Parallel Session

"Digital Dialog: Exploring the Dynamics of Brand Language, Consumer Discourse and AI Integration"

Session Date

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Session Chair

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Session Overview: In today's digital age, social media serves as a dynamic platform for brand-consumer interactions, amplified by the growing influence of artificial intelligence. The Digital Dialog parallel session at the 16th International Conference on Social Computing and Social Media provides an excellent opportunity to delve into the complex interplay between brands, consumers, AI, and conversational marketing. Presenters' contributions will explore this transformative field and shed light on the ever-evolving landscape of marketing and digital platforms.

Who Should Say What?
Interaction Effect of Content Type and Source for Digital Brand-Related Content

Sandra Arrivé (IESEG School of Management, Paris, France)
Andria Andriuzzi (Université Jean Monnet, Saint-Etienne, France)

Abstract: In today's age of influencers and user-generated content, the effectiveness of digital content is of importance in marketing. However, it remains unclear if content produced by brands or consumers is more effective and whether the content should be informative or persuasive. In this study, we ran two experiments and found that, when exposed to consumer-generated content, consumers engage more with the brand and are more likely to purchase when the content is informative rather than persuasive. This relationship may be explained by a serial mediation path: consumer-generated persuasive content activates persuasion knowledge, which tends to lower brand trust, with a detrimental effect on marketing outcomes. Conversely, in brand-generated content, we found no difference between informative and persuasive approaches. Highlighting the need to adapt content to the channel, this research contributes to the literature on content and influencer marketing, with practical implications for marketers investing in social media and influencer campaigns.
Keywords: Brand Engagement, Content Marketing, Persuasion Knowledge, User-Generated Content, Uses and Gratification.

In the Wake of the Woke:
Reinvigorating Brand Conversation at the Crossroads of Policy and Politics
M&M's Superbowl 2023 Campaign

Karine Berthelot-Guiet (CELSA, Sorbonne University, Paris, France)

Abstract: This paper proposes exploring the contemporary transformations of so-called "conversational" forms of brand communication on social media in the theoretical framework and methodological approaches presented above. After al-most 20 years of brand presence on social media promoting conversation between brands and consumers, this type of communication, like all forms of advertising, must have reached a stage of maturity and diminished capacity for differentiation. To analyze this phenomenon, we chose to focus on the communications proposals of M&M's brand, which, in early 2023, created a communications "event" on its social media with strong social and political commentary. We will then try to understand how the claim to a social and political voice can be part of the tactics of reinvigorating Brand Conversation by playing on the life of the city (policy) as much as on political opinions and victimizations (politics) currently alive in the USA. We will examine the possible strategic aims of this hyperadvertising and its legitimacy to intervene in the public arena by making social judgments and political statements

Keywords: Advertising, Conversation, Digital Literacy.

Understanding Chatbot End-Users to Improve their Design:
Antecedents of Trust, Adoption Motivations, and Expectations

Daphne Greiner and Jean-François Lemoine
(Université Paris 1, Panthéon-Sorbonne, Paris, France)

Abstract: The exploration of users' desires and expectations from chatbots, particularly the motivations behind their adoption, remains a subject of limited understanding. Both in theory and practice, the lack of knowledge in these areas has been emphasized. While numerous chatbots have proven unsuccessful in practice, researchers have recognized the necessity for further investigation. This research aims to contribute to the existing literature on conversational AI users' expectations and adoption motivation and expand it, with a specific focus on chatbots. By conducting semi-structured interviews with 25 individuals who are current or potential chatbot users, this research examines what these expectations and motivations are and possible antecedents. The results show that: (1) antecedents of trust may affect adoption motivations and expectations on ethics; (2) the main adoption motivation of chatbots seems to be convenience; (3) expectations seemed to be mainly: efficiency, user-friendliness, seamlessness, and congruence with the brand's image.

Keywords: User Motivation, User Expectations, Chatbot Services, Marketing.
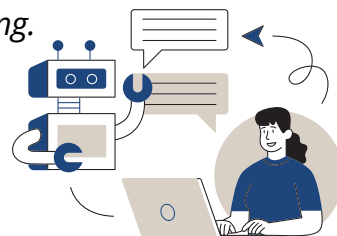
Understanding Multi-Platform Social Media Aggregators:
A Design and Development Case Study with BTS-DASH

Alexandra Hinton and Tania Roy (New College of Florida, Sarasota, FL, USA)

Abstract: In the current digital landscape, individuals are challenged by the proliferation of social media platforms, making it arduous to aggregate and comprehend information on critical topics efficiently. This fragmentation necessitates a tool that can consolidate and exhibit information succinctly for user consumption. We address this issue by conceptualizing and creating a user-centric dashboard, utilizing the K-pop group BTS as a model for our case study. We used an iterative design methodology to develop the features. The primary focus areas for the dashboard were accessibility, functionality, data integrity, and visual appeal. These features were modified to ensure an intuitive and trustworthy user experience. The final version was built with AngularJS and hosted on Firebase. The dashboard displays data aggregated from multiple reliable social media sources. We subsequently ran a preliminary pilot usability study to illustrate the efficacy of our approach in simplifying the user's interaction with diverse datasets. Our research contributes to the field by proposing guidelines for constructing dashboards that distill multiple social media inputs into an accessible format. We demonstrate how such a tool can significantly aid users in staying informed without being overwhelmed, paving the way for better information management in an era of information overload and empowering users through effective information design.
Keywords: Dashboard Design, Usability Study, Social Media Aggregation.

Detection of Branded Posts in User-Generated Content

Clément Levallois (emlyon business school, Lyon, France)

Abstract: User-generated content (UGC) is a fundamental source of information for the study of consumer behavior, product development, and to assess the quality of service. The expansion of branded content, published and mixed with "ordinary" UGC on the same online platforms, blurs the notions of which content should be considered for these studies. This contribution draws on the notion of "authenticity" to offer a taxonomy distinguishing "branded" from "organic" content and presents a computational method to detect branded content in UGC.
Keywords: User-Generated Content, Branded Content, Text Mining.