/제주 코코몽 에코파크, 페인터즈 히어로, 점프, 디뮤지엄) 확인하기 : goo.gl/1xL78R	P	I	E	P	I	E
08/28/2016 19:00:00	Are you still sleeping?	O	I	P	O	I	P
08/26/2016 6:00:00	[축구 국가대표팀 경기(9/1) 티켓 증정 이벤트] 대한축구협회 KOREA FOOTBALL ASSOCIATION (KFA) 공식 후원사 아시아나항공이 9/1(목) 오후 8 시 서울월드컵경기장 에서 대한민국 축구 국가대표팀 경기에 폐친 여러분들을 초대합니다. 아래 댓글에 함께 가고 싶은 친구 1 명을 태깅한 후, 선수들을 응원하는 간단한 메시지를 남겨주세요. 8/28(일)까지 참여해주신 분들 중 10 분께 티켓 2 매(2 등석 E-R 구역)을 드립니다. ※ 당첨자는 29 일(월) 오후 1 시에 발표됩니다. ※ 티켓 배송을 위해 당첨자께서는 반드시 29 일(월)까지 티켓을 수령하실 정보를 회신하셔야 하며, 기한내 회신이 없을 경우 당첨이 자동 취소됩니다.	E	I	E	E	I	E
08/26/2016 0:03:16	<뮤지컬 '킹키부츠' 초대이벤트 당첨자발표>	E	I	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>참여해 주신 모든 분들께 감사드리며, 아래와 같이 당첨자를 안내해 드립니다.</p> <p>당첨되신 분들께서는 페이스북 메시지를 통해, 티켓 수령에 필요한 개인정보(성함, 연락처)이용 동의와 함께, 성함, 핸드폰 번호를 8/28(일) 까지 전달주시기 바랍니다. 기한내 전달주시지 않을경우, 당첨이 자동 취소 됩니다.</p> <p>※본공연은 2016 년 9 월 3 일(토) 3 시 A 석으로, '블루스퀘어 삼성전자홀' 에서 열리는 공연이며, 1 인 2 매 제공됩니다.</p> <p>※해당 공연은 만 7 세이상 관람가 입니다.</p> <p>Yong-woo Jung (https://www.facebook.com/yongwoo.jung.5) 이복실 (https://www.facebook.com/100013210415199) So Yeon Kang (https://www.facebook.com/soyeon.kang.7315) 정선진 (https://www.facebook.com/100006541865493) 차훈수 (https://www.facebook.com/mike.cha.9) Eunjoo Jung (https://www.facebook.com/qoowhitegrape) 승혜연 (https://www.facebook.com/100005959578695) 이주미 (https://www.facebook.com/jumi.lee.545) 이지현 (https://www.facebook.com/laney.lee.7) 최윤별 (https://www.facebook.com/yoonyul.choi)</p>						
08/24/2016 6:00:00	<p>색동이가 아시아나항공 대학생 마케터들과 함께 제주도 여행을 떠났습니다.</p> <p>색동이의 첫 날 여행기를 확인해 보세요~</p> <p>※ 목적지별 소개: http://blog.naver.com/crazynight_/220761364473</p> <p>※ 영상 제작: 아시아나 Flying Marketer 3, 4 기 서나(http://blog.naver.com/sunah4491)</p>	P	V	E	P	V	P
08/23/2016 6:00:00	<p>노래만 들어도 가슴 설레는 여수밤바다~♪ 구경하러 가실 땐?!</p> <p>아시아나항공 탑승권만 가져가도 할인받을 수 있는 제휴사들을 미리 확인하시고, 여수에서 두배의 즐거움을 누리세요~</p> <p>※여수 신규제휴사 5 곳 (스카이 플라이, 여수 테디베어 뮤지엄, 미남크루즈, 한화 아쿠아플라넷 여수, 여수레일바이크) 확인하기 : http://goo.gl/shh0nN</p>	P	I	P	P	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
08/22/2016 19:44:47	Ride on the 'Peak Tram' and enjoy the skyline of Hong Kong	P	I	P	P	I	P
08/22/2016 6:00:00	대학생 여러분들의 꿈에 아시아나가 날개를 달아드립니다 2016 아시아나항공 드림윙즈 6기 활동을 영상으로 만나보세요. http://dreamwing.flyasiana.com	C	V	E	E	V	E
08/21/2016 8:40:42	#OZFLT Due to the typhoon 'Mindulle', some of our Japan flights(Tokyo & Sizuoka) on Aug, 22nd will be affected. http://goo.gl/5c2Mqp	I	L	L	I	T	L
08/19/2016 6:00:00	아시아나항공 탑승권에만 담긴 마법같은 할인! 매직보딩패스! 국내선 및 국제선 탑승권을 제시하시고, 국내외 제휴사 할인 혜택도 받아보세요 ※ 16개 신규제휴사가 추가된 매직보딩패스 제휴사 확인하기! http://goo.gl/UshkO7 ※ Tip! 아시아나 Flying Marketer가 직접 체험한, 매직보딩패스 이용방법을 영상으로 쉽게~ Step by Step으로 알려드립니다^^	P	V	E	P	V	E
08/17/2016 19:00:00	Our new Airbus A321 aircraft with Star Alliance livery will arrive in 인천공항 Incheon Airport today. Welcome to the Asiana family!!	P	I	E	I	I	L
08/17/2016 6:00:00	[(제)가(주)인공입니다] 제주도에서 즐길수 있는 동화 속 내 모습! 아시아나 대학생 마케터들이 제작한 재치 넘치는 영상을 제주의 풍경들과 함께 감상해 보세요. ▷ 영상 속 장소 소개: http://naver.me/FC1KNXMO , http://naver.me/5XhIPbA8 ※ 제작: 아시아나 Flying Marketer 3, 4기 샐리	P	V	P	P	V	P
08/12/2016 0:00:00	[문학동네와 함께하는 책 읽는 토요일 '어디갔어, 버나뎃' 이벤트 당첨자 발표] 참여해 주신 모든 분들께 감사드리며, 아래와 같이 당첨자를 안내해 드립니다. ※ 당첨되신 분들은 월요일(8/15)까지 페이스북 메시지를 통해 경품발송을 위한 개인정보(성함, 주소, 연락처) 활용 동의와 함께 성함, 도서를 받으실 주소, 연락처(핸드폰번호)를 알려주셔야 하며, 회신 기한까지 회신이 없을 경우 당첨이 자동 취소됩니다. ▷김보라 (https://www.facebook.com/100004583410309)	E	I	E	E	I	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	▷남현식 (https://www.facebook.com/100001757593847) ▷민나경 (https://www.facebook.com/nakyoung1027) ▷이상희 (https://www.facebook.com/sky.tkdgml) ▷이요나 (https://www.facebook.com/Lee2Yona) ▷이형아 (https://www.facebook.com/100011266830313) ▷최윤정 (https://www.facebook.com/100004004023023) ▷현수빈 (https://www.facebook.com/100004217028333) ▷Jiyae Kang (https://www.facebook.com/jiyae.kang.9) ▷Yunmi Lucy Han (https://www.facebook.com/luci.lucille1)						
08/11/2016 6:00:00	영화 '러브레터'를 통해 유명해진 샷포로 인근 오타루 시 겨울뿐 아니라 여름의 모습도 아름다운 오타루로 아시아나와 함께 떠나보세요~ ※ 영상속 장소 소개: http://blog.naver.com/jasminedream/220767747446 ※ 비디오 제작: 아시아나 Flying Marketer 4 기 정윤 ※ 여행 후원: 일본정부관광국 Join J route	P	V	P	P	V	P
08/11/2016 0:00:00	<영화 '플로렌스' 초대이벤트 당첨자발표> 참여해 주신 모든 분들께 감사드리며, 아래와 같이 당첨자를 안내해 드립니다. ※ 당첨되신 분들께는 페이스북 메시지를 통해 예매권전달 및 예매방법에 대해 차주 중 개별 연락드릴 예정입니다. ※티켓은 인터넷 예매권으로 1인 2매권입니다. 강혜진 (https://www.facebook.com/hyejin.kang.127) 권민주 (https://www.facebook.com/minju.kwon.52) 김기승 (https://www.facebook.com/100011127633283) 김도형 (https://www.facebook.com/dohyong.kim.5) 김민정 (https://www.facebook.com/jjeooonggg) 김은선 (https://www.facebook.com/09creed) 김현정 (https://www.facebook.com/bohemianne) 이현호 (https://www.facebook.com/lhhevol) 정해나 (https://www.facebook.com/hanna.jung.524) Jae Young (https://www.facebook.com/100007670317320)	E	I	E	E	I	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
08/10/2016 19:00:00	뜨거운 여름을 시원하게 나는법! 지금 아시아나항공 홈페이지에서 아이스크림이 팡팡! 터지는 겨울 사진전에 참여하세요! 여행지에서 만난 겨울사진을 올려주시면 추첨을 통해 시원한 경품을 드립니다^^	E	L	E	E	L	L
08/10/2016 6:00:00	Check out what make Jeju so beautiful~ / 아름다운 제주를 이루고 있는 다양한 모습들을 확인해 보세요~ ※ Video by 아시아나 Flying Marketer 3, 4 기 서나(http://blog.naver.com/sunah4491)	P	V	P	P	V	P
08/09/2016 0:00:00	Asiana Airlines ranked No. 2 in 'The Most Loved Airlines' by Skytrax. Thank you for your support-!!	I	L	E	I	L	E
08/08/2016 20:00:00	딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권! 8 월 2 차 오즈드림페어 OPEN! https://goo.gl/UNDg1l	P	I	P	P	V	P
08/08/2016 6:00:00	If you fly First/Business Class or are an elite member of Asiana Club or Star Alliance carriers, your baggages with 'Priority Tag' will be among the first at the baggage claim when you arrive at your destination.	P	I	L	P	I	E
08/07/2016 19:30:05	Hop on a free Staten Island ferry ride from Manhattan and explore Staten Island, renowned for its museums, historic landmarks, beaches and parkland~	P	L	P	P	L	P
08/06/2016 1:47:30	#OZFLT Due to airport condition at Saipan and Manila airport, today's Saipan flights and tomorrow's OZ625(MNL→PUS) will be delayed. Please check your flight status	I	L	L	I	L	L
08/06/2016 0:00:00	< 문학동네와 함께하는 '책 읽는 토요일' 이벤트! 8 월 추천도서: 어디갔어, 버나뎃 > 아시아나항공이 문학동네와 함께 매월 1 번 '책 읽는 토요일' 을 지정하여, 폐친 여러분께 독서의 기회를 제공해 드립니다. 아시아나 취향지 맞히고, 해외 문학도 읽자! 산들산들 시원한 바람이 그리운 8 월에 전해 드릴 도서는 마리아 샘플의 장편 소설 <어디갔어, 버나뎃(http://goo.gl/nhllE4)> 입니다. <어디갔어, 버나뎃>은 한 때는 전설적인 건축가였지만 지금은 한 아이의 엄마이자 한 남자의 아내가 된 버나뎃이 남극 여행을 코앞에 두고 사라지면서 발생하는 이야기입니다. <엔터테인먼트 위클리>, <피플>선정 올해의 책이자, <비포선라이즈>, <스쿨오브락>의 리처드 링클레이터 감독이 영화화할 예정인 이 책은	E	I	E	E	I	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>뉴욕타임스 84 주간 장기 베스트셀러로 많은 사람들의 사랑을 받기도 했습니다.</p> <p>링크로 연동된 도서 소개글을 보시고, 주인공 버나뎃이 가족들과 살고 있는 도시이자 아시아나항공의 취항지이기도한 이 도시 이름을 댓글로 남겨주세요</p> <p>8월 10일(수) 까지 참여해주신 분들 중 10분을 추천하여 해당 도서를 보내드립니다</p>						
08/05/2016 0:00:00	<p>[여수시청과 함께하는 아시아나 색동나래교실 추가모집]</p> <p>여수시청 여수문화홀에서 '아시아나 색동나래교실'을 엽니다.</p> <p>항공직무에 관심있는 중,고등학생 및 학부모님들은 지금 바로 신청하세요~</p> <p>1.일시 : 2016. 8. 17.(수) 14:00 ~ 17:00 / 13:45 까지 입장 요망</p> <p>2.장소 : 여수문화홀(여수시청 內)</p> <p>3.참석대상 : 항공직업분야에 관심 있는 중,고등학생 및 학부모(선착순 100여명)</p> <p>4.내용 : 항공정비사, 조종사, 승무원 직업강연</p> <p>5.신청방법 (하단의 방법중 선택)</p> <p>-여수시청 교육지원과 담당자에게 전화 : 061-659-4715</p> <p>-여수시청 담당자에게 이메일 발송 : nana8424@korea.kr</p>	E	I	E	E	I	E
08/04/2016 6:00:00	<p>훗카이도에서 빼놓을 수 없는 것 중 하나는 온천! 일본 3대 유황온천 중 하나라고 하는 삿포로 인근 노보리베츠로 온천 여행을 떠나보세요,</p> <p>※ 영상속 장소 소개: http://blog.naver.com/jasminedream/220766768872</p> <p>※ 비디오 제작: 아시아나 Flying Marketer 4기 정윤</p> <p>※ 여행 후원: Join J route</p>	P	V	P	P	L	P
08/03/2016 6:00:00	<p>아름다운 '색'을 가진 다양한 제주의 모습을 영상으로 확인해 보세요~</p> <p>▷ 영상 속 장소 소개: http://blog.naver.com/sindowls/220776489137</p> <p>※ 제작: 아시아나 Flying Marketer 4기 eeeeeedin</p>	P	V	P	P	L	P
08/01/2016 20:00:00	<p>딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권!</p>	P	I	P	P	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	8 월 1 차 오즈드림페어 OPEN! https://goo.gl/yx0QO2						
08/01/2016 6:00:01	If you checked in online and have home-printed or mobile boarding pass, simply drop off your baggage at the dedicated counter! (M1-16 & F27-36 at ICN and C3-C4 at GMP)	I	I	L	I	I	L
	[Typhoon Nida - Hongkong, Guangzhou & Shenzhen] Due to Typhoon Nida, following flights will be delayed. 1. Seoul/Incheon-Hongkong ▷ Aug, 1st: OZ745 & OZ749 ▷ Aug, 2nd: OZ746, OZ750, OZ721/22 & OZ723/24 2. Seoul/Incheon-Guangzhou ▷ Aug, 2nd: OZ369/70 3. Busan-Guangzhou ▷ Aug, 2nd: OZ305/06 4. Seoul/Incheon-Shenzhen ▷ Aug, 2nd: OZ371/72						
08/01/2016 3:14:52	For more information, please check your flight status.→ https://goo.gl/wXOLxD	I	L	L	I	L	L
07/29/2016 6:00:00	Our 5th Airbus A380 coming soon~~~~~	I	I	E	P	I	P
07/28/2016 23:56:37	#OZFLT As runway of Jeju Airport was closed until 13:16, our Jeju flights are affected. Please check your flight status. http://goo.gl/9gUSUj	I	L	L	I	L	L
07/28/2016 19:00:00	If you walk across Brooklyn Bridge in New York, you might feel like you're in a movie!	P	I	P	P	I	P
07/28/2016 6:00:00	샤프로에서 당일치기로 다녀올 수 있는 후라노와 비에이! 후라노의 라벤더와 비에이의 패치워크를 감상해 보세요~ ※ 영상속 장소 소개: http://blog.naver.com/jasminedream/220765746424 ※ 비디오 제작: 아시아나 Flying Marketer 4 기 정윤 ※ 여행 후원: 일본정부관광국 Join J route	P	V	P	P	L	P
07/27/2016 6:00:01	오늘은 중복! 더위에 지친 여러분께 시원한 제주의 우도 바다를 소개합니다! 올여름 아시아나 플라잉마케터가 소개하는 우도로 떠나보세요^^~ ※작성 : Flying Marketer 4 기 JEANY (http://blog.naver.com/pultulove)	P	L	P	P	L	E
07/26/2016	Hi there ! my twin sister !	O	I	P	P	I	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
19:00:00	#OZSTAFF #Incheon2ndHangar #twins #B747 #AsianaAirlines						
07/26/2016 6:00:00	<아시아나항공 페이스북 항공권 경매 - 'OZ Auction' 후쿠오카 노선 오픈 D-1> 아시아나항공 폐친께만 드리는 재미있고 싸게 항공권을 구매할 수 있는 프로그램, 'OZ Auction'이 내일 정오부터 후쿠오카 노선 경매(2인)를 시작합니다. 관심있는 폐친님들의 많은 참여를 부탁드립니다~ ※ 경매항공권 일정 - 9월 5일(월) OZ132 인천(09:00)→후쿠오카(10:20) - 9월 9일(금) OZ135 후쿠오카(20:20)→인천(21:40) ※ 사진출처 : 일본정부관광국(http://www.welcometojapan.or.kr)	P	I	E	P	I	E
07/25/2016 19:40:56	San Francisco cable cars travel on steel tracks set above a channel enclosing the cable. 케이블이 보이지 않는 샌프란시스코의 케이블카. 알고보면 선로 아래에 설치된 케이블로 움직인다고 합니다^^	P	I	P	P	I	P
07/25/2016 6:00:00	Are you tired of waiting in a long queue for check-in? Save time and check-in conveniently using online/mobile check-in or self check-in kiosk at airport! http://goo.gl/va2GN4	P	I	E	O	L	L
07/22/2016 6:00:00	Now I'm flying over International Dateline eastbound and I get a day again!!	O	I	P	P	I	P
07/22/2016 0:00:00	[김효주선수 골프 꿈나무 교실 참가자 모집] 8월 11일(목) 오후 아시아나항공에서 열리는 김효주 선수 강연 및 원포인트 레슨을 함께할 골프 꿈나무 50명을 모집합니다. 자세한 내용 및 신청은 아래 링크를 통해 확인해 주세요~	E	L	E	E	L	E
07/21/2016 6:00:00	7월 1일부터 아시아나를 타고 다녀올 수 있는 샷포로! 샷포로 시내의 주요 관광지를 영상으로 확인해 보세요~ ※ 영상속 장소 소개: http://blog.naver.com/jasminedream/220764646436 ※ 비디오 제작: 아시아나 Flying Marketer 4기 정윤 ※ 여행 후원: 일본정부관광국 Join J route	P	V	P	P	L	P
07/20/2016 6:00:00	[여름방학 맞이 중고생 대상 직업강연 안내] 1. 서울(세부 내용 및 신청: http://goo.gl/IL8GNQ)	E	I	E	E	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>- 일시: 7/28(목) 13 시~15 시</p> <p>- 장소: 서울창조경제혁신센터 (kt 광화문지사 내)</p> <p>- 내용: 조종사/승무원 직업강연</p> <p>- 모집인원: 선착순 110 명</p> <p>2. 남원(세부 내용 및 신청: http://naver.me/xs1EyMgQ)</p> <p>- 일시: 7/26(화) 13 시~16 시</p> <p>- 장소: 남원교육지원청 시청각실(후관 2 층)</p> <p>- 내용: 정비사/조종사/승무원 직업강연</p> <p>- 모집인원: 선착순 120 명</p>						
07/20/2016 0:00:00	<p>[아시아나항공 8 월 유류할증료 안내]</p> <p>8 월 한국 출발 유류할증료(발권일 기준)는 7 월과 동일하게 국제선은 미부과, 국내선은 ₩1,100 이 부과될 예정입니다.</p>	I	L	L	I	L	L
07/18/2016 9:09:07	<p>[Information on Our Website's 'Contact Us' Section]</p> <p>PLEASE NOTE that Asiana Airlines is undergoing an investigation into a potential security breach that may have compromised the personal information of some of our customers. This security breach is limited to ONLY those customers who uploaded and/or attached documents through the "Contact Us" feature on Asiana Airlines' website from May 2015 to the present.</p> <p>According to our internal report, we ascertained the possibility of exposed documents on our website's 'Contact Us' section.</p> <p>Asiana Airlines is still investigating this potential breach and will continue to monitor its security system to determine which, if any, customers' personal information was compromised.</p> <p>Once the investigation is complete, Asiana Airlines will immediately contact customers whose personal information has been compromised.</p> <p>We deeply apologize for any inconvenience and concern this may cause to our customers.</p>	I	T	L	I	T	L
07/17/2016 19:08:04	<p>Have you seen my winglet closely? #OZSTAFF #AsianaAirlines #Saekdongwing #avgeek</p>	O	I	E	P	I	P
07/15/2016 0:00:00	<p>We are honored to receive 'World's Best Economy Class', 'Best Economy Class Onboard Catering' and 'Best Economy Airline Seat' as well as '5-Star airlines' for the 10th year in a row by Skytrax. Thank you all for your support!</p>	I	I	E	I	I	E
07/14/2016 6:00:00	<p>Amazing food in Hokkaido! 삿포로로 먹방여행 어떠신가요?</p> <p>보기만해도 군침이 꼴깍! 넘어가는 홋카이도의 다양한 먹거리를 만나보세요~</p> <p>※ 비디오 제작 및 세부내용 소개: 아시아나 Flying</p>	P	V	P	P	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	Marketer 4 기 정윤(http://blog.naver.com/jasminedream/220762803913) ※ 여행 후원: 일본정부관광국 Join J route						
07/14/2016 0:00:00	<'아름다운가게-아시아나항공 특별전' 행사안내> 아시아나항공이 내일(7/15) 10:30 부터 아름다운가게 5 곳에서 '아름다운가게- 아시아나항공 특별전' 행사를 엽니다. 이번 행사를 위해 아시아나항공 임직원이 한달동안 총 15,455 점의 물품을 아름다운가게에 기증했으며, 해당 물품의 판매 수익은 강서장애인부모회로 전달되어, 장애아동의 재활치료비 지원에 사용될 예정입니다. 아름다운가게 강서화곡점, 안국점, 인천논현점, 동송동책방,세종로책방에서 열릴 행사에 참여하시고, 따뜻한 마음도 함께 기부하세요^^ http://goo.gl/rDXz9c	S	I	P	E	L	E
07/13/2016 6:00:00	<아시아나항공 Flying Marketer 4 기와 떠나는 제주 1 탄! - 카멜리아힐> 여행의 절반은 사진! 제주도에서 '인생사진'을 남기고 싶으시다면? 꽃길이 예쁜, 기분좋은 '카멜리아힐' 산책로로 안내합니다^^~ ※작성 : Flying Marketer 4 기 비니(http://hyb0634.blog.me)	P	V	P	P	L	E
07/12/2016 19:00:00	Hong Kong is thought to be one of the top 3 best night views in the world. But, it also offers beautiful views during the day, too!!	P	I	P	P	I	P
07/12/2016 2:48:27	#OZFLT Due to heavy wind around Jeju airport, some of Jeju flights are affected. Please check your flight status→ https://goo.gl/zcV12f	I	L	L	I	L	L
07/12/2016 0:00:00	<'KBS 박지윤의 가요광장'에 사연 보내시고 샷포로로 떠나보세요~ > KBS 가요광장, 아시아나 공동기획 '전국부부자랑' 코너에 재미있는 사연을 남기고 홋카이도 여행에 도전하세요! DJ 박지윤 아나운서가 사연을 선정해 방송에서 직접 들려드립니다 사연을 접수하시려면? 하단의 링크를 참조하세요^^!	E	L	E	E	L	E
07/11/2016 20:00:01	딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권!	P	I	P	P	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	7 월 2 차 오즈드림페어 OPEN! https://goo.gl/JRILJK						
07/11/2016 6:00:00	Enjoy beautiful and amazing view of Budapest, Pearl of the Danube!! ※ Asiana Airlines is operating chartered flights between Seoul/Incheon and Budapest in July/August.	P	I	P	P	I	P
07/11/2016 0:00:24	<캐빈승무원 STORY 와 함께하는 '나만의 여행 STORY'> 아시아나 승무원들의 생생한 여행이야기 '캐빈승무원 STORY' 1주년 기념 이벤트! '캐빈승무원 STORY' 에 등재되어 있는 추천여행지, 맛집투어 장소에서 여러분이 방문한 사진을 이벤트 페이지 및 인스타그램에 업로드 해주세요. 추첨을 통해 20 분께 기념선물을 드립니다! 자세한 사항은 하단의 링크를 참조하세요	E	L	E	E	L	E
07/10/2016 19:00:00	Have you seen sunrise from on board?	O	I	P	P	I	P
07/08/2016 23:00:00	광장의 도시, 로마 저마다의 광장이 지닌 매력 소개! 지금 홈페이지에서는 모두가 로마 여행중! ▶ http://bit.ly/22aGsrF	P	V	P	P	L	P
07/08/2016 7:45:47	광장의 도시, 로마 저마다의 광장이 지닌 매력 소개! 지금 홈페이지에서는 모두가 로마 여행중! ▶ http://bit.ly/22aGsrF	P	V	P	P	L	P
07/07/2016 6:00:00	Students of 'Asiana Flying Marketer' program just sent some pictures while traveling. Can you guess where they are? (They were at Bangkok, Taipei, San Francisco and Otaru(near Sapporo))	I	I	E	P	I	E
07/06/2016 8:02:08	진실 혹은 거짓! 로마 한가운데에서 발견된 고대 이집트 건물의 정체는? 지금 홈페이지에서는 모두가 로마 여행중! ▶ http://bit.ly/22aGsrF	P	V	P	P	L	P

