ISCTE Business School
Instituto Universitário de Lisboa

THE PERCEPTION OF ACTIVE LISTENING PRACTICE ON SOCIAL NETWORKS AS A DETERMINANT OF BRAND ENGAGEMENT

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MARKET SEGMENTATION AND POSITIONING STRATEGIES

- Spine -

" Every job is a self-portrait of the person who did it.
Autograph your work with excellence."

Jessica Guidobono

ACKNOWLEDGEMENTS

Every single work produced represents a path full of history, made up of ups and downs, laughs and tears, which give a special meaning to the long period of time that, in this case, the current dissertation took to be developed. This journey hides an invisible world, where the most important piece of the work is located, the "piece" which made the execution of this work possible through their tireless support, positive energy and ideas: the people. Thus, I decided to show my deepest appreciation for the set of people who lived this journey with me by dedicating a paragraph to each one or set of them, for being a truly example to follow.

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RESUMO

A evolução da internet nos últimos anos levou a uma mudança no ambiente dos negócios, dando origem a uma infinidade de desafios e oportunidades para as empresas. Essa mudança do ambiente físico para o ambiente virtual afetou o relacionamento consumidor-marca, uma vez que a interação entre as duas partes começou a ocorrer principalmente através da mediação da internet, exigindo assim novas formas de colecionar os *insights* dos consumidores para serem aplicados nas estratégias das empresas. Simultaneamente, as redes sociais começaram a tornar-se atraentes para as empresas devido à sua natureza interativa, facilitando conversas com consumidores, mas também o aumento do *online consumer brand engagement*. Além disso, as redes sociais e as comunidades de marcas online aumentaram a possibilidade dos consumidores desenvolverem um papel ativo no processo de tomada de decisão das empresas, através da criação de *user generated content*, juntamente com a partilha de opinião e a troca direta de informações com marcas e outros membros da internet.

Para evitar o erro das marcas em relação ao uso das plataformas online como apenas outro canal de comunicação e permitir que obtenham os benefícios destas plataformas interativas, a atual dissertação sugere a adaptação da prática da escuta ativa no campo online, como uma tentativa de melhorar as estratégias de comunicação das marcas. Assim sendo, procura demonstrar que esta prática pode melhorar o relacionamento consumidor-marca através do desenvolvimento de dois estudos qualitativos, como principal abordagem, onde os resultados extraídos no primeiro serão utilizados como insumos para o estudo seguinte.

Palavras-chave: Relação consumidor-marca; Redes sociais; Online consumer brand engagement; Escuta activa.

JEL Classification System:
M31 – Marketing
M49 – Other

ABSTRACT

The evolution of the internet over the last few years led to a shift in the business operations environment, giving rise to a plethora of challenges and opportunities for companies. This change from physical to virtual environment affected the consumer-brand relationship, since the interaction between both parties begun to occur primarily through internet' mediation, thereby requiring new ways of collecting consumers' insights to be applied into companies' strategies. Simultaneously, social networks started becoming attractive for companies due to its interactive nature, facilitating conversations with consumers, but also increasing the possibility of enhancing the online consumer brand engagement. Additionally, social networks and online brand communities increased consumers' possibility of developing an active role in companies' decision-making process, through the creation of user generated content, together with the opinion sharing and directly information exchange with brands and other internet users.

Therefore, to avoid brands' mistake of using online platforms as another ongoing channel and to allow them to yield the great benefits from these interactive platforms, the current dissertation suggests the adaptation of the active listening practice on the online field, as an attempt to enhance the communication strategies held by brands. Hence, this dissertation seeks to demonstrate that this practice can improve, in some way, the consumer-brand relationship through the development of two qualitative studies, as main approach, where the findings extracted in the first study will be used as inputs to the following.

Keywords: Consumer-brand relationship; Social networks; Online consumer brand engagement; Active listening.

JEL Classification System:
M31 – Marketing
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1- INTRODUCTION

1.1 Relevance of the topic

According to Loureiro (2012), Consumer-brand relationship (CBR) has start attracted interest and acquiring relevance since late nineties of 20th century. Since that time, all types of organizations started becoming increasingly interested in acquiring knowledge about the way consumers connect with brands, in order to understand the reason why some brands are preferred and loved rather than others. As a result, organizations started adopting consumer-centric strategies as a way of obtaining this type of expertise in an effective way (Loureiro, 2012). Following this line of thought, it's also important to refer that one key goal of many marketing professionals consists in having an engaged consumer base (Dessart *et al*., 2015), which makes engagement itself a concept of pragmatic relevance in this field nowadays. Part of the engagement importance can be explained by the fact that companies nowadays live in a highly competitive world, which make them search for new business opportunities to be transformed into competitive advantages to be successful in the market.

Social media is another paradigm which needs to be considered in this equation because it was responsible for changing the elementary rules of communication, especially between companies and their audiences (Maggiani, 2012). Thanks to this phenomenon, the communication model became multidimensional, allowing interactions in several ways: including consumer-to-business. Simultaneously, Web 2.0, namely social networking sites, decreased marketers' power and increased the power held by consumers. Due to that fact, organizations start recognizing social networks as powerful channels in which they can establish relationships with their consumers and listen to what they have to say. Hence, organizations are being "forced" to improve their online presence once that a close active relationship with their consumers can lead to involvement, engagement and also meaningful contributions which will lead afterwards to the increase of the brand value. Meanwhile, consumers are becoming more demanding when choosing a brand with whom to establish relationships with. Consumers don't want brands saying their target is important, if those same brands don't demonstrate to care about their consumers at the end. On the contrary, consumers nowadays want brands which let them contribute and help in their decision making process, which means brands have to start

using active listening as a way of obtaining consumers insights to be used as inputs in their communication and marketing strategies.

1.2 Structure of the dissertation

Having into consideration what was exposed along the previous point, it is possible to perceive that the current dissertation is mainly focused around 6 concepts, as figure 1 illustrates, being social networks, active listening and consumer-brand relationship the major ones, determining the choice of the remaining concepts: online brand communities, online engagement and user generated content.

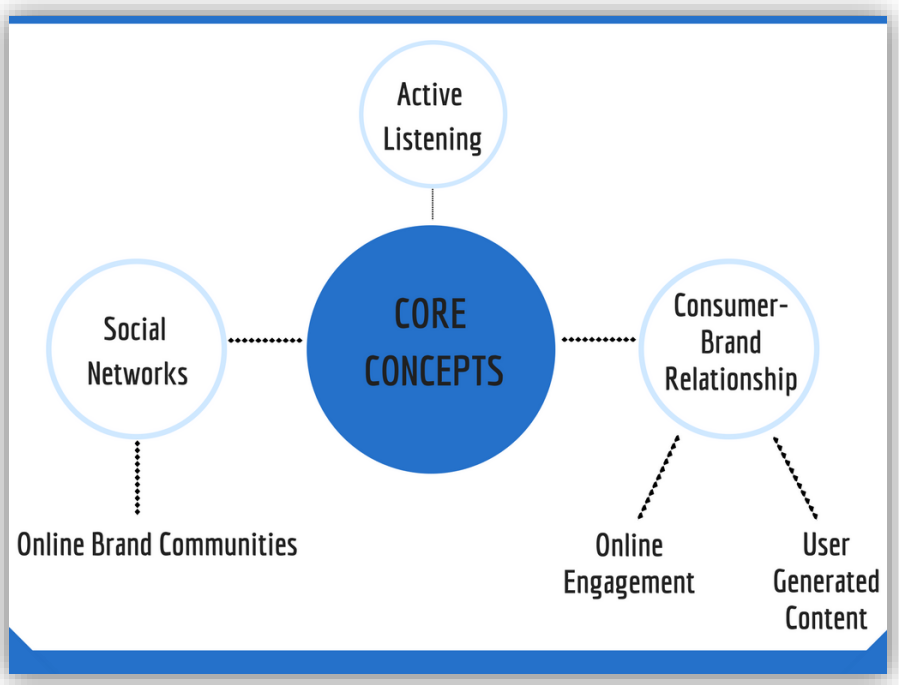


Figure 1: Main concepts approached along the dissertation.
Source: Author's elaboration.

Each one of the three main concepts presented above has different origins and features, which implies the study of three distinct marketing fields: relationship marketing, marketing communications and consumer behavior, thereby requiring a logical and simple organization of the work. This organization implies the allocation of the information exposed, throughout the entire work, to a specific section avoiding misunderstandings and providing the reader a broader understanding of the subjects addressed. As such, this section is entirely dedicated to the enumeration and briefly explanation of each chapters' purpose that compose the work.

To begin with, the fist and current chapter: “Introduction of the topic” aims to introduce the subject exposed on the cover page, together with the main concepts included within it, as mentioned in the previous paragraph. Besides, a brief description of what is made throughout each chapter of the thesis is also provided.

Subsequently, the second chapter is entirely dedicated to the “Literature Review”, where each relevant concept embedded in the dissertation is presented, defined and studied in detail according to some author’s studies and findings. Simultaneously, some possible existing connections between the concepts are also explored.

Moreover, the third chapter: “Research problem and objectives” exposes the problem found during the literature review elaboration and the main question is exhibited, along with the presentation and briefly explanation of the thesis’ main objective. On top of that, the relevance of both (main question and objective) are also approached at the end of the chapter.

Furthermore, the fourth chapter: “Methodology”, presents the type of research approach considered most appropriate for the problem found in the previous chapter and a brief clue about its composition is revealed. Immediately after this step, the target used in the methodology process is described with detail, along with the reasons which led to its delimitation. In addition to this, the brand whose target was used is introduced, jointly with its history and some remarkable achievements and curiosities. Moreover, the last part of this chapter is composed by the research design, which encompasses a detailed description of all the step carried out along the research approach, alongside with the sub-questions stablished for each study. This chapter includes also a table composed by the theoretical concepts, extracted from the literature, used to build the engagement model and even an explanation of each attribute' scale.

Additionally, the fifth chapter: “Results” includes an extensive and meticulous analysis to the findings extracted from both studies performed during the methodological process (Study 1 and Study 2), along with graphical supports whenever possible (figures and graphics). Along with this, at the end of each study' results, one summary table with the most relevant findings and a brief conclusion is equally presented.

Last but not the least, the sixth chapter: “Conclusions and Implications” displays the conclusions extracted throughout the all work produced, in general terms, as well as some specific managerial implications. Thereafter, some general and more concrete limitations found along the work developed are also exhibited, along with some suggestions for future research.

2- LITERATURE REVIEW

2.1 Social Networks contextualization

The context in which social networks are inserted is quite broad and complex, thus requiring a previous analysis of the concept that lies behind its origin: the network itself. This subject has been largely studied by social sciences since 1930, addressing mainly centrality and connectivity issues in the period when sociologists started to get interested about the human society' functioning and realized the relevance of the connections patterns among individuals to the understanding of this functioning (Newman, 2003). However, it was within the field of discrete mathematics that the first true proof of the theory of networks arose, when Euler's presented the solution for the Königsberg bridge problem in 1735 and it was during the twenty century that the networks' study, in the form of (mathematical) graphs, evolved to a considerable body of knowledge (Newman, 2003). Besides, closely related with the graphical representation of the networks its the definition provided by Newman (2003), in which the author defines the term network as being a group of vertices or nodes, connected to each other by mean of other items called edges, as can be seen through figure 2.

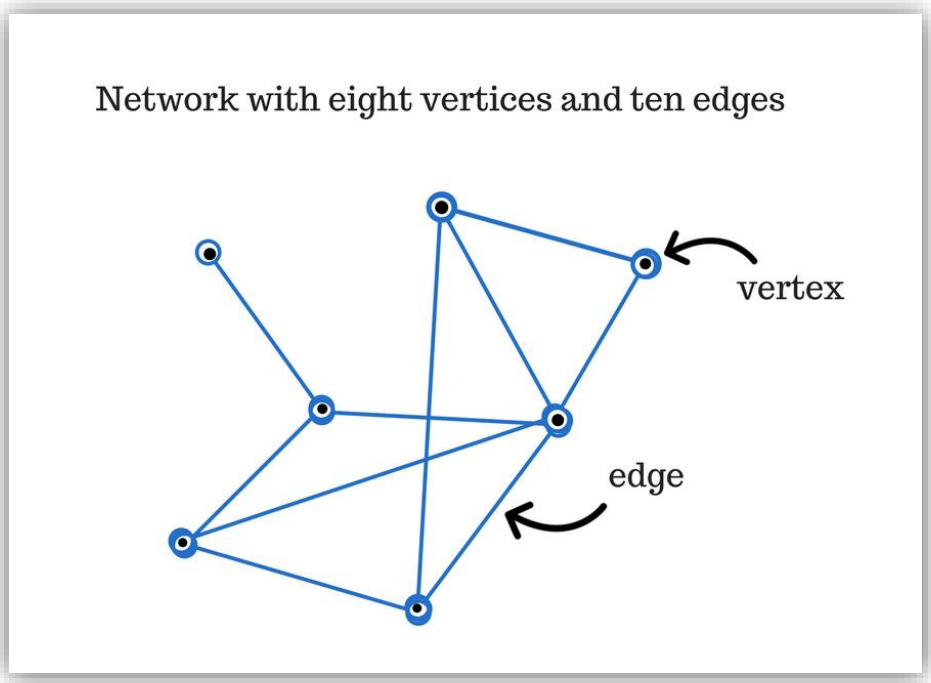


Figure 2: Example of a small network with seven vertices and ten edges.
Source: Adapted from Newman (2013).

According to same author, the edges were used to represent friendship, but could be also used to symbolize other things such as animosity, professional acquaintance or geographical proximity, but most importantly Newman (2003) suggests that among the diverse examples of the connections between individuals created, through the junction of the aforementioned edges with vertices, are systems such as the Internet, the World Wide Web and the social networks. However, it is necessary to the take into consideration that the system composed by vertices and edges illustrated in figure 2 represents only the simplest type of existing network and that the phenomena of growing computers availability (Newman, 2003) along with the internet evolution gave rise to even more complex networks structures than the one presented in figure 3.

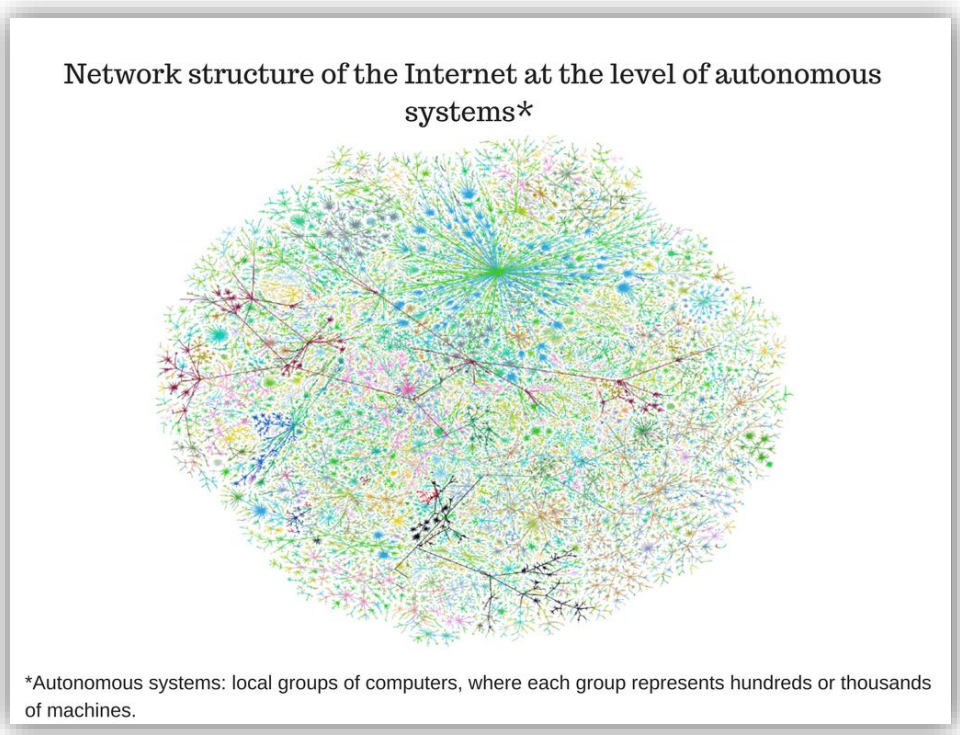


Figure 3: Example of a more complex network structure.
Source: Adapted from Newman (2013).

The aforementioned phenomena not only led to a change in the focus of the research conducted around networks, through the shift from the study of small graphs and their individual properties to large-scale properties of these graphs (Newman, 2003), but were also responsible for the emergence of structures which enabled connections among individuals and due to that, have become a significant part of their users' lives (Boyd and Ellison, 2007). Examples of these structures are the social networks, defined by

Wasserman and Faust (1994) as being social structures composed by individuals or organizations (the vertices of figure 2), connected between them through at least one specific type of interdependency such as friendship, common interest, financial exchange and knowledge, among others.

With the aim of providing the literature with real data regarding the use of Social Networking Sites, Hampton *et al*., (2011) conducts, between October and November of 2010, a representative study involving 2,255 American adults, their use of SNS and overall social networks, as study objects. Besides other relevant results, this study shows that within the innumerable things Americans do online, few have received as much attention as SNS and although 59% of internet users have admitted they use at least one SNS, the time spent on that single SNS was enough to conclude that Americans spend more time on that\these platform\(s), than performing any other online activity (Hampton *et al*., 2011). These results clearly show that although these platforms began to work as technological bridges in the process of building and maintaining relationships among distant people (Boyd and Ellison, 2007), they quickly became a crucial part of people's lives around the world (Hampton *et al*., 2011; WebDesigner 2016). The same is true for the social networking activity, which is nowadays an essential tool used for several purposes, such as to join groups, accessing news, play games, chat with friends or even sharing content (WebDesigner, 2016), whether with friends or brands. Consequently, the growth of SNS in terms of relevance has led many organizations to invest time and money on them (Boyd and Ellison, 2007) and having into account the competitive challenges of the digital age in which we nowadays live and work (Bergiel *et al*., 2014), these platforms must be deeply studied, since they might generate new business opportunities, thereby determining companies' success on the internet space (Kumar *et al.*, 2016).

2.1.1 Definition, history and importance

In order to provide the existing literature with their own contribution, about the platforms previously mentioned, Boyd and Ellison (2007) define social networking sites as being web-based services which enable users to: build a visible (public) or semi-visible (semi-public) profile within a delimited system; articulate a list of other users with whom they (users) share connections with; and visualize their own list of connections and the others made by other individuals within the same online system. According to these authors, the plethora of existing SNS covers a broad range of interests and each site was

built under a specific goal, reason why some of them are more appropriate to establish non-professional contacts such as starting and maintaining relationships with friends and brands (Facebook and Instagram), while others were specifically designed for professional purposes as LinkedIn (Boyd and Ellison, 2007).

