

Dynamics of User and Platform Recognition

Keyvan Dehmamy
Goethe University Frankfurt

Cite as:

Dehmamy Keyvan (2026), Dynamics of User and Platform Recognition. *Proceedings of the European Marketing Academy*, 55th, (134305)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Dynamics of User and Platform Recognition

Abstract

By using Yelp Open data of over 22K active users from 2012-2022, with at least one year of Elite status, their reviews and reactions to their reviews, I built a dynamic model to postulate the dynamics of platform and user endorsements on users' platform engagements, lingual and emotional word-associations of their review texts, and reactions to their reviews. I find that user endorsements, such as the count of Useful or Funny, have a long-lasting effect on users' engagement and the length of their reviews (which is usually a measure of review quality). In contrast, platform endorsements result in only short-term engagement by simultaneously reducing the Usefulness of reviews. The effect of platform endorsement is not a direct explanation of the number of reviews; in the short term, user endorsements are not direct explanatory variables, but become so over time.

Track: Methods, Modelling & Marketing Analytics