

Moderation activities and its impact on engagement measures: an analysis of LinkedIn B2B online discussion groups

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Introdução

Online discussion groups are gaining relevance in marketing research and practice due to their ability to foster online communities around shared interests. These groups, often forum-based, act as platforms for consumers to discuss products, services, and brands. The success of such communities depends on various factors like content, interaction dynamics, and the profiles of its members.

Problema de Pesquisa e Objetivo

This research aims to fill the gap by examining the effects of moderator activity on online engagement metrics in professional LinkedIn groups. These groups are chosen due to their focus on professional networking and potential for commercial exchange. The study investigates the impact of human moderators, with or without assistance from platform algorithms.

Fundamentação Teórica

The present study proposes a theoretical discussion on the moderation and engagement of online communities based on the studies by Santos et al 2022, Dessart, 2017, and Peters 2013, addressing the research gap highlighted by Cortez et al 2023 related to moderation and engagement in b2b online communities.

Metodologia

In this study, we investigated the impact of moderation practices on engagement-related metrics within an online context. Our analysis employed quantitative methods to examine potential differences between two primary groups: content with moderation and content without moderation.

Análise dos Resultados

Preliminary results shows that understanding the impact of different moderation styles can be valuable for organizations using LinkedIn to prospect customers and partners, and ultimately, boost user engagement with their content.

Conclusão

The preliminary research findings corroborate the body of studies that demonstrate a positive correlation between the level of moderation and member engagement, considering that moderation, whether intense or moderate, had a significant impact on measures related to engagement. Moderation ensures an online environment that filters irrelevant, inappropriate, or offensive content. This contributes to a space conducive to the exchange of valuable information, the construction of knowledge and the development of fruitful debates among members.

Referências Bibliográficas

Cortez, R. M., Johnston, W. J., & Dastidar, A. G. (2023). Managing the content of LinkedIn posts: Influence on B2B customer engagement and sales?. *Journal of Business Research*, 155, 113388. <https://doi.org/10.1016/j.jbusres.2022.113388> Dessart, L., & Veloutsou, C. (2021). Augmenting brand community identification for inactive users: a uses and gratification perspective. *Journal of Research in Interactive Marketing*, 15(3), 361-385. <https://doi.org/10.1108/JRIM-11-2019-0191>