

PULSAR*

Social Brand Personality

US Universities
2019-2020

Social Brand Personality | Methodology

DATA

TRACKED:

Mentions of Harvard, Princeton or Columbia (including hashtags and Twitter handles)

DATE RANGE:

July 12th – August 12th 2019 vs.

July 12th – August 12th 2020

SOURCES:

Twitter, Blogs, Forums (including Reddit), News and Reviews

SBP REFERENCES

DIMENSIONS:

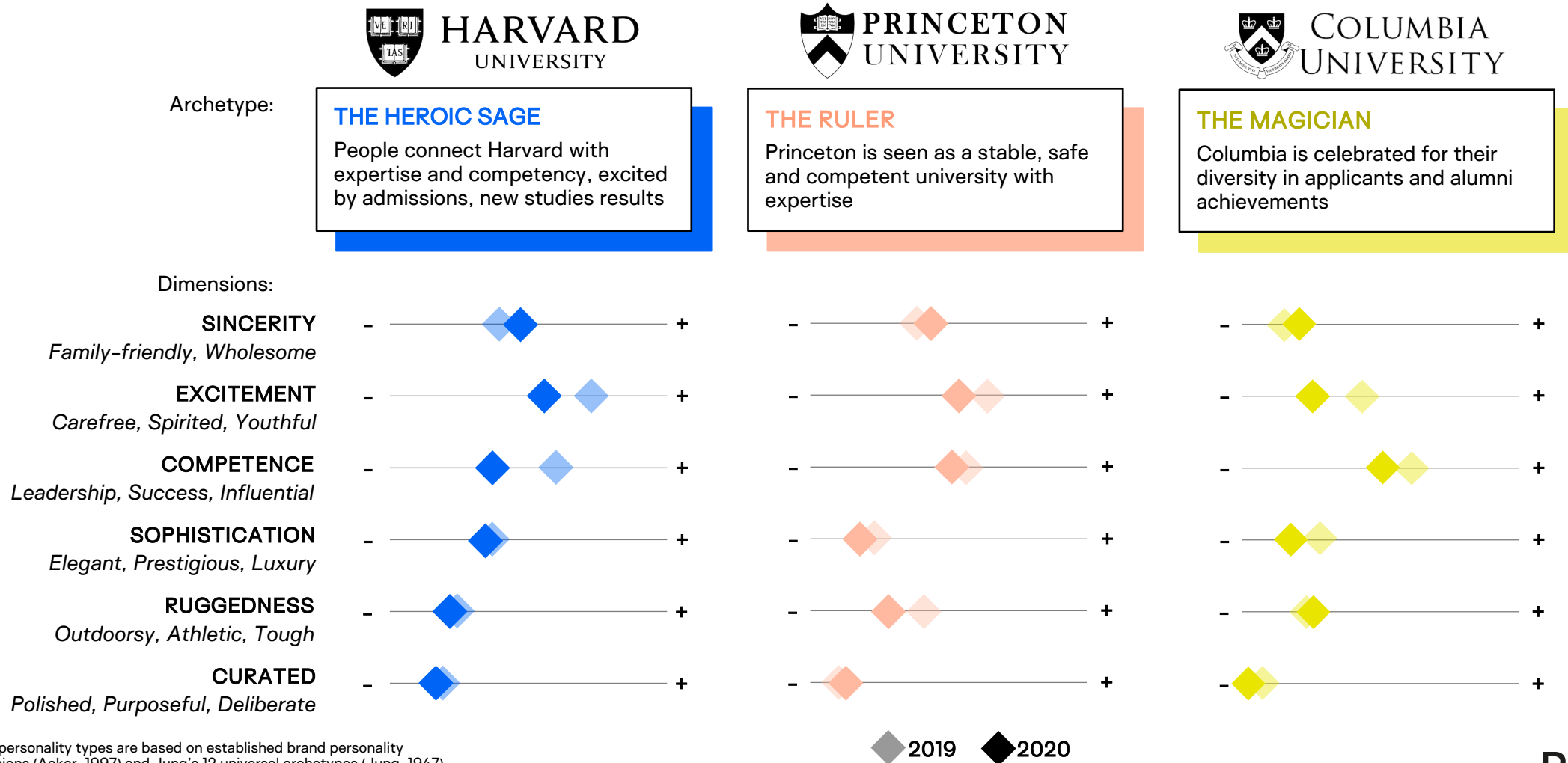
Tracked by keyword syntax based on Aaker's 1997 Brand Personality Dimensions

