



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”

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

Project Picture



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