APPENDIX F.
ASIANA AIRLINES' TWITTER DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
09/04/2016 20:58:50	아시아나항공이 후원하는 '제 14 회 아시아나국제단편영화제'의 공식 포스터가 공개되었습니다. 오는 11 월에 열리는 영화제에 많은 관심 부탁드립니다~! https://t.co/evBfeX1zPG	P	T	L	E	L	L
09/02/2016 1:48:20	Know where this is? If you do you could win 2 RTW tickets. Click https://t.co/O21qyJ4hLZ to enter #StarAllianceRTW https://t.co/f5O1Prkup5	E	I	E	E	I	P
09/02/2016 1:48:14	스타얼라이언스 취항지를 맞으신 분 중 1 분께 비즈니스클래스 세계일주 항공권 2 매를 드립니다. 여러분도 지금 바로 참여해보세요~ > https://t.co/xgRpYOv1JX #StarAllianceRTW https://t.co/ehJxpCg6yr	E	I	E	E	I	P
09/01/2016 4:00:22	#삿포로 에서 당일치기로 #온천여행 을 즐길 수 있는 #노보리베츠 ! '노보리베츠 당일치기 온천여행 패키지' 구매방법을 소개해 드려요~ https://t.co/yF5kOPIYdk https://t.co/NfwoaJDkWy	P	I	E	P	L	P
09/01/2016 0:26:08	유니온페이 카드로 아시아나항공 항공권을 구매하시고 마일리지 좌석등급을 하시면, 사용하신 마일리지를 모두 돌려드립니다. 자세한 내용은 다음 링크를 통해 확인해 주세요~ https://t.co/Q3o5UtFyxn https://t.co/btaHTLntV0	I	I	L	P	L	E
08/31/2016 6:01:18	아시아나항공 보딩패스를 제시하면 혜택을 받을 수 있는 매직보딩패스 제휴사와 제주 맛집을 찾은 색동이의 둘째 날 제주여행기! 영상으로 확인해 주세요~ https://t.co/KGVqjzcAwD	P	L	L	P	L	E
08/31/2016 1:38:21	[8/31 14:35 기준] #OZFLT 여수,울산공항 강풍으로 인해 김포↔여수 및 김포↔울산 왕복편이 결항되었습니다. 승객분들은 실시간 운항현황 확인을 부탁드립니다.→ https://t.co/VIIertmLNZ	I	L	L	I	L	L
08/31/2016 1:38:04	#OZFLT Due to heavy wind at Yeosu&Ulsan airport, flights from/to Yeosu & Ulsan are cancelled. Plz check flightstatus→ https://t.co/hN2LRwgoyU	I	L	L	I	L	L
08/30/2016 19:42:30	완만한 경사위 지어진 빅토리아 양식 가옥이 이국적인, 샌프란시스코 알라모 스퀘어 에서 샌프란시스코 시내풍경을 한눈에 감상해보세요 https://t.co/VxyMfUfb66	P	I	P	P	I	P
08/30/2016 19:42:09	enjoy San Francisco city view at peaceful Alamo Square https://t.co/mikzDf5ptv	P	I	P	P	I	P
08/30/2016 4:35:47	아시아나항공 탑승권을 가지고 가면 할인 혜택이 와르르~ 매직보딩패스 국내 신규 제휴사를 확인하시고 탑승 뒤에도 1 주일간 계속되는 할인의 즐거움 놓치지 마세요!~ https://t.co/ozjCzYngw3 https://t.co/pXnEJPnonu	I	I	P	P	L	E
08/29/2016 5:28:43	#OZFLT Due to typhoon 'Lionrock', our Seoul/Incheon-Sendai flights(OZ152/51) on Aug. 30th will be cancelled.	I	T	L	I	T	L
08/29/2016 5:28:40	[8/29 18:30 기준] #OZFLT 태풍 라이온록의 영향으로 내일(8/30) 인천-센다이 항공편(OZ152/51)이 결항될 예정입니다.	I	T	L	I	T	L
08/29/2016 5:25:02	커피와 Space Needle 의 도시 시애틀! 조용한 도시 시애틀에서 화려한 색채를 느낄 수 있는 두 곳을 아시아나 승무원과 떠나보세요~ ▶ https://t.co/E5ByLkNBNt https://t.co/O1SUyX6Vca	P	I	P	P	L	P

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
08/28/2016 20:24:42	#OZFLT Due to bad weather in Sendai Airport, today's Seoul/Incheon-Sendai flights(OZ152/51) are cancelled.	I	T	L	I	T	L
08/28/2016 20:24:39	[8/29 09:20 기준] #OZFLT 센다이공항 악기상으로 인하여 금일 인천-센다이 항공편(OZ152/51)이 결항되었습니다.	I	T	L	I	T	L
08/28/2016 19:34:40	아시아나 항공기라면 잠시 쉬었다가는곳,이곳은 어디일까요? https://t.co/XxQ58b8AZk	I	I	P	I	I	L
08/28/2016 19:33:41	This is sweet home for Asiana Airlines aircraft #OZstaff #AsianaAirlines #aircrafts' #sweethome #Incheon2ndhangar https://t.co/vikNopCthh	I	I	P	I	I	L
08/25/2016 19:51:15	날씨 화창한 LA 에서, 키가 큰 아자수가 늘어진 거리를 드라이브 해보세요 https://t.co/h0INSud3Jv	P	I	P	P	I	P
08/25/2016 19:50:07	If you visit LA ,drive the palm-tree lined street https://t.co/NtlAxuKvKo	P	I	P	P	I	P
08/25/2016 5:06:11	영화 '러브레터' 촬영지로 유명한 샤프로인근 오타루. 오타루 관광시 필요한 '샤프로-오타루웰컴패스' 구매방법을 소개합니다▶ https://t.co/WCBYsyeJ0p *작성:FlyingMarketer4 기클레어 https://t.co/1nmuPKim1y	P	I	P	P	L	P
08/24/2016 19:39:28	파리 센느강 위를 지나다니는 유람선, Bateau Mouche 를 타고 노트르담 성당의 풍경과 파리시내 구석구석을 발견해보세요 https://t.co/Q2Uq4UkoWd	P	I	P	P	I	P
08/24/2016 19:38:30	enjoy Paris' attractions on a Bateau Mouche, the cruise of the Seine. https://t.co/iT4DujL1TT	P	I	P	P	I	P
08/24/2016 5:35:48	색동이가 아시아나항공 대학생 마케터들과 함께 제주도 여행을 떠났습니다.색동이의 첫 날 여행기를 확인해 보세요~ ▶ https://t.co/HvZRbJ83D0 ※영상제작 : 아시아나 Flying Marketer 3, 4 기 서나	I	L	E	P	L	P
08/23/2016 21:50:43	spot the 'saekdong-colored' winglet on window seat of Asiana Airlines flight! https://t.co/904qe87dF6	I	I	E	P	I	P
08/23/2016 21:50:29	아시아나항공기 창가좌석에서는 색동윙렛을 보실 수 있습니다. 비행중 시시각각으로 변하는 하늘을 가로지는 색동 윙렛을 만나보세요~ https://t.co/FPRucmuU3G	I	I	E	P	I	P
08/21/2016 8:44:43	#OZFLT Due to the typhoon 'Mindulle', some of our Japan flights(Tokyo & Sizuoka) on Aug, 22nd will be affected. https://t.co/qhoxf8nEBn	I	L	L	I	L	L
08/21/2016 8:44:34	[8/21 19:40 기준] #OZFLT 태풍 '민들레'의 영향으로, 내일(8/22) 일부 일본노선(도쿄/시즈오카) 운항이 영향을 받을 것으로 예상됩니다. 자세한 내용은 다음 페이지를 통해 확인 부탁드립니다. https://t.co/MnN72LR8HW	I	L	L	I	L	L
08/19/2016 4:14:05	아시아나항공 탑승권에만 담긴 마법같은 할인! 매직보딩패스! 국내선 및 국제선 탑승권을 제시하시고, 국내외 제휴사 할인 혜택도 받아보세요 ※ 16 개 신규제휴사가 추가된 매직보딩패스 제휴사 확인하기! ▶ https://t.co/E1it4h9bMQ	P	L	L	P	L	E
08/19/2016 0:01:16	&t;아시아나항공 9 월 유류할증료 안내&t; 9 월 한국 출발 유류할증료(발권일 기준)는 8 월과 동일하게	I	L	L	I	L	L

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
	국제선은 미부과, 국내선은 ₩1,100 이 부과될 예정입니다.▶ https://t.co/daUXzBWwuZ						
08/18/2016 19:28:58	이렇게 가까이에서 A380 색동이의 얼굴을 보신적 있으신가요? Have you seen my face this closely? #OZstaff #thefaceof #A380 #closeshot https://t.co/XJUURD0MY5	I	I	P	P	I	E
08/18/2016 5:22:38	일본에서 즐길 수 있는 소소한 재미 중 하나인 편의점 구경. 삿포로 여행을 다녀온 아시아나 대학생 마케터 학생의 후기를 확인해 보세요~ https://t.co/SayXJKnU2y https://t.co/1oHiaguZF7	P	I	P	P	L	P
08/17/2016 7:46:37	[(제)가 (주)인공입니다] 제주도에서 즐길수 있는 동화 속 내 모습! 아시아나 대학생 마케터들이 제작한 재치 넘치는 영상을 제주의 풍경들과 함께 감상해 보세요. https://t.co/fll1lrNCze	P	V	P	P	V	P
08/16/2016 5:20:44	아시아나 캐빈승무원 맛집탐방동아리 '맛집아나'가 소개하는 세계 각국 맛집정보! 오늘은 아기자기한 항구가 준비한 샌프란시스코에서 즐길 수 있는 맛집 3 곳을 소개합니다▶ https://t.co/TC5i5jtS2k https://t.co/fDdQTmWjz	P	I	P	P	L	P
08/12/2016 3:35:53	[2016 년 캐빈승무원 채용 공고] 아시아나항공이 신입캐빈승무원을 9/1(목)까지 모집합니다. 자세한내용 및 지원은 다음링크를 확인하세요 ▶ https://t.co/lk0uc2iTgQ https://t.co/ecMzyD9X46	C	L	L	C	L	L
08/11/2016 19:28:56	성별,국적을 넘어 다양한분야에서 근무하고 있는 아시아나직원들에게 평소 궁금했던 내용을 질문해 주세요.질문을 남겨주신분께, 추첨을 통해 '아시아나 보틀'을 드립니다. ▶ https://t.co/UoOGnekM4P https://t.co/V4S0ynr7ct	E	I	E	E	L	L
08/11/2016 5:12:46	영화 '러브레터'로 유명해진 삿포로 인근 오타루 시. 겨울뿐 아니라 여름의 모습도 아름다운 오타루로 아시아나와 함께 떠나보세요~ ※비디오제작: Flying Marketer 4 기 정운 ※여행후원:일본정부관광국 https://t.co/K0gAg9lJVb	P	V	P	P	V	P
08/10/2016 22:14:21	뜨거운여름을 시원하게 나는법! 아시아나항공 홈페이지에서 겨울사진전에 참여하세요! 여행지에서 만난 겨울사진을 올려주시면 추첨을통해 시원한 경품을 드려요^^ ▶ https://t.co/2QnK0yl6jO https://t.co/WWFn3ltCl5	E	I	E	E	L	L
08/10/2016 5:25:53	아름다운 제주를 이루고 있는 다양한 모습들을 확인해 보세요~ ▶ https://t.co/Tts6EKxA7Y ※ Video by 아시아나 Flying Marketer 3, 4 기 서나 https://t.co/Wdve8Gi919	P	V	P	P	L	P
08/08/2016 20:16:30	딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권! 8 월 2 차 #오즈드림페어 OPEN! 자세한 사항은 https://t.co/J18eANvDvX 을 참고하세요~ https://t.co/IRO2neaPJP	P	V	P	P	V	P
08/08/2016 5:58:17	With 'Priority Tag', you will be among the first at the baggage claim when you arrive at your destination. https://t.co/slhwn0tnhj	I	I	L	P	I	E
08/08/2016 5:58:13	퍼스트/비즈니스클래스를 탑승하시거나 아시아나클럽 혹은 스타얼라이언스 회원사 우수회원이사라면, 스타얼라이언스 로고가	I	I	L	P	I	E

Time	Message	PI			Coder 1		
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	새겨진 '수하물 우선처리' 태그와 함께 도착지 공항에서 먼저 수하물을 받으실 수 있습니다. https://t.co/Z6MAXFsZlc						
08/06/2016 1:40:55	[8/06 14:30 기준] #OZFLT 사이판공항사정으로, 금일(6 일) 인천,부산/사이판 편이 지연되었습니다.또한 마닐라 공항사정으로 7 일 마닐라/부산편이 지연되었습니다.실시간 운항현황 확인을 부탁드립니다.▶ https://t.co/Hd1ATMBLAq	I	L	L	I	T	L
08/06/2016 1:39:55	#OZFLT Due to airport condition at SPN&MNL airport,flights to SPN on6thofAug &from MNL to PUS on7thofAug are delayed▶ https://t.co/X5nGfkxY3A	I	L	L	I	T	L
08/05/2016 4:06:05	여성조종사,사회공헌팀직원?항공직무관련궁금하셨다면, 블로그에질문을남겨주세요.'아시아나보틀'을드려요.여성조종사: http://t.co/LA4Xk6qzvb ,사회공헌팀직원: https://t.co/nUjW6AT3Gd https://t.co/Gh6DAHPLYER	E	L	E	E	L	E
08/05/2016 4:03:31	로드마스터,공항외국인직원?항공직무관련궁금하셨다면,블로그에 질문을남겨주세요.'아시아나보틀'을드려요.로드마스터: https://t.co/hyov5rjDWc ,공항중 국인직원: https://t.co/omtnzE5c3q https://t.co/juF3Vj1Zt	E	L	E	E	L	E
08/05/2016 4:01:07	여성정비사,남승무원?항공직무관련 궁금하셨다면,블로그에질문을남겨주세요.여러분께'아시아나보틀'을 드립니다.여성정비사: https://t.co/RR7qwmVBCG ,남승무원: https://t.co/BWQyn5q7mJ https://t.co/OrukrBw7Fi	E	L	E	E	L	E
08/04/2016 5:36:53	훗카이드에서 빼놓을 수 없는 온천! 일본 3 대 유황온천 중 하나인 샤프로인근 노보리베츠로 온천여행을 떠나보세요 ※비디오제작: Flying Marketer 4 기 정윤 ※여행후원: Join J route https://t.co/TIUU1OJSBi	P	V	P	P	L	P
08/03/2016 19:39:20	박물관 자체도 하나의 예술품인 파리 루브르 박물관에서 여러 예술작품들과 건축물을 감상해보세요 https://t.co/N3LDJczyas	P	I	P	P	I	P
08/03/2016 19:38:39	enjoy numerous artworks and unique architecture at the Louvre museum https://t.co/JbbCY7GpEQ	P	I	P	P	I	P
08/03/2016 5:33:30	아시아나 대학생 마케터가 전하는 아름다운 '색'을 가진 다양한 제주의 모습을 확인해 보세요~ https://t.co/cXfEy3ARxq https://t.co/1i9rDaPtmd	I	I	P	P	L	E
08/02/2016 0:03:18	여름휴가동안,인천공항을 통해 출국하신다면?셀프체크인등을 통해 빠르고 편리하게 수속을 마치고,인천공항(Incheon Airport)에서 드리는 특별한선물도 받으세요^^ https://t.co/4fCGCDeK1C https://t.co/MSqeM4DcDU	I	I	P	O	L	L
08/01/2016 20:01:41	딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권! 8 월 1 차 오즈드림페어 OPEN! https://t.co/zllMeXE5VJ https://t.co/FlghZeNOYP	E	V	P	P	L	P
08/01/2016 5:40:59	#OZFLT Due to Typhoon Nida, our Guangzhou and Shenzhen flights will be delayed. please check your flight status ▶ https://t.co/VnlhAVr0sL	I	L	L	I	L	L

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
08/01/2016 5:39:23	#OZFLT 태풍 '니다' 관련 운항안내 - 태풍 '니다'의 영향으로 인해 광저우, 선전 항공편이 지연 되었습니다. 승객분들은 '실시간 운항정보' 확인을 부탁드립니다→ https://t.co/IV53EJmb9P	I	L	L	I	L	L
08/01/2016 3:33:00	#OZFLT Due to Typhoon Nida,HKG flights will be delayed.CAN,SZX flights on Aug, 2nd may be impacted. ▶flight status: https://t.co/VnlhAVr0sL	I	L	L	I	L	L
08/01/2016 3:23:11	#OZFLT 태풍 '니다' 관련 운항안내 - 태풍 '니다'로 인해 홍콩항공편들이 지연운항 예정입니다. 또한, 8/2 광저우,선전 항공편 운항도 영향 가능성이 있으므로, '실시간 운항정보' 확인을 부탁드립니다→ https://t.co/IV53EJmb9P	I	L	L	I	L	L
08/01/2016 0:07:59	아시아나항공과 함께 해외 꿈여행을 다녀온 '아시아나 드림윙즈 6기 여러분' 수고하셨습니다. 아시아나항공은 대학생들의 꿈을 응원합니다~! https://t.co/RvBNJ4cfwP https://t.co/7OM8z2EOz5	I	I	P	E	L	E
07/31/2016 19:11:03	Asiana Airlines flight, before sunset #OZSTAFF #AsianaAirlines #cargo #before #sunset https://t.co/kFPIZPiqcy	I	I	P	P	I	L
07/29/2016 4:06:23	Coming soon~~!! @Airbus #A380 https://t.co/MhS9KrZvyN	I	I	L	I	I	L
07/29/2016 0:48:50	#OZFLT As CJU runway is re-open at 13:16, our Jeju flights are resumed.	I	T	L	I	T	L
07/29/2016 0:42:55	[7/29 13:40 기준] #OZFLT 제주공항 활주로가 13:16 부터 정상화되어, 제주노선 항공편 운항이 재개되었습니다.	I	T	L	I	T	L
07/29/2016 0:04:03	#OZFLT As Jeju Airport runway is until 2PM, our Jeju flights are affected. Please check your flight status. https://t.co/lkjayFhaXB	I	L	L	I	T	L
07/29/2016 0:04:00	[7/29 13 시 기준] #OZFLT 제주공항 활주로가 오후 2 시까지 폐쇄되어, 현재 제주노선 운항이 영향을 받고 있습니다. 금일 제주 항공편을 이용하시는 승객분들은 출발전 출도착 조회 확인을 부탁드립니다. https://t.co/eCvipVYtGP	I	L	L	I	T	L
07/28/2016 5:43:12	샷포로에서 당일치기로 다녀올 수 있는 후라노와 비에이! 후라노의 라벤더와 비에이의 패치워크를 감상해 보세요~ ※비디오: Flying Marketer4 기 정윤 ※ 여행후원:일본정부관광국 JoinJroute https://t.co/CtZOYXTTvX	P	V	P	P	L	P
07/27/2016 20:08:33	많은 영화의 배경이된, 뉴욕 맨해튼과 브루클린을 연결하는 매력적인 브루클린 브릿지 위를 걸어보세요 https://t.co/Nk1M84PqWg	P	I	P	P	I	P
07/27/2016 20:07:39	Enjoy New York city view and feel the river breeze while walking on the Brooklyn Bridge https://t.co/QfZFbjHe39	P	I	P	P	I	P
07/27/2016 5:31:15	오늘은중복! 더위에지친 여러분께 시원한 제주 우도바다를 소개합니다!올여름 플라잉마케터가 소개하는 우도로 떠나보세요^^▶ https://t.co/JdrsINGDQI ※작성:Flying Marketer4 기 JEANY https://t.co/vJnp6zgrKV	P	I	P	P	L	P
07/26/2016 20:55:49	I can't wait to fly ! #OZSTAFF #AsianaAirlines #Incheon2ndHangar https://t.co/NSeyuv3DLK	I	I	E	P	I	P