ARCHETYPES:

Based on Jung's 12 Universal Archetypes (1947)

Top-Tier Universities

Across the three universities, we can see some, but mostly minimal shifts in their social brand personality from 2019 to 2020. The largest shifts are in the dimension Excitement and, for Harvard Competence as people respond to negativity to the university's decisions around COVID-19. All three universities grew in perceived Sincerity in 2020, perhaps as a consequence of COVID-19. Discussions around safety and income diversity amongst applicants were drivers within this dimension.



Brand personality types are based on established brand personality dimensions (Aaker, 1997) and Jung's 12 universal archetypes (Jung, 1947)

Harvard

2019-2020

COMPETENCE

Harvard perception for Competence has shrunk since 2019, despite people citing Harvard as “the best university”. This is due to Harvard’s decision to not lower tuition fees despite their classes staying online as a COVID-19 precautions.

Harvard’s decisions regarding admissions etc. are often seen as indicative of Ivy League universities at large.

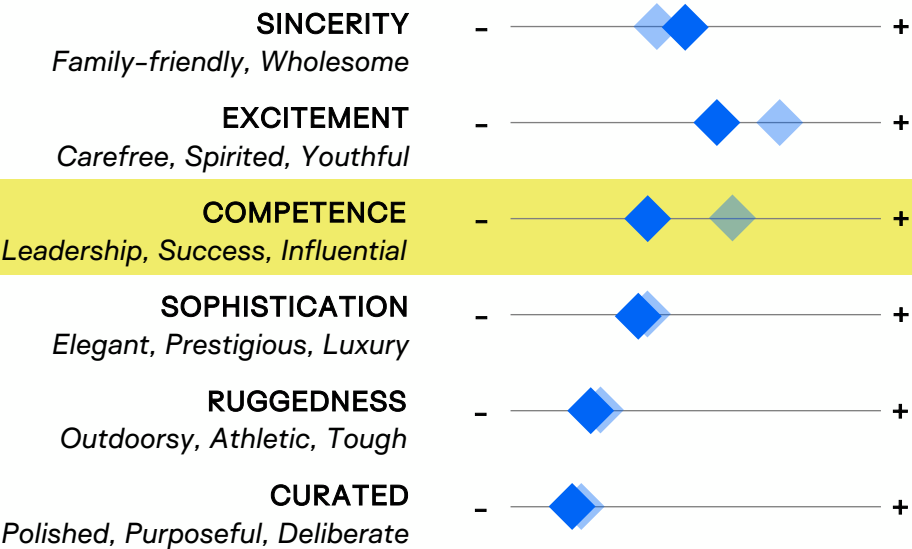


Archetype:

THE HEROIC SAGE

People connect Harvard with expertise and competency, excited by admissions, new studies results

Dimensions:



2019 2020

The first domino falls--20% of Harvard freshmen defer. If the best brand in higher ed loses 20%, what will other schools lose? Fall accelerates the (overdue) reckoning for the University Industrial Complex

The best university in the world is not Harvard or Cambridge, but the university of Life." * Read more about Mok Ting Yuan's story on our FB/IG! * #singaporepoly #speye Yes, he talks with a lot of charisma, confident voice.

