Essi Pöyry

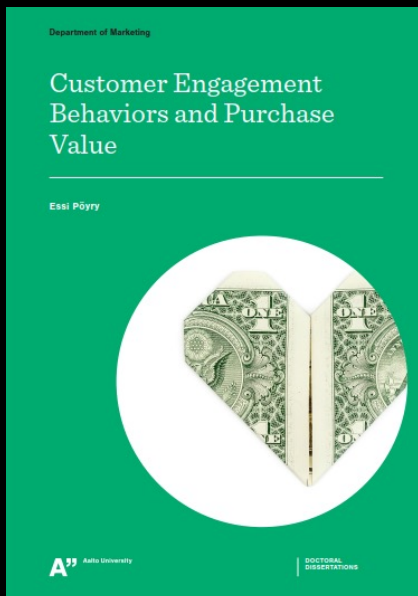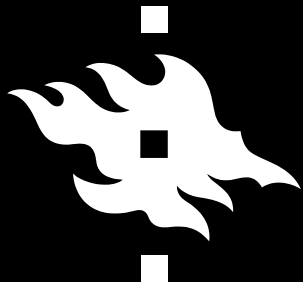# SOCIAL MEDIA INFLUENCERS – HOW AI-BASED RECOMMENDATION SYSTEMS DISRUPT AUDIENCE-INFLUENCER RELATIONS

AI Monday, 15.1.2024
Essi Pöyry, Senior Researcher
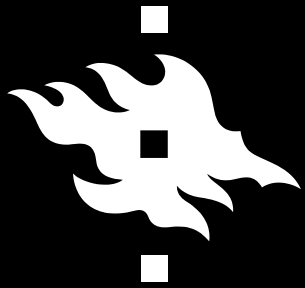University of Helsinki, Centre for Consumer Society Research

University of Helsinki

The Role of Social Media Influencers in Public Health Communication: Case COVID-19 Pandemic

Essi Pöyry, Hanna Reinikainen & Vilma Luoma-Aho

Customer Engagement Behaviors and Purchase Value

Essi Pöyry

A'' Aalto University

DOCTORAL DISSERTATIONS

ARTICLE

A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication

Essi Pöyry[a], Matilde Pelkonen[b], Emma Naumanen[b], and Salla-Maaria Laaksonen[a]

[a]Centre for Consumer Society Research, University of Helsinki, Finland; [b]Department of Marketing, Aalto University School of Business, Finland

Opposing brand activism: triggers and strategies of consumers' antibrand actions

Opposing brand activism

Essi Pöyry and Salla-Maaria Laaksonen
Centre for Consumer Society Research, University of Helsinki, Helsinki, Finland

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Abstract
Purpose – In brand activism, a brand promotes contested sociopolitical causes to highlight its values. Brand activism also alienates those consumers who disagree with the cause, who might, consequently, target the brand with critical, negative or even aggressive actions. This paper aims to study the triggers and strategies of consumers' antibrand actions given in response to brand activism.

yle Etusivu   Vaalikone   Venäjän hyökkäys   UMK24

Sanna Marin

Marinin bilevideo voi lisätä kiinnostusta politiikkaan, arvioi tutkija – "Hänen nuorille seuraajilleen tämä ei välttämättä ole kovin kauheaa"

Sosiaalisen median tutkija Essi Pöyry ei yllättynyt pääministeri Sanna Marinin bilevideosta. Politiikan tutkija puolestaan uskoo, että video voi myös innostaa ihmisiä politiikkaan.

Politiikan tutkija Emilia Palonen (vas.) ja sosiaalisen median tutkija Essi Pöyry ovat seuranneet tiiviisti pääministeri Sanna Marinin videosta noussutta keskustelua. Kuva: Yle