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
07/26/2016 5:28:53	인터넷/모바일로 체크인을 완료하셨다면, 자동 수하물 위탁 카운터를 통해 빠르고 편리하게 짐을 보내세요~ 전용 카운터는 인천공항은 M1~16 및 F27~36 에, 김포공항은 C3~C4 에 위치하고 있습니다. https://t.co/fOvoXgzeKG	I	I	L	I	I	L
07/26/2016 5:28:14	If you checked in online, simply drop off your baggage at the dedicated counter(M1-16&F27-36 at ICN and C3-C4 at GMP) https://t.co/Weg6j6qQIK	I	I	L	I	I	L
07/26/2016 0:01:18	Discover exotic buildings and ambience in the street of Ho Chi Minh City https://t.co/n79WRzrHBc	P	I	P	P	I	P
07/25/2016 19:33:48	베트남 호치민에서 이국적인 건축물들을 곳곳에서 발견해보세요 https://t.co/z39XMY2xgR	P	I	P	P	I	P
07/25/2016 5:31:04	공항의 탑승수속을 위해 길게 늘어선 줄을 피하고 싶으시다면? 인터넷/모바일체크인 혹은 무인탑승수속기기를 이용한 셀프체크인으로 빠르고 편리하게, 직접 원하는 좌석을 배정하세요~ https://t.co/3DQdByxmL4 https://t.co/d4qiceZCqx	I	I	L	O	L	L
07/25/2016 5:28:11	Save time and check-in conveniently using online/mobile & self check-in kiosk at airport! https://t.co/B8AfQ86z55 https://t.co/Re5vDzsOoi	I	I	L	O	L	L
07/24/2016 19:11:58	Hi there ! my twin sister ! #OZSTAFF #Incheon2ndHangar #twins #B747 #AsianaAirlines https://t.co/ncojkBzr65	I	I	E	P	I	P
07/22/2016 4:02:25	현실상의 타임머신? 여러분은 출발 시간보다 도착 시간이 더 이른 항공편을 타 본 적이 있으신가요? https://t.co/Vpqy0GPVvc	O	I	P	P	L	P
07/22/2016 4:01:59	Now I'm flying over International Dateline eastbound and I get a day again! https://t.co/72TE260jbT	O	I	P	P	L	P
07/22/2016 0:06:41	[김효주선수 골프 꿈나무교실 참가자모집] 8월 11일(목) 오후 아시아나항공에서 열리는 김효주선수강연 및 원포인트레슨을 함께할 골프꿈나무 50 명을 모집합니다. 자세한 내용 및 신청은 다음의링크에서 확인해 주세요~ https://t.co/8QD9XZ7oTu	P	L	L	O	L	L
07/21/2016 19:27:16	Come fly with me, let's fly, let's fly away~♪ #OZSTAFF #fly #with #AsianaAirlines https://t.co/OJx9wHJyo5	O	I	P	P	I	P
07/21/2016 6:04:53	7월 1일부터 아시아나가 운항하는 샤프로! 주요관광지를 영상으로 확인해보세요~ ※영상속 장소: https://t.co/s4tUx3QyMO ※제작: Flying Marketer 4 기 정윤 ※여행후원: 일본정부관광국 https://t.co/RteAKEzTrl	P	V	P	P	L	P
07/20/2016 19:34:13	Farewell from holiday destination #OZSTAFF #AsianaAirlines #from #holidaydestination https://t.co/er8BKnTiG2	O	I	P	P	I	P
07/20/2016 5:59:42	[여름방학 맞이 중고생 대상 직업강연 안내] ① 7/26(화) 남원→ https://t.co/HfZ2vw0Chg ② 7/28(목) 서울→ https://t.co/BwhXPyZqGG https://t.co/zhfCm8z84l	P	L	L	E	L	E
07/20/2016 0:12:15	아시아나항공 8월 유류할증료 안내 - 국제선 미부과, 국내선 ₩1,100 https://t.co/qs2tBZrBgp	I	L	L	I	L	L
07/18/2016 9:12:47	[Information of 'Contact us' on our website] https://t.co/am3YVazJfh	I	L	L	I	L	L
07/18/2016 9:12:41	[아시아나항공 홈페이지 '고객센터 FAQ' 관련 안내] https://t.co/4beMpWTWP7	I	L	L	I	L	L

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
07/17/2016 19:48:51	대형 항공기 2 대와 중소형 항공기 1 대를 동시에 수용할 수 있는 #인천공항 #아시아나항공 #제 2 격납고! 얼마나 큰지 상상이 되시나요? #OZSTAFF #AsianaAirlines #2ndhangar #ICN https://t.co/F1FFHNYCak	I	I	E	I	I	L
07/17/2016 19:47:39	Our 2nd #hangar @ICN can accommodate 2large&1small-sized aircraft at the same time.Can you imagine how large it is? https://t.co/z11Mduu91i	I	I	E	I	I	L
07/15/2016 4:01:17	아시아나 바리스타 승무원이 전하는 생생한 바티칸, 그리고 로마의 3 대 커피 이야기를 들어보세요~ https://t.co/TaDWIVlrcL https://t.co/T1xHQQx4DU	I	I	P	P	I	E
07/15/2016 0:36:09	We won 3 awards as well as '5-Star airlines' for the 10th year in a row by Skytrax. Thank you all for your support! https://t.co/Z6aRAisnUZ	I	I	E	I	I	E
07/15/2016 0:36:03	아시아나항공이 스카이트랙스 @airlinequality 서 10 년 연속 '5-Star 항공사' 자격과 함께 3 개 부문에서 상을 수상하였습니다. 항상 응원해 주시는 여러분께 감사드립니다~! https://t.co/Kt297pwlb2	I	I	E	I	I	E
07/14/2016 5:20:59	삿포로로 먹방여행 어떠신가요? ▶ https://t.co/MYEgwGRfE3 ※ Video by 아시아나 Flying Marketer 4 기 정윤(https://t.co/hm0yVJISyW) ※ 여행 후원: 일본정부관광국 Join J route	P	V	P	P	L	P
07/14/2016 0:05:51	아시아나항공이 내일(7/15)10:30 부터 아름다운가게 5 곳에서 '아름다운가게-아시아나항공 특별전' 행사를 엽니다.아름다운가게 강서화곡점,안국점,인천논현점,동송동책방,세종로책방에서 열릴 행사에 참여하세요^^ https://t.co/rEk4ndHtlc	P	L	L	E	L	E
07/13/2016 19:18:15	Have you seen my wing this closely? #OZSTAFF #AsianaAirlines #Saekdongwing #closeshot https://t.co/0VwN8QZEgw	O	I	P	P	I	P
07/13/2016 5:18:48	&t;Flying Marketer4 기와 떠나는 제주 1 탄!&t;'인생사진'을 남기고 싶다면?꽃길이에쁜, '카멜리아힐'로 안내합니다▶ https://t.co/neAsfQ0r1T ※작성: Flying Marketer4 기 비니 https://t.co/FPUpwBec4V	P	I	P	P	L	P
07/12/2016 5:29:22	다뉴브강의 진주'라 불리우는 헝가리 부다페스트의 아름다움을 감상해 보세요~ ※ 아시아나항공은 7, 8 월 두 달간 인천-부다페스트 노선에 주 1 회 전세기를 운항하고 있습니다. https://t.co/2b9aQ2JztR	P	I	P	P	I	P
07/12/2016 5:25:00	Asiana Airlines is operating chartered flights between Seoul/Incheon and Budapest in July/August. https://t.co/2axf1shhaa	I	I	L	P	I	P
07/12/2016 2:47:14	#OZFLT Due to heavy wind around Jeju airport, some of our flights from/to Jeju are affected. Plz check flight status→ https://t.co/lf6lltuKSj	I	L	L	I	L	L
07/12/2016 2:41:34	[7/12 15:30 기준] #OZFLT 제주공항 주변 돌풍으로 인해, 일부 제주 출도착 항공편 운항이 영향을 받고 있습니다. 승객분들께서는 실시간 운항현황 확인을 부탁드립니다 → https://t.co/Qp1YInmdbj	I	L	L	I	L	L
07/12/2016 0:15:58	&t;'KBS 박지윤의 가요광장'에 사연 보내고 삿포로로	E	I	P	E	L	E

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
	떠나보세요>KBS 가요광장,아시아나 공동기획 '전국부부자랑' 코너에 재밌는사연을 남기고 홋카이도여행에 도전하세요!▶https://t.co/jV8RJWjgiS https://t.co/VsegZlfbh0						
07/11/2016 20:05:55	딱 일주일 간 만나는 아시아나항공 얼리버드 특가 항공권! 7 월 2 차 오즈드림페어 OPEN! https://t.co/irJ8ZemEv9 https://t.co/6vQfpuT6PE	P	V	P	P	L	P
07/11/2016 4:53:17	광장의 도시, 로마 저마다의 광장이 지닌 매력 소개! 지금 홈페이지에서는 모두가 로마 여행중! ▶ https://t.co/JRNcu92ybm https://t.co/apSLmuQM9d	I	I	P	P	L	P
07/11/2016 0:08:29	캐빈승무원 STORY' 1 주년 기념이벤트! '캐빈승무원 STORY' 속 추천여행지, 맛집 장소에서 여러분이 방문한사진을 공유해주세요.총 20 분께 기념선물을 드립니다!▶https://t.co/zFbZPdOK1x https://t.co/xKQRU07GtD	E	I	E	E	L	E
07/10/2016 19:39:55	바다가 보이는 샌프란시스코의 미 프로야구 야구장인 AT&T Park에서 홈런볼이 바다로 떨어지는 진풍경을 구경해보세요 https://t.co/HIU4VGlbYU	P	I	P	P	I	P
07/10/2016 19:39:30	Watch a baseball game with glorious views of San Francisco Bay at AT&T Park https://t.co/rKJ0O8D892	P	I	P	P	I	P
07/07/2016 22:16:11	[7/8 11:16 기준] #OZFLT 1 호 태풍 '네파탁'의 영향으로 인천- 타이베이 왕복편(OZ713/714)이 지연되었습니다. ※ 실시간 운항현황: https://t.co/Hmz59ECtxD	I	L	L	I	L	L
07/07/2016 22:15:54	#OZFLT Due to typhoon Nepartak, Taipei flights(OZ713/OZ714) are delayed. Plz check your flight status→ https://t.co/C8Bh5HX3xr	I	L	L	I	L	L
07/07/2016 19:53:41	#아시아나항공 조종사들의 #단짝친구들 을 소개합니다 #OZSTAFF #B777 #AirwayManual #AsianaAirlines https://t.co/8c2qDJbFZB	I	I	E	I	I	E
07/07/2016 19:46:56	Let us introduce best friends of our pilots. #OZSTAFF #AVGEEK #AsianaAirlines https://t.co/nXqwXkQC1T	I	I	E	I	I	E
07/07/2016 18:55:19	#OZFLT Today's Miyazaki flights(OZ158/57) are cancelled due to severe weather forecast,. Plz check ur flight status→ https://t.co/C8Bh5HX3xr	I	L	L	I	L	L
07/07/2016 18:55:16	[7/8 07:50 기준] #OZFLT 미야자키공항 강풍 및 강수, 저시정 예보에 따라 금일 인천-미야자키 항공편(OZ158/57)이 결항될 예정입니다. ※ 실시간 운항현황: https://t.co/Hmz59ECtxD	I	L	L	I	L	L
07/07/2016 5:27:52	아시아나항공 대학생 마케터들이 전하는 실시간 아시아나항공 취항 도시의 모습들입니다.^^ 사진속 취항도시들은 어디어디일까요? ※사진제공:아시아나 Flying Marketer 4 기 서나, 앳, 클레어, Sally https://t.co/pVYt1N44J0	P	I	P	P	I	P
07/07/2016 5:24:29	Students of 'Asiana Flying Marketer' just sent us some pictures while traveling. Can you guess where they are? https://t.co/dtymWfp2DU	P	I	P	P	I	P
07/07/2016 4:43:46	#OZFLT Due to typhoon Nepartak, tomorrow's 1st Taipei flights(OZ711/2) are cancelled. Plz check your flight status→	I	L	L	I	L	L

Time	Message	PI			Coder 1		
		Cont ent Type	Medi um	Pist eis	Cont ent Type	Medi um	Pist eis
	https://t.co/C8Bh5HX3xr						
07/07/2016 4:43:43	[7/7 17:30 기준] #OZFLT 1 호 태풍 '네파탁'의 영향으로 내일(7/8) 인천-타이베이 오전 항공편(OZ711/712)이 결항될 예정입니다. ※ 실시간 운항현황: https://t.co/Hmz59ECxD	I	L	L	I	L	L
07/06/2016 19:11:54	진실 혹은 거짓! 로마 한가운데에서 발견된 고대 이집트 건물의 정체는? 지금 홈페이지에서는 모두가 로마 여행중! ▶ https://t.co/JRNcu92ybm https://t.co/cvXO6MDosD	P	V	P	P	L	P

APPENDIX G.
SAMSUNG ELECTRONICS' FACEBOOK DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/05/2016 4:00:06	#경찰도 #테마파크도 녹스(Knox)를 쓴다?	P	L	E	P	L	E
09/05/2016 2:27:42	마음 착한 훈내가 여기까지 풀풀♡ 휴가까지 반납(?) 한 임직원들의 남아공 S.T.O.R.Y!! 궁금하면 클릭 ▶ http://goo.gl/aKRKPR	S	I	P	S	L	P
09/04/2016 23:00:00	주방 인테리어의 화.룡.점.정 이제 대세는 #빌트인 이다! #이사할_때도_가져갈_수_있음	P	L	E	P	L	E
09/04/2016 21:06:50	#IFA_2016 특집 퀴즈 4 가전박람회에 미술랭 3 스타 셰프들이? 눈·코·입·귀 모두 즐거웠던 쿠킹쇼부터 '미셀루' 셰프와의 인터뷰까지! Q. 미셀루가 밝힌 셰프의 성공 비결이 아닌 것은? (힌트는 링크.클.릭) 1.노력 2.의지 3.좋은 조리기구 4.허세 ✓보기 네 가지 중 정답을 댓글로 남겨주세요! ✓이벤트 기간 : 2016.9.5(월)~2016.9.6(화) ✓당첨자 발표 : 2016.9.8(목) ✓당첨자 경품 : 커피 기프트콘 (20명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	L	E	E	L	E
09/03/2016 23:00:00	#WOW 이곳에 서면 발걸음을 멈추고 셔터를 누르게 된다?! #IFA_2016 #퀵템닷_하이라이트존	P	L	E	P	L	P
09/03/2016 21:00:00	#IFA_2016 특집 퀴즈 3 슈팅 게임을 하는데 모니터가 #번쩍 #번쩍 #소오름 같은 게임도 차원이 다른 플레이를 경험하게 하는 #퀵템닷_게이밍_모니터 의 이 기능은 무엇?! ✓영상 속 빈칸의 정답을 댓글로 남겨주세요! ✓이벤트 기간 : 2016.9.4(일)~2016.9.5(월) ✓당첨자 발표 : 2016.9.8(목) ✓당첨자 경품 : 커피 기프트콘 (20명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	L	E	E	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
09/02/2016 23:00:00	유럽인들의 취.향.저.격 위해 폭풍 감량을 강행했다!	P	L	L	P	L	P
09/02/2016 21:00:01	IFA 2016 특집 퀴즈 #2 유리와 각종 금속을 고온에서 녹여 만든 #스테인드글라스 오래도록 변치 않는 색의 비밀을 우연히 발견하는데 그것이 바로 OOO! 마치 예술 작품을 보는 듯 IFA 2016 전시장을 수놓은 이 빛나는 작품의 주인공은 무엇일까요? ✓이미지 속 빈칸의 정답을 댓글로 남겨주세요! ✓이벤트 기간 : 2016.9.3(토)~2016.9.4(일) ✓당첨자 발표 : 2016.9.8(목) ✓당첨자 경품 : 커피 기프트콘 (20 명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	L	E	E	L	E
09/02/2016 4:32:18	삼성전자는 조금 전 고동진 무선사업부장(사장) 명의로 갤럭시 노트 7 관련 발표문을 공개했습니다. 아래는 그 전문입니다. <갤럭시 노트 7 관련 발표문> 삼성전자 제품을 아끼고 사랑해 주시는 고객님의 한결 같은 성원에 깊이 감사 드립니다. 저희 삼성전자가 지난 8월 19일 출시한 갤럭시 노트 7 일부 제품에서 배터리 소손 현상이 접수됐습니다. 신제품 출시 후 얼마 지나지 않아 이러한 소손 현상으로 사용 중 불편을 겪으신 고객들과 저희 제품을 사랑해주시는 모든 분들께 염려를 끼치게 되어 대단히 죄송스럽게 생각합니다. 9월 1일 기준으로 국내외 총 35건이 서비스센터를 통해 접수됐고, 이는 100만대 중 24대가 불량인 수준입니다. 원인 분석 결과 배터리 셀 자체 이슈로 확인됐습니다.	I	L	L	I	T	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>배터리 공급사와 함께 불량 가능성이 있는 물량을 특정하기 위한 정밀 분석작업을 진행 중이나, 소비자 안전을 최우선으로 생각해 판매를 중단하고 구입시기와 상관없이 갤럭시 노트 7 신제품으로 교환해 드리기로 결정했습니다.</p> <p>그러나 자재 수급과 제품 준비에는 약 2 주 정도 소요될 것으로 예상됩니다.</p> <p>최대한 빠르게 신제품으로 교환해 드릴 계획이며, 제품이 준비되기 전이라도 서비스센터를 방문해주시는 고객에 대해서는 이상 여부를 점검하고 조치해드리겠습니다.</p> <p>국가별 교환가능 시기는 각 국가에서 사용되고 있는 특정 부품의 수급 상황을 고려해 최대한 이른 시기에 고객분들께 공지해 드리도록 하겠습니다.</p> <p>저희 제품을 아껴주시는 소비자 여러분께 불편을 드린 점 다시 한번 깊이 사과 드립니다.</p>						
09/02/2016 1:58:05	#기어_S3 다양한 기능들이 차곡차곡	P	L	L	P	L	L
09/01/2016 22:48:01	이곳에선 특별한 삼성전자를 만날 수 있다?! SUHD TV 카페부터 유럽형 패밀리 허브까지!	P	L	E	P	L	L
09/01/2016 10:33:03	<p>#IFA_2016 특집 퀴즈 1</p> <p>IFA 2016 프레스 컨퍼런스 드디어 개막! '발상의 전환(Rethink)'으로 탄생한 삼성전자의 혁신 제품들을 만날 수 있는 이곳은 어디일까요?</p> <p>1. 베를린 2. 함부르크 3. 프랑크푸르트 4. 뮌헨</p> <p>★힌트 ▶ http://goo.gl/Zu851e</p> <p>✓4 가지 보기 중 IFA 2016 프레스 컨퍼런스가 열린 장소를 댓글로 남겨주세요!</p> <p>✓이벤트 기간 : 2016.9.1(목)~2016.9.2(금)</p> <p>✓당첨자 발표 : 2016.9.8(목)</p> <p>✓당첨자 경품 : 초콜릿 기프트콘 (10 명) 커피 기프트콘 (20 명)</p> <p>✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>	P	L	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistels	Content Type	Medium	Pistels
09/01/2016 4:29:19	<p>"우리 부서는 조금 특별한 일을 하고 있죠" 1년 365일 '착한 일'만 생각하는 사람들이 있다? 바로 삼성전자 사회공헌사무국 임직원! 뉴스룸에서 직접 만나봤습니다. =)</p> <p>#삼성전자_사회공헌_프로그램의_특징은? '지속가능성'과 '삼성전자가 잘 하는 것!' 보통 사회공헌 프로그램은 일회성에 그치거나 단기로 끝나는 경우가 많은데요, 사회공헌사무국은 지속적으로 유지되는 사회 변화를 고민하고 실천하고 있습니다. 또한 대부분 임직원의 자발적인 참여와 재능 기부, 후원금으로 진행되어 더 의미가 있죠!</p> <p>#기억에_남는_에피소드 셋째 아들이 태어난 직후 루게릭병이 발병해 7년간 침대에 누워 계셨던 환자분이 있어요. 삼성전자 임직원의 손을 거쳐 완성된 안구마우스 '아이캔' 작동법을 설명해드렸죠. 그분이 처음으로 한 자 한 자 눈으로 써 내려간 글은 '아들아 사랑을 많이 주지 못해 미안하구나'였습니다. 얼마 지나지 않아 그 환자분은 세상을 떠나셨지만, 만약 안구마우스가 없었다면 그분은 단 한 번도 아들에게 사랑한다는 말을 전하지 못했을 수도 있겠다, 싶어 한동안 가슴이 먹먹했습니다.</p> <p>#어려운_점은_없나요? 해외 사회공헌 활동의 경우, 현지에서 수시로 발생하는 변수로 계획이 바뀌는 경우가 정말 많아요. 오랫동안 열심히 기획한 것도 다시 엮고 변경해야 할 때도 많죠. 그래도 주어진 상황을 헤쳐가며 프로젝트가 진행됐을 때의 묘미는 이루 말할 수 없을 정도로 기분이 좋아요.^^</p> <p>기업이 직접 가치를 창출하고 사회를 변화시키는 사회공헌 활동. 바로 삼성전자 사회공헌사무국이 오늘도 열심히 발로 뛰는 이유입니다</p> <p>더 많은 이야기가 궁금하면 ▶ http://goo.gl/rt7Zas</p>	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/01/2016 3:26:52	기어 S3 첫 공개부터 직접 만져본 체험객 반응까지!	P	L	E	P	L	E
08/31/2016 22:51:16	Ah... 고민된다	P	L	L	P	L	L
08/31/2016 20:00:01	우리의 일상을 새롭게 정의할 가전의 미래 오늘 저녁, 독일 베를린에서 공개됩니다! #IFA_2016	I	L	L	I	L	L
08/31/2016 6:25:05	<p>"처음예요? 발로 뛰면서 엄청 고생했죠" 지금은 어색하지 않은 말 "삼성 페이로 해주세요"</p> <p>출시 1 년이 지난 지금, 개발자 4 인을 만나 '삼성 페이 비하인드스토리'를 들어봤습니다!</p> <p>#1_개발_비화 주요 은행과 카드사가 사용하던 통신 규격과 언어가 달라 일일이 통합하는 과정이 매우 어려웠습니다. 검증 절차도 만만찮았는데, 퇴짜의 연속이었죠. 삼성 페이가 공식 출시되기 전 실제 상점에서 시도하면 십중팔구 "우린 그런 거 안 돼요"란 대답이 돌아왔어요 설명과 부탁을 거듭하며 문제가 있는 경우 원인을 파악하고 수정했습니다.</p> <p>#2_삼성_페이_흥행_요인 1. 복잡한 결제 과정을 지문 인식 한 번으로 간소화한 간편한 '사용성' 2. 모바일 보안 솔루션 녹스(Knox)를 탑재해 안전한 '보안성' 3. MST(마그네틱 보안 전송)와 NFC(근거리 무선 통신) 방식을 모두 지원하면서 기존 결제기에서도 활용할 수 있는 '범용성' 삼박자가 맞아떨어지면서 소비자들이 자연스럽게 익숙해진 것 같아요.</p> <p>#3_재밋는_일화 담당자들은 말 그대로 전국을 돌아다니며 삼성 페이 결제 방법을 교육하고, 오류 문의가 접수되면 곧바로 현장으로 달려갔죠. 출시 1 년이 지난 지금은 전국 어디에서도 삼성 페이를 따로 설명하지 않아도 될 정도가 됐는데요, 얼마 전 경남 밀양 시골 마을에 갈 일이 있었는데 작은 구멍가게에서 혹시나 하는 마음으로 결제를 위해 스마트폰을 내밀자 나이 지긋한 할머니께서 곧바로</p>	I	I	L	P	L	E

