Social Media Research Lab

Curtin University



### Background

Brands have joined the emoji game on various marketing communication. Indeed, brands often update their posts on social media (e.g., Twitter), including one, two or more emojis, to emphasize or supplement their ideas, current affairs, emotions or feelings. However, whether and how emojis can play a role in stimulating consumer engagement ( i.e., likes, comments, and shares), remain unanswered.

#### **Project aim**

This research project examines how the interaction between emoji (emotional vs semantic) and social media content (aesthetic experience vs promotion) influences consumer engagement in P2P accommodation brands on Twitter

## **Our Approach**

This study used the zero-inflated Poisson model to perform regression analysis based on 876 tweets of seven representative P2P accommodation platforms, followed by an online experiment from a total of 154 participants

## **Key Findings**

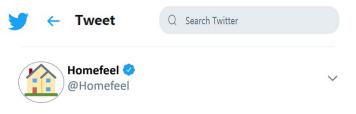
• For aesthetic experience content, emotional emoji elicits more consumer engagement than semantic emoji does

## Understanding the interaction of emoji and social media content type in consumer engagement:

# A mixed approach to P2P accommodation

"Emotional emojis can express emotion and convey personality, whereas semantic emojis can be understood as ideogram expression"

## **Project Picture**



## 9 of the coolest city breaks that you won't have considered before #SaturdayFeeling ow.ly/hDCB30IXXs0 😍 🎔

6:00 AM · Aug 29, 2020 · Twitter Web App



For promotional content, semantic emoji elicits more consumer engagement than emotional emoji does

**Project Team** Dr Mingming Cheng Dr Xiaowei Wang Dr Shanshi Li **Further information, please contact** Dr Mingming Cheng Associate Professor Research Lead, Social Media Research Lab smrl@curtin.edu.au