UUTISET

Näin lapsiin vaikutetaan

HELSINGIN YLIOPISTO
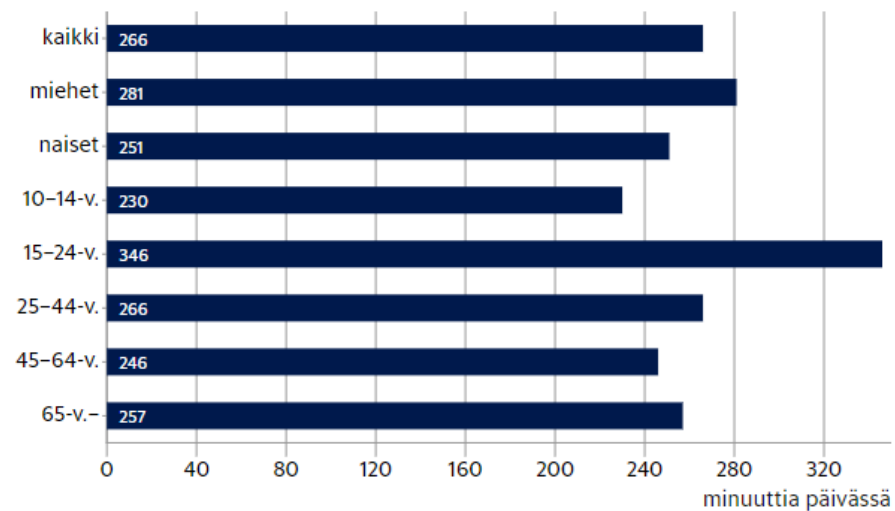HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

FINNS' SCREEN TIME 2020–2021 (TILASTOKESKUS, 2023; HS, 2023)

Nuoret viettävät ruuduilla keskimäärin eniten aikaa

Keskimääräisen päivän ruutuaika 2020–2021, minuuttia päivässä

kaikki	266
miehet	281
naiset	251
10–14-v.	230
15–24-v.	346
25–44-v.	266
45–64-v.	246
65-v.–	257

minuuttia päivässä

KOONNUT: JENNI VIRTANEN / HS
LÄHDE: TILASTOKESKUS, AJANKÄYTTÖTUTKIMUS

Nuoret ovat ruudun ääressä myöhään yöllä

Henkilöiden määrä näyttöruutujen ääressä keskimäärin vuorokauden eri aikoina, 2020–2021

ihmistä

● 10–14-vuotiaat ● 15–24-v. ● 25–44-v. ● 45–64-v. ● 65-v.–
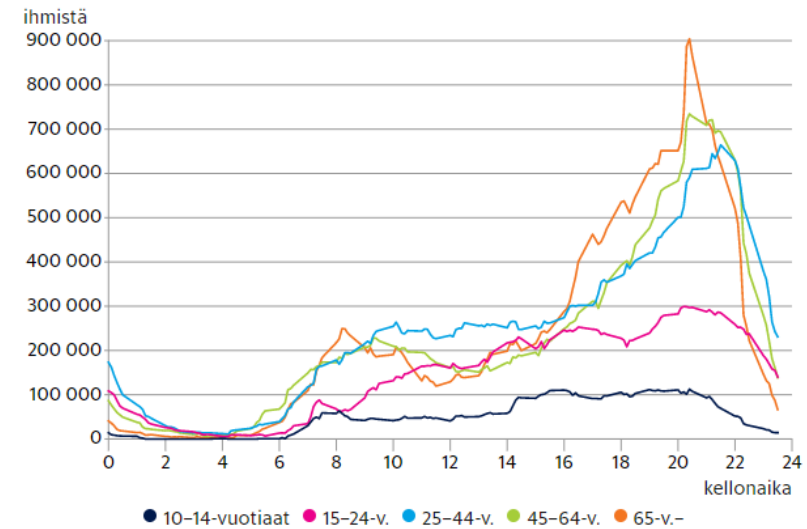
KOONNUT: JENNI VIRTANEN / HS
LÄHDE: TILASTOKESKUS, AJANKÄYTTÖTUTKIMUS

346 min = 5 h 46 min
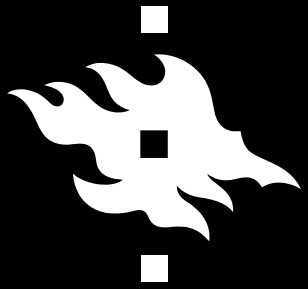
SOCIAL MEDIA USE PER PLATFORM 2019–2023