Time	Message	PI			Coder 1		
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	<p>결제기에 갖다 대시더라고요 :)</p> <p>#4_신규_서비스_계획 소비자의 수요 기반으로 신규 기능을 추가하고 있는데요, 실제로 삼성페이 담당자들의 주요 일과 중 하나는 고객 의견 모니터링입니다. 단순 확인에 그치지 않고 실제 연계 가능성을 다방면으로 검토한 후 그 결과를 바탕으로 여러 가지 신규 서비스를 계획 중입니다.</p> <p>#5_마지막_한마디 스마트폰 구매 요인을 조사했을 때 '삼성페이가 가능해서'라는 응답이 나올 때 가장 뿌듯해요, 지금까지 스마트폰의 가치를 증명한 건 '제품 사양'이었지만 이제 우리가 만든</p>						
08/31/2016 5:21:21	<p>독일은 지금 '이것' 많이 중?! 테겔 #베를린 국제공항부터 #포츠담_광장 하늘까지! IFA 2016 더 자세한 소식은?! ▶ http://goo.gl/11a8vj</p>	I	L	E	P	L	L
08/31/2016 1:32:24	<p>원하는 이미지를 피부에 인쇄하는 프린터 #네...? #피부에_뭘_한다고요?!</p>	P	L	L	P	L	L
08/30/2016 23:00:00	<p>바로 내일 새벽 1 시(한국 시각) 독일 베를린 템포드룸에서 새로운 웨어러블 제품이 공개됩니다</p>	E	L	L	I	L	L
08/30/2016 22:00:50	<p>자꾸 말하고 싶은 이 한 마디↓ '삼.성.페.이.로.할.게.요!' 앞으로도 많이 사용해주세요♡ 과연 당첨자는 누구?! ▶ http://goo.gl/iXTMcm</p>	E	V	E	E	L	E
08/30/2016 5:14:31	<p>'힘들지만 얻을게 많다' '뻘뻘해질수록 많은 걸 얻어 간다' #무슨_활동일까?</p>	I	L	E	I	L	E
08/30/2016 4:10:00	<p>"사진 찍히는 줄도 모르고 표정관리를 못했어요~ >_<" 여름휴가도 반납하고 20 시간 가까이 날아가 도착한 남아프리카공화국 수도 #케이프타운 이들이 이곳에서 페인트칠을 하고 있는 이유는? ▶ http://goo.gl/FlrgSY</p>	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
08/30/2016 3:07:16	#riding #cycling #bike #healthy #daily #여의도 #한강공원 #자전거 #운동스타그램 #자스타그램 #기어핏 2 #일주일 #도전 #목표달성 #운동기록	P	L	L	P	L	P
08/29/2016 21:17:03	사각지대 없이 모두 찍히니까 센터 따로 없이 모두가 주인공이니까 #사이좋게 #동글게_동글게 #찰칵 ♡ #기어_360 200% 활용법 ▶ http://goo.gl/ejffXg	P	L	P	P	L	P
08/29/2016 5:39:52	올여름휴가는 어디로 다녀오셨나요? 삼성전자 임직원 해외봉사단은 본인의 여름휴가를 활용해 다양한 국가로 봉사활동을 떠난다고 하는데요. 지난 금요일 그 첫 번째 목적지 남아프리카공화국으로 떠난 삼성전자 임직원 26 인을 소개합니다! 총 9 일의 파견 일정 동안 다른 봉사에선 볼 수 없는 다양한 프로그램을 준비했습니다. #온라인_쇼핑몰_교육 온라인 쇼핑몰 교육팀은 현지 학생들에게 온라인 쇼핑몰 운영 방법과 관련 소프트웨어 사용법 교육을 진행할 예정입니다. 남아공 아이들이 새로운 직업에 도전할 수 있도록 도움을 주는 의미 있는 교육 활동으로 준비했습니다. #PC_소프트웨어_교육 PC 소프트웨어 교육팀은 파워포인트, 엑셀, 포토샵 등 활용도가 높은 소프트웨어 교육을 준비했는데요. 수업 중간중간 재미있는 게임을 통해 아이들이 재미있게 참여할 수 있답니다. #스마트폰_수리교육 스마트폰 수리 교육은 현지 요청으로 처음 도입된 봉사활동인데요. 졸업 후 사회에 진출할 때 실질적으로 활용할 수 있는 교육을 준비해 아이들이 미래에 대한 새로운 꿈을 꿀 수 있게 할 예정입니다. #벽화봉사 벽화봉사팀은 학교 내 벽면을 아름답게	S	I	P	S	L	T