Regarding SNS history, Boyd and Ellison (2007) defend that according to the definition by them developed, SixDegrees.com was the first social network launched to be recognized. The platform was launched in 1997 and during the first year only allowed users to build profiles and list their friends, but in the following year it was already possible to surf the friends lists. Although SixDegrees.com has attracted millions of users, at the time, the platform failed to become sustainable and two years later, in 2000, the service was closed (Boyd and Ellison, 2007). However, the new era of SNS appeared one year later (2001) with the launch of Rize.com, which was created to connect professionals and was firstly presented to professional members of the San Francisco area, including technological' investors and entrepreneurs by the platform founder itself (Boyd and Ellison, 2007). Unfortunately, at the end Ryze has never achieved mass popularity (Boyd and Ellison, 2007) and the social networking world has achieved another level in 2002, with the launch of Friendster, which was created based on the idea that is only possible to construct rich online communities between individuals which have truly common bonds. This idea, made the platform reached more than three million registered users, but did not prevent its success from being brief and therefore Friendster ceased to exist as a social networking site and nowadays operates merely as an online gaming site (Digital Trends, 2016). Moreover, contrarily to what have happened with the majority of SNS previously mentioned, the two following years were marked by the emergence of two social networks which still existing today and continue to be considered relevant: LinkedIn and Facebook (Digital Trends, 2016; WebDesigner 2016; Hampton *et al*., 2011). The first was launched in 2003 with a serious approach and aiming to be a professional tool for business' people, which justifies the name given to users' contacts: "connections" (Digital Trends, 2016). Due to its purpose, LinkedIn became a powerful business service (Boyd and Ellison, 2007), which nowadays has more than 297 million members (Digital Trends, 2016). On the other hand, Facebook was founded in 2004 by university students as a restricted network which required, back then, a specific email address (harvard.edu) to log in and only in 2005 the platform was expanded to high school students, professionals and corporations (Boyd and Ellison, 2007). Currently, Facebook has more than 1.3 billion active users and its success continues to be a subject of debate

nowadays, with some stressing out its easy use and others the like button, which went outside the boundaries of the site and started to be talked all over the internet (Digital Trends, 2016). Anyway, there is no doubt that the success of Facebook was a direct result of a set of smart moves and innovative features, which separated the platform apart from the rest of the social media pack (Digital Trends, 2016), reason why this platform was chosen to extract the data and elaborate the practical part of the dissertation. Finally, it is extremely important to refer that the list of SNS here presented is not complete, due to space constraints and the purpose of the present research. Even though, all social networks here mentioned can be seen in figure 4, along with their logos and years of launching.

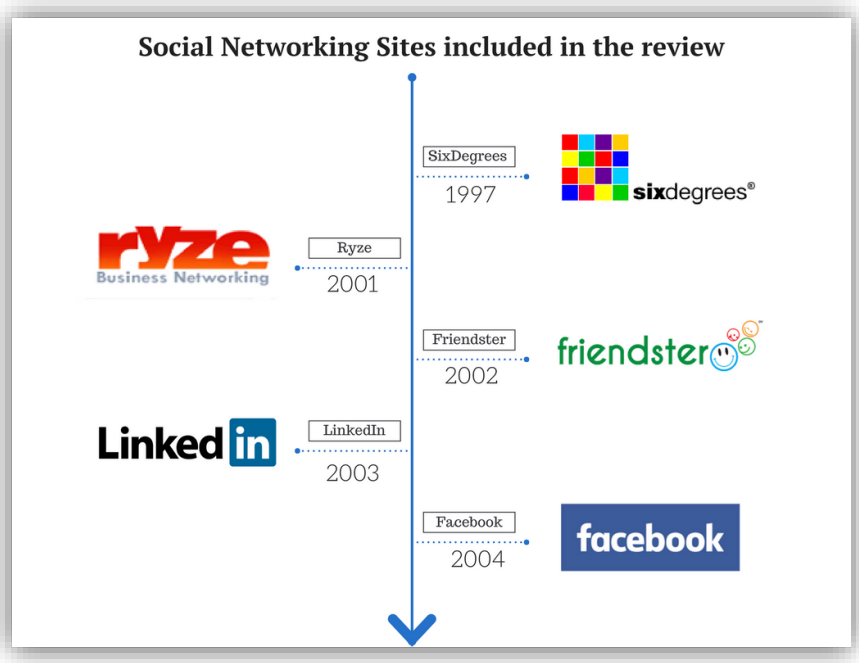


Figure 4: Social networking sites used in the literature review.
Source: Based on Boyd and Ellison, 2007; Hampton *et al*., 2011; WebDesigner 2016 and Digital Trends, 2016.

Moving on to the importance of SNS, statistics provide evidence that the popularity of these sites is growing and will continue to grow according to the evolution registered on the number of worldwide users, which evolved since 1.22 billion in 2011 to 2.46 billion in 2017 (Statista, 2016a), as figure 5 illustrates, and the evolution of daily social media usage during the last years, which also increased from 109 minutes in 2015 to 118 minutes in 2016 (Statista, 2016b).

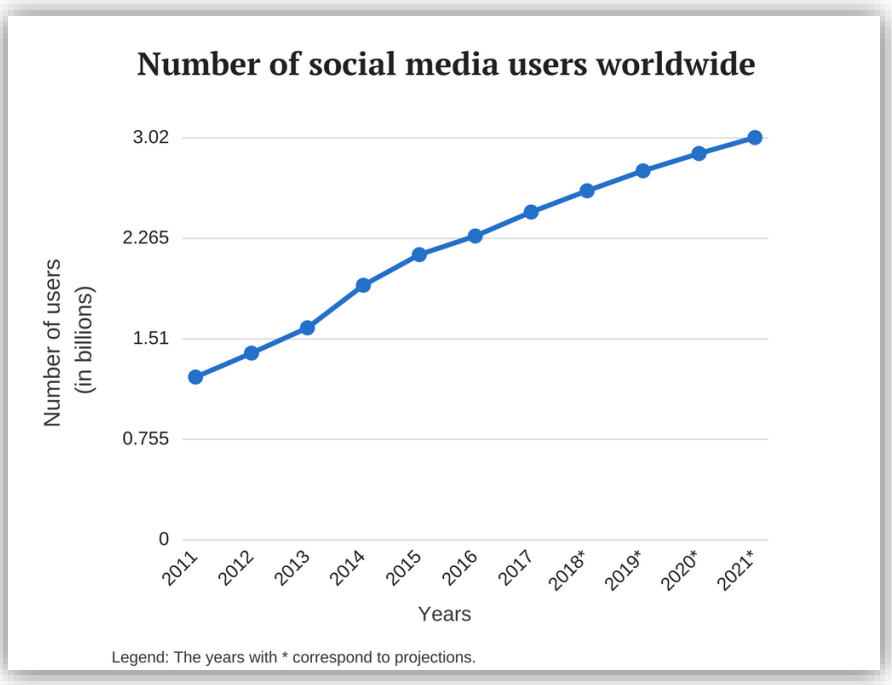


Figure 5: Number of social media users worldwide.
Source: Adapted from Statista (2016a).

Besides statistics, the fact of allowing interactions between consumers and brands, makes SNS sites very attractive from companies' point of view (Winer, 2009). This process of interaction it's critical for organizations due to the ongoing need to collect consumers' insights to be applied on their strategies (Bergiel *et al.*, 2014), as a way of staying competitive in the marketplace and simultaneously, keep consumer's focused on the brand. However, the rise of social networks represents also a reorganization of companies' online communities and the introduction of its features has then created a new organizational framework for this type of communities (Boyd and Ellison, 2007).

2.1.2 Online brand communities

The internet explosion was responsible for the creation of new sources of opportunity, since several businesses migrated from physical to virtual environments. Within this plethora of available opportunities we have the online brand communities, considered one of the most promising ones according to Brogi (2014). In agreement with this author, online communities emerged from the combination between conventional (physical) brand communities and Web 2.0 technologies (Brogi, 2014), tools that help people collaborating and sharing online information, among which are the social networking sites (Ama, 2016a).

Muniz and O'Guinn (2001) were the first authors to introduce the idea of brand communities as being specialized communities based on organized sets of social relationships between brand' admirers, which are not geographically bound and then, provided a definition of the concept. According to these authors, brand communities are social entities which reflect "the situated embeddedness of brands in the day-to-day lives of consumers and the ways in which brands connected consumer to brand, and consumer to consumer" (Muniz and O'Guinn, 2001: 418). However, this notion has been refined by several authors and more recently, OBCs are defined as being ordinary brand communities that takes place in virtual environments, where interactions occur primarily through internet' mediation, and are composed by groups of people with common interests in a specific brand, who create a parallel social universe with their specific myths, values, rituals, vocabulary and hierarchies (Cova and Pace, 2006; Füller *et al*., 2007; Brogi, 2014). As the name suggests, these communities are focused in brand goods or services and, as the remaining types, also these are marked by shared consciousness, rituals and traditions, and a sense of moral responsibility, considered by Muniz and O'Guinn (2001) the three essential markers of community. In agreement with these authors, the first marker - consciousness of kind (left side of figure 6) - is the intrinsic connection felt by the community members, and simultaneously the sense of difference which separate them from all the individuals whose don't belong in the community (Muniz and O'Guinn, 2001). This connection represents a collective way of thinking that goes beyond shared attitudes or perceived similarities (Muniz and O'Guinn, 2001) and it's considered to be the most important marker according to Brogi (2014). The second marker - rituals and traditions (center of figure 6) - consists, as the name suggests, in the presence of shared rituals and traditions which are responsible for the perpetuation of the shared history,

culture and consciousness of the community, while the last one - sense of morality (left side of figure 6) - is characterized as the sense of duty or obligation felt by members regarding other community members or the community as a whole, which triggers collective actions in times where the community is threatened (Muniz and O'Guinn, 2001).

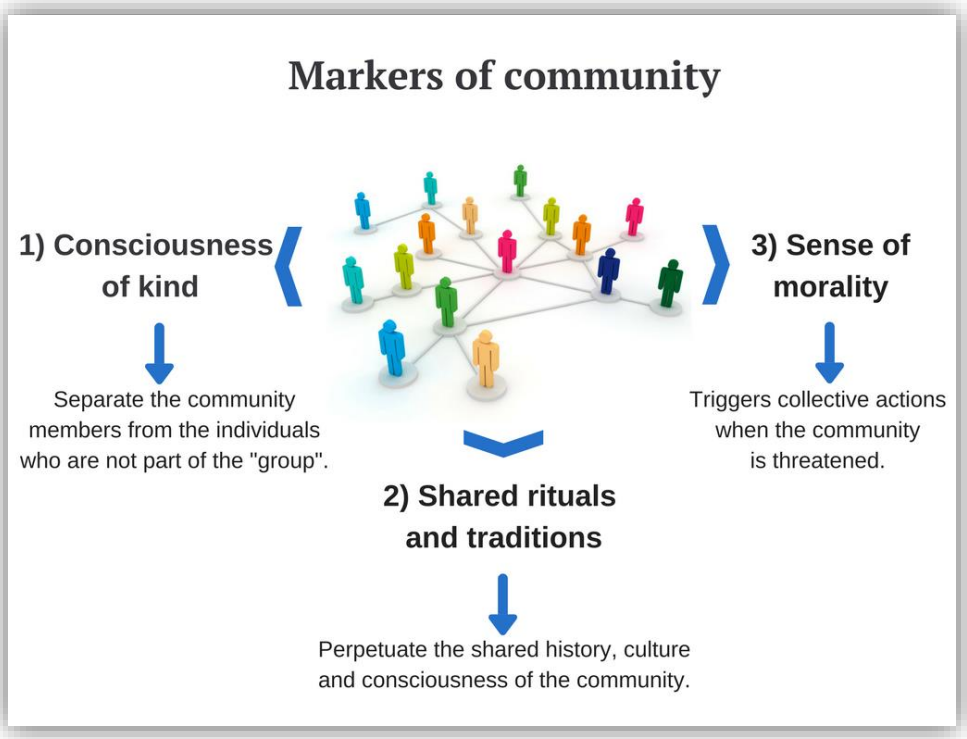


Figure 6: The three essential markers of community.
Source: Adapted from Muniz and O'Guinn (2001).

Besides the markers, some researchers also highlight the unique characteristics that these communities have, saying that online communities: 1) are free from territorial limitations (Jang *et al.*, 2007); 2) were constructed around products or services available on the market and shared by the community members (Muniz & O'Guinn, 2001); 3) are relatively stable platforms which require high commitment due to the common themes and goals embedded; 4) serve as social negotiation place for the community to reflect about the culture, while stimulates members to voluntarily interpret the brand (Jang *et al.*, 2007) 5) and are composed by endowed members with strong levels of identity and comprehension regarding the commercial landscape' (Muniz & O'Guinn, 2001). This set of features lead Muniz and O'Guinn (2001) to consider online communities as a legitimate form of community of their time, probably more likely to form around brands

with specific characteristics, such as a rich image, strong history behind and also threatening competition.

In addition to what was said above, Maggiani (2012) not only states that online communities form quickly and are capable of communicating effectively, building goodwill from members to the hosting organization and among members, but also agrees that this type of community is no less robust than the physical ones in which we live, defending that they become even more robust due to the barriers' removal. The same is truth for Sicilia and Palazón (2008), once these researchers believe internet transcends the physical limitations which were responsible for the restrictions in offline communities' development. Consequently, Brogi (2014) argues that the exploitation of online brand communities might significantly increase companies' knowledge about (actual and potential) customers' needs, preferences and desires.

For all the aforementioned reasons, such communities seem to gather interesting particularities to be applied in the relational and business fields, in part because OBCs were responsible for the enormous acceleration on the communication easiness between members and because the global market is "pushing" organizations to find new innovative approaches for businesses (Brogi, 2014). Therefore, the question here consists in finding out whether the solution for this problem can happen through the use of online brand communities, as a way of improving the communication between brands and consumers, or not.

Meanwhile, Habibi *et al*., (2014) conduct a study around two exemplary brand communities on Facebook, Jeep and Harley Davidson, which argues that the social and networked nature of social media is the ideal environment for brand communities to form. Throughout the study, authors discover that brand community practices provide an historical opportunity for marketers, allowing them to connect and improve the existed bonds with millions of brand supporters around the world at a reduced cost (Habibi *et al*., 2014). However, more relevant than that is the conviction of Habibi *et al*., (2014) regarding online brand communities on Facebook, once the authors believe that the brand communities formed within this social network represent and provide an interactive platform, which allow interaction and co-building between both parties (marketers and brand members), consequently opening the door to the improvement of their relationships. On top of that, same study also reveals that members of online communities appreciate companies and marketers efforts regarding day-to-day interactions, especially when they highlight how much they care and pay attention to their need and voices

(Habibi *et al.*, 2014). As such, it becomes extremely important to ascertain whether marketers are really listening their consumers once this action can influence the actual behaviors take by them within online' communities, which represent: a critical factor to promote members' active visit, permanence and interaction on these same communities (Jang *et al*., 2007); being consequently responsible for the outcome of the consumer-brand relationship and ultimately; by the brand performance (success\failure) in the market.

2.2 Consumer-Brand Relationship

The understanding of the relationship maintained between consumers and brands, denominated Consumer-Brand Relationship, requires the previous definition and comprehension of two other concepts, which correspond to the parties involved in this relationship: brands and consumers. As such, AMA (2016b) defines brand as being any feature capable to identify and set apart one seller's good or service, from those which belongs to other sellers, among which we have name, terms, designs and/or symbols. Additionally, the other intervenient in this relationship, the consumer, is defined by the same entity as being, traditionally, the final user or consumer of ideas, goods and services (AMA, 2016c). However, the same term might be equally used to refer the buyer or decision maker of a specific purchasing process (AMA, 2016c). Consequently, once the two crucial concepts needed to the understanding of the relationship in question (CBR) were presented, the definition of this particular relationship can then be displayed. According to Loureiro (2012), Consumer-Brand Relationship (CBR) is the name given to the connection stablished between a brand and a consumer, which is based on the premise that brands are humanized in consumers' minds and, due to that, can stablish and develop bonds as if were partners.

The aforementioned relationship (CBR), started to attract interest and relevance since late nineties of 20th century, with organizations all around the world becoming increasingly interested in acquiring knowledge about the way consumers relate to brands in an attempt to discover why some brands are preferred, over another (Loureiro, 2012). However, times have evolved and nowadays we can no longer ignore that the business revolution is changing the rules of the marketplace and is consequently moving the power from the companies to consumers' side, reason why features as price, services, quality

and design advantages are no longer enough for brands to win (Peters, 2014) and be successful in the market. Having all these market changes in mind, Peters (2014) defends that brands need to stablish powerful emotional connections with their consumers to be capable of "installing" loyalty beyond reason and improve, in some way, the relationship maintained with them.

In this sense, the anthropomorphism, defined by Calabro (2014) as the tendency to attribute human traits to non-human objects, appears as a new hope for brands, allowing their personification (Calabro, 2014) and, hopefully, their approximation to the target market, leading several researchers to invest their time to study this matter. Among them are Guese and Haelg (2009), two students who carry out a quantitative study aiming to understand, in the first place, whether consumers feel more intimate with an anthropomorphized brand or not, and also what effects could such intimacy have on consumer brand perception and consequently, on CBR. The study carried out, involved 63 participants, a fictitious brand and a 2 (intimate/ non intimate) x 2 (anthropomorphized/ non anthropomorphized) scenario, where Guese and Haelg (2009) refer that the non-intimate condition was mostly extracted from an existing marketing text, used by a famous brand, the non-anthropomorphized scenario was written in an impersonal style and in the anthropomorphized scenario, the brand had the ability of expressing itself as if was a person (figure 7).

Figure 7: Strategies used by marketers to humanize brands.
Source: Adapted from Rauschnabel (2015).

After the analysis was completed, the results show that participants who received the intimate and non-anthropomorphized text presented higher levels of intimacy than participants in the non-intimate and non-anthropomorphized condition (Guese and Haelg, 2009). This consequently means that the use of intimate components regarding CBR creation results in significant higher levels of intimacy and trust, when compared to the use of traditional non intimate cues, leading the authors to propose that intimacy increases both brand trust and brand partner quality (Guese and Haelg, 2009).

Although this last study provides some clues about what can, possibly, affect the relationship that brands try to keep with consumers (CBR), also engagement might be faced as a possible mean to achieve this improvement. The relevance of this concept can be explained by the fact that engaged consumers are today more willing to collaborate and provide brands with valuable contributions (contents), which might help them improving the quality of the relationship kept with consumers.

2.2.1 Online consumer brand engagement

There seems to be a lack of consensus, in the literature, about what consumer engagement really is, with some authors stressing a psychological process and others maintaining a behavioral focus. However, considering the theme of the present thesis, an appropriate definition seems to be the general one provided by Brodie *et al.*, (2011) due to its possible application in several situations, instead of just one in particular. The aforementioned researchers state that consumer engagement (CE) is a "psychological state that occurs by virtue of interactive, co-creative experiences with a focal agent/object (i.e. a brand) in a focal service relationship" (Brodie *et al.,* 2011: 260). Besides, same authors also claim that CE it's a multidimensional concept that encompasses three relevant dimensions: cognitive, emotional and behavioral (Brodie *et al*., 2011).

Since having an engaged consumer base is quickly becoming one key goal for many marketers (Dessart *et al*., 2015), along with the fact that consumers are "migrating" to the online field, Dessart *et al*., (2015) decide to develop a study about engagement in online brand communities. To analyze both concepts together (engagement and OBC), these researchers conducted personal interviews with the participants who live in the UK and interviews by video call with the ones who did not live there, having interviewed a total of twenty-one (21) individuals on Facebook and Twitter - who spoke English and

French - whose contributions allowed the authors to drawn several relevant findings. Firstly, Dessart *et al*., (2015) argue that online brand communities have two engagement objects: the community (its members) and the brand itself and the data by them analyzed not only shows evidence that these two types of engagement are strictly connected, but also prove that the community and the brand represent two facets of the engagement phenomenon (Dessart *et al.,* 2015). Secondly, the authors were able to extract from data the antecedents of online brand community engagement, because they found that it was triggered by a number of drivers such as: brand-related, social, community value and functional aspects (Dessart *et al*., 2015). Thirdly, they identify one possible outcome for the engagement phenomenon: loyalty, which can emerge through online brand related interactions (Dessart *et al.,* 2015). Last but not least, the researchers also identify several sub-dimensions of CE, once users interviews confirmed the presence of the three main aspects of consumer engagement (Dessart *et al*., 2015), previously mentioned by Brodie *et al*., (2011): the cognitive, the emotional and the behavioral aspect. Due to the complexity involved in the set of results provided by Dessart *et al*., (2015), figure 8 exhibits each one of them in scheme form, showing how the findings are interconnected.