Legend: 2019 2020 2021 2023

HELSINGIN YLIOPISTO
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All years ~1030 respondents, representative sample of the Finnish population;
Social media use = uses at least sometimes (not "never")
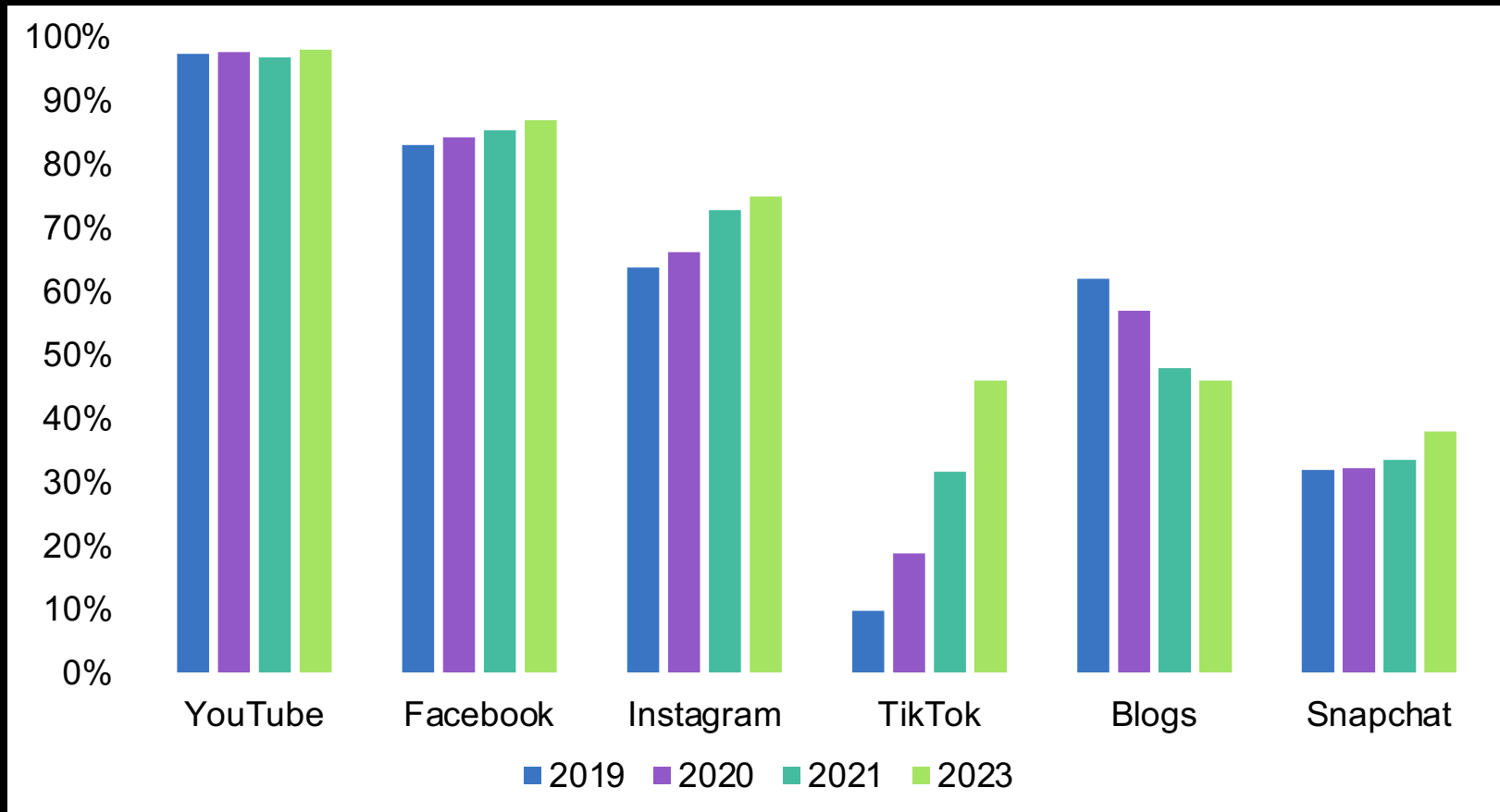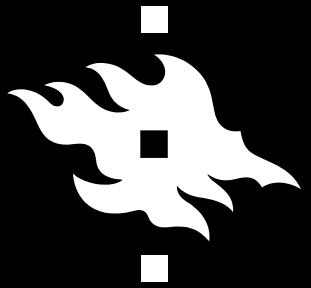
INSTAGRAM THE MOST POPULAR PLAFORM TO FOLLOW SOCIAL MEDIA INFLUENCERS

Following social media influencers in 2023 per age group (N=1034)

