Human-Centered Multimodal Insights for Short Video Social Media Marketing

Wanqing Zhang
Bayes Business School, City, University of London
Qinghua Li
northwestern university
Pradeep K. Chintagunta
Booth School of Business, University of Chicago
Peng Wang
Bayes School of Business
Liqiang Huang
Zhejiang University

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

Human-Centered Multimodal Insights for Short Video Social Media Marketing

Abstract

Short video social media marketing has become a pivotal tool in today's digital landscape. In this study, we analyze a comprehensive dataset of short video advertisements to explore the correlations between the success of short video marketing and diverse video features such as visual elements, human presence, gender, humor, and audience engagement. Utilizing data collected from DouYin (Chinese TikTok), we applied facial recognition, voice recognition, and pretrained transformer models to extract key features, including the human presence ratio, gender, emotion, and humor index. Our findings reveal that these human-centered features significantly correlated with sales of advertised products, with category-specific variations. This research highlights the importance of leveraging multimodal analytics to design effective, human-centered marketing strategies tailored to different product categories.

Keywords: short video, social media, AI.

Track: **Digital Marketing & Social Media**