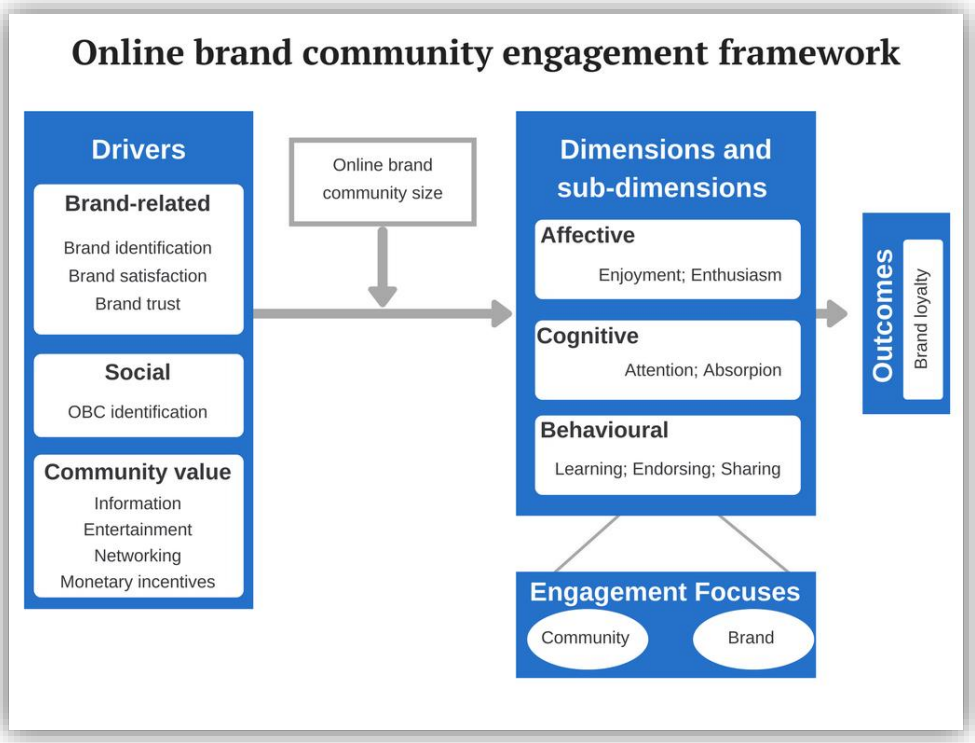


Figure 8: Framework of the results provided by Dessart *et al.*, (2015).
Source: Adapted from Dessart *et al*., (2015).

Moreover, having into account the high number of engagement dimensions and sub dimensions addressed in the article, Dessart *et al*., (2015) decide to compile them into a table which provides a shorthand definition of each one, based on other authors' theories. Consequently, figure 9 represents an adaptation of the mentioned table and illustrates that consumer engagement encompasses three main dimensions: affective, cognitive and the behavioral one (marked with an *), which are then broken down into several sub-dimensions: the enthusiasm and enjoyment in the affective case; the attention and absorption in the cognitive case and lastly in sharing, learning and endorsing, in the behavioral case (Dessart *et al*., 2015).

Dimensions and sub-dimensions of consumer engagement

Dimensions	Definitions
Affective*	The summative and enduring levels of emotions experienced by a consumer with respect to his/her engagement focus.
Enthusiasm	A consumer's intrinsic level of excitement and interest regarding the focus of engagement.
Enjoyment	Consumer's feeling of pleasure and happiness derived from interaction with the focus of their engagement.
Cognitive*	A set of enduring and active mental states that a consumer experiences with respect to the focal object of his/her engagement.
Attention	The cognitive availability and amount of time spent actively thinking about and being attentive to the focus of engagement.
Absorpion	The level of consumer's concentration and immersion with a focal engagement object.
Behavioural*	The behavioural manifestations toward an engagement focus, beyound purchase, which results from motivational drivers.
Sharing	The act of providing content, information, experience, ideas or other resources to the focus of engagement.
Learning	The act of actively or passively seeking content, information, experience, ideas or other resources to the focus of engagement.
Endorsing	The act of sanctioning, showing support, referring. In a community context, endorsement can have an internal or external focus.

* Three main dimensions of consumer engagement (CE)

Figure 9: Dimensions and sub-dimensions of consumer engagement.
Source: Adapted from Dessart *et al*., (2015).

By looking at the bottom of figure 9, it is possible to observe that within the behavioral engagement dimension is the sub-dimension of sharing, which is strictly related with the digital nature of the topic addressed in the present dissertation. It covers the set of activities that consumers can play on social media context, which can be demonstrated through shares, comments, posts, tweets, replies or even through direct messages on Twitter or Facebook (Dessart *et al*., 2015) and requires, firstly, the generation of content by consumers', leading consequently to the concept of user generated content (UGC).

2.2.2 User generated content

Initially, when social media started to grow and progress, producers thought they had the power in their hands, which led them built a twisted vision of reality, in which they believed the power achievement process relied only in their ability to advertise to consumers and, consequently, on their capacity of extracting income from these same consumers, in form of sales (Halliday, 2015). However, the development of web 2.0 and the social networking sites technology have distributed, due to its interactive nature, the power that producers thought they had by all social media users' (Halliday, 2015), opening the door for the consumers empowerment (Halliday, 2015). Time has evolved and consumers, besides being more powerful, began also to assume a more active role regarding content production, since they currently want to actively participate in the creation, sharing and consuming of content, instead of just consuming that same content. (Habibi *et al*., 2014). This shift, from a passive role to an active one, regarding consumers' behavior about content, had direct implications on the user generated content (UGC) concept (Habibi *et al*., 2014) and according to Christodoulides *et al*., (2012) the most commonly used definition of user generated content is provided by the Organization for Economic Cooperation and Development (OECD). As such, in a book released by this same organization, Vickery and Wunsch-Vincent (2007) presented three key characteristics or basic requirements for a content to be considered UGC: 1) publication requirement; 2) creative effort and 3) creation outside professional routines and practices. These requirements basically means that to be considered UCG, the content: 1) needs to be available for all users over the internet; 2) must include creative effort (even if reduced); and 3) should be created unprofessionally - without having in mind the receiving of profits or remunerations (Christodoulides *et al*., 2012; Vickery and Wunsch-Vincent, 2007). Besides these characteristics, Kaplan and Haenlein (2010) refer that UGC "can be seen as the sum of all ways in which people make use of Social Media", including the likes, shares, comments and posts made by consumers on SNS (Dessart *et al*.,2015).

Additionally, UGC is quickly becoming a vehicle which allow brands to develop conversations and also helps in the collection of consumers' insights (Christodoulides *et al*., 2012). Moreover, according to Smith *et al*., (2012), UGC is also considered one form of consumer engagement comparison across all social media sites. However, the literature which aim to inform managers about UGC nature and its effects in brands is scarce and this might originate negative results such as getting marketers to use UGC in a way that

does not add any benefit for brands; or can even damage brands' image (Christodoulides *et al*., 2012). To avoid this type of failures, regarding brand related UGC, Christodoulides *et al*., (2012) identify four motivational factors regarding UGC creation process: 1) co-creation, 2) empowerment, 3) community and 4) self-concept" and Smith *et al*., (2012) identify six dimensions of this concept, equally based on the existed literature. The dimensions identified were: 1) promotional self-presentation; 2) brand centrality; 3) marketer directed communication; 4) response to online marketer action; 5) factually informative about the brand and finally 6) brand sentiment (Smith *et al*., 2012). The two contributions aforementioned, motivational factors and dimensions, are both relevant for marketers to understand the consumers' engagement process and how this engagement can improve the relationship marketers maintain with their consumers.

Apart from these findings, some of the researchers previously mentioned seem to have discovered few other interesting things, which are also relevant for marketers that desire to deal with UGC and prosper. Regarding social media marketing strategy, Smith *et al*., (2012) mention that although many of the ingredients needed to develop an effective strategy remain unclear, there is some agreement in the literature that to achieve effectiveness marketers should invest on proactivity as a mean to create impactful strategies. Indeed, being less proactive passes the idea that brands are managing social media as being just another communication channel, in which they are more concerned about injecting information about prices and promotions (for example), than with providing consumers with answers (Smith *et al*., 2012). By contrast, more proactive strategies require regular creation of content and effort to initiate and maintain conversations with consumers in a continuous basis, which results in more impactful strategies (Smith *et al.,* 2012). Additionally, more centered in UGC campaigns subject, Christodoulides *et al*., (2012) advocate that marketers should stop trying to control and influence the entire communication related with brands, such as UCG, and should start adopting co-creative cultures, making use of the dialogue as an attempt to include consumers in the brand value chain activities. Besides, same researchers also defend that marketers should strive to create a sense of community around the brand, in order to facilitate the establishment of conversations and relationships between brands and consumers and among consumers as well (Christodoulides *et al*., 2012). Lastly, these researchers also reinforce the need to carefully consider and answer to each UGC generated by consumers, facing them more as a mean to extract rich valuable insights

than as a mean of defense to avoid possible damages in the brand image (Christodoulides *et al*., 2012).

After all, it is necessary to have into account that consumers are co-creators of knowledge in virtual environments as in all the other ones (Christodoulides *et al*., 2012). As such, it becomes imperative for marketers to discover which tools firms can use to reach, stablish connections, communicate and influence their consumers (Halliday, 2015) and that can also help them to collaborate side-by-side with brands, encouraging positive feelings and increasing the visibility of brands (Smith *et al*., 2012). Hence, the study and understanding of the active listening practice (AL) it's crucial since this practice may represent a way of inducing and achieving the goals above mentioned.

2.3 Active Listening

The concept of active listening emerges from the studies developed by Carl Rogers, one of the most remarkable American psychologists (Zimring, 1994) of the twenty century, due to the development of the humanistic approach and the client centered therapy (Comstock, Salem Press Encyclopedia, 2015). In agreement with Comstock, Salem Press Encyclopedia (2015), Rogers looked at therapy with a different perspective and he believed therapy sessions should be interactive, unlike the other thinkers of his time. Aiming to support his believes, Rogers develops the psychotherapeutic method completely focused on patients, called Client Centered Therapy (Comstock, Salem Press Encyclopedia, 2015), which served as title to the book released by him in 1951 (Zimring, 1994) and was responsible by his fame (Cherry, 2016). In this method, Roger defends that therapists and clients should build and maintain trustful relationships between them, allowing consequently clients to find the cure for their problems alone, afterwards (Zimring, 1994). Although the method gave rise to much controversy at the time, since it was against the professional assumption that clients need an expert to solve their problems (Zimring, 1994), during its development Rogers stresses the importance of several important issues (Comstock, Salem Press Encyclopedia, 2015). Among them, the psychologist reinforces that therapists should develop their listening skills by working to exercise empathetic listening and sensitivity to nonverbal messages, thereby focusing their approach on clients' needs (Comstock, Salem Press Encyclopedia, 2015).

2.3.1 Definitions and contributions

In order to clarify how therapists could improve their listening skills, Rogers defines, in 1980, active listening as being a way of listening capable of improving mutual understanding between the parties involved in a conversation (listener and speaker), since both use verbal and nonverbal communicational' skills to listen and answer to the other party (Rogers, 1980). However, research about this topic has evolved and several researchers have also provided other definitions of active listening in specific moments of time. Levitt (2001) for example defines, in 2001, active listening as a therapeutic micro-skill, which require listen carefully and answer with empathy, making clients feels heard. Few years later, Robertson (2005) states that active listening is a specific communication skill which implies intense concentration to all signs the speaker transmits, both verbal or nonverbally and adds that AL is a complex and demanding technique, since it requires that all attention is given to speaker. Although in a different context, Barkai (1984), an author who develops research in the field of advocacy, adds that AL represents an effective skill, which allow lawyers to improve interviews with clients. Notwithstanding, a general definition is provided by Comstock, Salem Press Encyclopedia (2015), in which active listening (AL) is defined as an interactive communication technique which requires feedback, provided by the listener to the speaker. Same entity also affirms that AL demands for reflection about meaning and feelings to show understanding, once listening requires attention and focus rather than simply hearing and also states that in an ideal situation, the listener has the ability to focus their attention on body language, tone of voice and nonverbal clues provided by the speaker, in a subjectively way during the speech (Comstock, Salem Press Encyclopedia, 2015).

Although all the aforementioned definitions were specifically designed for the active listening term, Weger *et al.*, (2014) state that throughout literature, AL may have other denominations, such as empathic listening, speaker-listener technique, reflected listening, dialogic listening, among others.

Moreover, in agreement with Bauer and Figl (2008), the benefits provided by AL are manifold, since it captures the feelings which lie beneath what is said by the speaker, thereby avoiding misunderstandings. Indeed, this communication technique has helped several study fields, such as healthcare (Heslip, 2015) and patient care (Robertson, 2005),

advocacy (Barkai, 1984), audit (Heslip, 2015) and problem solving (Fischer-Lokou *et al*., 2016) to overcome obstacles and improving the results obtained.

First of all, within health area, more specifically in clinical patience, AL is considered an advanced communication skill which implies practice and requires continuous attention from the listener to avoid specific behavior patterns, called roadblocks (Robertson, 2005). These roadblocks consist of specific behaviors carried out by listeners which prevent the correct use of the AL practice and, according to Robertson (2005), there are three distinct types: judging, suggesting solutions and avoiding the patients' concerns. The first one - judging - consists in labelling someone by their disease which reduces patients to their clinical "condition" and denies their individuality, but can also be manifested through criticism, name calling and diagnosing (Robertson, 2005). These approval and disapproval behaviors are considered by Rogers as the main barrier to the success of interpersonal communication (Robertson, 2005). Besides, the second roadblock - suggesting solutions - encompasses ordering, threatening, moralizing, excessive/inappropriate questioning and advising behaviors, being responsible for taking the responsibility away from the speakers, making them feel belittled and/or patronized (Robertson, 2005). Lastly - avoiding other's concerns - includes divert, using logical arguments and reassuring, depriving the speakers from talking about their problems or even worse, convince them that their problems are not relevant (Robertson, 2005). However, when these behaviors are abolished, active listening is capable of producing improvements in the plan of care, since professionals begin to work in team with their patients, which consequently improves their satisfaction with the health services provided (Heslip, 2015).

Secondly, Barkai (1984) considers that in advocacy AL is a process composed by two steps: discrimination, which consists in the lawyer' ability of listen and judge correctly the information provided by the client; and communication which requires the lawyer to speak to his client and verbalize what has been said by him, in several distinct ways. Besides, same researcher also defends that AL can be either focused on content or feelings (Barkai, 1984). In the first case, as the name suggests, AL helps clarifying the facts and is generally responsible for encouraging clients to provide even more facts, representing also a good practice for learning about active listening feelings, which is focused on feelings and also allows clients to relax, speak freely and even remember facts tied to emotional situations, thereby improving the case (Barkai, 1984). According to Barkai (1984), AL technique works because it allows the lawyer to convey genuine

interest regarding client statement, making customers feel heard and understood by the lawyer, which gives rise to a set of benefits, such as: enable lawyers to discover more facts in just one interview; create rapport between lawyers and clients, consequently improving their satisfaction; provides lawyers with the possibility of preparing stronger cases; increases lawyers' possibility of being hired after the free interview and transforms lawyers into better counselors and business people of the advocacy area.

Thirdly, according to Heslip (2015), AL practice also helps audit since it enables internal auditors to keep their teams focused on things that really matter, which result in the improvement of the quality of care and decrease of errors during patient care.

Lastly, Fischer-Lokou *et al*., (2016) refer that AL, as mediation strategy, is likely to induce feelings of trust in interlocutors but is also capable to make mediators participate actively during the discussion, without disturbing interlocutors' attention. Therefore, since the results of the study provided by Fischer-Lokou *et al*., (2016) indicate that the behavior adopted by the mediator can have several effects on negotiation results, authors suggest that a behavior close to AL practice induces agreements, between both parties, at a higher rate.

2.3.2 Key factors, techniques and connection with the online field

The set of improvements and contributions provided by several authors in a variety of different areas about AL, as a communication technique, led other researchers devote their attention to this practice in an attempt to deeply study the matter. Thus, Jahromi *et al*., (2016) realize that AL is not just a special communication skill, which represents the most effective and highest level that listening can achieve, but also that this same technique has specific key factors. In agreement with Jahromi *et al*., (2016), the review of several texts indicates that there are three key factors for AL: listening attitude, listening skill, and conversation opportunity which represent reliable measures, meaning that Rogers' idea has universal relevance (Mishima *et al*., 2000). Additionally, Bauer and Figl (2008) consider that besides a philosophy, AL is also a method which make use of diverse techniques, such as: paraphrasing, verbalizing emotions, asking, summarizing, clarifying, encouraging, and balancing (Decker, 1989). Consequently, to provide an easy

and tenuous understanding of the techniques previously mentioned, figure 10 presents a brief description of the purpose and aim behind each one of them.

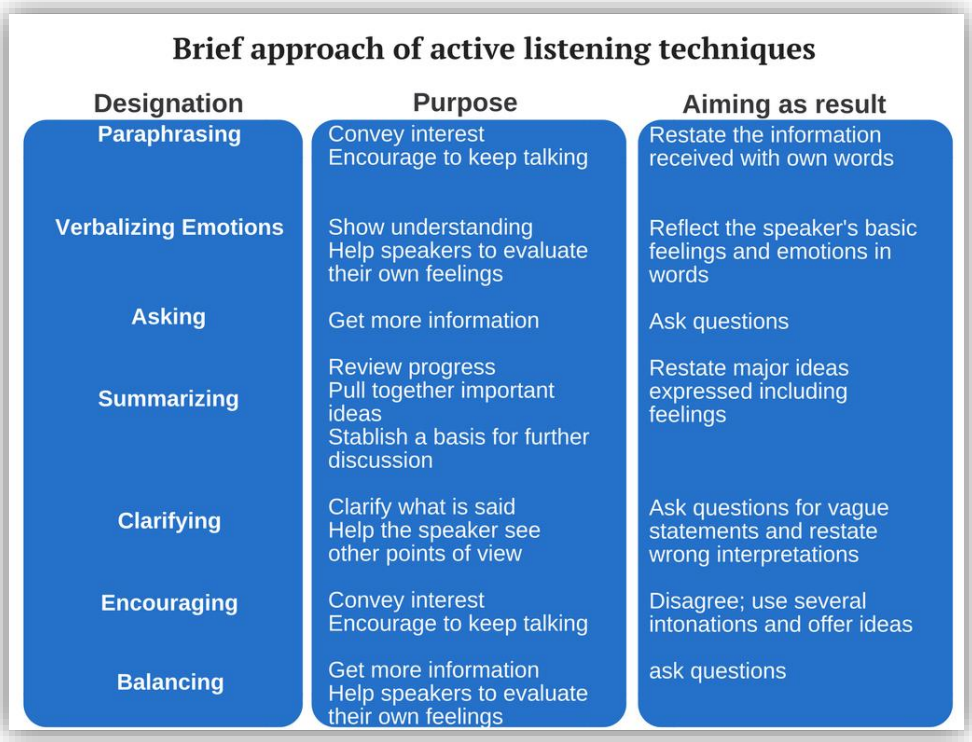


Figure 10: Brief approach of active listening techniques.
Source: Adapted from Bauer and Figl (2008).

Howsoever, in agreement with Rogers and Farson (1987), what is important regarding AL is the interest and understanding perception that listeners are capable to convey to their speakers through the implementation of active listening behaviors. These researchers defend that the AL practice is responsible for showing the listener's interest in the speaker as a person, and consequently for making listeners recognize (and understand) speakers' contributions, instead of trying to change or evaluate them, respecting speakers' thoughts (Rogers and Farson, 1987). Same authors also state that AL practice is extremely relevant for the side that exercises it, since any behavior exhibited generates, possibly, similar behaviors from the other party (Rogers and Farson, 1987), giving rise to win-win situations.