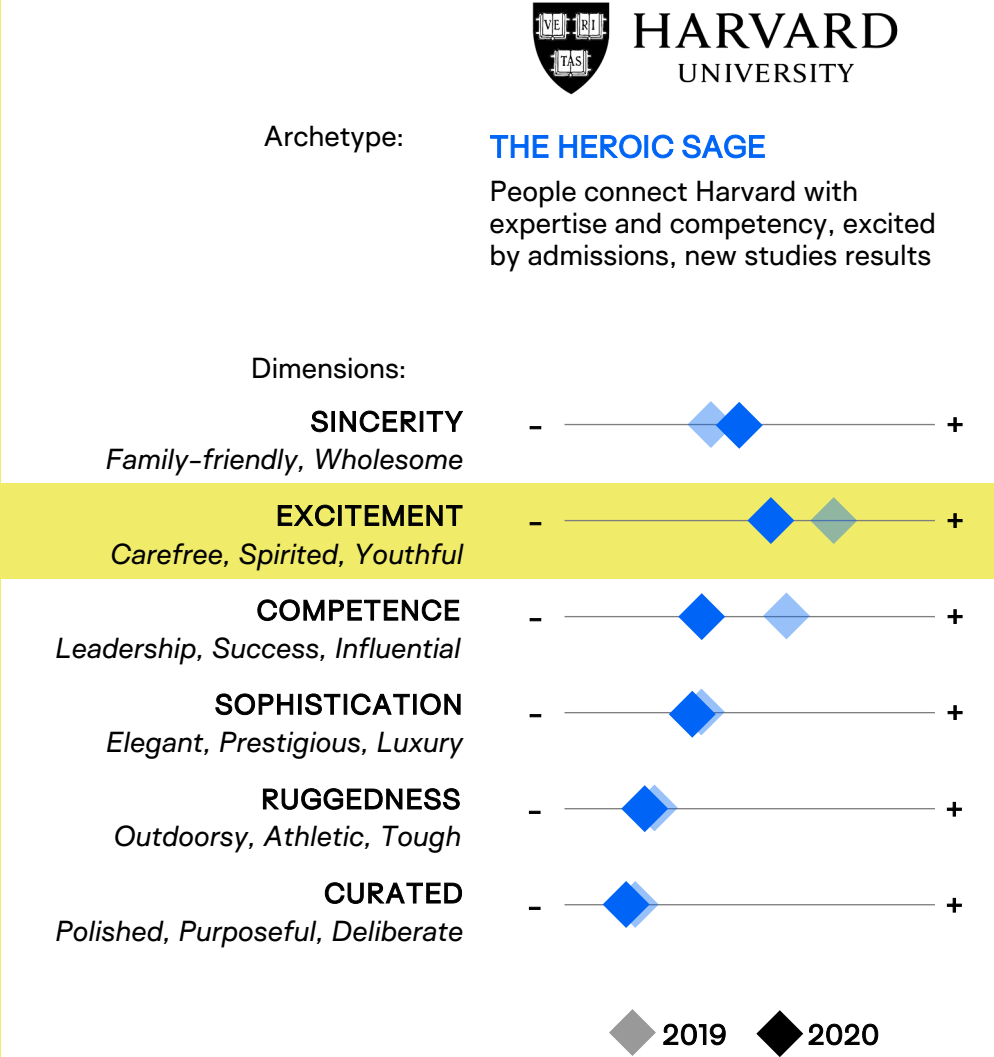
Now that is the example of a Harvard Law School graduate 🙌🙌

Harvard

2019-2020

EXCITEMENT

Harvard perception for Excitement has also fallen slightly since 2019; whilst people celebrate their admission, or excitedly sharing Harvard’s alumni’s works and studies, there is also a concern about paying full price despite not getting the full Harvard experience (due to online classes).





#JaRule announces #HavardUniversity semester plans for the fall! The rapper tweets, "Starting Harvard Online Business School in September!!! Can't wait... It's really disheartening to see so much negative energy about something so cool and positive as getting an education..."



Walked the @Harvard campus when I was in Boston on vacation. I couldn't help but imagine that when @garlinghouse got there for school he said "I'm not in Kansas anymore"



So cool: This our future, education rocks. With babv in tow, 24-year-old sinale mom graduates from Harvard Law School