	15–30	30–39	40–49	50–65	Total
Instagram	67 %	51 %	37 %	22 %	43 %
YouTube	65 %	34 %	33 %	17 %	36 %
Facebook	12 %	20 %	27 %	26 %	21 %
TikTok	46 %	21 %	8 %	8 %	21 %
Snapchat	36 %	5 %	2 %	1 %	11 %
Blogs	5 %	6 %	5 %	3 %	4 %
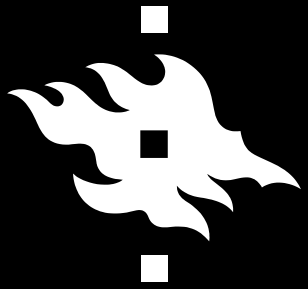
THE MANY FACES OF INFLUENCER MARKETING

Influencers in companies' channels
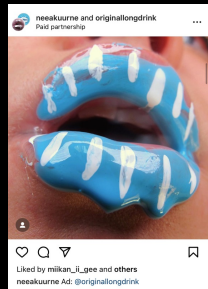
Paid visibility in influencers' channels – "ad"
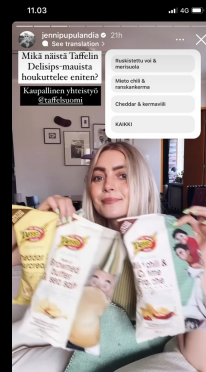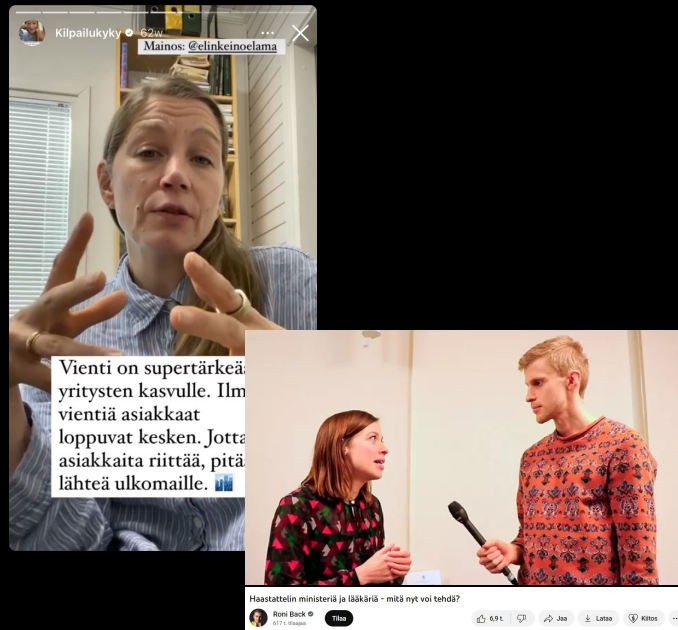
PR visibility in influencers' channels

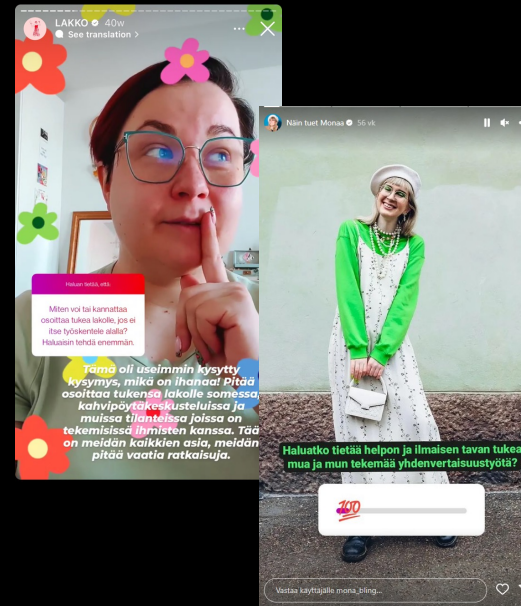**Earned visibility in influencers' channels**
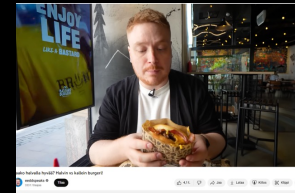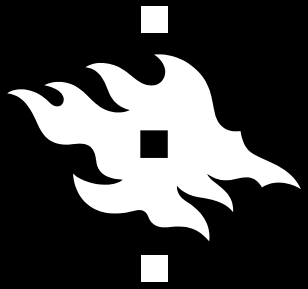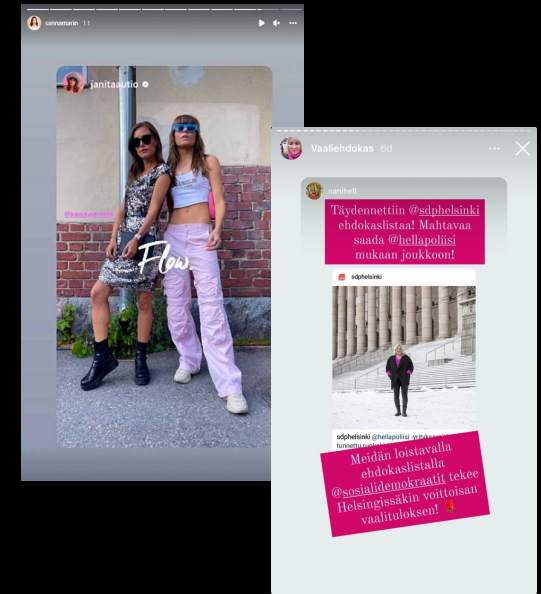
INFLUENCERS' DIFFERENT KINDS OF ROLES IN A DEMOCRACY
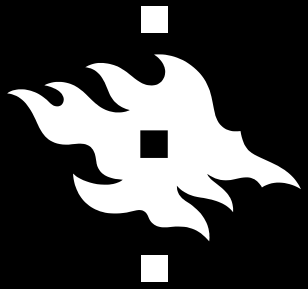
Societal discussants and information sharers