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>꾸며줄 예정인데요. 봉사활동을 떠나는 마시밤비사네 고등학교는 IT 특화교육 학교라, 학생들의 꿈과 과학 기술, 그리고 삼성전자의 이미지를 접목시킨 벽화를 그린다고 하네요.</p> <p>지금 이 시간 남아프리카공화국에서 본격적인 봉사활동으로 바쁜 그들을 위해 따뜻한 응원의 한마디 부탁드립니다!</p> <p>더 자세한 내용은 ▶ http://goo.gl/xCLDzh</p>						
08/29/2016 3:36:51	<p>#지방 과 #나 우리 우정 FINISH~♡</p>	P	L	L	P	L	P
08/29/2016 1:26:02	<p>※ 갤럭시 노트 7 구매자라면 주목! #삼성_노트 앱으로 그림 그리기 도전! by. 갤럭시 아티스트 송과장</p> <p>#텍스트_입력도_S 펜_손글씨도_자유자재 삼성 노트 앱의 가장 큰 특징 중 하나는 텍스트 입력과 손글씨 입력이 매우 쉽고 유기적으로 연결된다는 점입니다. 이는 삼성 노트가 '펜 SDK(Software Development Kit)'로 불리는 손글씨 입력 엔진을 활용했기 때문인데요. SDK 는 벡터 방식으로 구동돼 지우개 동작이 획 단위로 지워집니다. 이로써 S 펜으로 더욱 쉽게 손글씨를 작업할 수 있죠.</p> <p>#7 종_브러시로_속속_하면_끝 손글씨 입력 기능과 달리 그림판 기능은 비트맵(bitmap) 방식으로, 그림 그리기에 더욱 특화돼 있는데요. 그림 그릴 때 꼭 필요한 일곱 가지 브러시와 브러시별 상세 설정으로 원하는 그림을 더욱 쉽게 표현할 수 있습니다.</p> <p>그럼 투시도법부터 크레용, 유화까지 삼성 노트를 활용해 그림을 그려볼까요? 삼성 노트의 자세한 활용법은 아래 링크에서 확인해보세요! ▶ http://goo.gl/7vHOFS</p>	P	L	L	P	L	E
08/28/2016 21:27:34	<p>월, 화, 수, 목, 금,토...어워워요일! #어디_갔나_내_주말 .</p>	E	I	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>뒤죽박죽 섞인 단어를 맞히고 자고 있는 뇌를 깨우면 #도넛 #커피 #득템</p> <p>✓3 가지 문제의 정답을 댓글로 남겨주세요! ✓이벤트 기간 : 2016.8.29(월)~2016.9.5(월) ✓당첨자 발표 : 2016.9.7(수) ✓당첨자 경품 : 스트레스를 풀어줄 달콤한 '도넛' (3 명) 시원한 '아이스 커피' (10 명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>						
08/27/2016 21:00:00	<p>TV 를 보지 않을 땐 커튼을 쳐~ . #serif_TV seriftv.com</p>	P	L	L	P	L	L
08/26/2016 21:00:01	<p>더위도 한풀 꺾였고, 이젠 운동해야지...? 요즘 운동 핫템 '기어 핏 2'를 낱낱이 파헤쳐 봤습니다!</p> <p>#1_운동_자동_인식이_있던데_어떤_건가요? 기어 핏 2 를 착용하고 10 분간 운동을 지속하면 별도 실행 없이 운동 여부를 인식해 자동으로 기록해주는 기능입니다. 자동 인식이 가능한 운동은 달리기, 걷기, 자전거 타기, 일립티컬, 로잉머신입니다.</p> <p>#2_자체_음악_재생이_가능한가요? 기어 핏 2 는 내장 메모리(가용 용량 2GB)를 탑재해 음악 저장이 가능, 블루투스 헤드셋으로 감상할 수 있습니다. 또한 기어 핏 2 는 곡의 비트를 분석해 활동적인 곡을 알아서 '운동' 재생목록에 담아주기 때문에 신나는 분위기의 음악을 들으며 운동할 수 있습니다.</p> <p>#3_어떤_종류의_알림을_확인할_수_있나요? 카톡도 가능한가요? 기어 핏 2 는 운동 중에도 스마트폰으로 온 전화나 문자 메시지 등의 실시간 알림을 제공합니다. 카카오톡 메시지 등 각종 애플리케이션의 알림도 지원합니다. 자주 사용하는 문구를 설정해두면 기어 핏 2 로 간단한 답변을 보내거나 전화가 올 때 수신 거절 메시지를 보내는 것도 가능합니다.</p>	P	L	L	P	T	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	※ #기어_핏 2 궁금증 해결! 딱 맞는 위치페이스 개발에 관심이 간다면 위치페이스 콘테스트에 도전해보세요! 총상금 2,000 만 원 상당으로 뽕뽕한 혜택이 여러분을 기다리고 있습니다 ▶ http://goo.gl/uh0zFy						
08/26/2016 6:05:01	상반기 나눔만 1514 시간! 사회문제 해결 아이디어는 330 여 개!?	S	L	P	S	L	E
08/26/2016 4:59:02	"엄마~ 사과에서 김치 맛이 나는데?" 생선·육류·과일·야채 등 식재료를 냄새 걱정 없이 #오래오래 #신선하게 #밀폐전문실에 보관하세요!	P	L	E	P	L	E
08/26/2016 3:35:17	#기어_아이콘 X_안_빠질까? #음질이_떨어지진_않을까? #담이_나도_괜찮을까? #기어_아이콘 X 궁금증 해결 ▶ http://goo.gl/5kREqG	P	I	L	P	I	L
08/26/2016 1:43:18	왕년에 스텝 좀 밟아왔다는 친구 @_____ 소환!!	O	L	P	O	L	P
08/25/2016 5:45:07	갤럭시 노트 7 S 펜을 제대로 활용할 수 있는 #삼성_노트 앱을 소개합니다 #1_S 펜으로_작성한_모든_것을_한눈에 갤럭시 노트 7 에션 필기, 스케치, 꺼진 화면 메모 등 쓰고 그리는 모든 활동이 삼성 노트 하나로 확인 가능합니다. #2_업그레이드된_필기감과_다양한_그림_도 구 기존 1.6mm 었던 펜촉 지름을 0.7mm 로 절반 이상 줄이면서 더욱 정교해진 S 펜! 만년필부터 캘리그래피 펜까지 총 5 가지 펜이 제공되어 실제 손글씨를 쓰는 것 같은 느낌이랍니다. 또한 수채화 붓부터 에어 브러시, 마커 펜까지 다양한 그림 도구를 활용할 수 있습니다. #3_키패드_이미지_음성_활용도_자유자재 삼성 노트에션 키패드, 이미지, 음성 기능도 사용할 수 있습니다. 갤러리나 클라우드에	P	I+V	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>저장된 이미지를 자유롭게 불러와 편집할 수 있는 '이미지', 녹음과 동시에 필기할 수 있는 '음성'기능 그리고 '키패드'까지. 삼성 노트의 특한 기능이랍니다.</p> <p>#4_자연스러운_UX</p> <p>'삼성 노트'는 많은 기능이 담겨 있지만, 화면이 바뀔 때마다 단절감이 느껴지지 않도록 자연스러운 UX를 구현, 사용자가 따로 설정하지 않아도 상황에 딱딱 맞는 환경을 제공해 줍니다.</p> <p>기능은 많아졌지만 사용하기는 더 간단해진 '삼성 노트', 더 많은 기능이 궁금하면 확인해보세요! ▶ http://goo.gl/XjGvmR</p>						
08/25/2016 4:20:00	<p>특이한 이력만큼이나 특별한 그의 인생.꿀.팁</p>	I	L	E	I	L	E
08/25/2016 3:16:40	<p>기록적인 무더위 속 열심히 일한 울집 #냉장고</p> <p>#성에 에 #소음 까지... 심상치 않다?!</p>	O	L	L	O	L	L
08/25/2016 2:04:55	<p>드디어 올 것이 왔다</p> <p>#OS_사용자_소환</p>	E	L	E	E	L	L
08/24/2016 5:54:31	<p>삼성 페이 첫돌 기념 깜짝 이벤트!</p> <p>#삼성_페이 1주년 축하 메시지 남기고 영화관람권 #득템 하자!</p> <p>✓댓글에 #삼성_페이 1주년을 축하하는 메시지를 남겨주세요!</p> <p>※ 링크 속 삼성 페이 활약상 확인은 필수!</p> <p>✓이벤트 기간 : 2016.8.24(수)~2016.8.30(화)</p> <p>✓당첨자 발표 : 2016.8.31(수)</p> <p>✓당첨자 경품 : 영화관람권 1인 2매 (15명)</p> <p>✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>	E	L	E	E	L	L
08/24/2016 4:42:12	<p>빠르지만 전력 소모는 적게!</p> <p>신상 메모리 'UFS 카드'를 소개합니다.</p> <p>UFS는 날로 고화질·대용량화(化)되고 있는 멀티미디어 콘텐츠와 애플리케이션을 실행, 처리할 수 있도록 개발된 고성능 플래시 메모리 규격인데요,</p>	P	I	L	P	I	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>스마트폰 내장 메모리카드 규격의 표준으로 사용되는 eMMC 에 비해 속도는 훨씬 빠른 반면, 전력 소모는 적은 게 특징!</p> <p>지난해 출시된 갤럭시 S6 에 최초로 적용되었답니다.</p> <p>쉽게 말해 컴퓨터의 HDD 가 SSD 로 바뀌는 것에 비유할 수 있어요!</p> <p>좀 더 자세히 알아보면, 마이크로 SD 카드와 UFS 카드는 연속 읽기/쓰기 속도에서부터 큰 차이를 보이는데요.</p> <p>UFS 카드는 마이크로 SD 카드에 비해 각각 20 여 배와 350 여 배 빠르고, 전력 소모는 마이크로 SD 카드의 절반 수준이죠.</p> <p>이렇게 속도가 빠른 UFS 카드는 활용도가 무궁무진한데요~!</p> <p>3D VR 이나 액션캠, 드론 등 야외 촬영용 장비로 초고해상도(4K UHD) 영상을 저장할 수 있고,</p> <p>DSLR 카메라 사용시 24 매(1120MB, JPEG 모드)의 사진을 연속 저장한다고 가정했을 때 마이크로 SD 카드 환경에선 32 초(35MB/s 수준)가 걸리지만 UFS 카드로 대체하면 6 초대로 줄일 수 있어요!</p> <p>뿐만 아니라 DSLR 카메라에서도 고성능 스마트폰에서처럼 사진 파일을 검색하고 동영상 다운로드하는 등 복잡한 작업을 빠르게 처리할 수 있습니다.</p> <p>모바일 기기를 활용한 멀티미디어 콘텐츠 소비가 급증하는 요즘, 내년부터 본격적으로 사용될 #삼성_UFS_카드 가 만들 '모바일 멀티미디어 세상' 어떤 일들이 가능할지 기대되지 않으세요?!</p> <p>더 자세한 내용은 ▶ http://goo.gl/xKZkfC</p>						
08/24/2016 2:10:10	<p>1903 년의 어느 날, 미국 일리노이주 리븐워드 형무소.</p> <p>신규 수감자 월 웨스트가 교도관 매클로리와</p>	I	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	<p>마주 앉았다. '이 친구, 어디서 본 적이 있는데...?' "자네, 몇 년 전에도 여기 수감된 적 있지 않나?" "무슨 소리예요. 여긴 난생처음이라고요!" 펼쩍 뛰는 월의 반응에 고개를 갸웃거리던 매클로리, 서류더미를 뒤져 뭔가를 찾아냈다. 매클로리가 발견한 건 한 장의 사진. 사진 속엔 월과 일란성 쌍둥이라고 해도 믿을 만큼 똑 닮은 사내가 있었다. 공교롭게도 그의 이름은 월과 성까지 같은 윌리엄 웨스트. 경찰이 두 사람의 지문 채취에 나선 건 1905 년, 과연 그 결과는 어땠을까?</p>						
08/23/2016 21:45:26	<p>#기어_핏 2 가 있다면?! 매일 오르는 계단이 즐.거.워.진.다?!</p> <p>STEP 1) 오르고 싶은 층수 목표를 설정! STEP 2) 실시간으로 늘어나는 층수를 확인! STEP 3) 목표를 달성하고 건강을 누려~</p> <p>기어 핏 2 의 더 많은 매력 한.눈.에.보.기 ▶ http://goo.gl/vp6bZA</p>	P	I	L	P	L	P
08/23/2016 6:00:00	<p>※ 총 상금 규모 약 2 억 원 ※ #주변_유니티_개발자_소환각</p>	E	L	E	E	L	L
08/23/2016 4:45:00	<p>선 없는 코드 프리 디자인에 자체 음악 재생까지 #기어_아이콘 X 너만 있으면 언제 어디서나 자.유.롭.게 #듬칫 #두뚝 #휘우~ #아이콘 X 꿀.팁.확.인.은?! ▶ http://goo.gl/dlYoiv</p>	P	L	L	P	L	L
08/23/2016 3:42:41	<p>삼성전자 256GB UFS, IR52 장영실상을 받다! 삼성전자가 업계보다 우수한 UFS 를 개발할 수 있었던 비결은 뭘까요? 바로 '도전정신' '소통' '기술력'인데요! 반도체 사업을 하며 발전시켜 온 연구 역량을 기반으로 과감한 도전을 계속할 수 있었고, 서로 다른 노하우를 지닌 부서들이 지속적으로 소통, 최첨단 제품 개발에 필요한 기술적 요소 일체를 독자적 기술로</p>	I	L	E	I	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>소화해내는 것이 삼성전자의 강점입니다!)</p> <p>256GB UFS 를 소개할 때 빼놓을 수 없는 두 가지가 있습니다. 바로 '고인돌 적층 기술'과 '샤크 디자인'입니다.</p> <p>고인돌 적층 기술로 초소형 메모리 패키지에 고성능 컨트롤러와 256GB 대용량 낸드플래시 메모리를 동시 탑재할 수 있었고, 삼성전자가 UFS 카드를 위해 출원한 디자인 특허인 샤크 디자인은 '로열티 프리' 조건을 제공하기 때문에 기존 카드 제조업체들이 차세대 시스템에 사용할 수 있어 로열티 비용을 줄일 수 있다는 사실!</p> <p>대한민국을 대표하는 우수 기술, 256GB UFS 장영실상 수상 현장을 더 자세히 보고 싶다면 삼성전자 뉴스룸에서 확인하세요! ▶ http://goo.gl/L9klbB</p>						
08/23/2016 1:01:24	<p>처음 사용해보는 #홍채인식 궁금한 점 많으시죠...?</p>	I	L	L	P	L	L
08/22/2016 7:43:49	<p>#모르면_나만_손해 확 달라진 'S 헬스 5.0 업데이트 기능 정리' 더 자세한 내용은 ▶ https://goo.gl/fssT9y</p>	P	I	L	P	I	L
08/22/2016 5:14:31	<p>S 헬스와 달리기에 도전한 #마라토너 여러분!! 앞으로도 S 헬스와 함께 즐거운 러닝 되세요! 그럼~ 이제 시.상.식을 시작해볼까요?! #휘우! 과연, '기어 아이콘 X'를 득템할 행운의 마라토너♥는 누구?! ▶ https://goo.gl/r2WRFD</p>	E	V	E	E	V	E
08/22/2016 1:50:00	<p>1975년까지 피를 팔아 돈을 벌었다? 헌혈 후에는 고칼로리 음식을 먹어야 한다?</p>	O	L	L	O	L	L
08/22/2016 0:50:25	<p>#미션 냉장고 '속'을 뽐내라!</p>	P	L	L	P	L	L
08/20/2016 21:00:01	<p>안녕... 그동안 즐거웠어 다신 서로 영키는 일 없었으면 해...</p>	P	L	P	P	L	P
08/19/2016 21:00:01	<p>토요일 밤을 특별하게 보내고픈 #혼술남녀 공.유.필.수</p>	P	L	P	P	L	P
08/19/2016 5:57:45	<p>세계인의 스포츠 축제의 열기만큼</p>	I	L	E	E	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	#후끈 했던 대학생 프로그래밍 축제 · 우승을 거머쥔 #프로그래밍의_달인 을 만나다!						
08/19/2016 3:50:26	아동 학대 사실을 알았다면 나는 과연?	S	L	P	S	L	P
08/18/2016 22:16:44	#자유롭게 #남다르게 노트 7 으로 놀아볼 77 ㅏ~?!	P	L	P	P	L	E
08/18/2016 6:33:41	직관인 듯 직관 아닌 직관 같은 #너~ · #밝게보고_즐겁게_응원하기	P	L	P	P	L	P
08/18/2016 5:19:41	운동하고 싶어 질렀는데... 하루 종일 이것만 하고 있다?! #기어_핏 2_워치페이스 #넘나_많은_것	P	L	L	P	L	P
08/18/2016 2:42:30	나 맞아! 나 맞다고!! by. 비번을 까먹은 자의 절규	P	L	L	P	L	L
08/18/2016 1:42:21	새벽 응원에도 지치지 않게 군만두로 에너지를 보충하는 것 · #이것이_바로 #응원자의_길	P	L	P	P	L	P
08/17/2016 7:00:43	사격 최초 올림픽 금메달 3 연패! #리우올림픽 일곱 번째 메달 종목은 #사격 이었습니다!!! 정답을 #탕탕탕 적.중.한 갤럭시 S7 옛지의 주인공은?! 당첨자 확인 ▶ https://goo.gl/4HkW1m	E	L	E	E	I	E
08/17/2016 5:46:03	10 년간 40%나 줄어든 #헌혈자 수를 3 개월 만에 폭발적으로 증가시킨 기특한 캠페인이 있다?!	O	L	L	O	L	P
08/17/2016 3:55:12	제품부터 UX 까지 #노트 7 의_디자인 어떻게 탄생했을까?	P	L	L	P	L	L
08/17/2016 0:10:39	플레이하면 시원해지는 영상.avi · #쿨한_매력 #메탈쿨링	P	L	L	P	L	L
08/16/2016 22:44:30	마라톤 선수에겐 #메달! S 헬스 도전자에겐 #기어_아이콘 X?! 스포츠 축제의 꽃 '마라톤'을 함께 즐겨요 #S 헬스 와 함께 일단 5km 부터 뛰어볼까? '기어 아이콘 X' 득템하세요~☆	E	V	E	E	V	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>✓영상으로 참여 방법을 확인하고, 본 게시물에 'S 헬스 5km 달리기' 인증 댓글을 남겨주세요!</p> <p>✓이벤트 기간 : 2016.8.17(수)~2016.8.21(일)</p> <p>✓당첨자 발표 : 2016.8.22(월)</p> <p>✓당첨자 경품 : 기어 아이콘 X (3명) / 아이스크림 기프티콘 (10명)</p> <p>✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>						
08/16/2016 5:20:49	<p>눈 크게 뜨고 찾 A 본 알파 B কেറ് 사라진 O 유는 바로... ↓ #헌혈 참여를 독려하기 위한 #2016_인터내셔널_미싱타입_캠페인 에 참여했기 때문! ▶ https://goo.gl/yDI06m 여러분의 소중한 실천으로 사라진 A·B·O 를 찾아주세요! 정답을 맞힌 주인공은? ▶ https://goo.gl/FycvJ0</p>	E	V	E	E	V	E
08/16/2016 3:10:55	<p>이건 운명이다 싶었죠... #그녀보다_프로그래밍 . #제 2 회 #삼성_대학생_프로그래밍_경진대회</p>	I	L	E	E	L	E
08/16/2016 2:03:19	<p>무더운 #여름철... 무서워서 #에어컨 을 못 틀었다?!</p>	P	L	L	P	L	P
08/15/2016 20:00:01	<p>삼성전자 레터마크에서 'A'가 실.종.됐.다? 그 전말이 궁금하다면! ▶ https://goo.gl/vGxfEH #Missing_Type #미싱타입 #ABO 를_찾아라</p>	S	I	P	S	I	P
08/15/2016 19:25:33	<p>이번엔 '3'입니다</p>	P	L	P	I	L	L
08/14/2016 21:00:00	<p>#여름철 갑작스러운 현기증이 온다면?</p>	O	L	L	P	L	P
08/13/2016 21:00:00	<p>#열대야 #스포츠 요즘 이 둘 때문에 밤잠 설치는 분들 많으시죠?! 이왕 즐길 땐 제.대.로 즐겨보자♡ 오늘 밤도 이렇게~ ▶ https://goo.gl/EpRvwn</p>	P	I	P	P	I	P
08/12/2016 21:00:00	<p>'배우'보다 '축구 선수' 헤어스타일을 더 많이 따라 하고 10명 중 6명이</p>	P	L	P	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	주 3 회 이상 축구를 보는 #유럽						
08/12/2016 5:30:57	"반갑다 친구야!" :) 김광석, 추억 속 그를 함께 만나러 갈 행운의 당첨자를 발표합니다! ▶ https://goo.gl/I0Yg0S #좋은_추억_만드세요~	E	I	E	E	L	L
08/12/2016 4:30:00	갖고 싶다... 너 #삼성_스마트스쿨 . ※지.원.마.감.임.박※	S	L	P	S	L	E
08/12/2016 3:18:40	삼성전자 맥가이버가 방문했더니 불량률 75% 잡고, 생산량 11% 개선됐다?!	S	L	P	I	L	E
08/11/2016 23:41:52	전기료가 많이 나오진 않을까? 우리 집에도 설치할 수 있을까?	P	L	E	P	L	E
08/11/2016 21:00:07	#사라진_알파벳을_찾아라! 민첩성, 순발력 '갑'인 친구 소환 사라진 알파벳 찾고 #참_바이_삼성 #득템 ✓영상 속 삼성전자 IT 제품명 중 사라진 알파벳을 찾아 댓글로 남겨주세요! ✓이벤트 기간 : 2016.8.12(금)~2016.8.15(월) ✓당첨자 발표 : 2016.8.16(화) ✓당첨자 경품 : 참~예쁜 '참 바이 삼성'(3명) / 시원한 아이스크림(10명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	V	E	E	V	E
08/11/2016 5:43:36	대한민국 공.식.데.뷔	P	L	E	P	L	L
08/11/2016 4:02:49	#톡 #톡톡 #톡톡톡 #속! 듣고 멈추고 다시 듣고! 세젤썬 #기어_아이콘 X 인터페이스 정답 맞히고 아이콘 X 득템한 행운의 주인공은?! ▶ https://goo.gl/Upp2vc 기어 아이콘 X 리얼 체험기 ▶ https://goo.gl/9K7Pva	E	V	E	E	V	E
08/11/2016 3:00:00	#조명 #촛불 #스피커... #보틀? 대체 너 정체는 뭐야?	P	L	P	P	L	P
08/11/2016 1:38:15	설탕 없이 #달콤한_빵 만.들.수.있.을.까?!	P	L	P	P	L	P
08/10/2016 19:33:59	세계적으로 유명한 요리학교 '르 꼬르동 블루' 선정	I	L	E	I	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistei s	Content Type	Medium	Pistei s
	최우수 조리기기 브랜드 '데이코' 삼성전자와 함께하게 된 사연은?!						
08/10/2016 6:13:29	★갤럭시 노트 7 깜짝 퀴즈★ 일곱 가지 퀴즈를 통해 갤럭시 노트 7 을 알아본 7 일간의 시간!! 이제 #정답 을 맞혀볼 77 ㅣ?! 노트 7 이 궁금해? ▶ https://goo.gl/N4d5R0 당첨자 확인하기 ▶ https://goo.gl/wzh5ye	E	I	E	E	I	E
08/10/2016 5:09:43	요즘 여기서 '득템' 하시는 분들 많죠? 세계에서 가장 큰 크라우드펀딩 웹사이트 #킵스타터 이곳에 요즘 뜨는 신발(?) 하나가 있다는데...? 자세한 내용 확인! ▶ https://goo.gl/30GYiJ	I	I	L	O	I	L
08/10/2016 3:30:56	이제 스마트폰 볼 때마다 그녀가 생.각.날.듯?!	I	L	E	I	L	E
08/10/2016 0:00:00	같은 요리를 10~15 번 반복하는 아재들이 있다?!	P	L	E	I	L	E
08/09/2016 5:53:21	최신 IT 기기가 가득한 탐.나.는 #삼성_스마트스쿨 #모집_마감 이 얼마 남지 않았다! ※신청하기 ▶ http://goo.gl/qfgXUY 기어 아이콘 X 득템은 누가?! ▶ https://goo.gl/YoRDQ7	E	L	E	E	I	E
08/09/2016 4:50:05	소프트웨어 인재 양성 프.로.젝.트 #주니어소프트웨어아카데미 #주니어소프트웨어창작대회 이.번.엔 #주니어소프트웨어히어로즈	E	L	E	E	L	E
08/09/2016 1:46:15	내 인스타그램 계정을 등록하면 터널 속으로~ 빠져든드아...! #흑역사_주의 . #뉴욕 #힙플레이스 #삼성 837 센터 더 많은 360 도 영상, 사진 보기 ▶ https://goo.gl/vd4RhG	P	V	P	P	L	L
08/09/2016 0:31:13	★갤럭시 노트 7 깜짝 퀴즈★ #7 갤럭시 노트 7 을 #파워업 시켜주는 다양한 #액세서리 커버인데 #충전 되고 +a 까지 갖춘 "잇템"의 이름은?! ※힌트는 요기 ▶ https://goo.gl/12ssc	E	L	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.9 (오늘 단 하루!) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgI 						
08/08/2016 5:44:42	<p>뚝배기 요리하고 세척할 때 필.수.확.인</p>	P	L	P	P	L	L
