

Understanding consumer engagement and sentiment in social media activism

Chrystyna Misiewicz
Kozminski University
Karolina Małagocka
Kozminsky University
Elwira Duś-Prieto
Kozminski University

Cite as:

Misiewicz Chrystyna, Małagocka Karolina, Duś-Prieto Elwira (2024), Understanding consumer engagement and sentiment in social media activism. *Proceedings of the European Marketing Academy*, (122661)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



Understanding consumer engagement and sentiment in social media activism

Abstract

This research delves into understanding the fundamental characteristics and evolving dynamics of consumer engagement and sentiment within the landscape of social media activism. Moving beyond conventional metrics, such as hashtags, we employ advanced sentiment analysis methodologies to dissect the multifaceted ways in which consumers engage and express their sentiments in online activist movements. Through comprehensive data analysis spanning Facebook, we unveil the patterns of engagement and sentiment, shedding light on the fleeting nature of consumer engagement in the social media activism. Our findings contribute to a deeper comprehension of how consumers leverage digital platforms as a driver of social change, offering invaluable insights for refining strategies aimed at fostering effective online activism and advocacy campaigns.

Subject Areas: *Consumer Behavior; Social Media*