Harvard

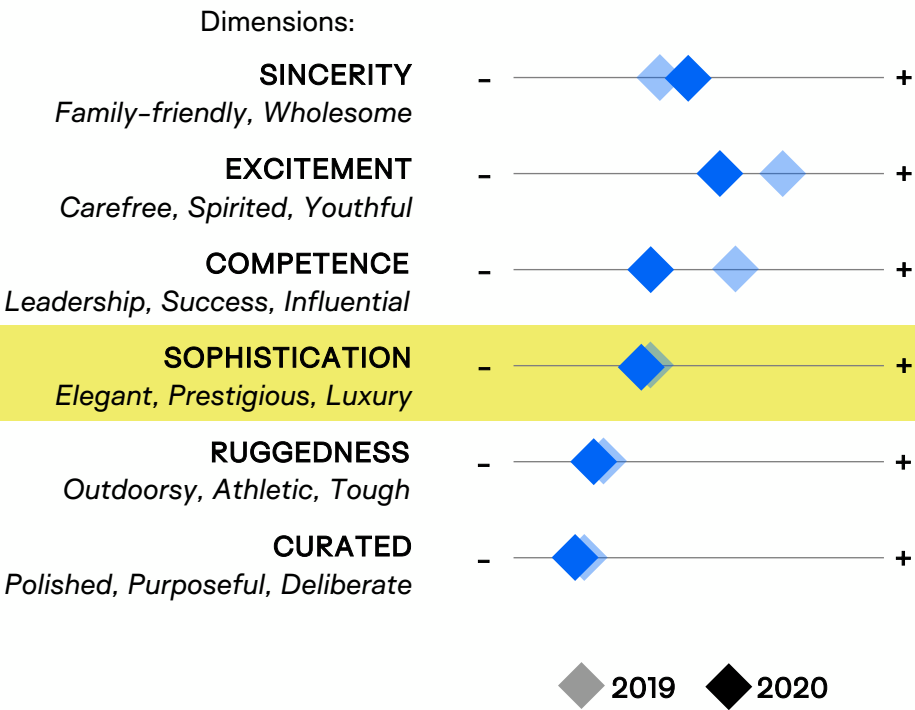
2019-2020

SOPHISTICATION

Sophistication remained stable from 2019 to 2020, with fewer references to Harvard’s luxurious or prestigiousness. What was mentioned however, is the charming nature of the campus.



Archetype: **THE HEROIC SAGE**
People connect Harvard with expertise and competency, excited by admissions, new studies results



1. My first visit to Harvard was in August 2013, a short tour around the main campus. There's something so charming about the Harvard campus that words will fail me if I attempt a description.
#leadership

"walking through the college grounds will give your dream school that "harvard feeling" your dad wants (due to harvard buildings and grounds being known as charming). In short, you're showing your dad, how you're dream school is like his dream school"

Princeton

2019-2020

COMPETENCE

Princeton's Competence remained stable from 2019 to 2020; people online asked for advice on their applications as well as sharing famous alumni's outputs.



Archetype:

THE RULER

Princeton is seen as a stable, safe and competent university with expertise

Dimensions:



2019 2020

Justin Barki must be super smart to get into Princeton, one of the top Ivy Leagues

Of course, in the 1990s Romana Tedjakusuma also went to a US university to play tennis and was very successful

I applied early to Princeton and regular to MIT so I may be able to help in this situation [...] Applying early to either school will give you a small benefit, with Princeton's ever so slightly more impactful than MIT's. [...] For your question regarding engineering, both have great engineering schools, however MIT's is widely believed to be the best in the country. Can't really go wrong with either though.

Princeton

2019-2020

RUGGEDNESS

Princeton's Rugged perception fell slightly from 2019 to 2020 as the university tries to build processes around COVID-19 around students and faculty members physical presence on campus.

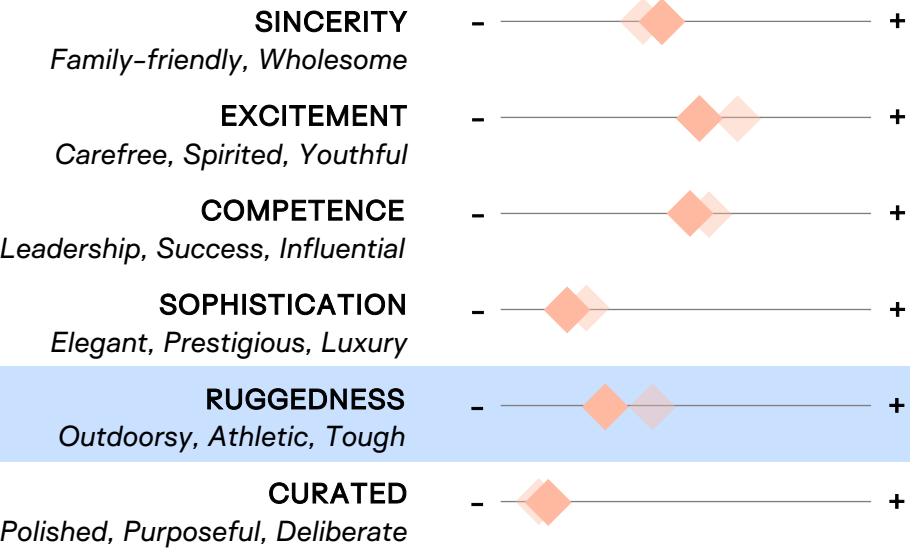


Archetype:

THE RULER

Princeton is seen as a stable, safe and competent university with expertise

Dimensions:



2019 2020



Princeton University has reversed their plans, undergrads may no longer return to campus this year due to COVID-19



Highlight: Princeton University Prof. @owasow on Kamala Harris: "She's somebody who's somewhat counter-stereotypic in that she's been a prosecutor. She both has appeal to African Americans... but is also somebody who can kind of talk tough."