Despite the relevance that AL has, other researchers decided to devote their efforts to prove the enormous potential of this technique. As such, Kawamichi *et al.*, (2014) prove, through functional magnetic resonance imaging (FMRI) applied in eighteen (18)

individuals, that the act of recognizing AL behaviors in emotional episodes not only changes the emotional appraisal related to those episodes, as also conveys a positive impression about the evaluator. In addition, Bauer and Figl (2008) develop a study about online written communication, where they prove that AL represents a positive and meaningful learning experience for students. Authors withdraw this conclusion, once the study provides evidence that AL is capable of improving students' communication abilities and that all AL techniques (figure 10) are applicable online, when used in instant communications (Bauer and Figl, 2008). Moreover, the study suggests that the main disadvantages registered - distraction and missing attention - can be overcome by students, although they consider more difficult to do so than in face-to-face conversations (Bauer and Figl, 2008).

Having in mind its importance and all the contributions AL provides in several fields, the current dissertation aims to find out if this practice: can be also extended to the marketing field; be adopted by brands - given that marketing is about consumers (Howard, 2016) and discover whether it can improve, in some way, the relationship maintained between consumers and brands in the online field. However, the research done so far suggests that the existing literature lacks information about the AL practice applied to marketing. Therefore, it is within this same gap that the present study intends to act, by gathering and connecting the available information about this technique applied to other study' fields.

3- RESEARCH PROBLEM AND OBJECTIVES

The literature review conducted in this dissertation reveals that active listening concept is present in several fields such as psychology, nursing, advocacy and communication, among others, and has helped those fields to overcome several difficulties. In nursing, active listening is used to improve the efficiency of patient diagnosis (Heslip, 2015), while in communication is used as a way of improving the number of agreements in a problem solving context (Fischer-Lokou *et al*., 2016). Besides the examples previously stated, there are many others which illustrate the advantages associated with the use of this practice, reason why it seems interesting to investigate whether the contributions, directly linked with this technique, can also be extended to marketing. However, finding any information related with active listening applied to this specific study' field proved to be a huge problem. As such, it is within this gap that the present dissertation intends to act and start filling, by proving that the practice of active listening can indeed be present in the online field and that this same concept can act as a determinant of the online brand engagement.

According to Malhotra (2010), an appropriate research can only be properly designed and conducted after the problem has been accurately defined. Thus, the main question to the problem identified is defined involving the main concepts embedded: active listening, engagement and marketing, to be possible to apply the correct approach to it, once the question helps restricting the study object.

Q1: "Can the practice of active listening improve the relationship between consumers and brands?"

As the question suggests, the main objective of this dissertation is to ascertain whether the active listening practice can contribute, in some way, to the improvement of the relationship maintained between consumers and brands, or not. This is particular relevant seeing that many professionals, including marketers and managers, are constantly seeking for new ways of engaging with their consumers or improving the relationship already maintained with them, using for that purpose the online field (social networks). In that sense, the practice of active listening, directly linked with the online engagement, might present a new solution or alternative to the actual market saturation, in terms of business opportunities.

4- METHODOLOGY

Malhotra (2007) considers that the exploratory type of research is, usually, meaningful when applied into situations characterized by the need of further understanding to proceed with the research project, which is the case here due to the absence of information, in the existing literature, about the subject addressed. For that reason, the exploratory research with qualitative nature seems to be the most appropriate type of research for the problem identified in section 3, having into consideration the complexity embedded in two of the major concepts incorporated: active listening and engagement. Thus, as a way of achieving the main objective (end of section 3), the research process is composed by two distinct exploratory studies of qualitative nature, where the aim is to use the findings extracted in the first study as inputs to the following (Study 2). Due the complexity inherent to the current research process, the steps included in each one of the studies are graphically illustrated and explained in the research design (section 4.2), being the target the following matter approached in the text.

4.1 Target

The target used throughout the research process was affected not only by the platform used to perform Study 1, but also by the content covered on the chosen platform, once the findings extracted in this study are used as inputs in the next study (Study 2). Foremost, the objectives defined in this dissertation imply the elaboration of online studies and the first requires the use of the content included at one specific brand' Facebook page, once this was the platform considered most appropriate for the investigation of topics such as visual clues, emotions, text and punctuation. For that reason, Starbucks was chosen to perform Study 1 since it is a global brand, which publishes regular content on Facebook and often interacts with their consumers. Although the coffee brand brings advantages to Study 1, it also restricts the target. As a result, besides the gender mostly composed by women (see figure 15), it was not possible to define any specific age group due to the characteristics of the study itself (see attachment 1), but also due to the complexity embedded on the data collection process.

Starbucks is a company which sells coffee and related products such as coffee-based drinks, teas, sandwiches, cakes, grains and coffee-making equipment, whose history began in 1971 with a single store located at Seattle's Pike Place (Starbucks, 2017). Back that time, Starbucks was a roaster and retailer of whole bean and ground coffee, tea

and spices, which aimed to differentiate itself from the traditional companies and therefore, achieved that differentiation through the coffee' (and its rich tradition) celebration, along with the feeling of connection conveyed to its target and the business market in general (Starbucks, 2017). The brand name, was inspired by Moby Dick and evokes the romance of the high seas and the seafaring tradition of the early coffee traders (Starbucks, 2017). In the same line, Starbucks logo includes a topless mermaid, as can be seen in figure 11, which was taken from the Greek methodology and called by the brand as Siren (Paul, 2015).

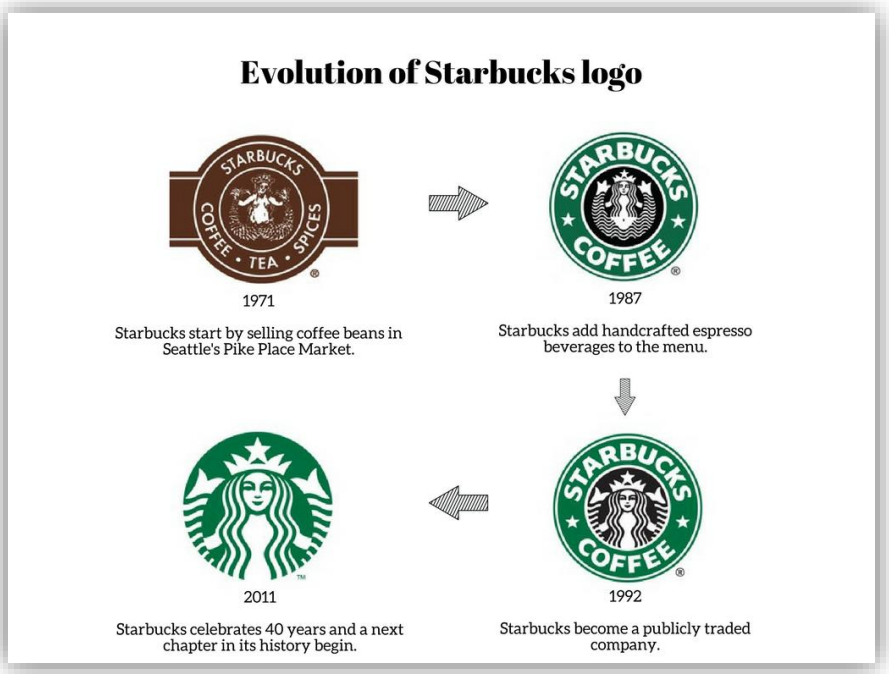


Figure 11: Evolution of Starbucks logo.
Source: Adapted from Paul (2015).

Besides its history, name and remarkable icons, Starbucks is a brand which strives every day to share great coffee with their customers around the world and, simultaneously, helps to make the world a little better (Starbucks, 2017). This mission opened the door to the company's growth and nowadays Starbucks sells products in more than 17.000 retail stores over 55 countries (Facebook, 2017b), but is also the most biggest coffeehouse chain in the world (Kel, 2016). Additionally, the 64th place occupied in the "best global brand" ranking during 2016, as well as the constantly growth of the brand value exhibited over the last few years, also illustrate Starbucks influence, and its notoriety in the market (Interbrand, 2017). As can be seen through figure 12, the value of

Starbucks has been constantly growing since 2009 - the moment at which Starbucks was evaluated in 3.263 millions of dollars, reaching over 7.490 million dollars in 2016 (Interbrand, 2017).

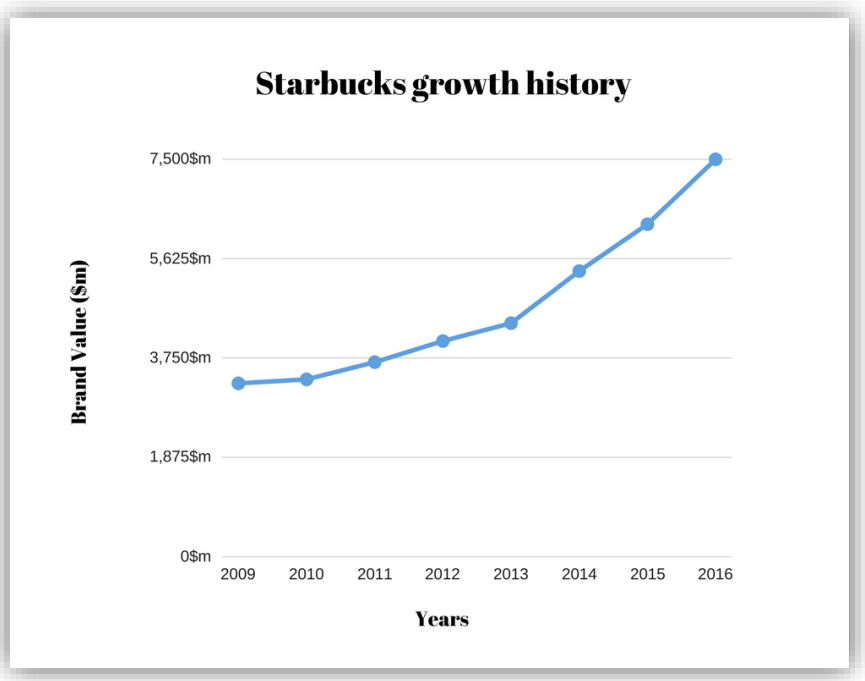


Figure 12: Starbucks growth history.
Source: Adapted from Interbrand (2017).

All the actions and results mentioned throughout the last three paragraphs represent some of the reasons which justify Starbucks choice to carry out Study 1, although more reasons can be seen in the following section. Starbucks is not only a well-known company, but also a brand with tremendous awareness, which increases the possibility to develop a successful analysis on Facebook. Along the data collection process, women proved to write more comments with visual clues and punctuation than men, which means the target considered in Study 1 is mainly composed by women, which does not mean that women are more interactive than men on Starbucks' Facebook page in general terms. Additionally, not all users provide its personal data in their online profiles, especially their age, which made impossible the division of the target in age groups.

4.2 Research design: Studies and sub-questions

As important as the general approach to the problem, presented in section 4, is the illustration of the specific steps which are part of the methodology process. As such, the current section is dedicated to the research design and aims to illustrate and explain in detail each step of it.

The use of this element is justified by Malhotra (2010), who defends that the research project is needed even in the cases where a wide approach to the problem has already been stablished, once it specifies the details of implementing that approach, thereby ensuring the efficiency of the project. Consequently, figure 13 shows each step of the research process, along with the sub-question established for each study:

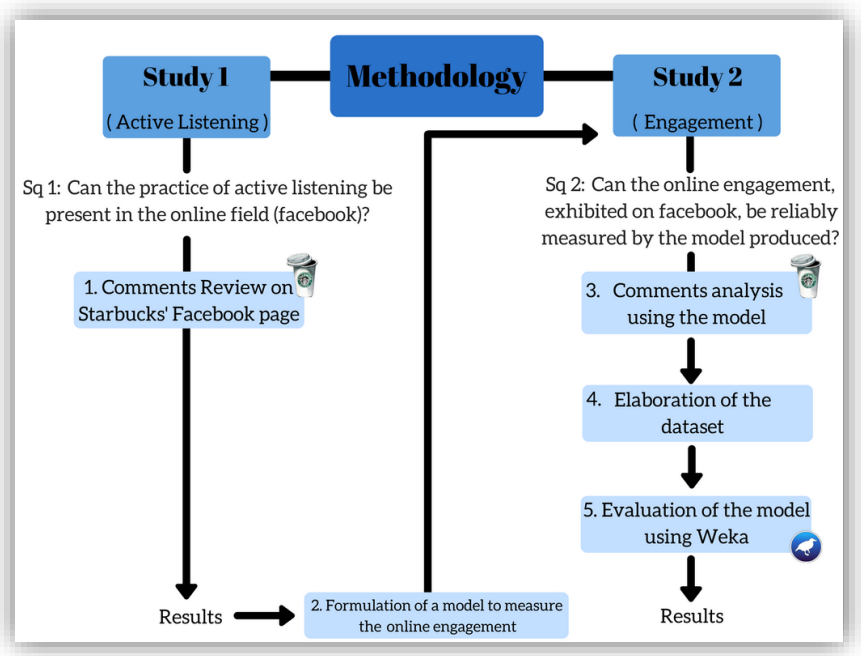


Figure 13: Diagram of the research design.
Source: Author's elaboration.

As can be seen through figure 13, the methodology process is composed by two major exploratory studies of qualitative nature, as a way of achieving the main goal established at the end of section 3.

The first study (Study 1) focuses on active listening and aims to discover wether this practice can, in fact, be present in the online field - more specifically on Facebook (as sub-question 1 shows - figure 13), since the definitions presented in the literature suggest that this practice requires interaction (Comstock, Salem Press Encyclopedia, 2015) and consequently a face-to-face contact between the parties involved. As such, one comments

review (step 1 of figure 13), capable of encompassing the emotions and engagement present in the interaction maintained between consumers and the brand chosen, is performed to associate the clues embedded in the comments with: specific language types, punctuation patterns and visual symbols (emoticons and emojis). In order to discover what every single clue might be transmitting to the reader, this analysis (see attachment 1) use as methodological guides the articles written by Szurawitzki (2012) and Walther and D'Addario (2001), to ensure the reliability of the results produced. The use of these two articles is justified once the first provides ten useful indicators[2] on how to analyse the language on Facebook and the second will allow the analysis of other issues, such as message types (mixed or pure messages) and emoticons' interpretation, completing the first article and making the analysis more robust. Thus, the article elaborated by Szurawitzki (2012) is used to elaborate the first step of the analysis: "1.1 Language" and is referred to as article a) throughout the analysis, whereas the second article is used to perform the second step of the analysis, designated as: "1.2 Message Type" and is referred to as article b) (see attachment 1).

Having into account the possible use of the results generated in Study 1 by other researchers, there are features of the present study which assume particular relevance, such as the brand and the social network used to its development. For that reason, it becomes extremely important to mention that Starbucks was the brand chosen to perform Study 1, once it brings together several critical conditions which can influence the success of the comments review. Firstly, Starbucks is an internationally well-known brand whose shops are located all over the world, meaning that it has a broad market reach. Secondly, this brand is also very well-known online, especially on Facebook, where it has over 36 549 65811 fans (Facebook, 2016) and their posts have reached between two hundred and six thousand consumer comments during 2016, which increases the possibility of developing an interactive analysis. Last but not the least, the brand's target represents an advantage once its products does not restrict the target to only one gender nor to a specific age group, allowing the elaboration of an overarching review in demographic terms.

[2] Each comment will use only the indicators which can be applied to its specific characteristics. This means that throughout the analysis some comments may use all the indicators, whereas others may use only specific indicators (only 1,3,4 and 9 for example); Indicator number 2 was not applied to any comment since all of them are already in English - see Szurawitzki (2012).

In the same line of thought, Facebook was the platform chosen to carry out the comments review (Study 1), once it represents a solid social network which is used by many brands worldwide as a product disclosure tool, but also as a mean of approaching and strengthening the existing relationship with consumers. In order to maintain Facebook's dynamic, all comments are arranged by date (month-day-year) and time of posting, exhibiting a regular conversational structure between the two parties involved. Moreover, the priority is given to comments which present emoticons and visual symbols, such as punctuation as well as Starbucks' answers. Furthermore, the brand-consumer conversation dynamic is maintained whenever possible, until the comments end or until they start interfering with other conversation considered more relevant to the review. Finally, in order to preserve the integrity and privacy of consumers, all names were replaced by fictitious ones to maintain ethics throughout the research (Malhotra, 2010), whereas the gender was kept intact to truly represent reality.

In addition to the comments review, a theoretical model capable of measuring the online engagement is also created (step 2 of figure 13) based on the adaptation of seven concepts extracted from the literature, as can be seen throughout table 1:

Concept	Definition	Source adapted from:
Conversation	Talk maintained between two or more parties involved where ideas, feelings and thoughts are presented, questions and answers are displayed and information is exchanged.	Cambridge Dictionary, 2017a
Activation	Consumer's level of energy, effort and time spent on a brand along with the willingness to stay with that same brand, instead of changing to another one.	Hollebeek *et al.*, 2014
Affection	Consumer's degree of positive brand-related affect can be described by: the level of positivity associated with the consumer's emotional state (feeling quite happy, proud, delighted and/or enthusiastic), which is triggered by brand's actions or features - such as product launches, promotions, among others.	Hollebeek *et al.*, 2014
Negative Affection	Consumer's degree of negative brand-related affect can be described by: the level of negativity associated with the consumer's emotional state (feeling quite sad, disappointed, angry or even feeling hateful), which is triggered by brand's actions or features - such as product launches, promotions, among others.	Hollebeek *et al.*, 2014
Cognitive Processing	Consumer's level of brand-related thought processing and elaboration embraces a wide range of actions taken by consumers, such as: think about the brand, use the brand, show interest in learning more about the brand or be absorbed by it, in such a way that the consumer forgets anything else.	Hollebeek *et al.*, 2014

Interaction	The process in which consumers interchange ideas, thoughts and feelings about the focus of engagement (the brand), answering to other consumers' comments, correcting them or even adding information or facts to the discussion, with the ultimate goal of protecting the brand.	Vivek, 2009
Love	The concept goes beyond the ardent affection which consumers can feel regarding a brand. This type of love can be obtained through the combination between emotion and passion and can be described by the consumers' ability to feel a deep affection towards one brand or its actions.	Baldus *et al.*, 2015; Cambridge Dictionary, 2017b
Online Consumer Brand Engagement	Psychological state that occurs by virtue of interactive, co-creative experiences with a focal agent or object that makes the consumer develop activities such as liking and comment on one brand's Facebook page. This (engagement) state is responsible for the maintenance of the commitment and trust existent between both parties involved, and consequently leads to the perpetuation of the consumer' engagement state towards that same brand.	Brodie *et al.*, 2011; Kabadayi and Price, 2014; Sashi, 2012

Table 1: Concepts used to develop the engagement model.
Source: Author's elaboration.

To properly develop the model, each one of the seven attributes was adapted to detect and measure one specific engagement sign. Therefore, each concept works as an independent attribute in the engagement measurement process, and is used to classify the intensity level of that specific sign. However, to conclude this step, scales for each attribute as well as for the engagement had to be created, as figure 14 illustrates.

