



# Expressions through Hashtags on Social Media: #TellUsHowYouFeel

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# Pilot Question and Hypothesis

- How do social media brand personas influence consumers' attitudes towards brands?
- Respondents will report using hashtags relating to brands in the creation of social media content to express feeling.

# What is a #hashtag?



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hashtag



## hashtag

The word you've entered isn't in the dictionary. Click on a spelling suggestion below or try again using the search bar above.

1. [hostage](#)
2. [hastate](#)
3. [haystack](#)
4. [Halsted](#)
5. [Hallstatt](#)

- Merriam-Webster does not define the word “hashtag” in their dictionary.

# Twitter Develops the Hashtag

- Greatest social media success
- Groups interest
- Allows organization and enhances searches
- “Twitter Hashtag applications turn Twitter into research and archive tools especially when it is integrated into applications that provide structured directories, advanced search, content organization, content presentation, and analytics” (Chang & Iyer, 2012, p. 253).

# Facebook joins the bandwagon

- Introduced hashtags, June 2013
- Has become a part of the social media movement
- “The introduction of hashtags means marketers can better integrate Facebook to wider marketing activity on other social networks where they are already an established way of discovering content” (Shields, 2013).

# Communication

- Are we actually communicating?
- “At the end of the day, it does not really matter what you throw down on that social network, it just matters how many likes you get” (Hausberg, 2013)

# Interaction

- Product promotion
- Consumer feedback
- Replies to posts

# Elaboration Likelihood Model

- Attitude change based on decisions and behavior
- Two routes
  - Central
  - Peripheral
- Elaboration
  - Using cognitive process to evaluate a situation
  - High vs. low

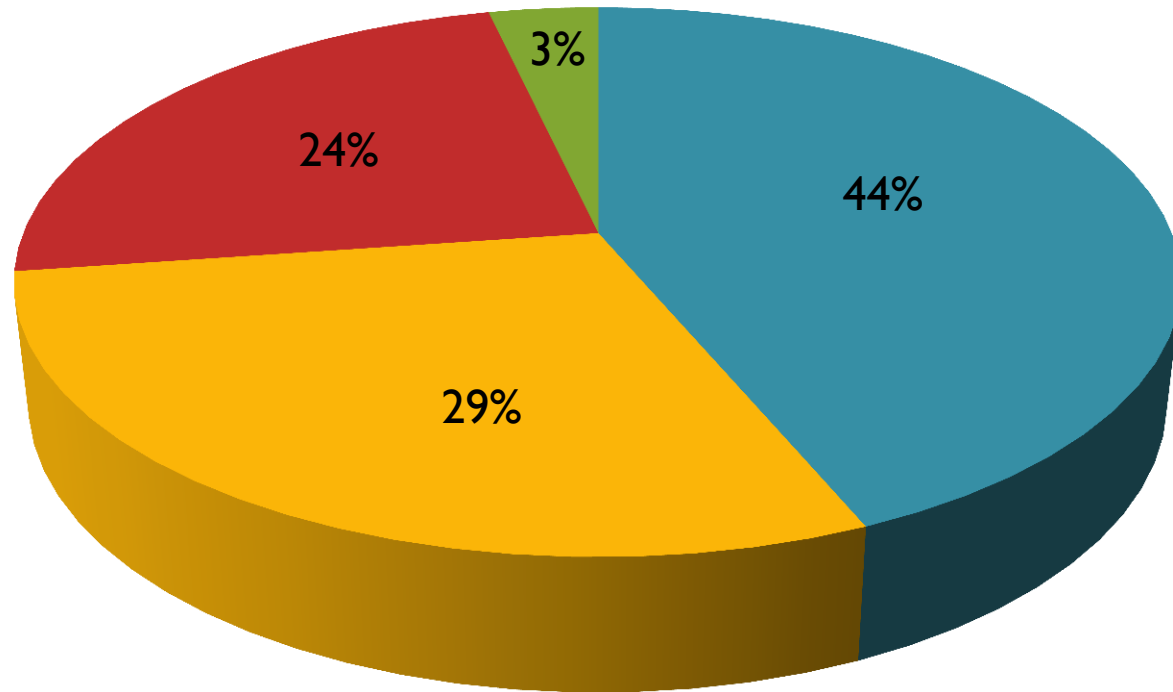


# Methodology

- Convenience sampling
- 55 surveyed
  - 67.3% female, 32.7% male
  - 38.2% juniors, 30.9% sophomores
- 15 total questions:
  - 10 scale
  - 3 ordinal
  - 2 nominal
- Frequencies, descriptives, crosstabs, and Cronbach's alpha coefficients were run
- Scale question categories:
  - Digital Linkage
    - Respondents will reporting using hashtags...
  - Company connection
    - ...relating to brands...
  - Everyday social media usage
    - ...in the creation of social media content...
  - Expression
    - ...to express feeling.
- Ordinal questions:
  - Classification
  - Years active on social media
  - Hours spent daily on social media
- Nominal questions:
  - Gender
  - Preferred social media

# Preferred Social Media

■ Instagram ■ Facebook ■ Twitter ■ Other



# Frequencies

- Tagging others in posts: **56.4% SA or A**
- Using hashtags to catch a company's eye: **49.1% SD or D**
- Feel digitally connected: **41.8% SD or D**
- Post about liked products/people: **65.5% SA or A**
- Post about disliked products/people: **49.1% SD or D**

# Descriptives

- Minimums and Maximums
  - 9/10 questions, min 1 and max 5
  - Smartphone question, min 2 and max 5
- Inconsistent responses
- Standard deviation
  - 9/10 questions ranged between 1.285 and 1.561
  - Smartphone question, .686

# Crosstabs and Alpha Coefficient

- Chi-Square of .000
  - Using social media to express opinions about products or people liked vs. opinions disliked
- Alpha Coefficient: .852

# Conclusion

- Pilot study supported by literature review
- Pilot study supported by findings
- Hypothesis supported by literature review
- Hypothesis not fully supported by results

# If I Could Do it Again

- Wider audience
- More surveys distributed
- More focused questions
- Incorporate more research on tagging brands