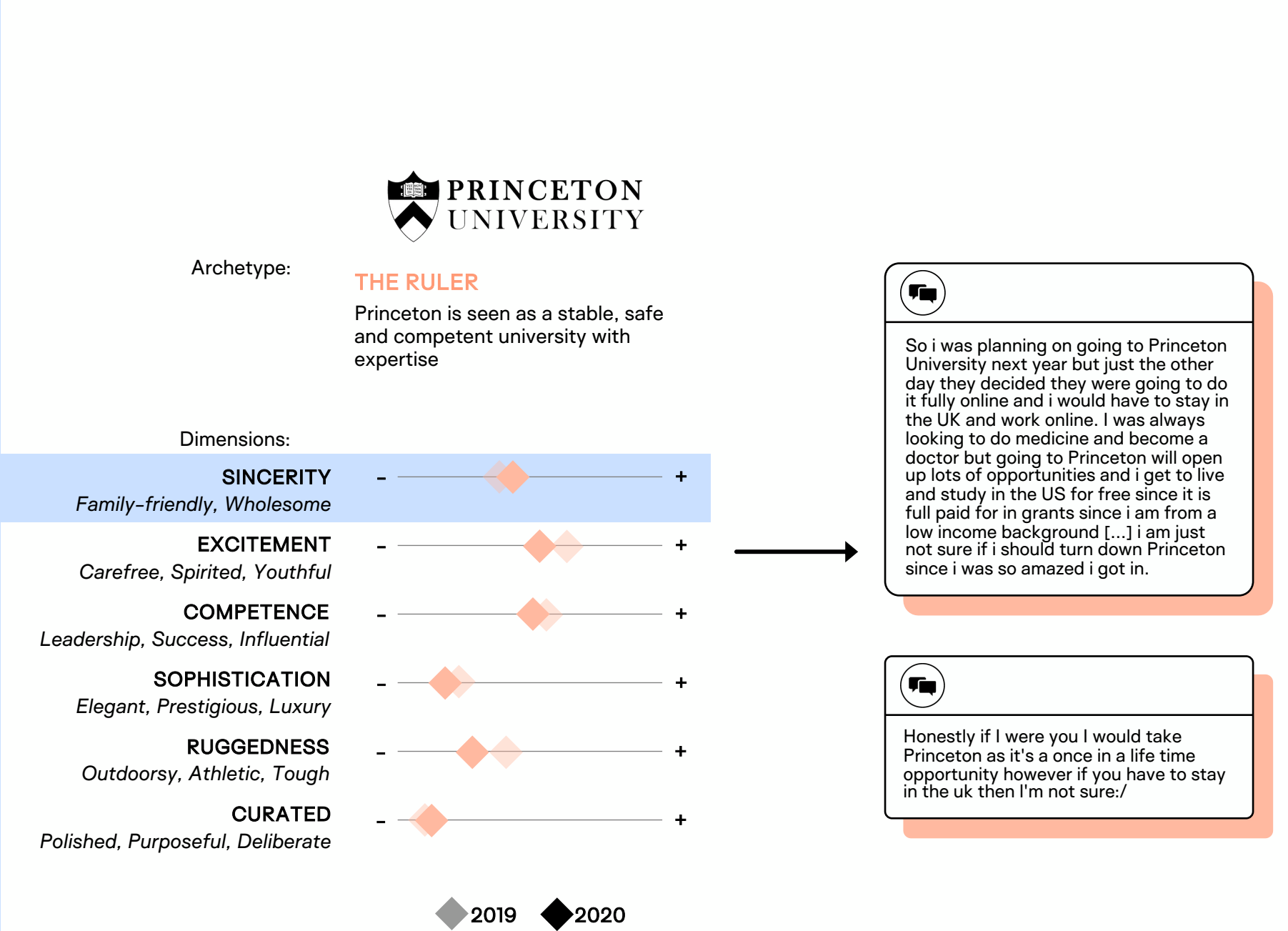
Originally, I was going to REA at Princeton, because I really loved that school, campus, vibes, etc, but since they got rid of that for this year for a single RD deadline.