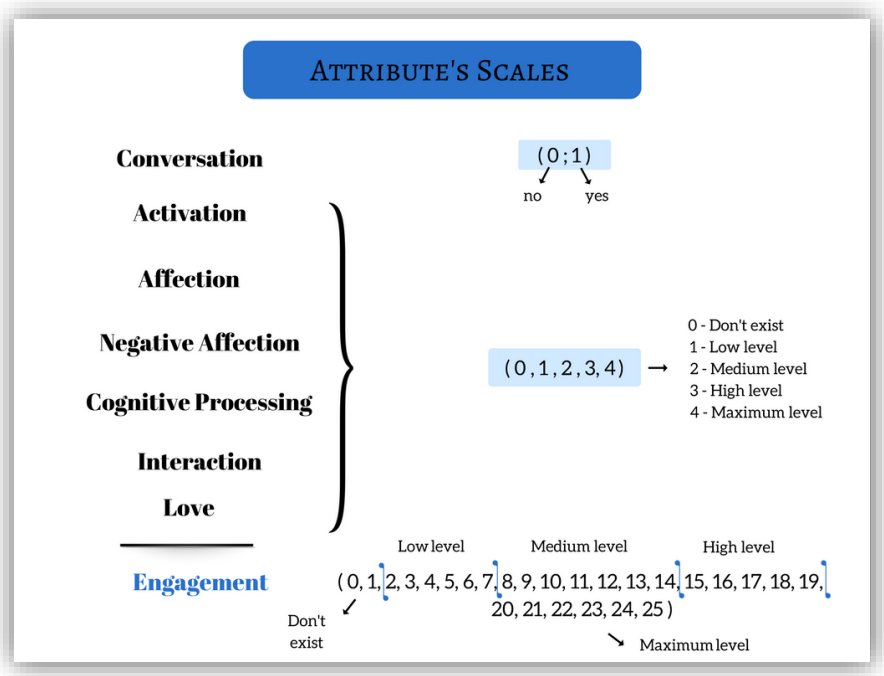


Figure 14: Scale of each attribute included in the engagement model.
Source: Author's elaboration.

The scale created for conversation ranges between zero and one, which correponds to no and yes respectively, since this attribute was created with the aim of illustrating whether a conversation between a consumer and the brand Starbucks is in progress or not. Simultaneously, scales to the remaining attributes of the model (activation, affection, negative affection, cognitive processing, interaction and love) were also created and are composed by five distinct levels: level 0- the attribute does not exists in that specific situation; 1- the attribute is present, although in a low level; 2- the attribute is present at a medium level, meaning that it shows more than one evidence of its presence; 3- the presence of the attribute is highly evident and three or more clues are exhibited; 4- the presence of the attribute is pretty highlighted and four or more signs are exhibited. Finally, a scale to measure the online engaged was designed, in accordance with the previous ones. Hence, the engagement scale starts at zero and can reach until 25 points (maximum sum that can be obtained with the attributes included in the model), being this scale also divided into five distinct levels:

0-1: Null level. Given the numer of existing attributes, the score obtained is considered too low to prove the extistence of engagement.

2-7: Low level. Here some of the attributes exhibit signs of engagement, although weak.

8-13: Medium level. Here, the scores obtained through the infinite combination of the attributes suggests already a consistent presence of engagement.

14-19: High level. Here, the scores obtained through the infinite possible combinations of the attributes, suggests a quite significant presence of engagement.

20-25: Maximum level. Here, the scores obtained through the infinite possible combinations of the attributes, suggests the presence of engagement has achieved its full potential, meaning the consumer is completely engaged with the brand.

Shortly after the careful adaptation of the concepts and the elaboration of the scales, for the attributes and the engagement, the model is ready and the first phase of the research is considered complete, reason why the second study can begin.

As such, a significant number of comments is analysed on excel in accordance with the seven attributes previously defined in table 1, and the information included in each comment is manually classified, by levels, in accordance with each attribute' scale (step 3 of figure 13). This process uses Starbucks' Facebook page once again, to maintain consistency with Study 1 and aims to discover the numerical level of engagement, included in each online comment.

Thereafter, the excel document is converted to CSV format and then to ARFF (Attribute-Relation File Format) (Waikato, 2002), in order to generate a dataset compatible with the data mining software Weka (step 4 of figure 13). This software was created by the Department of Computer Science of the University of Waikato and is basically a collection of machine learning algorithms, created to perform data mining tasks in existing datasets or in new ones (Waikato, 2017), as the case here.

Lastly, the software mentioned in the previous paragraph (Weka), is used to evaluate the accuracy of the model developed at the end of Study 1 (step 5 of figure 13). For that purpose, four distinct machine learning algorithms were chosen amongst the available ones: Zero R, Naïve Bayes, IBk and J48.

1) Zero R was chosen because it gives the baseline accuracy of the model and according to Witten *et al.,* (2011), it might generates the best results in some cases, due to its simplicity, reason why it should be the first classifier applied to any model, and only after, other classifiers should be tested and the results compared;

2) Naïve Bayes works using probabilities and assumes that: 1- all attributes are equally important a priori and; 2- all attributes are statistically independent, meaning that knowing the value of one attribute does not say nothing about the value of the remaining others (Witten *et al.,* 2011), which seems to fit the model presented in this study;

3) IBk was also chosen because it illustrates whether the dataset inserted in the software is considered noisy or not, through the progressive increase of the "percentage split" parameter (number of times Weka tests the dataset before generating the final value of the classifier) (Witten *et al.,* 2011);

4) J48 was equally applied to the dataset, once it is considered one of the most robust machine learning existing algorithms (Witten *et al*., 2011). It provides the accuracy of the dataset inserted in the software, as all the remaining ones do, but additionally generates a graphical representation of the problem in the format of decision tree (Witten *et al.,* 2011), which can be seen in attachment 3.

Naturally, the results obtained in each test will be presented along the following section, more specifically in subsection 5.2, along with additional comparisons and conclusions drawn.

5- RESULTS

The current section includes all the findings extracted from Study 1 - comments review on Starbucks' Facebook page (step 1 of figure 13) as well as the conclusions drawn from Study 2 - the evaluation of the engagement model performed on Weka software (step 5 of figure 13). Thus, this section is composed by two subsections: 5.1 for Study 1 and 5.2 for Study 2, to separate and exhibit the findings in an organized and intuitive manner. Within each subsection, a detailed description and analysis of the findings can be found, as well as a summary table at the end, followed by a brief final consideration for each study. The summary tables aim to illustrate, in numerical format, the most relevant results obtained in each study, whereas final considerations aim to recapitulate and reinforce the major discovers and conclusions found.

5.1 Study 1

As previously mentioned along section 4.2, Study 1 involves a detailed analysis around the active listening concept and aims to discover if this practice can be present in the online field or not. This study is composed by an online comments review (see attachment 1), performed on Starbucks' Facebook page, which focuses on 3 key subjects: visual clues (such as emoticons and emojis), emotions and finally text and punctuation. Although these are the main topics addressed, the results comprise also other points considered relevant to the research, such as the comments segmentation and their category, essentials for the main points' study. For this reason, the results are organized within two distinct parts: I- General Conclusions where is possible to read about all the topics related with the review but not considered key subjects and part II- Specific Conclusions, where the three key issues (visual clues, emotions and text and punctuation) are analysed and the respective results presented.

I- General Conclusions

1. Total number of comments reviewed

After a period of approximately fifty days, the comments review (developed during study 1) achieved the maximum number of sixty (60) comments and the reasons why does not include a more extensive number are distinct and have different natures. In the first place, the period of time chosen to perform the review was Christmas, since consumers and brands are both aware of commercial opportunities and therefore this becomes a good

source of interactivity, representing an opportunity to work with fresh data. However, Starbucks exhibits an irregular content posting frequency, being more active in specific months when compared to others throughout the year. Therefore, to choose the right publications to work on, the number of comments in each publication, as well as the subject itself, were used as decision elements in the selection phase. As a result, within the Christmas period two publications were chosen: one posted on 21st October and another on 5th November, thus restricting the analysis to a two-week period. The publications mentioned were chosen taking into consideration the number of consumers' comments registered, 3057 and 6476 respectively (Facebook, 2017a) as well as the distinct subject, avoiding repetitions and monotony. The first publication is about Starbucks' new coffee machine Verismo V, while the second is about launching the red cups in the market. Besides, comments characteristics (only text, with emoticons or other symbols) as well as the interactivity brand-consumers, are exhibited as conversation dynamics whenever possible, turned impossible to insert new comments in the analysis, from a certain point on, without interfering with the interactions previously considered.

2. Comments segmentation

Among the 60 comments analysed on Facebook, only 27 out of the total were done by Starbucks, meaning that the remaining 33 were made by consumers, as figure 15 illustrates. However, within the 27 comments done by the brand, 2 of them correspond to Starbucks publications chosen to perform this review (posted on 21st October and 5th November) and the remaining 25 represent answers to consumers, which illustrates a high level of interaction between the brand and its consumers. On the other hand, among the 33 comments done by

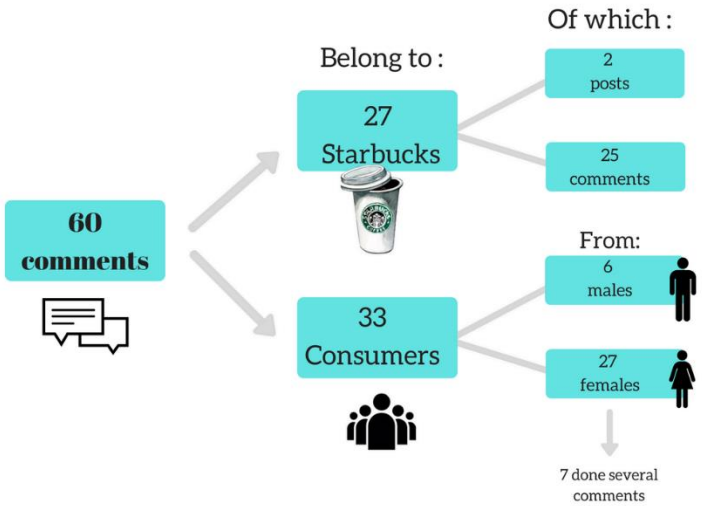


Figure 15: Comments Segmentation.
Source: Author's elaboration.

consumers, the vast majority (27) were written by women and only 6 were made by men. This discrepancy occurred because it was much harder to find visual clues (emoticons, emojis or relevant punctuation) in interventions made by men than in publications made by women - and comments with visual characteristics have priority in this analysis. The second reason is related with the lack of answers from Starbucks concerning some men's comments and the hour of the publications: some comments had in fact the visual characteristics required but their inclusion would disrupt the dialogue between another consumer and the brand, breaking the conversation's analysis dynamic and therefore were excluded from the review. Whenever this situation occurred, the number of comments as well as their content were carefully analysed and the most relevant group was included on the analysis, while the other was left out. Moreover, it is also important to mention that among the 27 comments written by women, 20 were made by different people meaning that 7, of the 20 women involved in the analysis, had contributed to the analysis with more than one comment on the brand's page.

3. Comments category

With the aim of generating and interpreting the results obtained easily, the total number of comments was divided into two major categories: a) comments with only text - composed only by words and punctuation - and b) comments with visual clues - visual symbols such as emoticons and emojis, beyond the text and punctuation. The first category mentioned registered the lowest number of comments, with only 29 out of 60, while category b) registered 31 comments of its type. Despite the fact of category a) exhibiting more comments, the difference between both is not significant (see figure 16). This means that the analysis is practically composed of comments with text only, where the feelings embedded in messages are associated only with the verbal message and punctuation used, while the other half of the comments contain visual clues which can act as non-verbal

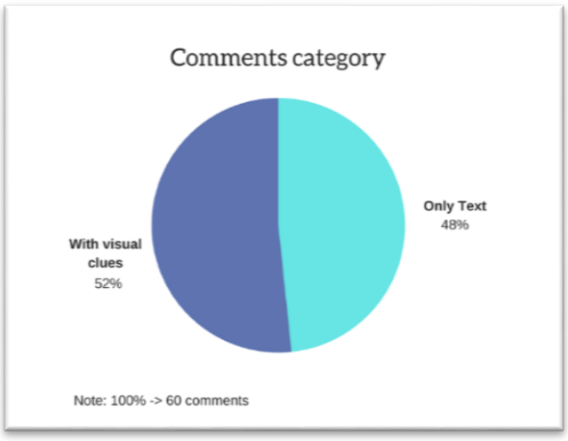


Figure 16: Visual clues distribution into three groups.
Source: Author's elaboration.

clues in written messages. These types of clues are quite relevant once they are capable of illustrating to the reader what the writer is actually feeling.

II - Specific Conclusions

4. Visual clues

Considering the 31 comments (52%) which belong to major category (comments with visual clues): 21 are only composed by emoticons - types of visual symbols which represent facial expressions, 6 show only emojis - visual symbols which represent other types of verbal expressions and only 4 exhibit both symbol types together in messages, as shown in figure 17.

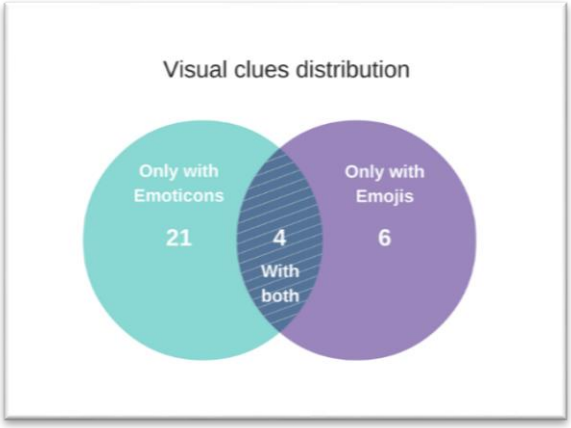


Figure 17: Visual clues distribution.
Source: Author's elaboration.

4.1 Types of emoticons used and their frequency

Having in mind all the comments which contained emoticons throughout this review, it was considered valuable to see how many types are included as well as how many times each emoticon appear along this analysis. Thus, the conclusion was reached that this analysis was composed of 4 different types of emoticons: smile, smile with heart eyes, frown and frown with a tear. Within these four types of

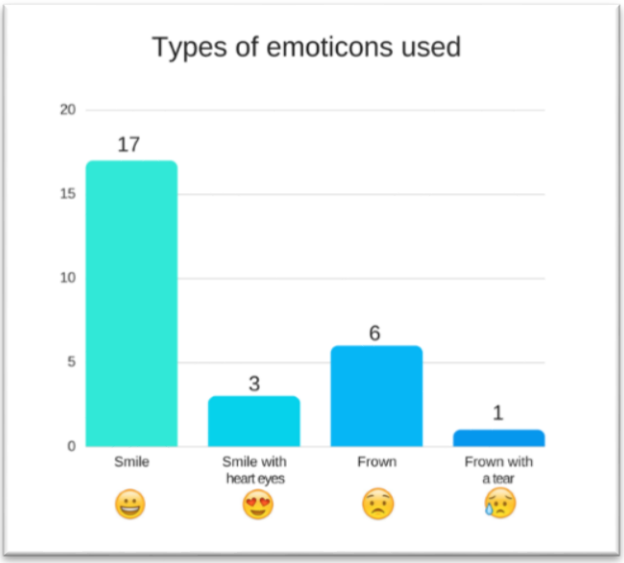


Figure 18: Types of emoticons used and their frequency.
Source: Author's elaboration.

emoticons, the smile was significantly more often used, appearing 17 times along the review, followed by the traditional frown emoticon, which appeared only 6 times, as figure 18 illustrates. This conclusion confirms, in part, what Walther & D'Addario (2001: 326) defend when they affirm that "The best known ones are a smile, wink, and frown, respectively: :-) ;-) :-(" once that on this analysis, the traditional emoticons (smile and frown) were more commonly used than the other variations also presented along the review.

4.1.1 Emotions associated with the most used emoticons

a) Smile emoticon

Once the smile was significantly more often used when compared with all the other emoticons, it was decided to carefully analyse the connection between this visual symbol and the emotions that the writers tried to convey whenever they used it, in order to find some pattern or relevant information. After performing this association, it became quite obvious that the traditional smile emoticon is mainly associated with three emotions: happiness, enthusiasm and joy. Among these, happiness was the most outstanding, reaching 8 associations, while the second most notable, enthusiasm, achieved only 6 associations and the third presented only 4 associations with the smile. With a little bit less associations we have also: satisfaction and joking, both with two associations, and several others which are not relevant, once they all registered only one association with the smile emoticon, as shown in figure 19. In the same way that Walther & D'Addario (2001: 335) refer that "There was 98% agreement matching happiness with the" :-) emoticon, also here happiness has been the most associated feeling with the smile emoticon.

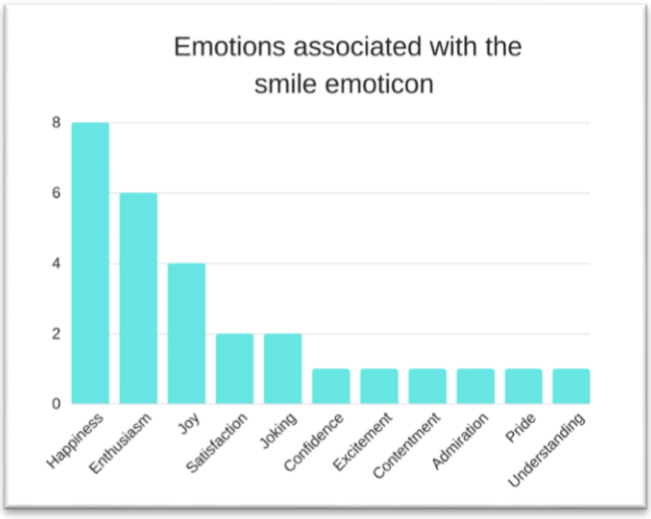


Figure 19: Smile emoticon and emotions associated with it.
Source: Author's elaboration.

b) Frown emoticon

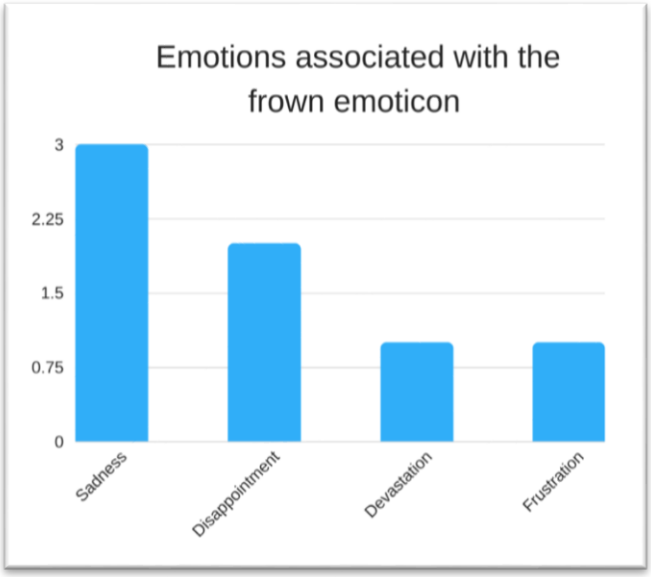


Figure 20: Frown and emotions associated with it.
Source: Author's elaboration.

Although the frown has only appeared 6 times throughout the analysis, this was the second most used emoticon. For that reason, the same type of analysis, previously developed for the smile, was also performed in order to understand if there was any outstanding feeling associated. However, contrary to what happened with the smile, the frown did not have as many emotions associated as the smile and none of them was particularly relevant. As we can confirm in figure 20, the frown is associated with four distinct emotions: sadness, disappointment, devastation and frustration. Among the feelings mentioned, sadness was the most associated with this visual clue and even so it only appeared 3 times, one more time than the second most associated emotion which was disappointment (2 times) and the remaining two emotions were not relevant, since they only appeared 1 time each.