08/08/2016 3:09:21	<p>같은 옷, 다른 느낌?! 옷을 입어도 태가 안 나는 분들... 혹시 #등_근육 은 확인해보셨나요?! #친구야_땀_너다</p>	O	L	L	O	L	L
08/08/2016 2:00:15	<p>꼭 '말'로만 #의사소통을 할 수 있는 건 아니랍니다!</p>	S	L	P	S	L	P
08/07/2016 22:20:47	<p>★갤럭시 노트 7 째짝 퀴즈★ #6 갤럭시 노트 7 의 화면은 꺼져도 꺼진 게 아니다?! 대폭 업그레이드된 갤럭시 노트 7 #Always_On_Display! 아쉽게도(?) 불가능한 이 기능은 뭘까? ※힌트 보러 가기 ▶ https://goo.gl/KesN9M</p> <ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.8(월)~2016.8.9(화) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgI 	E	I	E	E	I	E
08/06/2016 21:00:00	극.한.아.트.avi	P	L	P	P	L	E
08/06/2016 16:30:30	<p>#대한민국팀_첫_메달_획득! #유도 4년간 흘린 땀의 결실! 대한민국의 값진 첫 메달의 주인공 당신의 땀방울에 뜨거운 박수를 보냅니다!</p>	O	I	P	O	I	P
08/05/2016 21:00:00	<p>"잘 살지?" 가뜰서로 묻는 안부 말고 얼굴 보고 싶은 친구가 있다면 ... #내_안의_김광석_wkf_tkfwl? #티켓_득템_이벤트 에 당.장.소.환</p>	E	L	E	E	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<ul style="list-style-type: none"> ✓ '내 안의 김광석 wkf tkfwl?' 함께 보고픈 친구를 @소환하고 이유를 댓글로 남겨주세요. ✓이벤트 기간 : 2016.8.6(토)~2016.8.11(목) ✓당첨자 발표 : 2016.8.12(금) ✓당첨자 경품 : '내 안의 김광석 wkf tkfwl?' 티켓 (1인 2매, 5명), 아이스크림 기프트콘(1인 2개, 5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl 						
08/05/2016 6:19:14	<p>#삼성전자 최신 IT 기기와 #빅뱅의 특급 콜라보레이션 #BIGBANG10_THE_EXHIBITION_A_TO_Z</p>	E	L	E	P	L	E
08/05/2016 1:00:00	<p>★갤럭시 노트 7 짹 짹 퀴즈★ #5 똑.같.은.영상인데 #왜왜왜 더 잘 보이죠?! 넘나 선명한 화질에 #깜놀주의 갤럭시 노트 7의 이 기능은 무엇?! ※힌트 보러 가기 ▶ https://goo.gl/94KXQX</p> <ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.5(금)~2016.8.6(토) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl 	E	I	E	E	I	E
08/04/2016 23:13:40	<p>#수업 #과제 #팀플 #시험 평범한 대학생활 이젠 2☆해...</p>	C	L	L	I	L	P
08/04/2016 22:00:13	<p>★갤럭시 노트 7 짹 짹 퀴즈★ #4 #블루 와 #골드의 짜릿한 만남..! 너.자.꾸.보.고.또.보.고.싶.다.♡ 이 매혹적인 색은 대체 뭐야~!? ※힌트 보러 가기 ▶ https://goo.gl/sV0TG0</p> <ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.5(금)~2016.8.6(토) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl 	E	I	E	E	I	E
08/04/2016 4:30:10	<p>★갤럭시 노트 7 짹 짹 퀴즈★ #3</p>	E	I	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>#지문을 넘어서 더욱 강력해진 #보안 #갤럭시_노트 7 '합'한 기능은? ※힌트 보러 가기 ▶ https://goo.gl/WZcY6o</p> <p>✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.4(목)~2016.8.5(금) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>						
08/04/2016 2:30:00	<p>출시에 앞서 #갤럭시_노트 7 직접 써봤습니다 어디서? 물에서!</p>	P	L	L	P	L	L
08/04/2016 0:58:23	<p>1,2,3,4,5..LUCKY 7♡ #리우_올림픽 대한민국 7 번째 메달 종목을 예상해보고 응원의 메시지를 남기면 갤럭시 S7 엿지가 내 손에!! #넘나_득템인_것</p> <p>✓리우 올림픽 대한민국 7 번째 메달 '예상 종목'과 '응원 메시지'를 댓글로 남겨주세요! ※ 메달의 종류와 상관없이 대한민국 대표팀 7 번째 메달 획득 종목을 맞으신 분들 중 추첨 ✓이벤트 기간 : 2016.8.4 ~ 8.9 (이벤트 기간 마감 전 대한민국 7 번째 메달 획득시에는 자동 종료) ✓당첨자 발표 : 2016.8.17 ✓당첨자 경품 : 갤럭시 S7 엿지~☆ (1명) 밤잠 설치실 분들을 위한 아이스 아메리카노~★ (10명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl ※ 갤럭시 S7 엿지 경품 색상은 랜덤으로 발송됩니다</p>	E	I	E	E	I	E
08/03/2016 22:00:19	<p>★갤럭시 노트 7 깜짝 퀴즈★ #2 파고 또 파도 계속 나오는 #마שמ 갤럭시 노트 7 S 팬의 신기능들! 그중에서도 '프로짤줍러'들이 가장 기다리고 있는 이 기능은 뭘까..?! ※힌트 보러 가기 ▶ https://goo.gl/YxulkF</p>	E	I	E	E	I	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.8.4(목)~2016.8.5(금) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl 						
08/03/2016 5:00:00	더 쉬워지고, 더 넓어진 신상 #기어_VR 한번 써볼까?!	P	L	L	P	L	L
08/03/2016 3:00:00	<p>★갤럭시 노트 7 깜짝 퀴즈★ #1 실제 펜 같은 #필기감 과 더 뽕뽕해진 #기능 들 업그레이드된 #S 펜 관련 퀴즈 풀고 #커피 받아 가세요! ※S 펜 보러 가기 ▶ https://goo.gl/Wlz8bL</p> <ul style="list-style-type: none"> ✓문제의 정답을 댓글로 적어주세요!(참~ 쉽죠?) ✓이벤트 기간 : 2016.8.3(수)~2016.8.4(목) ✓당첨자 발표 : 2016.8.10(수) ✓당첨자 경품 : 더위를 날려줄 아이스 아메리카노 (5명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl 	E	I	E	E	I	E
08/03/2016 1:00:00	#5_다음에_7 그것이 궁.금.하.다!	P	L	L	P	L	L
08/02/2016 23:00:01	#양궁은_언제고 #축구는_언제야? 리우 올림픽을 준비하는 우리의 힘찬 자세	P	L	L	P	L	P
08/02/2016 21:01:59	갤럭시 노트 7 언팩 현장!! 그 결정적인 순간만 모았습니다	P	L	E	P	L	P
08/02/2016 9:00:00	1, 2, 3, 4, 5... 그리고? 잠시 후 신상 갤럭시 노트 전.격.공.개 ★ 2016.08.03 00:00 ★ . #삼성_갤럭시_언팩_2016 #Galaxy_Unpacked	I	L	P	P	L	L
08/02/2016 5:29:28	로봇 청소기 흡입력은 약.하.다?!	P	L	L	P	L	L
08/02/2016 1:18:41	매일 6만 명분 이상의 식사가 준비되는 이곳 #식당의_압도적_클라스 #하루_식재료만_40톤	I	L	P	I	L	E
08/01/2016 23:24:39	[아이콘 X 득템 공유 이벤트]	E	V	E	E	V	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	<p>어느 학교의 한 교실. 열정 넘치는 교사가 고군분투 중입니다. 하지만 아이들의 반응은 영 시큰둥한데요.. 그러던 어느 날!?! '최신 IT 기기' 가득한 #삼성_스마트스쿨 #아래_영상_공유하면_신상_IT_제품_특템?! #스마트스쿨_모집 #8 월 15 일까지 ☆영상 뒷이야기는? ▶ https://goo.gl/vOr3zO</p> <p>✓본 게시물을 페이스북에 공유하고('전체공개' 필수) 인증 댓글 남기면 참여 완료! ✓이벤트 기간 : 2016.8.2(화)~2016.8.8(월) ✓당첨자 발표 : 2016.8.9(화) ✓당첨자 경품 : 기어 아이콘 X (1 명), 아이스 아메리카노 (5 명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>						
08/01/2016 6:37:12	<p>요즘 하태하태~☆ TV 의 새로운 대세 #serif_TV seriftv.com</p>	P	L	E	P	L	E
08/01/2016 3:22:14	<p>#캘리그래피 별거 없어요</p>	O	L	E	O	L	L
08/01/2016 1:00:00	<p>드라마 단골(?)병 중 하나인 #심부전 그.런.데...</p>	O	L	L	P	L	L
07/31/2016 23:04:41	<p>내일밤 12 시 공개되는 #갤럭시_노트 7 #언팩 #생중계 어디서 볼까?!</p>	P	L	L	P	L	L
07/30/2016 21:00:01	<p>※침.샘.폭.발.주.의※</p>	P	L	P	P	L	P
07/29/2016 23:00:01	<p>폴란드 삼성 스토어에는 특별한 [] 서비스가 있다!?</p>	I	L	E	S	L	P
07/29/2016 21:00:00	<p>TV 냐고요? #플레이포켓 에선 따뜻한 감성을 전하는 '창'이죠 . . #serif_TV seriftv.com</p>	P	L	P	P	L	E
07/29/2016 5:00:33	<p>현재 IoT 개발자와 미래 IoT 개발자가 만.났.을.때!</p>	I	L	E	E	L	E
07/29/2016 2:46:38	<p>첨단 기술의 풍요 속 손으로 빚어내는 따뜻한 감성이 그리울 때</p>	P	L	P	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	. #serif_TV seriftv.com						
07/29/2016 1:44:15	#무음_구간 알아서 건너뛰고 #목소리 구분도 척척?!	P	L	L	P	L	E
07/28/2016 22:42:47	본격! 걷는 영상(feat. 기어 핏 2)	P	L	L	P	L	P
07/28/2016 21:09:09	※ 이곳에 들어올 때 필수품 : 손수건	I	L	P	I	L	E
07/28/2016 5:02:46	바다 가고 싶어지는 영상 #나도_모르게_무한_반복 바다보다 산이 좋다면?! ▶ https://goo.gl/LKwmjf	O	V	P	P	V	E
07/28/2016 3:30:00	#톡톡 #속속 하면 조작 끝?! 세.젤.쉽 #아이콘 X 인터페이스 퀴즈의 정답은 몇 번일까요? ✓영상 속 퀴즈의 정답을 댓글로 적어주세요! ✓이벤트 기간 : 2016.7.28(목)~2016.8.5(금) ✓당첨자 발표 : 2016.8.11(목) ✓당첨자 경품 : 취향저격 신상템 기어 아이콘 X (1명), 아이스크림 (10명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	V	E	E	L	E
07/28/2016 2:00:00	무려 25년 동안... 우리 집 냉장고를 만드신 분!	I	L	E	I	L	E
07/28/2016 0:40:56	#여름휴가 전 옷 챙겼고, 신발 챙겼고, 출~발~♪ 잠깐!!!	P	L	P	P	L	P
07/27/2016 4:54:58	이사 앞둔 친구 소.환.필.수 신혼부부 공.유.각	P	L	P	P	L	P
07/27/2016 2:00:00	당신의 데일리룩 스타일은? #시크 #클래식 #캐주얼	P	L	P	P	L	P
07/27/2016 0:34:03	#중복 #닭은_늘_옳다	O	L	L	P	L	P
07/26/2016 5:00:00	이거 혹시... 내 이야기?!	C	L	P	E	L	P
07/26/2016 3:45:01	여행자들의 나라 #인도 그곳에서 만난 #갤럭시_J2	I	L	L	P	L	E
07/26/2016 2:38:09	보기만 해도 시원해지는 '냉장고'속'.jpg	P	L	E	P	L	E
07/25/2016 22:06:51	#세젤쉽 컴퓨터 없이 프린트하는 법.avi	P	L	L	P	L	L
07/25/2016 5:18:00	아직도 블로그 검색해? 난 현지인 후기 보고 간다!	O	L	L	O	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
07/25/2016 4:11:12	매년 늘어나는 #아동학대 '앱'으로 해결?!	S	L	P	S	L	P
07/25/2016 2:30:01	숙취엔 컨디션♪ 내 귀에 비타민 C♪ 요런 센스 있는 선곡은 어디서?!	P	L	L	O	L	L
07/25/2016 1:27:00	#비스킷 #과일 #마시멜로 #초콜릿 게.임.끝!	O	L	E	P	L	P
07/24/2016 23:02:03	좌충우돌 #캐치볼 생각보다 어려웠나요? #360 도 돌려보며 재밌었나요? 정답 영상 확인하고↓↓↓ 당첨자도 확인하세요! ▶ https://goo.gl/GKeaeb	E	V	E	E	V	E
07/23/2016 21:00:00	360 카세트로 인테리어 디자인을 했다! 어떻게 바뀌었을까?!	P	L	E	P	L	E
07/22/2016 21:00:00	달팽이와 서퍼 공.통.점이 있단 게 사실인가요?!	P	L	P	O	L	E
07/22/2016 5:08:03	#올림픽 #화합 #갤럭시	P	L	P	P	L	E
07/22/2016 2:35:59	정성 가득 수공예 작품부터 아이들이 만든 인형까지	P	L	P	P	L	E
07/22/2016 1:34:26	덥고, 습한 여름날 이번 주말 느낌 있는 전시회 어떠세요? #DDP #백남준쇼	P	L	E	P	L	E
07/21/2016 22:50:30	사회공헌을 말하다 100 회 소식을 알린 고마운 분들께 드리는 선물! ※ 당첨 발표 ▶ https://goo.gl/yTLHAX ※ 갤 S7 득템 위한 최고의 '나눔'팀 이벤트는 아직 진행 중 ▶ https://goo.gl/a8d4LT	E	I	E	E	I	E
07/21/2016 5:30:00	부다야 의식부터 아찔한 빙벽까지 #기어_360 으로 360 도 #에베레스트 허영호 대장이 직접 찍었습니다 정상이 궁금하면 ▶ https://goo.gl/N8wiJC	P	V	E	P	V	E
07/21/2016 4:33:56	★이벤트 진행★ #백가 #백성현 이번엔!! 사진작가 #by100 으로 뉴욕 출사를! 에세이 읽고 퀴즈 풀면 그가 직접 고른 선물이?	E	L	E	E	L	E
07/21/2016 2:00:54	삼성전자에는	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	지구 환경을 지키기 위한 무적의 용사들이 있다?!						
07/21/2016 0:49:45	#여름휴가 자랑 제대로 하는 방법.jpg 더 많은 360 도 촬영팁 ▶ https://goo.gl/E8eT9s	P	I	L	P	I	L
07/20/2016 5:20:08	당신이 생각하는 '인공지능'의 종착역은?	I	L	L	O	L	L
07/20/2016 3:49:53	자! 이제 시작이야 #대기단 4기를 향한 여행! 지원(원)쥬!	C	L	E	I	L	E
07/20/2016 1:00:00	계획 없던 이들이 #스페인 #알프스 #인도 어떻게 갈 수 있었을까?	P	L	P	S	L	P
07/19/2016 23:13:49	아! 맞아! 문서 @_@;;	P	L	L	P	L	L
07/19/2016 5:21:50	#기어_360 으로 #아장아장 추억을 담는 특별한 방법♥ 타임랩스도, 사진도 360 도로! ▶ https://goo.gl/3Uc8xK	P	V	P	P	V	P
07/19/2016 3:58:15	TV 위 정원을 만들어보자♡ . #serif_TV seriftv.com	E	L	P	P	L	P
07/19/2016 1:47:35	디자이너 #네빌_브로디 가 말하는 '삼성원(SamsungOne)폰트' 탄생 스토리	I	L	E	P	L	E
07/18/2016 21:37:29	애인, 가족, 친구 그리고 나를 지키는 필.수.설.정 #10 초면_완료	P	L	L	P	L	L
07/18/2016 5:15:00	"요즘 뭐 해?" 할 말이 없다면.. 클.릭.하.라! #글 #사진 #영상 #웹툰 #국내_거주 #해외_거주 #모두_환영	C	L	L	I	L	L
07/18/2016 4:12:53	색상, 소재, 촉감을 디자인하는 #세프컬렉션 #CMF_디자이너	P	L	E	P	L	E
07/18/2016 1:25:11	#갤럭시_S7_옛지 #올림픽_에디션 한정 판매는 이미 시.작.됐.다!	P	L	L	P	L	P
07/17/2016 21:05:31	우리 집 #세리프_TV 를 소.개.할.게.요! #세리프 TV 스타그램 #인증샷 . #serif_TV seriftv.com	E	L	E	P	L	E
07/16/2016 21:00:00	언박싱부터 사용법까지 귀에 쑉! 푹! 푹! 끝 :)	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
07/15/2016 23:00:00	#주말 #전국 #흐리거나 #비 센치한 날 이런 곳 어때?	P	L	P	P	L	L
07/15/2016 21:00:01	뽕가' 사진작가 'by100'으로서의 일.상.공.개 . . #세리프_TV #serif_TV seriftv.com	P	L	E	P	L	E
07/15/2016 4:32:06	뉴욕커들의 눈을 사.로.잡.다 모마(MoMA)에서 만난 세리프 TV . . #serif_TV #세리프_TV seriftv.com	E	L	E	P	L	E
07/15/2016 3:02:52	*한 줄 요약 - 이거슨 이어폰이 아니다	P	L	L	P	L	L
07/15/2016 0:01:46	#뽕가 말고 #by100 . . #serif_TV #세리프_TV seriftv.com	P	L	E	P	L	E
07/14/2016 21:21:59	프로야구 올스타전 맞이 #360 도 캐치볼 #치어리더 4 인의 캐치볼 실력 확인~ 마지막 공은 과연 누구에게? ✓360 도 영상 속 치어리더 중 마지막으로 공을 받은 사람을 댓글로 남겨주세요! ※영상을 좌우로 움직여 따라가 보세요! ✓이벤트 기간 : 2016.7.15(금)~2016.7.22(금) ✓당첨자 발표 : 2016.7.25(월) ✓당첨자 경품 : 야구와 환상 공합! 바삭바삭한 치킨 (10 명) ✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl	E	V	E	E	V	E
07/14/2016 6:00:00	코딩·프로그래밍·자바·스크래치가... #뽕다냥?	O	L	L	E	L	L
07/14/2016 4:55:39	갤럭시 S7 득템 기회! '사회공헌을 말하다' 100 회 기념 특.별.이.벤.트 2 종 #이벤트_하나. 뉴스룸에서 최고의 사회공헌팀 뽑으면 '갤럭시 S7' 득템 (링크 클릭) #이벤트_둘. 페이스북에서 이벤트 공유하고 인증 댓글 남기면 '라인프렌즈 코니 케이크' 득템	E	L	E	E	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pistis	Content Type	Medium	Pistis
	<p>✓ 본 게시물을 페이스북에 공유하고('전체공개' 필수) 인증 댓글 남기면 참여 완료!</p> <p>※ <키다리 아저씨가 돌아왔다> 최고의 '나눔' 팀 선정 이벤트는 이미지 클릭 후 뉴스로 댓글로 참여해야 합니다.</p> <p>✓이벤트 기간 : 2016.7.14(목)~2016.7.21(목)</p> <p>✓당첨자 발표 : 2016.7.22(금)</p> <p>✓'공유하기' 이벤트 당첨자 경품 : 케이크 (5명), 아이스 커피(10명)</p> <p>✓이벤트 참여 유의 사항 보러 가기 http://goo.gl/MtHTgl</p>						
07/14/2016 3:03:31	이 미소, 사라지지 않도록! #지속가능 #나눔 #훈훈	S	L	P	I	L	E
07/14/2016 1:32:18	흔한 스포츠 밴드 개발팀 풍경.jpg	P	L	E	I	L	E
07/13/2016 5:19:00	감독이 TV 를 들고 다닌다고?	P	L	E	P	L	E
07/13/2016 3:47:47	꽃보다 임직원 칼럼니스트(?) 별.빛.이 내린다~ 샤랄라~♪	I	L	E	I	L	E
07/12/2016 23:34:44	TV 계의 낮.이.밤.이 #밝게_보고_밝게_살자 어떻게? 이렇게! ▶ https://goo.gl/iYp8FI	P	I	P	P	I	P
07/12/2016 17:02:00	1.2.3.4.5... '7' #갤럭시_노트_언팩_2016	P	L	P	P	L	L
07/12/2016 5:49:44	수학에서 가장 완전한 도형은?	P	L	L	P	L	L
07/12/2016 3:45:53	허밍만 하면 악보로 만들어주는 앱이 있다? 없다?	P	L	L	P	L	E
07/12/2016 0:41:33	일산화탄소' 없는 주방을 꿈.꾸.다!	P	L	E	P	L	E
07/11/2016 21:58:54	뉴스룸 소셜팬이 뽑은 미리 가보고 싶은 여름 휴가지 #죽녹원 #기어_360 으로 답아왔습니다! 더 많은 힐링 영상은 ▶ https://goo.gl/kmevdp	O	V	P	P	V	P
07/11/2016 5:35:44	현재 초등학생의 64%는 현존하지 않는 직업을 갖게 된.다.고.요?!	I	L	E	I	L	E
07/11/2016 4:33:48	여름철 꼭 알아야 할 #냉장고_식재료_관리_팁	O	L	L	O	L	L
07/11/2016 0:57:58	늦었다 생각 말고 지금부터 #운동각	P	L	L	P	L	P
07/10/2016 21:41:34	#찰칵 건졌어~ 인생샷... 어라?!	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	용.량.부.족						
07/09/2016 21:00:00	※ 반함 주의 ※	P	L	L	P	L	P
07/08/2016 21:00:00	zZ...흠나~ 학교가 우리 동네로 오니 좋.으.다!	S	L	P	S	L	P
07/08/2016 5:30:11	리.얼.후.기 댓글을 #모아모아 누구나 스스로 건강을 챙길 수 있는 #S 헬스 200% 활용법 곧 공개할게요★ 기어 핏 2 당첨자는 과연?! ▶ https://goo.gl/NQNATV	E	I	E	E	I	E
07/08/2016 4:25:27	올림픽, #다섯_가지_컬러로_특별하게	P	L	L	P	L	P
07/08/2016 2:40:39	좋은 추억을 선물하는 산타클로스 같은 사.진.작.가	P	L	P	O	L	E
07/07/2016 23:30:41	가전제품이 내 뜻대로 안될 때 서비스센터 출장 비 아끼는 법!	P	L	L	P	L	L
07/07/2016 5:18:36	키썸과 S/I/M 에서 360 도 데이트 어때요? #No_Jam_키썸과_핵잼_투어 #360 도_VR_영상보기 ▶ https://goo.gl/WY2R43	I	V	L	P	V	E
07/07/2016 3:20:32	요즘 대세 #세어하우스 에 '꼭' 있어야 할 필.수.템	P	L	P	P	L	P
07/07/2016 0:44:48	쳐.치.곤.란 애물단지~ 너란 녀석과 이제 작.별.한.다 #폐휴대폰_1 만대_수거 #정보_유출_걱정_NO	S	L	P	S	L	P
07/06/2016 22:45:35	각 분야의 능력자들의 특.급.콜.라.보 #혼자 아닌 #우리 가 모이면 세상이 달라진다?! #론칭피플_믹스드_탈런트 ▶ https://goo.gl/IP184e	O	I	P	S	I	P
07/06/2016 4:55:26	스타트업 네이션 이스라엘서 펼쳐질 꿈의 무대 #2016_스타트_텔_아비브	E	L	E	E	L	E
07/06/2016 3:53:15	제품 리뷰 전문 BJ '딴트공'도 눈독! #기어_360 #1 인_미디어	I	L	L	P	L	L
07/06/2016 0:20:09	운동 초보부터 마니아까지 모두가 최.애.하.는 #신상 #스포츠_밴드 #기어_핏 2	P	L	E	P	L	E