Princeton

2019-2020

SINCERITY

As Princeton tries to circumnavigate COVID-19, their perception of Sincerity saw a small growth from this time last year.

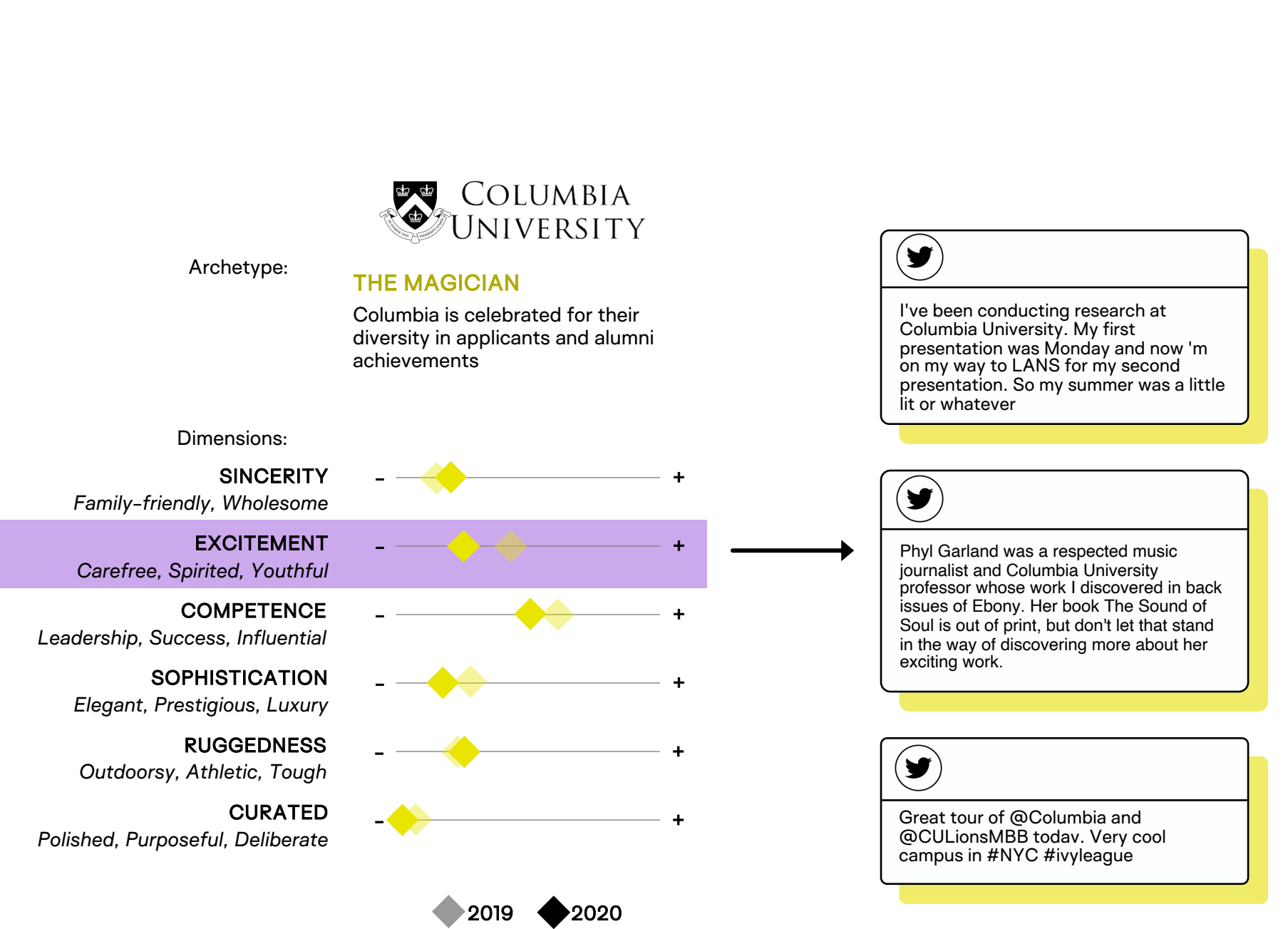


Columbia

2019-2020

EXCITEMENT

Columbia’s dimension of excitement has fallen from last year. Whilst people used to talk about their work within Columbia, now the main driver for excitement is alumni’s work.