4.2 Types of emojis used and their frequency

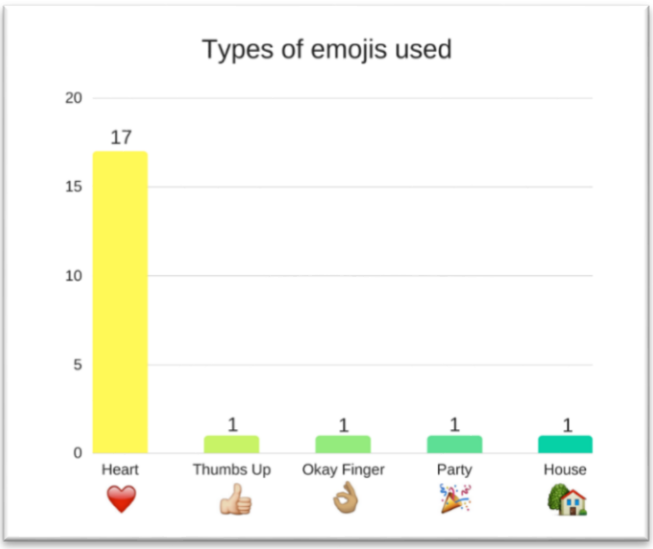


Figure 21: Types of emojis used and their frequency.
Source: Author's elaboration.

Despite the fact that the total number of comments containing emojis is significantly less than the number of comments containing emoticons (see figure 17), it was considered valuable to proceed with the same type of analysis previously performed for the emoticons. Thus, it was seen how many types of emojis were included in the comments as well as

how many times each one appeared along this test (figure 21) and the results was quite similar to those of emoticons. Firstly, the number of types registered are similar: here we have 5 different emoji types and previously we have registed 4 types of different emoticons, but also because only one was significantly more often used, when compared to all the others. Within the 5 available emoji types, the heart appeared 17 times (as well as the smile in emoticon analysis) and the remaining ones only appeared 1 time each, making them irrelevant. This means that although most researchers only recognise emoticons (smiles, frowns and others) as well-known symbols, maybe the heart must start to be considered as such, once in this analysis it was used as often as the smile emoticon.

4.2.1 Emotions associated with the most used emoji

Once the heart was significantly more often used compared with all the other emojis, it was considered relevant to analyse the connection between this visual symbol and the emotions that the writers tried to convey whenever they used it, in order to find some pattern or relevant information. After completing the analysis, it became quite clear that although the heart is related to 3 different emotions, people use it to demonstrate mainly love. Indeed, this emoji was used 7 times to represent love and only once to illustrate appreciation and gratitude, as figure 22 illustrates. Among those 7 times, the heart emoji was used in the comments to represent and reinforce the feeling of love and it was applied 5 times in place of the word "love", which shows how this visual symbol is universally recognized.

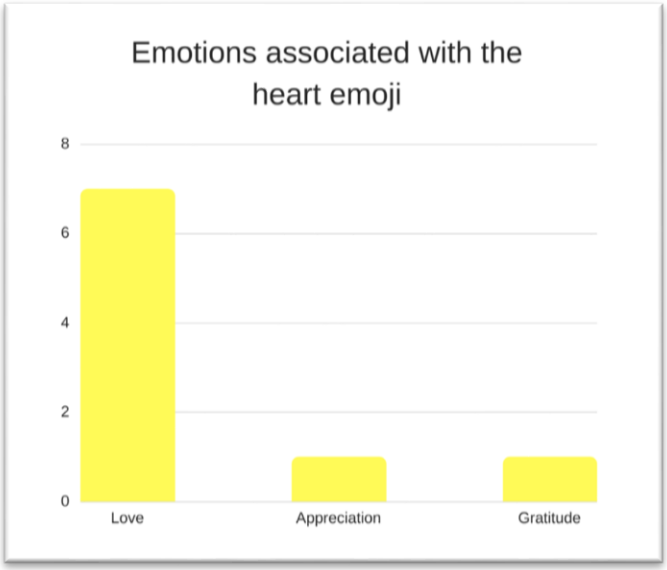


Figure 22: Heart and emotions associated with it.
Source: Author's elaboration.

5. Emotions

The comments analised during this analysis were separated according to three distinct types of emotions: positive, neutral and negative and then each of these types was counted, as we can see in figure 23. However, taking into consideration the different types of clues that each comment could provide (visual clues, punctuation and verbal message), it was considered more appropriate to include more than one emotion in each, if needed. For this reason, the review achieved 69 different emotions of which: 44 were positive (≈64%), 17 were neutral (≈25%) and only a small portion of these (8 out of 60 : ≈12%) was considered negative. This means that this analysis was mainly composed of positive comments and emotions. The results obtained do not make the Starbucks' Facebook page a "love community", they merely show that this review was mainly composed by positive comments (and emotions), given the circumstances under which the analysis was carried out.

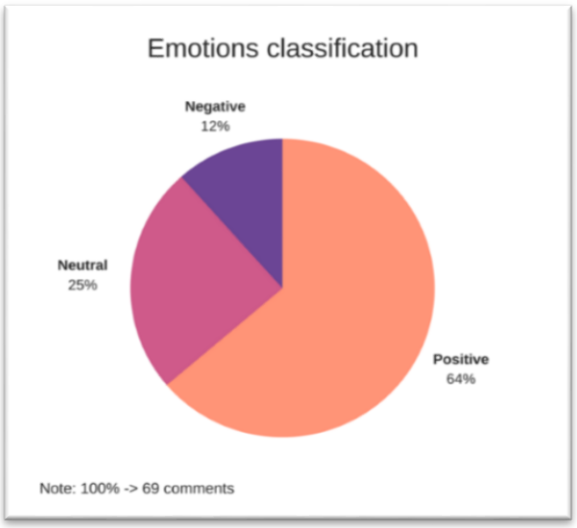


Figure 23: Emotions classification.
Source: Author's elaboration.

5.1 Emotions types and their frequency

a) Positive emotions

Since positive emotions were the ones that stood out the most, appearing in more than half of this analysis, ≈ 64% to be exact (see figure 23), it was considered relevant to analyze how many different types of feelings were involved in this type of emotion (positive), as well as how often each of them

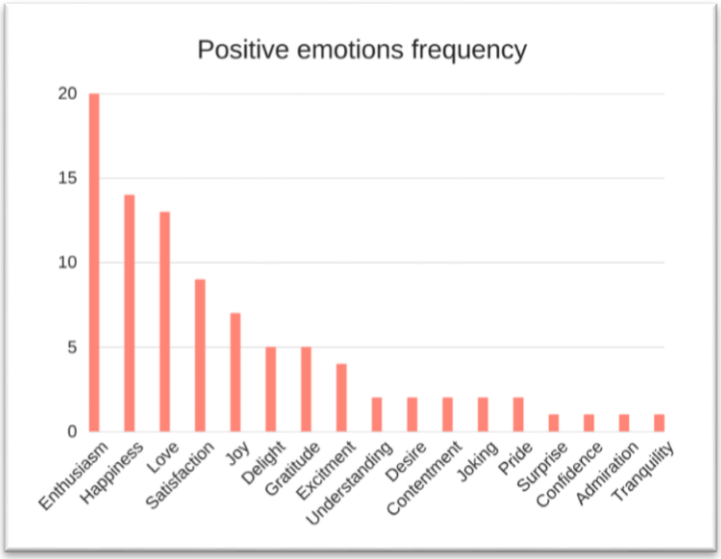


Figure 24: Positive emotions frequency.
Source: Author's elaboration.

appeared throughout the analysis. After performing the count, it was concluded that the category of positive emotions is composed of a huge variety of emotions (17 different types), although not all of them were rated significant. As we can see in figure 24: the enthusiasm, happiness and love were the most relevant, registering 20, 14 and 13 repetitions, respectively. Besides these, also with some relevance we have satisfaction and joy, which registered 9 and 7 repetitions respectively, throughout the review. Very close to these emotions, with 5 repetitions each, we have pleasure and gratitude. From then on, we have several emotions which appeared only once or twice and therefore, were not considered significant. Examples of these emotions are: desire, contentment, joking and pride (2 times each) and surprise, confidence, admiration and tranquility, which came up only once during the review.

Note: Although they appear separately throughout the analysis, the emotions gratitude and gratefulness were joined as one, for the purposes of counting, due to the their similarity.

b) Neutral emotions

Regarding the neutral emotions recorded during the analysis, it is important to refer that this classification has been applied to all comments, made by Starbucks or by consumers, which have not recorded positive or negative emotions at all: comments where punctuation, text and the absence of emoticons have indicated lack of emotions. However, within the 17 comments which registered neutral emotions (or, in other words, absence of positive or negative emotions), 8 still recorded clues associated with emotions while 9 were completely lacking any kind of emotion. Within the first group mentioned, 4 comments presented clues related with positive emotions, although they exhibited neutral elements at the same time and the remaining 4 exibited clues related with negative emotions. However, the

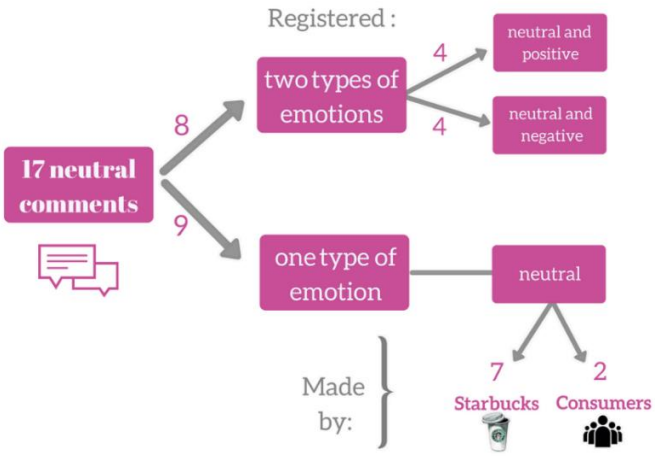


Figure 25: Neutral comments distribution.
Source: Author's elaboration.

most important is that within the 9 comments that did not register any kind of connection with postive or negative emotions, 7 were made by the brand and only 2 were made by consumers (figure 25). This result reveals not only that consumers are, generally, quite emotional when they decide to publish content on the Starbucks' Facebook page, once that only 2 of the 33 comments made by them did not show any emotion, but also that Starbucks is an emotional brand (where only 7 out of 27 comments done did not show any emotion). Besides, these 9 Starbucks comments that did not show any emotion were studied in detail and it was concluded that 2 corresponded to brand publications, chosen to perform this review, and the remaining 7 represented brand responses to consumers. In these comments, Starbucks had to proceed with an explanation about a certain topic and therefore decided to elaborate an explanatory comment type, lacking any kind of positive or negative emotion associated.

c) Negative emotions

Although the negative emotions' category occupied only a small portion of the analysis of comments held, ≈12% to be exact, it seemed relevant to analyse how many types of emotions made up this category as well as how many times each one of them appeared throughout the analysis. After the counting process, it was concluded that the category of negative emotions is not only composed of less variety of emotions, but also that none of them stood out significantly from the others. As we can see from figure 26, the negative emotion that appeared most often was sadness (which appeared four times), followed by disappointment that appeared only three times. All the other emotions that are also

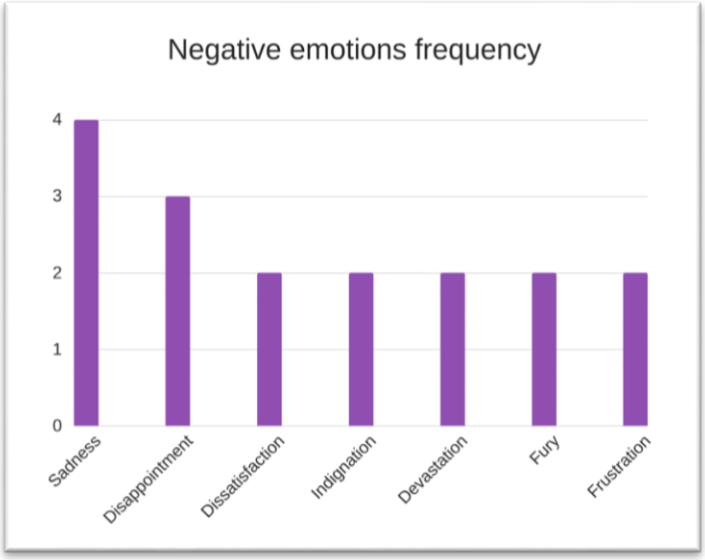


Figure 26: Negative emotions frequency.
Source: Author's elaboration.

included in the graph: dissatisfaction, indignation, devastation, anger and frustration appeared only twice each during the analysis, which makes them insignificant.

6. Text and punctuation

Lastly, to complete the present analysis, all the comments included in it were analysed regarding their type of text and punctuation, according to four different criteria: grapheme, syntax, punctuation and relation between oral vs. written elements, in order to discover if the parties involved still respect and use the orthographic rules of standard grammar, or if there is any pattern which indicates changing of written patterns.

6.1 Grapheme analysis

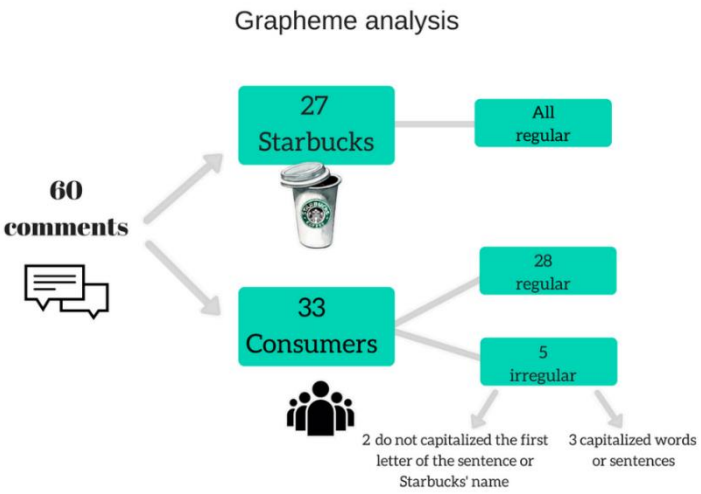


Figure 27: Grapheme analysis.
Source: Author's elaboration.

According to the rules implicit in this analysis, the comments analysed explicitly show that the brand continues to follow the rules of capitalization, seeing that Starbucks starts every sentence with a capital letter and capitalizes the first letter of each consumer's name as well as the first letter of their coffee machines' name throughout all its 27 comments. Regarding consumers' patterns, a significant portion (28 out of 33) truly respect the rules, while only 5 made incorrect use of capitals. Within this group, we have 3 comments where consumers capitalize whole words, expressions or sentences to highlight their enthusiasm even more; 1 case where the consumer did not capitalize the first letter of the sentence because she started it with emojis and another 1 where the Starbucks' name was not capitalized. Therefore, this conclusion shows that even on the online field, the brand and

most part of its consumers continue respecting and following all capitalization rules, as we can see through figure 27.

6.2 Syntax analysis

Considering the presence and placement of each sentence element as well as the phrase organization as a whole, it was possible to classify each brand' and consumer's comment as complete or incomplete regarding its syntax. Thus, the analysis showed that all 27 Starbucks' comments were complete, whereas consumers registered only 20 complete comments and 13 incomplete ones, as figure 28 illustrates. Taking into account the last group of comments mentioned: 6 of them were considered incomplete due to the absence or misplacement of subject and/or verb along the considered sentences, 3 used elliptical structures during or to end the sentences and the remaining 4 comments presented irregular sentence formations or sentences with missing information.

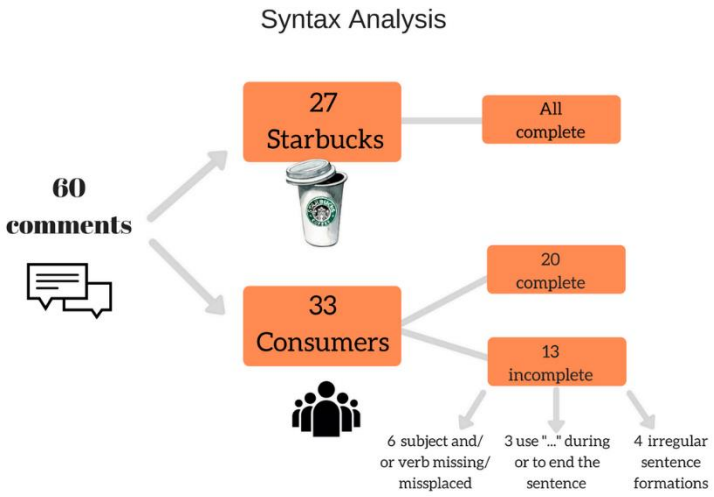


Figure 28: Syntax analysis.
Source: Author's elaboration.

6.3 Punctuation analysis

Having in mind the punctuation rules and the orthographic conventions around it, the comments were analysed in detail, to discover which was the most common type of punctuation used on the online field: standard or non-standard. This analysis showed that the brand exhibited standard punctuation

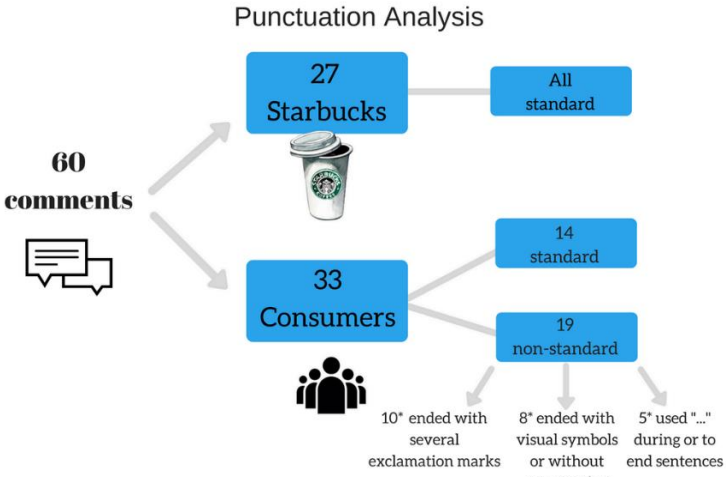


Figure 29: Punctuation analysis.
Source: Author's elaboration.

in all its 27 Facebook comments, whereas consumers used non-standard punctuation in 19 comments, out of the 33 made by them (figure 29). Within the group which exhibited non-standard punctuation: 10 consumers ended sentences with several exclamation marks - which is not correct, but might have been made on propose to reinforce their enthusiasm; 8 comments exhibited lack of punctuation, showing sentences ending only with visual clues and the remaining 5 comments included elliptical structures along the sentence or ended sentences with it. It's important to mention that, in this analysis, each comment may exhibit several signals of non-standard punctuation, reason why the numbers previously presented (10, 8 and 5) exceed the number of comments with non-standard punctuation presented (19).

6.4 Analysing the relation of oral vs. written elements

After assimilating the conclusions about the text and punctuation analysis previously presented on points 6.1, 6.2 and 6.3, it was possible to define which type of characteristics was mostly present in each one of the 60 comments included in this test. Thus, since Starbucks showed traditional written patterns in all the previous analysis, all its 27 comments displayed standard written English characteristics, as we can see through figure 30. On the other hand, comments made by consumers exhibited, in their majority (21 out of 33) characteristics of standard written English, while only 12 showed characteristics of orality due to the presence of visual clues, irregular sentence formations, use of slang words and/or incorrect use of punctuation along the comments.

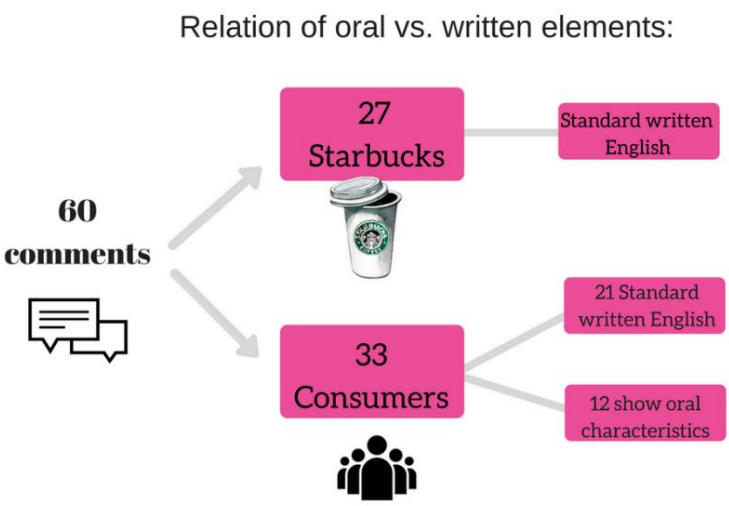


Figure 30: Relation of oral vs. written elements.
Source: Author's elaboration.

