

Measuring eWOM on Instagram: A new methodological approach

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Cite as:

Platzer Matthias, Leban Marina (2019), Measuring eWOM on Instagram: A new methodological approach. *Proceedings of the European Marketing Academy*, 48th, (9161)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

This methodological paper presents a new multidisciplinary multi-method web content mining approach, bridging marketing and geography. Results illustrate the potential insights into eWOM on the case example of wealthy Instagram micro-celebrities. The visual content analysis provides insights into patterns of consumer engagement with visual post content and characterizes the content in within popular or unpopular geographical locations. The geostatistical analysis of our sample revealed two major areas of content production: the London area and the Milan area. This method can be used in different contexts, other than with micro-celebrities, such as Social Media Influencers, personal figures, and during marketing campaigns.

Keywords: *eWOM; Instagram; geo-location*

Track: Methods, Modelling & Marketing Analytics