APPENDIX H.
SAMSUNG ELECTRONICS' TWITTER DATA AND CODING RESULTS

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
09/05/2016 5:00:33	남아공에 이어 이번엔 우즈베키스탄이다!... '중앙아시아의 심장' 우즈베크로 떠난 IT 교육 원정대를 만나보세요! #삼성전자 #해외봉사단 #우즈베키스탄 https://t.co/6ZdguY2Pvn https://t.co/0simTIFh9M	S	L	P	S	L	P
09/05/2016 4:00:32	인테리어에 관심이 많다면? 빌트인 가전은 놓치지 말아야죠!... 상품 전략 담당자가 말하는 요즘 '대세' 빌트인 가전! #IFA2016 #빌트인 https://t.co/muAQVnLISU https://t.co/2bpQugQJT4	P	L	E	P	L	E
09/05/2016 3:00:29	나노시스(Nanosys) CEO 도 극찬한 '현존 최고' 디스플레이 퀀텀닷! 현재와 미래에 대해 들어봤습니다. #IFA2016 #퀀텀닷 #나노시스 https://t.co/TdmMwtdgdU https://t.co/pifjv8gMOg	P	L	E	P	L	E
09/05/2016 2:06:48	베를린에서 펼쳐진 미술랭 셰프들의 이색 쿠킹쇼! 패밀리 허브와 함께한 '클럽 드 셰프 이벤트'를 만나보세요~ #IFA2016 #미술랭 #패밀리허브 https://t.co/EuvekHNFTH https://t.co/yHVUIY0ZQn	E	L	L	P	L	E
09/02/2016 4:31:18	갤럭시 노트 7 관련 알려드립니다. https://t.co/CD1cRhoKLJ	I	L	L	I	L	L
09/02/2016 4:08:32	패밀리 허브 '유럽 공식 데뷔' 최익수 상무가 '유럽 현지화 전략'을 공개합니다. #패밀리허브 https://t.co/yZjMwT3whX https://t.co/jGzp2JKelC	P	L	E	P	L	E
09/02/2016 3:07:36	"아이들을 가르친 게 아니라 제가 되려 배웠죠!" 남아공에서 전해온 따뜻한 나눔 이야기를 소개합니다. #나눔 #남아공 https://t.co/vLznrdbnKD https://t.co/nlYATBr85Y	S	L	P	S	L	P
09/02/2016 2:13:39	가전제품, 얼마나 더 진화할 수 있을까? 'IFA 2016 프레스 컨퍼런스'에서 그 답을 확인해보세요! #IFA2016 https://t.co/Q8pLPEQtUI https://t.co/pwlk8CNKuh	I	L	L	I	L	E
09/02/2016 1:13:34	삼성전자, 정통 시계 장인과 손잡은 이유는? 기어 S3의 디자인 탄생 스토리를 소개합니다. #기어 S3 https://t.co/RIE0reb624 https://t.co/cW9lj6RFsc	P	L	E	P	L	E
09/01/2016 4:00:34	활동성에 세련미 더한 기어 S3, 과연 어떤 점이 달라졌을까요? 인포그래픽으로	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	확인해보세요! #기어 S3 #인포그래픽 https://t.co/D9jJcL6iON https://t.co/njolxoUxhm						
09/01/2016 3:00:30	열여섯 살 소녀 아비웨의 아름다운 미소, 그가 새로운 꿈을 품을 수 있게 만든 특별한 순간을 소개합니다. #해외봉사 #남아공 https://t.co/gh2KV Gauwt https://t.co/6MN5JOvdLv	S	L	P	S	L	P
09/01/2016 2:00:20	착한 일'이 시작되는 곳, 삼성전자 사회공헌사무국을 아시나요? #삼성전자 #사회공헌 #사회공헌사무국 https://t.co/kZu9fF7Brz https://t.co/vnN3hjeRFN	S	L	P	I	L	E
09/01/2016 1:05:08	더 시계다워진 스마트워치, 베일 벗은 '기어 S3' 론칭 행사 현장의 이모저모를 만나보세요! #기어 S3 #스마트워치 https://t.co/0fWgJYA1y8 https://t.co/Y7N8bMVVdc	P	L	L	P	L	E
08/31/2016 4:00:36	숫자 '3'의 비밀, 9 월 1 일 새벽 1 시(한국 시각) 공개될 새로운 웨어러블 제품을 뉴스룸에서 만나보세요! #웨어러블 #3 https://t.co/6BE6DaISr7 https://t.co/u8VCKsdxx6	P	L	L	I	L	L
08/31/2016 3:00:29	소프트웨어'란 공통분모로 뭉친 여섯 명의 히어로! 그 특별한 멘토링 현장을 만나보세요! #S 히어로 #멘토링 https://t.co/PFYD0rz0Hp https://t.co/fKnDjSXBLH	S	L	P	S	L	P
08/31/2016 2:00:24	삼성 페이로 결제할게요~' 스마트폰만 꺼내도 결제가 된다! 이런 패러다임 누가 만든 걸까? 결제 패러다임 바꾼 '삼성 페이' 개발자 4 인을 만나다! #삼성페이 https://t.co/TTUC7Ff4SF https://t.co/asA7x8mpwv	I	L	E	P	L	E
08/31/2016 1:01:36	여섯 살 해봉단', 삼성전자 임직원이 봉사 에 빠질 수밖에 없는 특별한 이유가 있다는데... 과연 그 비밀은 무엇일까요? #해외봉사단 #봉사활동 #사회공헌 https://t.co/Vi6rzzJnXw https://t.co/JMsKr7bbxO	S	L	P	S	L	P
08/30/2016 3:00:38	러닝머신부터 스쿼트까지! '기어 핏 2'가 운동 파트너로 제격인 이유? 포토툰으로 확인해보세요! #기어핏 2 #포토툰 #헬스 #운동 https://t.co/LizkvLaNHk https://t.co/qeRNK5AihZ	P	L	L	P	L	P
08/30/2016 2:00:29	"뻔뻔하게 활동하고 많은 것을 얻어가길..."	I	L	L	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	삼성전자 대학생 기자단 수료식·발대식 현장, 생생하게 전해드립니다! #대외활동 #삼성전자 #대학생기자단 https://t.co/QFfwSLJcJ https://t.co/Vs3jOlj3eA						
08/30/2016 1:00:23	남아공에서 도착한 사진 한 장, 마음까지 따뜻해지는 아름다운 봉사 현장을 감상해보세요. #사회공헌 #해외봉사단 #남아공 #봉사활동 https://t.co/q12KckcTIR https://t.co/Wfp8g54F05	S	L	P	S	L	P
08/30/2016 0:00:21	운동에 도전하는 당신, 매번 작심삼일로 끝났다고요?... 의지박약도 운동하게 만드는 '기어 핏 2' 사용기! 직접 확인해보세요! #기어핏 2 #다이어트 #리뷰 https://t.co/K9e6B6kZG7 https://t.co/yzD7NHB3wy	P	L	L	P	L	P
08/29/2016 4:00:41	고흐의 자화상까지 완벽 재현!... 갤럭시 노트 7 에 새롭게 탑재된 '삼성 노트' 앱으로 숨겨둔 그림 실력을 발휘해보세요! #노트 7 #삼성노트 https://t.co/5cOmgCWnfw https://t.co/PgTuXKRueL	P	L	L	P	L	L
08/29/2016 2:57:39	프랑스 가정식 '라따뚜이'를 집에서?... 주변에서 쉽게 구하는 재료로 라따뚜이 만드는 법, 송진영 프리가 셰프가 알려드립니다. #라따뚜이 https://t.co/fuQ3aaKasD https://t.co/BPaQRsYQJX	O	L	E	P	L	P
08/29/2016 2:00:13	유해 물질 프리' 전자제품은 과연 어떻게 탄생했을까? 친환경 실천 위한 삼성전자의 '남다른' 노력을 소개합니다. #유해물질프리 https://t.co/tYC2OGJt57 https://t.co/ADeRwSUqdz	S	L	P	S	L	P
08/29/2016 1:04:48	봉사활동 가려고 휴가 냈어요!...삼성전자 임직원이 나눔 실천 위해 던진 출사표, 지금 확인해보세요! #사회공헌 #봉사 https://t.co/O5WouQvYSI https://t.co/1ZdvQpBjGr	S	L	P	S	L	P
08/26/2016 6:31:56	갤럭시 S7 방수 기능 덕에 생존했다는 사연 접수! 실제 위급 상황에서 이름값 톡톡히 해낸 갤럭시 S7 의 방수 기능을 확인해보세요! #갤럭시 S7 #방수 #IP68 https://t.co/bYM5prK4N7 https://t.co/a1qHjZp0ps	P	L	L	P	L	P
08/26/2016 5:50:56	1514 시간의 나눔 실천 공유한 소중한 시간~ 제 4 기 삼성전자 나눔 볼런티어	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	멤버십 하계캠프 현장을 소개합니다! #삼성전자 #나눔볼런티어 #사회공헌 https://t.co/MWWexetDaf https://t.co/KZrxEXMPHA						
08/26/2016 5:00:42	지금껏 경험해보지 못했던 코드프리 이어버드! 기어 아이콘 X 에 대한 궁금증, 모두 해결해드립니다. #기어 #코드프리 #아이콘 X https://t.co/jXeCVHhKWp https://t.co/phnbM9mkif	P	L	L	P	L	L
08/26/2016 2:44:31	선조들의 지혜 담은 땅 속 김치 보관법 그대로!... 2017 년형 지펠아삭이 더욱 특별한 이유, 개발진에게 직접 들어봤습니다! #지펠아삭 #김치냉장고 https://t.co/xhRysl5PwK https://t.co/Tbl6lyoRJO	P	L	E	P	L	E
08/25/2016 5:01:10	성애 '소음' 등 냉장고 이상 증상, 자가 점검 꿀팁으로 간단하게 해결해보세요! https://t.co/tVz1nckUtQ https://t.co/jgAxUZip1x	O	L	L	O	L	L
08/25/2016 4:00:42	"전문가가 되는 지름길, 바로 '균형'이죠" 문영수 마스터가 직접 전해주는 '마스터의 길' 지금 바로 만나보세요 https://t.co/ZJJuSjPQcb https://t.co/3dg1szkKpu	O	L	E	I	L	E
08/25/2016 3:00:50	노트 7의 모든 것을 집약하다! '삼성 노트' 앱으로 노트 7 의 S 펜과 대화면을 200% 즐거보세요~! https://t.co/RX8uyCJTfT https://t.co/LZntjVGUIk	P	L	L	P	L	L
08/24/2016 5:01:26	이제 iOS 에서도 기어 S2, 기어 핏 2 를 사용해 보세요~ iOS 베타 프로그램을 공개합니다! #기어 S2 #기어핏 2 #베타프로그램 https://t.co/1Cwfl4xtE https://t.co/GzocB8IPFQ	P	L	L	E	L	L
08/24/2016 4:00:48	디지털 시대 이끌 바이오매트릭스, 홍채 인식 '갤럭시 노트 7'이 주목받는 이유는? #홍채인식 #바이오매트릭스 #갤럭시노트 7 https://t.co/dqsW01ZM9n https://t.co/6cYN8va9XD	P	L	L	P	L	L
08/24/2016 3:01:17	고화질, 대용량 콘텐츠도 무리 없네!... '고성능 플래시 메모리 규격'의 선두주자, UFS 카드가 바꿀 저장 장치의 미래! #UFS 카드 #저장장치 https://t.co/nixyudhFwk https://t.co/WjWdqJcqHU	P	L	L	P	L	L
08/24/2016 2:01:08	출시 1 년 만에 누적 결제 금액 2 조 원 돌파! '삼성페이'의 발자취, 인포그래픽으로	P	L	E	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	확인해보세요! #삼성페이 #인포그래픽 https://t.co/p7kzIDJcM https://t.co/t5fmPMilx2						
08/23/2016 5:01:50	타이젠으로 포팅(porting)만 해도 상금이 팡팡!! '타이젠 앱 챌린지'에 지금 참여하세요! #타이젠앱챌린지 #타이젠 https://t.co/L7YCqD9SE3 https://t.co/H0Nm6nusk8	E	L	E	E	L	L
08/23/2016 4:01:26	"가장 안전한 보안 기술이죠"... '패트릭 무어헤드'가 전하는 홍채 인식 기술의 장점을 소개해드립니다. #홍채인식 #보안 #패트릭무어헤드 https://t.co/fVGd8Wq9cE https://t.co/g5nhwOFBK	I	L	E	P	L	L
08/23/2016 3:01:25	"안경이나 콘택트렌즈, 착용해도 동작하나요? 라식은요?"... 홍채 인식 기술에 대한 궁금증~ 속 시원히 풀어드립니다! #홍채인식 #보안 https://t.co/dpn832vzE https://t.co/kVW5vjBWpY	I	L	L	P	L	L
08/23/2016 2:03:05	차세대 기술의 집약체 '삼성전자 256GB UFS'가 장영실상 받던 현장을 소개합니다. #UFS #장영실상 #삼성전자 https://t.co/YGQIVK3Tcc https://t.co/FI4OLvUaF1	E	L	L	I	L	E
08/22/2016 6:31:01	"똑같은 크기인데 속은 더 넓어졌다고?"... 냉장고 속 더 넓고 쾌적하게! 냉장고 용량 확장 솔루션 '스페이스맥스'를 소개합니다 #냉장고 #스페이스맥스 https://t.co/QGnxsrIQBd https://t.co/9uEsTNDQ29	P	L	L	P	L	L
08/22/2016 5:31:24	피 안 팔아본 남자는 결혼도 못했다고?... 허삼관 매혈기로 본 헌혈의 의미, 알아두면 좋은 깨알 상식은 덤! #뉴스룸주치의 #헌혈 https://t.co/eUW2fHvZYO https://t.co/D0eM1bDRUp	O	L	E	O	L	P
08/22/2016 4:31:35	원 없이 문제 풀어 행복한 사람들이 있다...? SCPC 우수 입상자들이 들려준 뒷얘기, 지금 확인해보세요! #SCPC #프로그래밍 #경진대회 https://t.co/jZGCWShyEF https://t.co/K7USyMFTNx	E	L	L	E	L	E
08/22/2016 3:31:41	전문가의 코칭부터 한층 강해진 보안까지! 새로워진 S 헬스 5.0 을 만나보세요! #S 헬스 #피트니스 https://t.co/KtLTvvEPdE https://t.co/MbhzaPs3NS	P	L	L	P	L	P
08/19/2016 4:00:45	아동 학대 근절 위한 특별한 만남, 이제	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	아동 학대 신고는 '아이지킴콜 112'만 기억해주세요! *출시 예정 #아동학대 #아이지킴콜 112 https://t.co/HF174xyKoS https://t.co/rPOJM8PmwA						
08/19/2016 3:00:43	갤럭시 노트를 사랑하는 사람들 '노트 7 페스티벌'에 모이다! '엠버서더'로 활약할 첫 모임 현장 대공개! #갤럭시노트 7 #페스티벌 #엠버서더 https://t.co/b06kkj9ItI https://t.co/zKVuruyCeE	E	L	E	P	L	P
08/19/2016 2:00:46	전국 프로그래밍 고수들은 다 모였다!? 어느 때보다 뜨거웠던 제 2 회 SCPC 본선 현장 스케치! #SCPC #프로그래밍 #경진대회 https://t.co/oQA9ME6iCe https://t.co/IFjy6LQY5M	E	L	L	E	L	E
08/18/2016 6:01:11	IT 꿈나무들이 미래의 가능성을 만난 '삼성 딜라이트 씬머 IT 스쿨', 남다른 IT 교육으로 가득한 현장을 만나보세요! #삼성딜라이트 #씬머 IT 스쿨 https://t.co/Nkw7nfDvUI https://t.co/gdiBGdcl9k	E	L	L	E	L	E
08/18/2016 5:01:22	세계인의 스포츠 축제! 깊은 밤 경기 관람에 빠질 수 없는 야식! 만들기 간편하고 맛도 좋은 군만두 레시피를 소개합니다. #군만두 #직화오븐 #야식 https://t.co/TkabMXMeWL https://t.co/uMyV17mfaT	O	L	P	P	L	P
08/18/2016 4:01:11	스포츠 관람하기에 가장 좋은 TV?! #SUHDTV #스포츠 #퀵텀닷 https://t.co/KYSfVCl6Ua https://t.co/lraycB1Cg9	P	L	L	P	L	P
08/18/2016 3:01:18	삼성 패스'로 ID와 패스워드는 이제 안녕!... 홍채 인식 로그인으로 더 새로워질 모바일 라이프를 만나보세요! #홍채인식 #삼성패스 https://t.co/DB33SYV7c6 https://t.co/2CjqnzETo3	P	L	L	P	L	L
08/17/2016 4:30:17	삼성전자 뉴스룸 독자들이 선택한 가장 따뜻한 나눔 활동! 교통 약자 버스 탑승 솔루션으로 시각 장애인의 자립 돕는 '손길' 팀을 만나다~ #손길팀 #사회공헌 https://t.co/Yho4uXdREd https://t.co/PTI7VCgdTL	S	L	P	S	L	P
08/17/2016 3:30:25	갤럭시 노트 7! 오로지 디자인에 초점을 맞추다! 제품, 패키지 디자인부터 UX 까지... 갤럭시 노트 7 디자인의 모든 것을 살펴보세요. #갤럭시노트 7 #디자인 https://t.co/ZkzraetsBW	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/ajfpxC5CwL						
08/17/2016 2:30:20	즐거움과 의미 모두 담아낸 '사라진 ABO 를 찾아라'... 미싱 타입 캠페인의 의미를 둘러봤습니다! #미싱타입 #헌혈 #MissingType https://t.co/ZIbSa36gwq https://t.co/2eWYvG1T0D	S	L	P	O	L	P
08/17/2016 1:30:13	휴채 인식에 보안 풀더까지! 더 강해진 모바일 보안 솔루션 '녹스(Knox) 2.7'을 소개합니다! #녹스 #Knox #보안 #솔루션 https://t.co/fccbYQnAgK https://t.co/ITVDhbq37t	P	L	L	P	L	L
08/16/2016 4:00:27	[영상] 무더운 여름, 메탈의 '실력'이 발휘되는 시간... 5 단계 메탈쿨링으로 격이 다른 신선함을 확인하고 이벤트도 참여해보세요! #메탈쿨링 #냉장고 https://t.co/CSLvWyjBBA https://t.co/37g6Ts1QZZ	E	L	E	P	L	L
08/16/2016 3:01:08	더워도 싫지만 전기료 폭탄은 더 싫다... 전기료 걱정 없는 '무풍 에어컨'의 다섯 가지 기능으로 알뜰한 여름 보내세요! #에어컨 #무풍에어컨 #전기료 https://t.co/RJq1J5tk8N https://t.co/GIivr5eF2x	P	L	L	P	L	L
08/16/2016 1:59:50	삼성전자 레터마크에서 A 가 사라졌다? 그 이유가 궁금하다면? #미싱타입 #캠페인 #헌혈 https://t.co/8w5PXBwMHd https://t.co/79VA5M3I0G	S	L	P	S	L	P
08/15/2016 19:01:30	새로운 혁신의 바람을 불러올 삼성전자 웨어러블 신제품이 9 월 1 일 공개됩니다. 독일 베를린 템포드롬에서 열릴 공개 행사와 온라인 생중계 소식, 여기서 확인하세요. https://t.co/7ogiALX4Fc https://t.co/NwYok0z8yQ	P	L	L	I	L	L
08/12/2016 5:00:35	학교'가 아니어도 아이들의 꿈을 이뤄줄 수 있습니다!... 오는 15 일(월)까지 주저 말고 스마트스쿨의 문을 두드려주세요! #스마트스쿨 #사회공헌 https://t.co/d24ZPni1ac https://t.co/BXCAahxMro	S	L	P	S	L	P
08/12/2016 4:00:29	열효율 우수하고 관리도 편리한 전기레인지! 개발자에게 직접 듣는 <전기레인지 상식 Q&A>로 더 똑똑하게 알아보세요! #전기레인지 #인덕션 #하이라이트 https://t.co/iI0Mwjgkea	I	L	E	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/eZmKGv6vDP						
08/12/2016 3:00:41	"삼성전자 덕분에 제조 혁신 이뤘습니다!"... 스마트공장 선정 이후 환골탈태한 위더스코리아를 만나보세요! #스마트공장 #위더스코리아 https://t.co/Q6jd6GBbql https://t.co/MORVokYEN3	I	L	E	I	L	E
08/12/2016 2:00:30	드디어 국내상륙! '갤럭시 노트 7 미디어데이' 현장의 이모저모, 삼성전자 뉴스룸이 직접 취재했습니다! #삼성전자 #갤럭시노트 7 #미디어데이 https://t.co/iSXRmVh0cs https://t.co/IWHHpEs4tC	P	L	L	P	L	L
08/11/2016 6:31:07	포토튐] 집을 비워도 청소 걱정 없는 이유!... 똑똑한 파워봇의 하루를 포토튐으로 만나보세요! #파워봇 #로봇청소기 #포토튐 https://t.co/EqE6543Gof https://t.co/4KQylEYqso	P	L	L	P	L	P
08/11/2016 5:30:55	달콤한 디저트, 설탕 없이도 만들 수 있다면?... 삼성 직화오븐과 함께 오늘은 건강한 '슈가 프리 베이킹' 어떠세요? #슈가프리 #베이킹 #직화오븐 https://t.co/9ueV6pPW5j https://t.co/BI3twjpk7W	P	L	P	P	L	P
08/11/2016 4:31:07	은은한 조명은 물론 신나는 캠핑장 분위기까지~ '보틀디자인 스피커' 직접 사용해보니! #보틀디자인스피커 #삼성전자 #삼성 WA 닷컴 https://t.co/1hzuiDqyHV https://t.co/LN4B0ITXsT	P	L	P	P	L	P
08/10/2016 19:44:11	삼성전자가 美 유명 럭셔리 가전 업체 인수한 배경은? 핵심을 콕 짚어드리는 '뉴스 깊이 보기', 지금 삼성전자 뉴스룸에서 만나보세요. https://t.co/pRno4R3dhn	I	L	L	I	L	L
08/10/2016 5:01:26	5대 기업가치 담아낸 삼성전자 인도법인 신사옥! 개성 넘치고 섬세한 배려 가득한 현장을 만나보세요! #삼성전자 #인도법인 #신사옥 https://t.co/e2iZolhnPt https://t.co/rN5snSYs9	I	L	E	I	L	E
08/10/2016 4:01:11	요리 좀 아는 두 남자, 그들의 손을 거쳐 탄생한 삼성 직화오븐의 강점! 생생한 인터뷰로 확인해보세요! #핫블라스트 #자동조리기능 https://t.co/cmF6mgd01y https://t.co/VQCar15blW	P	L	E	I	L	E
08/10/2016 3:01:12	전자 제품은 차갑다? "땀츠 노노!"... 제품에 감성 언어 붙여넣는 이색 직무	I	L	E	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	'UX 라이터'를 소개합니다. #삼성전자 #UX 라이터 #이색직무 https://t.co/jEoar1nNSF https://t.co/daz2J6jv2q						
08/10/2016 2:01:20	킵스타터 입성 10 시간 만에 목표 액수 달성한 국내기업이 있다?... 크라우드펀딩, 돌풍 일으킨 이유는? #크라우드펀딩 #킵스타터 https://t.co/M3WJwLDCFN https://t.co/1r9bOuC5Qj	I	L	L	O	L	L
08/09/2016 4:00:20	소프트웨어'가 좋아 몽친 히어로들! 첫 개최한 '주니어소프트웨어히어로즈' 캠프가 영롱한 아이디어로 빛났던 이유는? #주소히 #소프트웨어 https://t.co/jFxljP5Z6P https://t.co/0E1FHys1N	E	L	L	E	L	E
08/09/2016 3:00:20	"여기가 바로 아이디어 발전소!"... 반짝이는 아이디어 가득한 '주니어소프트웨어창작대회' 부트캠프 현장 밀착 취재! #주소창 #부트캠프 https://t.co/rmZJrQMhE0 https://t.co/hXCsqTRcpS	E	L	L	E	L	E
08/09/2016 2:00:17	뉴욕 맨해튼에서 만난 핫플레이스... 삼성전자 제품 맘껏 체험하는 자유로운 공간! '삼성 837 센터'를 직접 방문해봤습니다! #뉴욕 #837 센터 #삼성전자 https://t.co/H3V5MI2B1Z https://t.co/NGfeX3UT2l	I	L	L	I	L	L
08/09/2016 1:00:12	갤럭시 노트 7'의 진정한 완성은 액세서리로! 'S 뷰 스탠딩 커버'부터 방수·방진 배터리팩까지! 환상적 콜라보를 맘껏 누리보세요! #갤럭시노트 7 #언팩 #액세서리 https://t.co/4c5InAl4rL https://t.co/fJtPYu2kvU	P	L	L	P	L	L
08/08/2016 4:40:10	운동하기 지치는 날이라고요?! 방법을 달리해보세요! 색다른 재미 느끼는 '세트 운동'과 '등 운동'! 쿨가이차롱이가 알려드립니다! #임직원칼럼 #세트운동 #등운동 https://t.co/bR808VZLYo https://t.co/8yU5O3ED9b	O	L	L	O	L	L
08/08/2016 4:00:55	발화 장애인의 '입' 역할 독특히 해낼 '차세대 AAC 솔루션'... 직접 사용해 본 발화 장애인들의 평가는? #C 랩 #AAC #발화장애인 https://t.co/UlsGWdn0BT https://t.co/R9HcURVOaU	S	L	P	S	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/08/2016 3:20:07	비 투더 아 투더 뱅뱅~♪ 빅뱅 데뷔 10주년 기념 전시회에서 만난 '갤럭시 노트 7'과 '세리프 TV', 환상적인 콜라보 현장! #빅뱅 #갤럭시노트 7 #세리프 TV https://t.co/75OBnsc7BN https://t.co/XAPdk4EGYZ	P	L	E	P	L	E
08/08/2016 2:40:03	꺼졌지만 꺼지지 않은... 포스트잇처럼 간단 메모부터 알림, 정보 확인까지! 'Always On Display'가 더 똑똑해진 비결은? #갤럭시노트 7 #언팩 https://t.co/59GOrjb1JC https://t.co/otZPqzBp7X	P	L	L	P	L	L
08/05/2016 4:30:25	마감 임박(~8/7)! '한'한 대학 생활 꿈꾼다면?! '기자'로 성장하는 최고의 경험! 삼성전자 대학생 기자단 4기에 도전해보세요! #대학생기자단 #대외활동 https://t.co/E51bCq21Ex https://t.co/uYx9XbRaZW	C	L	E	E	L	L
08/05/2016 3:30:35	블랙 캐비어' 색상, 세탁기에 입혀진 사연은?... 백색 가전의 편견에 내민 도전장! 삼성 블랙 캐비어 세탁기를 소개합니다! #삼성전자 #세탁기 #블랙캐비어 https://t.co/yElbDciRQn https://t.co/7e8PT4R1yG	P	L	L	P	L	E
08/05/2016 2:40:09	HDR 영상에 불칸 API 로 즐기는 생생한 게임, 더 편해진 카메라는 덤! 지금 모바일 엔터테인먼트의 새 기준을 확인해보세요! #갤럭시노트 7 #언팩 #엔터테인먼트 https://t.co/M0trgXi8g8 https://t.co/nwTuVawX7C	P	L	L	P	L	P
08/05/2016 1:50:04	듀얼 엣지의 매끈한 그림감과 신비로운 '블루 코랄' 색상까지... 노트의 사용성 극대화한 아름다운 디자인을 만나보세요! #갤럭시노트 7 #언팩 #디자인 https://t.co/xv6ys2qQCT https://t.co/Aihr6LLuy4	P	L	L	P	L	L
08/04/2016 5:00:51	갤럭시 노트 7 과 함께한 '삼성 갤럭시 언팩'의 이모저모!... 발로 똥 치재 후기를 사진으로 확인해보세요! #갤럭시노트 7 #언팩 https://t.co/b9SNZUbqkh https://t.co/y4IUiJoNTm	E	L	L	P	L	P
08/04/2016 4:00:50	더 정교해지고 똑똑해진 S 펜, 방수는 물론 번역·돋보기까지?... '요술봉'같은 S 펜의 진가, 영상으로 만나보세요! #갤럭시노트 7 #언팩 #S 펜 https://t.co/vcLxifi8ql	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/w9Y1XaJ63d						
08/04/2016 3:00:52	스마트폰 최초 탑재~ 말로만 듣던 홍채 인식! 지문보다 편리하고 보안 걱정도 덜었다는데... 홍채 인식의 매력! 직접 확인해보세요! #갤럭시노트 7 #언팩 #홍채인식 https://t.co/906FW4cFCY https://t.co/RSYmsYKyBs	P	L	L	P	L	L
08/04/2016 2:00:53	[영상] 갤럭시 노트 7 직접 써보니... 디자인·S 펜·보안까지~ 이 정도면 끝판왕! #갤럭시노트 7 #언팩 #핸즈온 https://t.co/YPnHkxhg0A https://t.co/B5E3TdvV7a	P	L	L	P	L	L
08/02/2016 9:00:37	[생중계] 잠시 후 밤 12 시! '갤럭시 노트 7'이 공개됩니다!... '갤럭시 노트 7'이 가져올 미래, 맞이할 준비 되셨나요? #삼성전자 #갤럭시노트 7 #언팩 https://t.co/7jgnj9bbtd https://t.co/poCcBjncMi	P	L	L	P	L	L
08/02/2016 4:00:51	"로봇청소기의 흡입력은 약하다?"... 편견을 부수고 청소 부담에서 탈출하는 방법! '2016 년형 삼성 파워봇' 직접 써보니! #로봇청소기 #파워봇 https://t.co/NRhFTpEO39 https://t.co/kz99EoOYPt	P	L	L	P	L	L
08/02/2016 3:00:50	[영상] 꾸벅꾸벅 졸던 아이들, 두 눈이 '확' 트인 사연은?... 교사도, 학생도 달라진 교육 현장의 모습을 직접 확인해보세요! #스마트스쿨 #사회공헌 https://t.co/czqTPMku6Z https://t.co/RG6lh269po	S	L	P	S	L	P
08/02/2016 2:01:16	한 끼 식사량 6 만 명분, 하루치 식재료만 40 톤!... '베트남 속 삼성전자' SEVT 구내식당의 하루를 만나보세요! #베트남 #삼성전자 #SEVT https://t.co/BRyGdgiaTB https://t.co/KavDLcmXIT	I	L	E	I	L	E
08/02/2016 1:00:59	공.개.임.박! 갤럭시 노트 7!... 한 눈에 모아 보는 '갤럭시 노트 7 의 모든 것'도 놓치지 마세요! #갤럭시노트 7 #언팩 #모아보기 https://t.co/XyMubCoVNx https://t.co/F20Eall8wc	P	L	L	P	L	L
08/01/2016 4:00:33	심부전은 병명이 아니다? 심장기능 장애의 원인과 예방법까지!... "심박수 측정만 잘 해도 예방에 도움이 된다고요?" #심부전 #심장기능장애 #S 헬스 https://t.co/iEwociureT https://t.co/F07pss77kX	O	L	E	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
08/01/2016 3:00:26	캘리그래피 작품 수준 한 단계 업그레이드하는 방법? 누구나 손쉽게 접근할 수 있는 배경 꾸미기로 글씨의 '맛'과 '멋'을 살펴보세요! #캘리그래피 #배경꾸미기 https://t.co/7TcfXMPDBr https://t.co/NUCPBIKerm	O	L	E	O	L	L
08/01/2016 2:00:26	[세리프 TV 를 사랑하는 사람들] 건축가부터 수공예작가 까지... 그들이 세리프 TV 에 푹 빠진 사연을 한눈에 만나보세요! #세리프 TV #세사사 https://t.co/m8qd2K3UR https://t.co/B87cKoxvOL	P	L	E	P	L	E
08/01/2016 1:00:32	두근두근, 갤럭시 노트 7 공개 현장을 만나는 다양한 방법! 모바일, PC, VR 로 생생하게 언팩 행사를 즐겨보세요! #갤럭시노트 7 #언팩 #VR https://t.co/mmHJhd2IMD https://t.co/OBSyNYMajl	P	L	L	P	L	L
07/29/2016 4:00:25	단순한 음성녹음? 댓츠 노노!... '인터뷰 모드'부터 텍스트로 변환해주는 '음성 메모'까지! 안 되는 게 없는 음성녹음 기능 살펴보기! #음성녹음 https://t.co/54HBimLreB https://t.co/T4z1ZltadM	P	L	L	P	L	L
07/29/2016 3:00:22	복지 사각지대의 어린이, 맘껏 뛰놀 수 있도록... '농어촌지역아동센터 건립 지원 프로젝트'로 더 근사해질 '어린이 공간'을 만나보세요! #사회공헌 #아동센터 https://t.co/KKUpIbfHAX https://t.co/5XoYFBuTfH	S	L	P	S	L	P
07/29/2016 2:00:24	"감성 교육으로 아이들이 행복을 느끼며 살았으면 좋겠어요"... 감성 넘치는 수공예 공방, 핸드크래프트 작가 이지영씨의 특별한 이야기. #플레이포켓 #세리프 TV https://t.co/DM3GoqxZL9 https://t.co/ZusHmc45JY	S	L	P	P	L	E
07/29/2016 1:00:29	"실리콘밸리에서 꼭 만나요!"...IoT 개발자 꿈꾸는 멘티와 두 멘토의 만남, 훈훈한 멘토링 현장에서 어떤 얘기가 오갔을까요? #S 히어로 #멘토링 #IoT https://t.co/KX05UHEqtV https://t.co/iylXk4Xlq5	E	L	L	S	L	P
07/28/2016 4:46:31	삼성전자 대학생 기자단! 변한건 바로 '나 자신'이죠!... 3 기 기자단이 돌아본 지난 5개월의 변화, <Q&A>로 직접	I	L	E	I	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	확인해보세요! #삼성전자 #대학생기자단 https://t.co/nfd1f1k8rM https://t.co/65jYcvSrXC						
07/28/2016 4:16:20	올여름, 누구보다 멋진 휴가 계획 중이라면?... 꼭 챙겨야 할 스타일리시한 잇(IT) 아이템 7 으로 완벽한 여름 휴가 보내세요!! #휴가 #IT 기기 https://t.co/pu1b3m7znp https://t.co/1cfkLNQY62	P	L	P	P	L	P
07/28/2016 3:46:36	마음 건강' 다스리는 건강 지킴이... 삼성전자 인재 경영 철학, '라이프코칭센터'에서 그 해답을 찾아봤습니다! #삼성전자 #라이프코칭센터 #인재경영 https://t.co/oTQb4Rs1iJ https://t.co/62SEZuKxRO	I	L	E	I	L	E
07/28/2016 3:16:50	"내 안의 영역에선 말뚝귀, 내 밖의 영역에선 팔랑귀!"... 서국정 삼성전자 마스터가 전하는 '소통의 방식' #마스터칼럼 #서국정마스터 https://t.co/FAzjBub4vG https://t.co/17rIU97iZa	O	L	E	I	L	E
07/27/2016 4:00:25	전 세계에 불어닥친 증강현실(AR) 기반 모바일 게임 '포켓몬 고' 열풍! 기계로 노는 인간의 모습을 스페셜 리포트가 고찰해봤습니다! #스페셜리포트 #포켓몬고 https://t.co/aCwqWngy0J https://t.co/eMYSNkaHPx	I	L	L	O	L	L
07/27/2016 3:00:50	"TV 인테리어, 어렵지 않아요!"... 잡지 화보로 배우보는 거실 장식의 '힌트' SUHD TV 인테리어의 이모저모를 확인해보세요! #SUHDTV #인테리어 https://t.co/JeWVu7mdOU https://t.co/1jK7CNb8ud	P	L	L	P	L	P
07/27/2016 2:00:45	패밀리 허브 푸드레시피가 알려주는 '무더위 이기는 복날 레시피'... 닭집부터 화채까지! 손쉬운 요리 도전하고 복날 더위 날려보세요! #패밀리허브 #중복 #복날요리 https://t.co/VxjSCcJeNJ https://t.co/EsRWTa63qy	O	L	P	P	L	P
07/27/2016 1:00:19	정장부터 캐주얼한 평상복까지... '참'으로 '참'하게 스타일링 하자! 여대생의 '3 인 3 색' 참 연출법 대.공.개! #참 #스마트밴드 #스타일링 https://t.co/FZ0m2cOt4F https://t.co/nyTZMbZT80	P	L	P	P	L	P
07/26/2016 4:01:01	"감각적 디자인과 탁월한 성능이 매력적입니다!"... 인테리어 디자이너	P	L	E	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	김민수씨, '카세트 360'의 매력을 날날이 파헤치다! #카세트 360 #인테리어 https://t.co/Um3tQkh9J3 https://t.co/VW0zUOuiv3						
07/26/2016 3:00:58	[포토툰] 무료한 대학 생활, 변화가 필요하다면? 유익함에 꿀잼 더한 '삼성전자 대학생 기자단'의 재미난 일상을 포토툰으로 만나보세요! #삼성전자 #대학생기자단 https://t.co/e5iZ03kvkv https://t.co/fcjlxtREj	C	L	P	I	L	E
07/26/2016 2:00:47	진정한 글로벌은 '모다?!'... 글로컬(Glocal) 지향하는 인도향 스마트폰 'J2', 그 속에 녹아있는 인도 젊은이의 삶을 살펴봤습니다! #J2 #디자인삼성 https://t.co/VIFFhXIINz https://t.co/zF4mAUC7c8	P	L	L	P	L	E
07/26/2016 1:00:32	냉장고, 빛이 중한디?!... 유연한 디자인에 실용성까지 UP! 셰프컬렉션 냉장고 제품 디자이너가 말하는 냉장고 '속'의 진가! #셰프컬렉션 #내상디자인 #냉장고 https://t.co/TvTogSqToo https://t.co/uZc9EIDZFa	P	L	E	P	L	E
07/25/2016 4:00:34	대륙의 소비 생활 짝 잡은 특별한 앱! 월 방문자 '35 억 명' 돌파한 '디엔핑닷컴'의 모든 것, 정글만리 김그레가 알려드립니다! #디엔핑닷컴 #중국 https://t.co/JsRpihz5fO https://t.co/Qs39oEoTeW	O	L	L	O	L	L
07/25/2016 3:00:41	중독성 강한 맛있는 디저트! 초콜릿과 마시멜로가 만나 더 달콤해진 스모어(S'more), 여러분도 함께 만들어보세요! #시크릿레시피 #스모어 #디저트 https://t.co/HdNazy6yoD https://t.co/BupNUIHjTY	O	L	P	P	L	P
07/25/2016 2:00:33	음악 애호가라면 놓칠 수 없는 갤럭시의 음악 친구!... 더욱 신선해진 '밀크(MILK)'의 특별한 매력을 알려드립니다. #밀크 #음악 https://t.co/sx1zvRjkLA https://t.co/VygZOMljSJ	P	L	L	P	L	L
07/25/2016 1:02:44	아동학대 신고 앱'을 아시나요? 아동학대 문제 해결을 위한 아동보호전문기관과 아이스트(Ist)팀의 특별한 만남을 소개합니다. #투모로우솔루션 #아동학대 https://t.co/V6cHa6WACI https://t.co/ZGUOoJ7QxS	S	L	P	S	L	P
07/22/2016 4:00:44	발화 장애인 돕는 특별한 의사소통 앱,	S	L	P	S	L	P