Having into account the complexity embedded in the review developed throughout Study 1, was considered necessary to include a table capable of summarizing the results obtained in a simple way (table 2), to facilitate the understanding of the analysis as a whole.

STUDY 1 – SUMMARY: **Research points**	**Results (numbers)**
I. General Conclusions	
1. Total number of comments reviewed	60
2. Comments segmentation	Starbucks 27; Consumers 33 (by women: 27)
3. Comments category	a) Only with text 29 (48%) b) With visual clues 31 (52%)
II. Specific Conclusions	
4. Visual clues	31 comments had visual clues: 21 exhibited only emoticons 6 exhibited only emojis 4 exhibited both at the same time
4.1 Types of emoticons used and their frequency	Smile: 17 times Frown Emoticon: 6 times Smile with heart eyes: 3 times From with tear: 1 time
4.1.1 Emotions associated with the most used emoticons: a) Smile emoticon	Happiness: 8 associations Enthusiasm: 6 associations Joy: 4 associations
b) Frown emoticon	Sadness: 3 associations Disappointment: 2 associations
4.2 Types of emojis used and their frequency	Heart: 17 times Thumbs up: 1 time Okay finger: 1 time Party: 1 time House: 1 time
4.2.1 Emotions associated with the most used emoji (heart)	Love: 7 times Appreciation: 1 time Gratitude: 1 time
5. Emotions	69 different types (some comments exhibited more than one), of which: 44 were positive (≈64%) 17 were neutral (≈25%) 8 were negative (≈12%)
5.1 Emotions type and their frequency: a) Positive emotions	Enthusiasm: 20 times

	Happiness: 14 times Love: 13 times
b) Neutral emotions (comments where punctuation, text and absence of emoticons indicate lack of emotions)	17 comments were considered neutral: 8 registered 2 types of emotions (neutral + one positive\ negative) 9 registered only neutral emotions
c) Negative emotions	Sadness: 4 times Disappointment: 3 times
6. Text and Punctuation	
6.1 Grapheme analysis (capitalization rules)	Starbucks 27 comments: all regular Consumers 33 comments: 28 were regular 5 were irregular
6.2 Syntax analysis (placement of each sentence' element)	Starbucks 27 comments: all compete Consumers 33 comments: 20 were complete 13 were incomplete
6.3 Punctuation analysis	Starbucks 27 comments: all standard Consumers 33 comments: 19 were non-standard 14 were standard
6.4 Analysing the relation between oral and written elements (elaborated based on the results obtained in 6.1; 6.2 and 6.3)	Starbucks 27 comments: all standard written English Consumers 33 comments: 21 standard written English 12 showed oral characteristics

Table 2: Summary of the results obtained in Study 1.
Source: Author's elaboration.

Table 2, presented above, as well as the detailed review exhibited along section 5.1 allowed the establishment of several conclusions. First of all, in this case women revealed to be far more active than men regarding online participation, being responsible for the majority of the comments made by consumers (27 out of 33). Secondly, the review show that is possible to stablished a connection between the visual clues included in the online comments and the emotions the writer is trying to convey to the reader, since it was possible to associate the most commonly used emoticon - the smile - with happiness (8 associations), enthusiasm (6 associations) and joy (4 associations); the second most used emoticon – the frown - with sadness (3 times) and disappointment (2 times) and also the most significantly used emoji – the heart - mainly with love (17 associations). Additionally, the type of emotions embedded in comments (positive, neutral and negative) were quite easy to identify, as well as the most frequent emotions included in

each major type: the positive emotion type appeared associated with enthusiasm, happiness and love (which exhibited 20, 14 and 13 associations respectively), whereas the negative type appeared associated with sadness and disappointment feelings (which appeared 3 and 2 times each). Moreover, the text and punctuation section, allow the classification of the both parties' interventions into two distinct writing types: standard and non-standard, considering the respect and use of three orthographic rules of grammar: grapheme (capitalization rules), syntax and punctuation use by the two parties involved. Throughout this last section of the review, all Starbucks' comments exhibited characteristics of standard written English, whereas consumers continue to follow most rules of grammar, exhibiting more standard situations than non-standard in almost all the parameters considered. The only exception was punctuation, where the situation was precisely the inverse: with 19 comments, out of the 33 made by consumers, considered non-standard regarding punctuation and the remaining 14 considered standard, which reinforces the consumers' tendency of using incorrect punctuation at social networks, namely on Facebook.

Consequently, the set of findings presented in the previous paragraph suggest the practice of active listening can indeed be present in the online field, even with the absence of physical interaction between the intervenients, one fundamental aspect highlighted by Comstock, Salem Press Encyclopedia (2015) to verify the existence of this practice. Considering this finding, it's perfectly understandable that the next step will be the development of a new study (Study 2), which aims to evaluate the online engagement model created, in order to ascertain if it might represent an accurate and useful tool to measure the online engagement on Facebook or not.

5.2 Study 2

As previously mentioned at the end of subsection 4.2, the first study (Study 1) includes a model built to measure the online engagement, which was created based on theoretical concepts. However, the model mentioned needs to be evaluated in terms of accuracy and noise, to determine whether it can be considered reliable to measure the online engagement, exhibited by consumers and brands on Facebook, or not. For that purpose, a second study (Study 2) is additionally developed using Weka software and four available machine learning algorithms (= classifiers) within it: Zero R, Naïve Bayes, IBk and J48, to evaluate the model levels' of accuracy and noise, two critical features in

determining its quality (Witten *et al.*, 2011). As such, in order to simplify the understanding of the results generated by the four tests applied to the dataset, Study 2 is organized into two distinct parts: I- Dataset Composition - where the total number of comments analysed as well as the numbers included in each attribute' levels are presented and part II- Applied Tests (classifiers) - where the results extracted in each test are exhibited, along with some relevant conclusions.

I - Dataset Composition

After a period of approximately forty days, four hundred (400) comments were extracted from Starbucks' Facebook page and classified according to the scale stablished for each attribute (see figure 14) included in the model elaborated in Study 1 (see table 1). As a result, this same classification originated a dataset composed by the following eight attributes: conversation, activation, affection, negative affection, cognitive processing, consumer interaction, love and engagement, whose numbers are bellow presented:

1- Conversation:

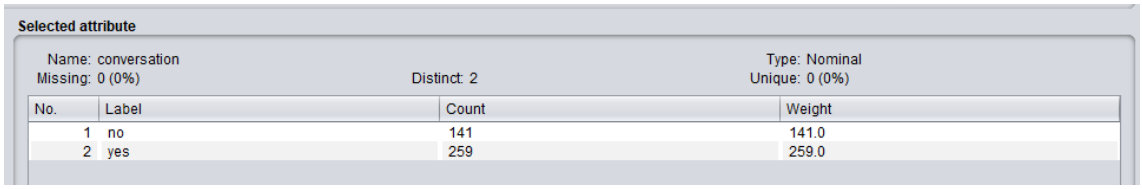
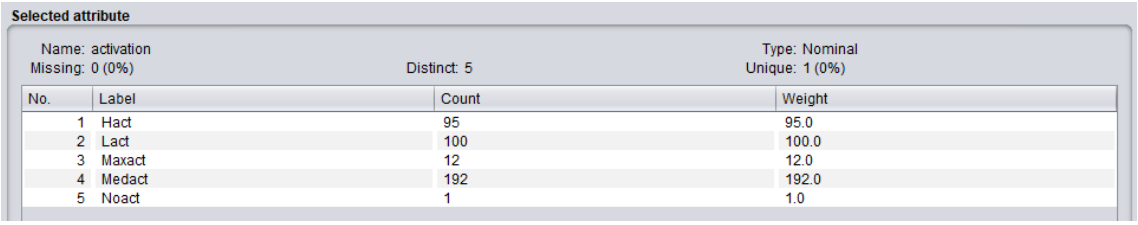


Figure 31: Graphical presentation of the conversation attribute on Weka.
Source: Author's elaboration.

As previously stablished, the first attribute is composed by 2 distinct classes (no and yes) and throughout the analysis: 141 comments were not included in a conversation between Starbucks and the brand, perhaps because the same consumer made two interventions in a row or because two or more consumers were talking to each other; whereas the remaining 259 were, in fact, part of a conversation, as figure 31 shows.

2- Activation:


Selected attribute

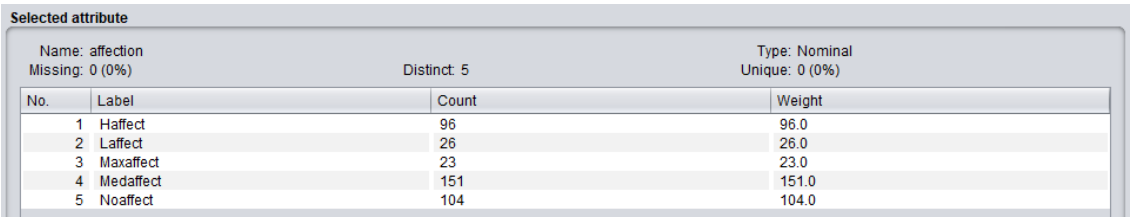
Name: activation
Missing: 0 (0%)
Distinct: 5
Type: Nominal
Unique: 1 (0%)

No.	Label	Count	Weight
1	Hact	95	95.0
2	Lact	100	100.0
3	Maxact	12	12.0
4	Medact	192	192.0
5	Noact	1	1.0

Figure 32: Graphical presentation of the activation attribute on Weka.
Source: Author's elaboration.

The second attribute is composed by 5 distinct classes (No Activation, Low Activation, Medium Activation, High Activation and Maximum Activation, sorted by ascending order) and throughout the analysis: 1 comment did not reveal any level of activation; 100 comments exhibited activation, although at a low level; 192 exhibited activation at a medium level; 95 showed high evidences of activation and only 12 exhibited this parameter at its maximum potential (figure 32).

3- Affection:


Selected attribute

Name: affection
Missing: 0 (0%)
Distinct: 5
Type: Nominal
Unique: 0 (0%)

No.	Label	Count	Weight
1	Haffect	96	96.0
2	Laffect	26	26.0
3	Maxaffect	23	23.0
4	Medaffect	151	151.0
5	Noaffect	104	104.0

Figure 33 Graphical presentation of the affection attribute on Weka.
Source: Author's elaboration.

The third attribute is equally composed by 5 distinct classes (No Affection, Low Affection, Medium Affection, High Affection and Maximum Affection, sorted by ascending order) and throughout the analysis: 104 comments did not show any level of affection; 26 comments exhibited affection, although at a low level; 151 exhibited affection at a moderate level; 96 showed high evidences of affection and only 23 exhibited this parameter at its full potential, as figure 33 illustrates.

4- Negative Affection:

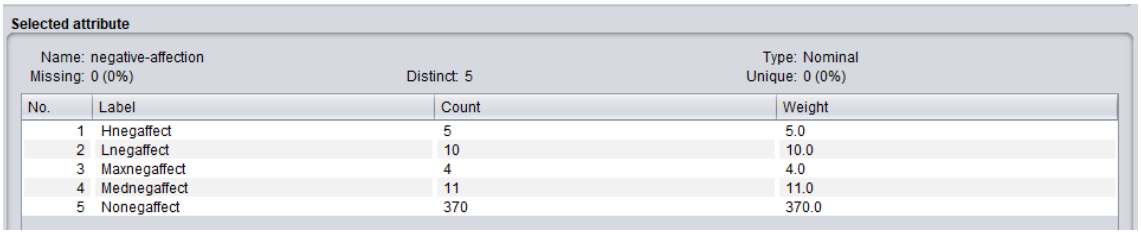


Figure 34: Graphical presentation of the negative affection attribute on Weka.
Source: Author's elaboration.

The fourth attribute is also composed by 5 distinct classes, as figure 34 indicates, (No Negative Affection, Low Negative Affection, Medium Negative Affection, High Negative Affection and Maximum Negative Affection, sorted by ascending order) and throughout the analysis: 370 comment did not show any level of negative affection; 10 comments exhibited negative affection, although at a low level; 11 exhibited it in a medium level; 5 showed high evidences of negative affection and only 4 comments evidenced a truly intense "hate" feeling in relation to Starbucks.

5- Cognitive Processing:

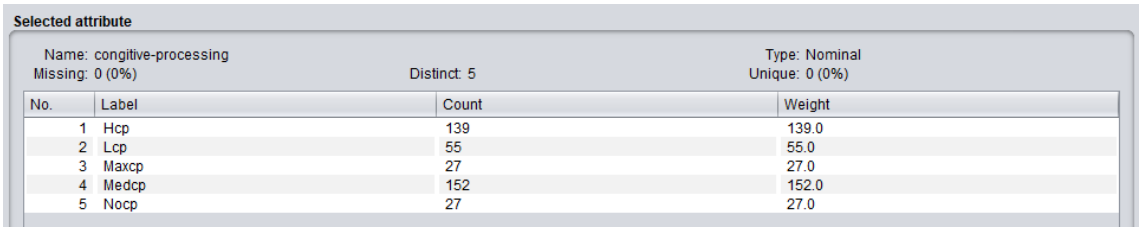
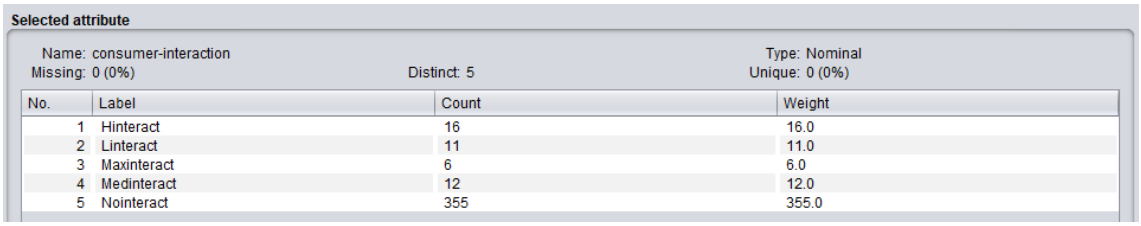


Figure 35: Graphical presentation of the cognitive processing attribute on Weka.
Source: Author's elaboration.

The fifth attribute is composed by 5 distinct classes (No Cognitive Processing, Low Cognitive Processing, Medium Cognitive Processing, High Cognitive Processing and Maximum Cognitive Processing, sorted by ascending order) and throughout the analysis: only 27 comments did not show any level of cognitive processing; 55 comments exhibited this attribute, although at a low level; 152 expressed the attribute at a medium level; 139 showed high evidences of cognitive processing and only 27 comments expressed this attribute at its maximum level (figure 35).

6- Consumer-Interaction:


Selected attribute

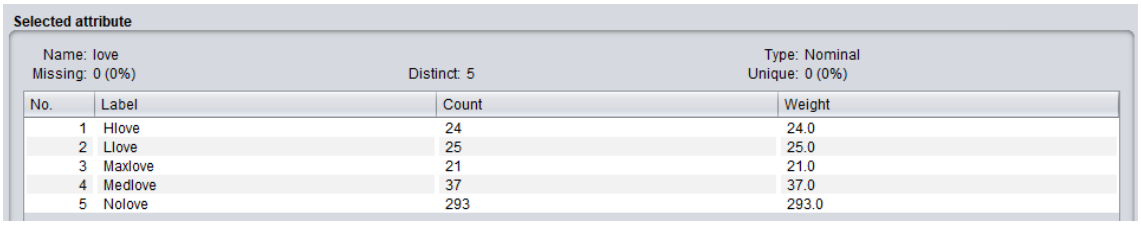
Name: consumer-interaction
Missing: 0 (0%)
Distinct: 5
Type: Nominal
Unique: 0 (0%)

No.	Label	Count	Weight
1	Hinteract	16	16.0
2	Linteract	11	11.0
3	Maxinteract	6	6.0
4	Medinteract	12	12.0
5	Nointeract	355	355.0

Figure 36: Graphical presentation of the consumer interaction attribute on Weka.
Source: Author's elaboration.

The sixth attribute is composed by 5 distinct classes (No Consumer Interaction, Low Consumer Interaction, Medium Consumer Interaction, High Consumer Interaction and Maximum Consumer Interaction, sorted by ascending order) and throughout the analysis: the majority of the comments (355) did not recorded any level of interaction between consumers; 11 consumers defended the brand in a subtle way (low level); 12 defended the brand at a medium level; 16 showed several clues which suggested a considerable defense concerning the brand (high level) and only 6 consumer comments reached the highest level of consumer interaction (figure 36), meaning they deeply defended the brand or said something really positive about the brand to another consumer.

7- Love:


Selected attribute

Name: love
Missing: 0 (0%)
Distinct: 5
Type: Nominal
Unique: 0 (0%)

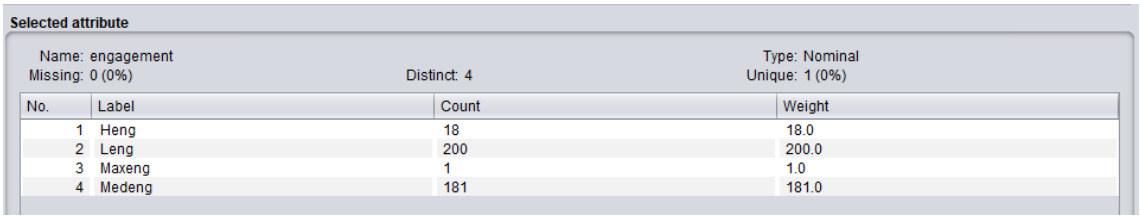
No.	Label	Count	Weight
1	Hlove	24	24.0
2	Llove	25	25.0
3	Maxlove	21	21.0
4	Medlove	37	37.0
5	Nolove	293	293.0

Figure 37: Graphical presentation of the consumer interaction attribute on Weka.
Source: Author's elaboration.

The last attribute is composed by 5 distinct classes (No Love, Low Love, Medium Love, High Love and Maximum Love, sorted by ascending order) and throughout the analysis: slightly more than half of the comments (293) did not registered any level of love; 25 exhibited love, although at a low level; 37 exhibited it at a medium level; 24 showed several evidences of love, thus suggesting its presence at a high level and only 21 expressed true love towards the brand (maximum level), as figure 37 shows.

8- Engagement:

The numbers previously exhibited in each one of the attributes' levels, led to the following levels of online engagement**:**


Selected attribute

Name: engagement
Missing: 0 (0%)
Distinct: 4
Type: Nominal
Unique: 1 (0%)

No.	Label	Count	Weight
1	Heng	18	18.0
2	Leng	200	200.0
3	Maxeng	1	1.0
4	Medeng	181	181.0

Figure 38: Graphical presentation of online engagement on Weka.
Source: Author's elaboration.

As can be see through figure 38, the engagement is only composed by 4 distinct levels, although the original scale (see figure 14) exhibits a total of 5 levels. This happened because the null level, composed by values of 0 and 1 did not included any comment and therefore was not considered by the program. Together with this fact, it can also be observed that: the low engagement level was composed by half of the comments (200), the medium level by almost another half of the comments (181), leaving 18 comments to the high level and only 1 to the highest level of engagement (with scores between 20-25).

