## Language properties of successful collaborative conversations

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## Cite as:

Wu Alisa, Brucks Melanie (2022), Language properties of successful collaborative conversations. *Proceedings of the European Marketing Academy*, 51st, (106376)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



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## **Abstract**

We examine why conversations boost individual idea generation. By analyzing text data from two real-time interaction studies, we find that the discussions that boost a consumer's creativity the most are with people who think most similarly to them. This is because similar others serve as "sounding boards" and clarify thinking.

**Keywords:** *language similarity; idea generation; creativity* 

Track: Consumer Behaviour