RESEARCH OPPORTUNITIES

Managerial Interventions

Vitalization strategies
Novel Tagging approaches (irony, fake,..)
Influencer identification approach / challenges
Aggregation challenges and solutions across brands
Use of AI in SMA
Use of dashboards in a case
Measurement issues with quant. Data
Method for creating personas manually
Tool evaluations in a case/ typical use cases
Identification of meaningful content vs. spam
Evaluating conversational agents (bots)

Analytical Tools

Influencer detection
Exploring new metrics
Measure dynamic patterns
AI aspects in SMA
Explore a new visualization
Evaluate use cases
Categorize users (persona)
Discover analytics for a new platform
Content legitimacy evaluation vs. spam

Social Phenomena

Sentiment differences across channels?
Are influencers stable or changing?
What drives activity/engagement
Interaction of pos. and neg. sentiment?
Sentiment vs. activity level – patterns?
Local debates and user strategies/action types
Patterns of co-shaping a brand (user contrib. types)
Patterns of Crises?