Engines of civic action

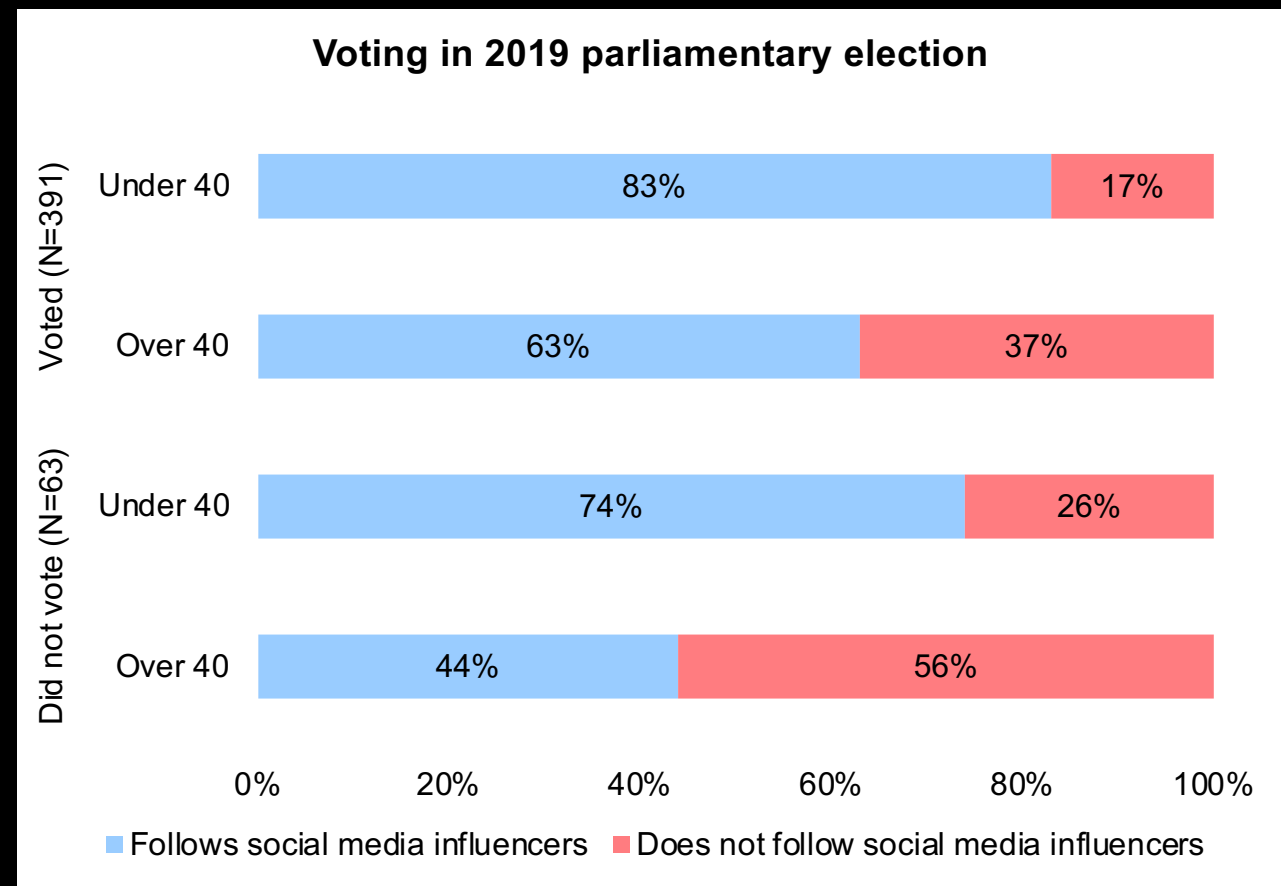**Electoral candidates and supporters**

WHAT HAS MADE INFLEUNCERS INFLUENTIAL?

- People spend a lot of time with their content

- Ads and endorsements typically accepted and expected

- Followers a fairly homogenous group of people, which makes targeting of messages effective

- Simultaneously admired yet relatable, like friends

  → **Formation of a parasocial relationship**

  → **Ability to evaluate source credibility**
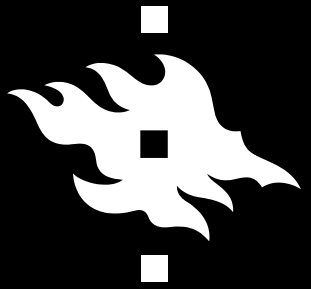
RECOMMENDATION SYSTEMS

- Typically referred to as a solution for **finding relevant information or content online**, common examples being online stores and streaming services

- Several types of recommendation systems that account for user preferences and behaviors, similar users' preferences, item characteristics and context (Kumar & Thakur 2018; Tarus et al. 2018):

  - Content-based recommendation

  - Collaborative filtering

  - Context-aware recommendation

  - Hybrid approaches

- To avoid inaccurate recommendations due to e.g. cold start and data sparsity, **deep learning approaches** complement recommendation systems (Da'u & Salim 2019)

- In case of social media, **accurate recommendation** → **engaging content** → **use continued**
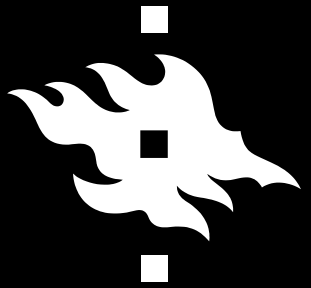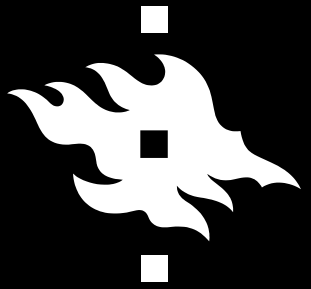
NEED FOR AN ENDLESS STREAM OF CONTENT – FROM INFLUENCERS TO CONTENT CREATORS

- "For you page" (FYP) is the default opening page on Tiktok and Instagram (vs. Following page)