Columbia

2019-2020

SINCERITY

Columbia, much like Princeton, saw its Sincerity grow from this time last year as a consequence of working around COVID-19. Columbia's diversity in applicant's income also drove Sincerity.

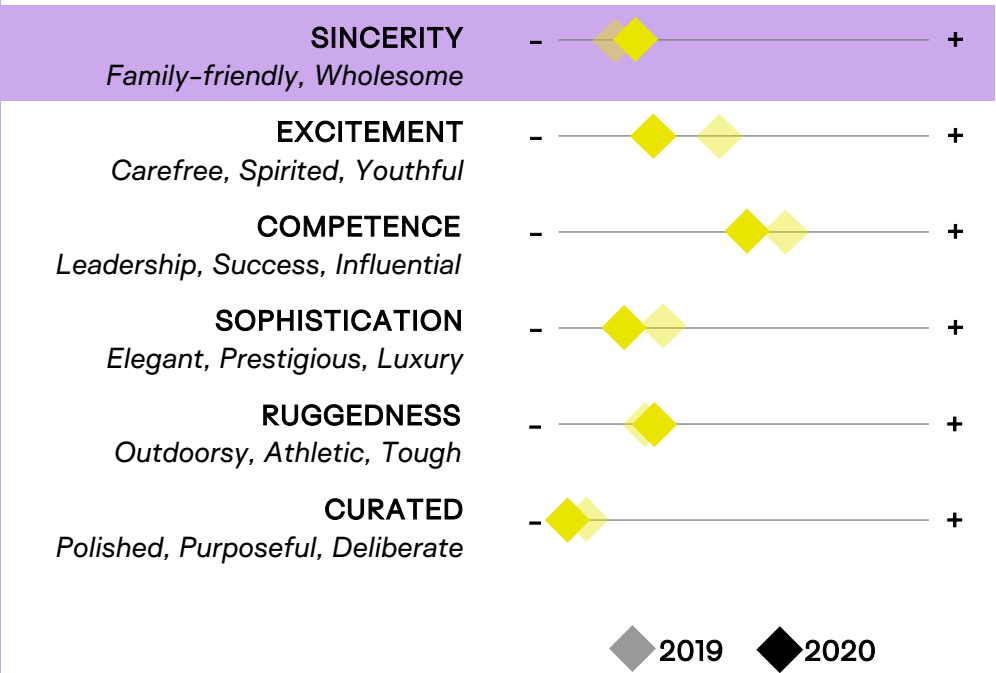


Archetype:

THE MAGICIAN

Columbia is celebrated for their diversity in applicants and alumni achievements

Dimensions:



"Will Columbia have the same covid testing incapacibilities as Penn?"

Penn said they recently found that their testing would not be as feasible as they thought due to supply chain disruptions. This is why they decided to not invite undergrads back to campus. Do the same testing concerns apply to Columbia?"

"Columbia GS is one of the unique programs i have heard of in addition to Yale's Eli Whitney Program that allows non traditional students the shot at an Ivy League education. However, i am interested to know how scrutinized my HS grades will be still."

Columbia

2019-2020

COMPETENCE

People’s perception of Columbia’s Competence has saw a slight fall since 2019, despite sharing Columbia’s alumni’s studies and professional work.



Archetype:

THE MAGICIAN

Columbia is celebrated for their diversity in applicants and alumni achievements

Dimensions:



2019 2020

Chance me for Columbia: i'm in the uk and i'm my school's oxford candidate but i'm in love with columbia!! i'd be majoring in linguistics and minoring in french and francophone studies

Bob Casey, Editor in Chief, shares insights on the exciting announcement that @Columbia School of Professional Studies will begin offering its new Master's in #WealthManagement program this year.

Discussing whether we can "hack" the size of the #Earth and use it as a #telescope with Professor @david_kipping of the Cool Worlds Lab at Columbia University.

It sounds wacky. It sounds sci-fi, but this is peer reviewed #science!

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