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		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	편의성 높은 'AAC 베타버전' 시연 현장의 이모저모를 만나보세요! #AAC #발화장애인 #사회공헌 https://t.co/3TmzNGAb8r https://t.co/uP7tXbYuPC						
07/22/2016 3:01:03	[D-7] 아이들의 꿈이 모락모락 피어나는 '특별한 공방', 수공예의 특별한 감성을 전하는 핸드크래프트 작가 이야기가 곧 찾아옵니다. #핸드크래프트 #공방 https://t.co/7sdjZkcGsb https://t.co/hfMaaQ5QWN	S	L	P	O	L	L
07/22/2016 2:00:57	[영상] 2 주 먼저 만나는 리우 올림픽!... 올림픽 정신 담긴 특별한 감동 스토리를 지금 영상으로 만나보세요! #리우올림픽 #삼성전자 https://t.co/ufHS64REE9 https://t.co/ThyftOeSgR	O	L	L	P	L	E
07/22/2016 1:10:10	동양에서 온 문화 테러리스트' 백남준 서거 10 주년, 그의 예술 세계를 삼성 퀘텀닷 SUHD TV 와 세리프 TV 로 만나다. #백남준쇼 #SUHDTV #세리프 TV https://t.co/A4LjvLuJzN https://t.co/nQIFi6O9yo	P	L	E	P	L	E
07/21/2016 4:20:44	[이벤트] '따뜻한 나눔' 실천하는 키다리 아저씨 찾아라! 삼성전자의 사회공헌 얘기 살펴보고 갤럭시 S7 까지 득템할 수 있는 기회! #사회공헌 #키다리아저씨 #이벤트 https://t.co/T9KkelqU3P https://t.co/fLLgCTU5TK	E	L	E	E	L	E
07/21/2016 3:08:06	[이벤트] 미국 세리프 TV 런칭 행사 찾은 '뺑가' 백성현의 뉴욕 기행기! 지금 뉴스룸에서 확인하고, 그가 고른 특별한 데코템도 '득템'해보세요! #세리프 TV https://t.co/7zEv2dmz2W https://t.co/Cq5KzODhR4	E	L	E	E	L	E
07/21/2016 2:00:34	"줄이고 바꾸고 쪼개는' 노력으로 온실가스 감축에 힘쓰고 있죠!"... '녹색 미래' 만들어가는 삼성전자의 노력을 확인해보세요! #지속가능경영보고서 #온실가스 https://t.co/rULVDmEJPo https://t.co/HdntndQ5yY	S	L	P	S	L	P
07/21/2016 1:01:14	[VR 영상] 에베레스트 등정도 기어 360 과 함께! 산악인 허영호 대장이 촬영한 에베레스트의 장대한 풍경, 지금 VR 영상으로 만나보세요! #에베레스트 #기어 360 https://t.co/fNvepNqhiV	P	L	E	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/wXGRqGaB08						
07/20/2016 4:20:06	[영상] 삼성전자 대학생 기자단 4기 모집 중! 선임기자단이 말합니다!... "왜 삼성전자 대학생 기자단이어야 하는가!" #삼성전자 #대학생기자단 #대외활동 https://t.co/AFRzlv7ASW https://t.co/CmlLGQekLN	C	L	E	O	L	E
07/20/2016 3:40:09	기계도 인간처럼 공부한다?! 무엇보다 빠른 기계의 진화, 스페셜 리포트로 그 미래를 조명해봅니다. #스페셜리포트 #기계 #진화 https://t.co/gGT11jzFSe https://t.co/ZgV39y1RLP	I	L	L	O	L	L
07/20/2016 3:00:28	"앗! 깜빡하고 출력을 못했네"... 이제 고민 끝! 삼성 클라우드 프린트로 어디서든 쉽게 문서 출력하는 방법 대.공.개! #클라우드프린트 #와이파이프린팅 https://t.co/VkdFskoDE https://t.co/sHRs3Fp4V1	P	L	L	P	L	L
07/20/2016 2:20:09	[영상] 따분하고 지루한 일상, 기분 전환하는 색다른 방법!... 기어 VR로 만나는 유쾌한 일상 탈출 현장을 만나보세요! #기어 VR #일상탈출 #가상현실 https://t.co/gBYN5IWPxm https://t.co/bLrosAcEic	P	L	P	P	L	E
07/19/2016 4:26:41	동료들과 간단한 내기가 필요하다면? 이제 직접 '복불복 게임 위치페이스' 한 번 만들어보는 건 어떠세요? #기어 S2 #복불복 #위치페이스 https://t.co/o1xh21ELUv https://t.co/zVHV13975m	P	L	P	P	L	P
07/19/2016 3:16:38	"하나의 서체는 곧 하나의 시스템이죠"... 삼성원(SamsungOne)폰트' 제작한 디자이너들의 뒷얘기를 영상으로 만나보세요! #삼성원폰트 #네빌브로디 #폰트 https://t.co/G7SserznYh https://t.co/5NWT35KHni	I	L	E	P	L	E
07/19/2016 2:25:38	TV도 '코디'가 가능하다고요?... 세리프 TV에 나만의 개성을 담는 방법! 내 손으로 만드는 '데코템' 클래스를 찾았습니다! #세리프 TV #데코템 #가드닝 https://t.co/PnQ6ZTOK9d https://t.co/e2h6MWjMkt	P	L	L	P	L	P
07/19/2016 1:02:03	나무에 매달고~ 타임랩스도 찍고!... 영화학도 2인이 귀땀하는 일상 속 기어 360 활용 꿀팁 대공개! #기어 360 #활용법	P	L	P	P	L	E

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/sBWJw935Rg https://t.co/yqe1GjU4bB						
07/18/2016 3:59:42	성대결절의 가장 흔한 증상 '쉰 목소리'... 성대결절의 원인부터 예방까지, 뉴스를 주치의로 확인해보세요! #뉴스룸주치의 #성대결절 https://t.co/RRU0aZYQ07 https://t.co/bhf9wUukrc	O	L	E	P	L	P
07/18/2016 3:04:55	삼성전자에 관심 많은 대학생이라면 놓칠 수 없는 기회! 열정 가득 삼성전자 대학생 기자단을 모집합니다! #삼성전자 #대학생 #대외활동 https://t.co/8RKs6DIbiE https://t.co/qVHJck3Ui	C	L	L	E	L	L
07/18/2016 2:10:38	기어 S2 소프트웨어 업데이트 실시! 더욱 편리하게 변화된 주요 포인트 5 가지를 소개합니다. #기어 S2 #업그레이드 https://t.co/eEd9HQXgt5 https://t.co/p7UVYKQeFR	I	L	L	P	L	L
07/18/2016 0:55:06	꽃무늬가 대세던 주방가전에서 과감히 메탈을 선택한 이유는?... 색상·소재·마감 디자이너 5 인이 들려주는 '메탈' 소재 이야기! #CMF #메탈 https://t.co/E7q7LbteSG https://t.co/rIPzqqcZUf	P	L	L	P	L	E
07/15/2016 5:20:09	교사와 학생이 꿈꾸는 최적의 교실... 지원 자격 확대와 맞춤형 지원으로 더 스마트해진 '스마트스쿨'에 지원해보세요! #스마트스쿨 #사회공헌 https://t.co/8OcjeAxwYd https://t.co/YPSK06DfDX	S	L	P	S	L	P
07/15/2016 4:45:28	미국 뉴욕현대미술관을 빛낸 세리프 TV, 기대감과 놀라움 가득했던 론칭 행사 현장을 여러분께 소개합니다. #모마 #세리프 TV #미국론칭 https://t.co/4ZdYIs2YT8 https://t.co/mD1XsiAFEn	E	L	L	P	L	L
07/15/2016 4:15:21	"사진에서만큼은 '빽가' 아닌 '백성현'으로 인정 받고 싶죠"... 어느새 10 년 차 포토그래퍼, 백성현씨의 이야기를 만나보세요. #빽가 #포토그래퍼 #백성현 https://t.co/o2xf4lpJXb https://t.co/g09PtzbNrb	O	L	E	P	L	E
07/15/2016 3:35:33	음악 재생과 운동 기록 가능한 무선 이어버드... 운동 마니아와 트렌드 세터의 '기어 아이콘 X' 사용기! #아이콘 X #무선이어폰 #코드프리 https://t.co/Gh5g4v4tei	P	L	L	P	L	P

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/go19Sqy9B8						
07/14/2016 6:00:35	프로그래밍이 어렵다는 당신에게... 소프트웨어 모르는 토목공학도의 '스크래치'로 계산기 만들기! 여러분도 한 번 따라 해 보세요! #스크래치 #프로그래밍 https://t.co/QMVxfkQPpGp https://t.co/UZn1Z2thvW	P	L	L	O	L	L
07/14/2016 5:20:05	[이벤트] 가슴 따뜻한 사회공헌의 현장, 여러분의 키다리 아저씨는 누구인가요?... 키다리 아저씨 고르고 갤럭시 S7 득템! #사회공헌 #키다리아저씨 #이벤트 https://t.co/T5l1DJatcX https://t.co/VUfv87oCIt	E	L	P	E	L	E
07/14/2016 4:50:03	"발로 뛰며 쌓은 노하우가 집약된 제품이죠!"... 기어 핏 2, 몸소 걸고 뛰며 만든 개발진의 뒷얘기를 만나보세요! #기어핏 2 #개발진 #웨어러블 https://t.co/5rSUQ8QDBg https://t.co/z8yBzGXQCg	I	L	E	P	L	E
07/14/2016 4:08:23	세계 각국의 사회 문제 해결한 특별한 솔루션... 교육부터 의료, 주거지원까지! 2016 지속가능경영보고서 '나눔'편에서 확인해보세요! #사회공헌 #나눔 https://t.co/C9EtfVCbiE https://t.co/eXKUjDcNTO	S	L	P	S	L	P
07/13/2016 3:58:46	실제 사용자가 추천하는 '효과 만점' S 헬스 활용 꿀팁!... 카드뉴스 통해 이번 여름, '몸짱'에 도전하세요! #S 헬스 #활용법 https://t.co/DvxwryCDK8 https://t.co/hyaBlqbn1A	P	L	L	P	L	P
07/13/2016 3:02:41	"별도 설정 없이도 뛰어난 색감, 그게 퀀텀닷의 매력이죠!"... 영화감독의 당당한 작업 파트너 된 '삼성 SUHD 퀀텀닷 TV'! 그 비결은? #퀀텀닷 #SUHD https://t.co/pQ4E8JFzHI https://t.co/zj7QJa18IS	P	L	E	P	L	E
07/13/2016 2:01:53	현실밀착형' 소재로 뭣 사랑받고 있는 삼성전자 임직원 칼럼, 공감 이끌어내는 5인의 칼럼니스트들을 만나보세요! #임직원칼럼 #칼럼니스트 #삼성전자 https://t.co/XvIO0ATFgZ https://t.co/THSVq1Fj9o	I	L	E	I	L	E
07/12/2016 17:03:25	갤럭시 노트 언팩 2016'... 8월 2일 밤 12시에 공개합니다. #갤럭시 #언팩 #갤럭시_노트_언팩_2016 https://t.co/Y8tJbAlyEO	P	L	L	P	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	https://t.co/rkqFrYr0BY						
07/12/2016 5:13:10	노래를 잘 못해도 '음~♪음~♪' 허밍만 흥얼거리면 악보가 된다? 대학생 밴드의 '험은' 애플리케이션 생생 체험 후기! #험은 #허밍 #작곡 https://t.co/zWKtsFRlff https://t.co/4Jb1GpXx2g	P	L	L	P	L	E
07/12/2016 4:38:56	[VR 영상] 전남 담양의 '죽녹원'을 즐겨보세요!... 울여름 휴가지 추천 이벤트 1 위에 빛나는 힐링 대나무 숲을 소개합니다! #죽녹원 #죽림욕 #VR https://t.co/fL0up4tbe4 https://t.co/vfhn2O11ll	P	L	P	P	L	P
07/12/2016 3:58:38	일산화탄소는 줄이고, 건강은 살리고... 주방 풍경 확 바꿀 전기레인지! 개발자를 통해 그 뒷얘기를 만나보세요! #전기레인지 #인덕션 https://t.co/CrqfkNYmtu https://t.co/aGupt1i6eU	I	L	E	P	L	E
07/12/2016 0:36:06	그저 예쁜 디자인이라고? 실용성도 갖춰야죠!... 원형 디자인이 널리 사랑받는 이유, 제품 디자이너에게 들어봤습니다! #삼성전자 #원형디자인 https://t.co/RedkaiRtv8 https://t.co/kjl8mj5VoV	I	L	E	P	L	E
07/11/2016 3:51:53	기온 1도 오르면 식중독 발생률은 얼마나 증가할까...?! '여름 대표 불청객' 식중독! 식중독 예방 3대 원칙과 관리를 위한 꿀팁을 확인해보세요! #S 헬스 #식중독 https://t.co/TGOHwgtcpU https://t.co/vTmwkH3IZ3	O	L	L	P	L	L
07/11/2016 3:06:46	"주소아·주소창이 소프트웨어 교육의 가교 역할 해내길"... '주소아 자문위원 겸 주소창 심사위원' 김현철 교수를 만나다 #주소아 #주소창 #소프트웨어 https://t.co/jgBAHDm7hi https://t.co/uXVfdWbpSj	O	L	E	I	L	E
07/11/2016 1:57:09	노출의 계절 여름~ 몸매 관리 꿈꾼다면 주목! 까칠한 J가 전하는 솔직 담백 '기어핏 2' 리뷰를 만나보세요! #기어핏 2 #운동 #여름 https://t.co/SSB1Q7785T https://t.co/gKRnGc4XMK	P	L	L	P	L	P
07/11/2016 1:13:30	식재료 보관법부터 유통기한까지 여름철 냉장고 관리법 대공개!... 아기자기한 일러스트 저장하고 어디서든 쉽게 확인해보세요! #냉장고관리 #유통기한	O	L	L	O	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	#패밀리허브 https://t.co/7IAYRajiHO https://t.co/2L8zTCYujJ						
07/08/2016 3:48:52	[D-7] '산타클로스 같은 사진작가 꿈꾸죠'... 특별한 추억 선물하고 싶다는 '사진작가 by100'의 이야기를 만나보세요. #by100 #사진작가 #세리프 TV https://t.co/SOryFRJ770 https://t.co/gO79feSgQX	S	L	E	P	L	E
07/08/2016 2:43:21	더 나은 내일 만들 아이디어! '2016 삼성 투모로우 솔루션' 본선 진출 100 팀을 공개합니다! #삼성전자 #투모로우솔루션 https://t.co/ZP6x81w1Xe https://t.co/vPlhz1eLfz	E	L	L	S	L	L
07/08/2016 1:44:48	우리 집 생활 가전, 고장인지 아닌지 헛갈린다면?... 비용 줄이고, 시간 아끼는 여름철 생활 가전 체크리스트를 공개합니다! #생활가전 #에어컨 #제습기 #세탁기 https://t.co/xeufkflwvh https://t.co/rqve5aiXGP	O	L	L	P	L	L
07/08/2016 0:45:55	[영상] 세계인의 축제 리우 올림픽 D-30! 형형색색 오륜기 곱게 입은 특별한 갤럭시 S7 엣지를 만나보세요! #리우올림픽 #갤럭시 S7 엣지 #올림픽에디션 https://t.co/VKB58qCuR1 https://t.co/USRZk056Zg	O	L	L	P	L	L
07/07/2016 3:45:27	혼자보다 함께여서 뜻깊은 공간, 셰어하우스를 아시나요? 삼성 직화오븐이 함께한 특별한 저녁 식사 현장을 소개합니다! #셰어하우스 #직화오븐 https://t.co/W6BtMTOAZ3 https://t.co/RMN2uVhHch	P	L	P	P	L	P
07/07/2016 2:49:03	추억의 휴대전화 1 만여 대가 한데 모인 사연은? 환경 보호 앞장선 삼성그룹 '폐휴대폰 수거 캠페인'현장 속으로! #폐휴대폰 #재활용 https://t.co/lZp2jZ24EK https://t.co/JQuoadl6xp	S	L	P	S	L	P
07/07/2016 1:51:23	[VR 영상] 래퍼 키썸과 함께한 IT 핫플레이스 '삼성이노베이션뮤지엄(S/I/M)', 전자산업 혁신의 역사와 미래를 만나보세요! #삼성이노베이션뮤지엄 #SIM #키썸 https://t.co/Mf6okdXBvK https://t.co/C66GvywOzK	I	L	E	P	L	E
07/07/2016 0:44:52	삼성전자의 향후 비전과 전략, 경영 철학과 혁신 기술이 담긴 '2016 지속가능경영보고서'... 한층 달라진	S	L	P	I	L	L

Time	Message	PI			Coder 1		
		Content Type	Medium	Pisteis	Content Type	Medium	Pisteis
	보고서의 핵심은? #삼성전자 #지속가능경영보고서 https://t.co/cRh1rZgVwU https://t.co/68QvTo3y9h						
07/06/2016 4:49:34	사파리 탐험·전투기 조종·우주 여행까지? VR 콘텐츠가 연 소통과 공유의 시대! 떠오르는 1인 미디어 콘텐츠 시장의 가능성도 확인해 보세요! #VR #1인미디어 https://t.co/mvbkNEWA6d https://t.co/jLfeKvkbw8	I	L	L	P	L	L
07/06/2016 4:09:00	색의 마법사 X 창조 공학자, 무단횡단의 위험에서 시민을 지키다... 기다림이 즐거워진 중국 론칭피플 캠페인 현장을 소개합니다. #론칭피플 #믹스드탤런트 #중국 https://t.co/zLddakhQaT https://t.co/B920j0bSgc	E	L	L	S	L	P
07/06/2016 3:00:47	"스타트 텔 아비브 참가, 글로벌 진출의 교두보로 삼고 싶어요!"... 26세 여성 창업가, 한국 대표 된 사연은? #스타트텔아비브 #창업가 https://t.co/BUqfWC2vm2 https://t.co/WJUHwfYYeq	O	L	E	E	L	E
07/06/2016 2:18:03	운동을 더 편리하고 즐겁게 만들 '잇템'공개! 초보는 물론 고급 사용자까지 모두를 만족시킨 '기어 핏 2' 개발 뒷얘기를 만나보세요! #기어핏 2 #UX https://t.co/U1j2I9sxGv https://t.co/Q8luNSzUTe	P	L	L	P	L	E

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