- FYP displays content from other than just the accounts the user has decided to follow → **more content from previously unknown content creators**


Me: I need to go to bed earlier tonight

Also me:

02:00 AM

DO AI-POWERED RECOMMENDATION SYSTEMS DISRUPT HOW AUDIENCE CONNECTS WITH CONTENT?

- The development of social media use over time:

    1. Following one's own friends

    2. Following bloggers/ youtubers/ streamers/ influencers one has decided to follow

    3. Following content creators recommended by the platform

- With decreased exposure to single individuals and increased exposure to number of different individuals, **how can the audience assess their background, motivations and credibility?**

- I argue that specific **content qualities** make people connect with unknown content creators

    - Proposition: Audience connects with **content genre, format and style** – memes, challenges, lip-syncing, dances, comedy, how-to, DIY, music, etc.

    - Proposition: **Connection needs to occur immediately**, which affects how content needs to be designed and what/ how much can be said
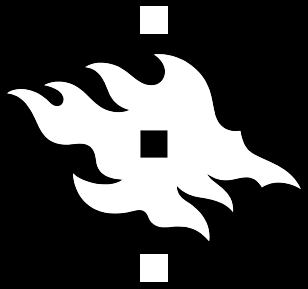
THANK YOU!

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@ESSIPOYRY

What's cooking? Currrent research projects:

INFLUPOL: Influential politicians and political influencers (HSS)

POST-API: How to collect social media data without API access (HSSH)

ALIVE: Seamless live streaming commerce (BF)

FAME: Growing venture companies in the public eye (LSR)