With the aim of evaluating the model, using the four classifiers mentioned along the methodology (section 4): Zero R, Naïve Bayes, IBk and J48, all attributes had to be transformed in numeric ones (except the engagement) to be possible to apply each machine learning algorithm on the dataset. However, each component of the model was previously illustrated in the nominal "type" because the information provided by Weka is much more detailed (for the attributes with numerical type Weka displays only the standard deviation and the mean and does not exhibit the number of comments for each of the attributes level). Although, this change was needed, it does not change nothing in terms of values, just adds the possibility of performing the four tests within the program.

Thereby the first classifier: Zero R was then applied to the dataset and the outputs obtained, were the following:

II- Applied Tests (classifiers)

1- Zero R:

```
=== Run information ===

Scheme:       weka.classifiers.rules.ZeroR
Relation:     engagement.numeric_a
Instances:    400
Attributes:   8
              conversation
              activation
              affection
              negative-affection
              congitive-processing
              consumer-interaction
              love
              engagement
Test mode:    10-fold cross-validation

=== Classifier model (full training set) ===

ZeroR predicts class value: Leng

Time taken to build model: 0 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         200               50      %
Incorrectly Classified Instances       200               50      %
Kappa statistic                          0
Mean absolute error                      0.2728
Root mean squared error                  0.3685
Relative absolute error                100      %
Root relative squared error            100      %
Total Number of Instances              400

=== Confusion Matrix ===

   a   b   c   d   <-- classified as
   0  18   0   0 |   a = Heng
   0 200   0   0 |   b = Leng
   0   1   0   0 |   c = Maxeng
   0 181   0   0 |   d = Medeng
```

Figure 39: Results provided by Zero R classifier.
Source: Author's elaboration.

In the first place, Zero R belongs to the Rules group of classifiers which uses if-then rules for class prediction (Tung, 2017). Therefore, this trivial classifier search for the most popular class, included in the dataset, and guesses it all the time to perform the test (Witten *et al.*, 2011). In this case, the most popular class was the Low engagement level (Leng) and the 50% of accuracy obtained - percentage of correctly classified instances- result from the division between the number of comments included in the Low Engagement level (200) and the total number of comments in the dataset (400). Through this process, Zero R provides the baseline accuracy of the model: ≈50% - which will work as a benchmark for the remaining classification methods (Witten *et al.*, 2011): Naïve Bayes, IBk and J48. Additionally, the Confusion Matrix (figure 39) explains the results obtained, once illustrates which were the comments that Zero R considers that were misclassified along the dataset and correspond to errors (18, 1 and 181) and along the main diagonal of the matrix can also be seen the number of comments which Zero R considers correctly classified (200 – only the ones which belong to the most popular class).

2- Naïve Bayes:

```
=== Run information ===

Scheme:       weka.classifiers.bayes.NaiveBayes
Relation:     engagement.numeric_a
Instances:    400
Attributes:   8
              conversation
              activation
              affection
              negative-affection
              congitive-processing
              consumer-interaction
              love
              engagement
Test mode:    10-fold cross-validation

=== Classifier model (full training set) ===

Naive Bayes Classifier

Time taken to build model: 0 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         343               85.75    %
Incorrectly Classified Instances        57               14.25    %
Kappa statistic                          0.7339
Mean absolute error                      0.0875
Root mean squared error                  0.2171
Relative absolute error                 32.0731 %
Root relative squared error             58.9207 %
Total Number of Instances              400

=== Confusion Matrix ===

   a   b   c   d   <-- classified as
  14   0   0   4 |   a = Heng
   0 189   0  11 |   b = Leng
   1   0   0   0 |   c = Maxeng
   0  41   0 140 |   d = Medeng
```

Figure 40: Results provided by Naïve Bayes classifier.
Source: Author's elaboration.

On the other hand, Naïve Bayes belongs to the Bayes family: a probabilistic group of classifiers which uses the Bayes theorem along with strong independence assumptions between the attributes. This specific machine learning algorithm works based on two assumptions: 1) the attributes are equally important a priori and 2) the attributes are statistically independent. It's important to mention that, according to Witten *et al.*, (2011), the last assumption is never actually correct, but it often works well in practice.

As we can see through figure 40, the accuracy of the model is significantly higher than the baseline (≈85.75% vs ≈50%). This increase is justified by the organization of the classifier itself once Naïve Bayes uses all the attributes to perform the test and not only one, as Zero R does. Consequently, the Confusion Matrix exhibits a superior number of correctly classified comments (343 =14+189+140), where Naïve Bayes considers that only 57 (4+11+1+41) out of the 400 comments included in the dataset were misclassified.

3- IBk:

```
Test mode:    10-fold cross-validation

=== Classifier model (full training set) ===

IB1 instance-based classifier
using 1 nearest neighbour(s) for classification


Time taken to build model: 0 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         381               95.25   %
Incorrectly Classified Instances        19                4.75   %
Kappa statistic                          0.912
Mean absolute error                      0.0268
Root mean squared error                  0.1399
Relative absolute error                  9.8167 %
Root relative squared error             37.9638 %
Total Number of Instances               400


IB1 instance-based classifier
using 5 nearest neighbour(s) for classification


Time taken to build model: 0 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         364               91      %
Incorrectly Classified Instances        36                9      %
Kappa statistic                          0.8322
Mean absolute error                      0.0564
Root mean squared error                  0.1799
Relative absolute error                 20.6963 %
Root relative squared error             48.8233 %
Total Number of Instances               400


IB1 instance-based classifier
using 20 nearest neighbour(s) for classification


Time taken to build model: 0 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         328               82      %
Incorrectly Classified Instances        72               18      %
Kappa statistic                          0.656
Mean absolute error                      0.1002
Root mean squared error                  0.232
Relative absolute error                 36.7399 %
Root relative squared error             62.9428 %
Total Number of Instances               400
```

Figure 41: Results provided by IBk classifier, with k=1, 5 and 20.
Source: Author's elaboration.

Moreover, IBk stands for instance based learning (or nearest neighbour learning) with parameter k, being k the number of neighbours used by this machine learning method to classify the instances included in the model (Witten *et al.*, 2011). This classifier assumes that all attributes are equally important and belongs to the Lazy category of classifiers, a family of learning algorithms which stores the training instances in the memory and

classify new ones according to the most likely instance found on the training set (Witten *et al.*, 2011). However, in this case IBk was not used to classify any new instance but to ascertain if the set of instances which compose the engagement model were considered noisy or not. For that purpose, IBk was implemented to the dataset three times, firstly using just one nearest neighbour to perform the classification (k=1), secondly using 5 and lastly using 20, to investigate the effect of changing k. As we can see through figure 41, the accuracy of the model declined as the value of k increased: ≈95.25%, ≈91% and ≈82% for k equal to 1, 5, and 20 respectively. According to Witten *et al.*, (2011), in IBk specific case (contrary to all the others: Zero R, Naïve Bayes and J48), the decreasing verified on accuracy is considered positive, once it means the dataset inserted on Weka is not much noisy, whereas improvements along with the increasing of k, would stand for a noisy dataset. Consequently, the decrease verified on accuracy, provides a good indicator of quality regarding the engagement model.

4- J48:

```
=== Run information ===

Scheme:       weka.classifiers.trees.J48 -C 0.25 -M 2
Relation:     engagement.numeric_a
Instances:    400
Attributes:   8
              conversation
              activation
              affection
              negative-affection
              congitive-processing
              consumer-interaction
              love
              engagement
Test mode:    10-fold cross-validation

Time taken to build model: 0.07 seconds

=== Stratified cross-validation ===
=== Summary ===

Correctly Classified Instances         354               88.5    %
Incorrectly Classified Instances        46               11.5    %
Kappa statistic                          0.7867
Mean absolute error                      0.0736
Root mean squared error                  0.2235
Relative absolute error                 27.0022 %
Root relative squared error             60.6576 %
Total Number of Instances              400

=== Confusion Matrix ===

   a   b   c   d   <-- classified as
  12   0   0   6 |   a = Heng
   0 181   0  19 |   b = Leng
   1   0   0   0 |   c = Maxeng
   2  18   0 161 |   d = Medeng
```

Figure 42: Results provided by J48 classifier, with percentage split equal to one.
Source: Author's elaboration.

To end up whith the set of tests, J48 - one of the most well-known tree algorirhms, capable of producing highly accurate decision trees (Witten *et al.*, 2011) - was chosen to evaluate the model. This classifier belongs to the tree category of classifiers, a family of

machine learning algorithms which uses decision trees as predictive model to pass from observations to conlusions regarding the item target values (represented through leaves).

As figure 42 illustrates, J48 reached the highest level of correctly classified instances (≈88.5%) when compared with the remaining algorithms excepting IBk - for which the accuracy parameter does not mean precision, but noise. The accuracy level exhibited by this classifier (88.5%) correspond to 354 (12+181+161) comments correctly classified, according to the confusion matrix.

Witten *et al.*, (2011) consider that in data mining, the universal best method does not exist and researchers must discover which machine learning algorithm works best on their problems (=models). Therefore, after performing some experiences in Weka, J48 revealed to be the classifier which best fits the engagement model analysed in this dissertation and thereby the accuracy achieved by this classifier will be the final value taken into account to classify the model.

In order to produce reliable results, all machine learning algorithms used throughout this analysis (Zero R, Naïve Bayes, IBk and J48) were evaluated using stratified 10 cross validation. Stratified 10 cross validation it's done by default in Weka and can be described as a systematic way of dividing the dataset into 10 distinct folds and then use each fold to evaluate and test the dataset (Witten *et al.*, 2011). This process reduces the variance of the estimate to the lowest value possible, which improves the reliability of the results above presented.

Having in mind the complexity of the analysis presented above, was considered valuable to include a table capable of summarizing the results obtained along Study 2 (table 3):

STUDY 2 – SUMMARY:	
Research points	**Results**
I. Dataset Composition	
1.Total number of comments classified	400
2.Attributes Levels Conversation	No (141); Yes (259) comments
Activation	No (1); Low (100); Medium (192); High (95); Maximum (12)
Affection	No (104); Low (26); Medium (151); High (96); Maximum (23)

Negative Affection	No (370); Low (10); Medium (11); High (5); Maximum (4)
Cognitive Processing	No (27); Low (55); Medium (152); High (139); Maximum (27)
Consumer Interaction	No (355); Low (11); Medium (12); High (16); Maximum (6)
Love	No (293); Low (25); Medium (37); High (24); Maximum (21)
Engagement	No (0); Low (200); Medium (181); High (18); Maximum (1)
II. Applied tests (classifiers)	
Zero R Type: Rules Assumptions: - Test mode: 10 fold cross-validation	**Baseline Accuracy**: ≈50% **Confusion Matrix** (nº of comments correctly classified): 200 (0+200+0+0)
Naïve Bayes Type: Bayes (probabilistic) Assumptions: 1) All attributes are equally important a priori; 2) Attributes are statistically independent. Test mode: 10 fold cross-validation	**Accuracy**: ≈85.75% **Confusion Matrix:** 343 (14+189+140)
IBk Type: Lazy Assumptions: 1) All attributes are equally important. Test mode: 10 fold cross-validation	With k=1, ≈95.25%; k=nº of neighbours k=5, ≈91%; k=20, ≈82% The accuracy is decreasing, while k is increasing: **the dataset is not much noisy!**
J48 Type: Tree Assumptions: - Test mode: 10 fold cross-validation	**Accuracy**: ≈88.5% **Confusion Matrix:** 354 (12+181+161) **Classifier which suits best the dataset regarding accuracy!**

Table 3: Summary of the results obtained in Study 2.
Source: Author's elaboration.

As can be seen through table 3, the four tests applied on Weka led to interesting findings regarding the quality of the model.

Firstly, the most trivial classifier applied to the model (Zero R) provided the baseline accuracy - of approximately 50% (see figure 28) - and determined simultaneously the benchmark for the remaining classification methods. Secondly, Naïve

Bayes reached a significantly higher accuracy value in relation to the engagement model (85.75%), substantially above the baseline provided by Zero R, which proves the model is simple enough to be interpreted by more complex classifiers with success. Additionally IBk was applied to the model three times, with a distinct number of neighbours each time: k=1, 5, and then 20, generating levels of accuracy of approximately 95.25%, 91% and 82%, respectively. The constantly decrease verified on the accuracy parameter, along with the increasing of k, provided a good result regarding the level of noise embedded in the model, since negative variations reveal absence of huge amounts of noise and consequently demonstrates quality. Moreover, J48 achieved the highest level of correctly classified instances (with 88.5% of accuracy) when compared with Zero R, Naïve Bayes and even with IBk, which is used to evaluate a different parameter (the noise), revealing to be the most appropriate classifier for the online engagement model built, regarding precision.

Consequently, the set of findings presented in the previous paragraph, suggests the model elaborated based on the adaptation of theoretical concepts extracted from the literature (see table 1) is pretty accurate, considering the 88.5% of accuracy achieved with J48 and also suggests the model is not noisy, due to the decrease in accuracy verified along IBk test (≈95.25%, ≈91% and ≈82% respectively).

6- CONCLUSIONS AND IMPLICATIONS

6.1 Specific Conclusions

Considering what was previously mentioned, the current dissertation includes two distinct studies which have enriched the general work with its findings, allowing the establishment of several conclusions, whereby the current chapter aims to: exhibit the conclusions drawn in each study and, simultaneously, compare the contributions here presented with research material provided by other authors. In order to achieve that, the contributions of Study 1 and Study 2 are exhibited, throughout the two first paragraphs, and only after that the general conclusion of the dissertation is revealed.

The first study conducted - Study 1 (comments review on Starbucks' Facebook page) analyse three specific features of online comments: text, punctuation and visual clues (emoticons and emojis), using for that purpose the ten indicators of the analysis model provided by Szurawitzki (2012), precisely developed to analyse the language in online contexts, namely on social networking sites. Despite the model provided by Szurawitzki (2012) has been only tested in a linear conversation, in which the author analysis seven interactions between two individuals through his personal Facebook account, Study 1 goes further since it applies the model in a different context, using a significant higher number of comments (60), which were elaborated by a broad number of distinct individuals, therefore presenting more robustness in the findings. Besides, Study 1 unveils which are the visual symbols most often used by Starbucks' target on Facebook, within the two distinct types considered (emoticons –facial expressions and emojis- others) revealing that: smile is the most used emoticon, always linked with positive feelings, in agreement to what was previously defended by Walter (2001), and additionally proves the heart emoji is as commonly used as the smile, highlighting the importance that this type of visual cues - emojis - already have on online communications. Therefore, having in mind all the contributions and findings included in it, Study 1 proves that is possible to capture emotions in online fields through the analysis and compilation of the meanings provided by text, punctuation and visual clues and due to that, provides sufficient evidences to consider that AL practice is present on Facebook. As such, the conclusion drawn in Study 1 allows answering to sub-question 1 ("Can the practice of AL be present in the online field – Facebook?") affirmatively, given the depth and robustness of the findings. Simultaneously, Study 1 presents a relevant discovery

regarding AL, once it proves this technique does not require face-to-face interaction to be successful or even to discover which emotions are conveyed by someone during their speech, contrarily to what was stated by several authors in the literature such as: Rogers (1980), Barkai (1984), Levitt (2001), Robertson (2005), Comstock, Salem Press Encyclopedia (2015), Heslip (2015) and Fischer-Lokou *et al*., (2016), which address AL as being a purely physical practice. Lastly, Study 1 goes further than the study carried out by Bauer and Figl (2008), demonstrating that besides being important to initial interactions (in agreement with Bauer and Figl, 2008), AL is equally important to improve existing relationships, once it helped strengthen the bond between Starbucks and its consumers, improving consumers mood and increasing their overall satisfaction with the brand.

Subsequently, Study 2 - the evaluation – proves the theoretical model of engagement developed with the aim of measuring the engagement "level" contained in 400 comments made by consumers and Starbucks on Facebook, is quite accurate. It was possible draw this conclusion once the engagement model was transformed into a database and further analysed by an independent data mining software (Weka), which reveals two important things regarding the model's quality: high accuracy and low noise. According to J58, one of the most powerful classifiers of the software chosen (Witten *et al*., 2011), the model achieved approximately 88.5% in the precision parameter, out of the 100% possible. Together with this, the IBk test indicates the model is not noisy, once the accuracy level decreases as k increases (see table 3), thus revealing a considerably good quality level. Hence, the set of tests performed on Weka software prove the engagement level registered on Facebook can be reliably measured by the model produced throughout Study 1, which consequently answers the sub-question 2 ("Can the engagement, exhibited on Facebook, be reliably measured by the model produced?") also in a positive manner.

Consequently, the set of aforementioned findings make the present dissertation open a new chapter in marketing history, by suggesting that AL can actually bring concrete improvements to consumer-brand relationship (CBR), which allows to answer the core question of the study ("Can the practice of active listening to improve the relationship between consumers and brands?") also positively, with rigor and robustness.

6.2 Managerial implications

The depth and detail embedded in the analysis conducted along Study 1 proved that simple interactions carried out by brands, as standard and simple answers, have the power of changing consumers' mood. The analysis recorded several cases in which consumers have stopped displaying the maximum level of anger or fury to begin exhibiting positive emotions such as gratitude, just because Starbucks have answered to their complains.

Jointly with the core finding presented above, the three major conclusions extracted from Study 1: a) is possible to establish connections between visual clues and emotions in online fields; b) active listening technique can be present on Facebook and c) does not require face-to-face interactions to work properly, reflect themselves as implications in the business world.

Firstly, brands need to understand that caring about consumers in online fields means, above all, listening to what they have to say; and that answering to their comments it's necessary if the ultimate goal consists in improving the engagement or strengthening the relationship maintained with them.

In order to be possible to achieve these goals, brands and/or organisations must start:

1) Recognising the importance of having qualified employees for the unique purpose of interacting with consumers on social networks, to ensure the answers to consumers arrive in an acceptable period of time;
2) Investing in the digital marketing department, as a way of reinforcing the number of elements and reducing the number of tasks performed by each one of them, often responsible for the content mistakes on social platforms;
3) Accepting that increasing the volume of tasks carried out by each element of the digital team, rather than hiring new talent, does not represent a sustainable solution in terms of performance, once it increases pressure and reduces the time available to perform each task.

Considering what was mentioned above, in generic terms, brands and companies which aim to succeed must invest in the digital department and focus their attention on providing their target audience with feedback. Hence, the practice of active listening should be applied and then feedback must be provided to each consumer.

6.3 Limitations and suggestions for future research

As all research projects, the current study comprises several limitations. Some were assumed since the beginning of the methodological process, while others resulted from the development of the practical' research part. However, none of them threatened the robustness of the results obtained, once the dissertation used an extensive sample size along the two studies developed (60 + 400 comments analysed) and included also a reliable evaluation of the engagement model built, conceived from one independent data mining software, thereby ensuring a high level of confidence in the same results.

Beginning with the most relevant limitation (a priori) assumed, we have the period of time available to conduct the entire investigation, of approximately one year, which limited not only the depth, but also the extent of the research approach in general. Besides, it restricted the data collection and online comments analysis to specific months of the year, leaving aside the possibility of stablishing comparisons about the consumers' engagement level between the several seasons or months of the year. Consequently, this time' restriction requires the extension of the data collection process for a longer period of time (at least one year), to be possible gathering the information needed to meticulously study the consumer engagement subject, through the comparisons between the engagement' levels exhibited throughout the several periods of the year.

Moving on to the specific limitations found along the research process development we have, in the first place, the type of brand chosen to carry out the methodological process. As previously mentioned in section 4.1, Starbucks was the brand chosen to perform the practical part of the dissertation, meaning the results found and conclusions drawn during both studies were based on this brand and will remain restricted to its market sector: food and beverages (Varejista, 2017). For this reason, results generalizations should be made with caution and the adaptations needed must take into consideration the features and context of the market in question. Moreover, the brand chosen gave also rise to the second specific limitation of the present study: the target, which was mainly composed by women due the specific' comments features (visual clues, punctuation and text) needed to perform Study 1. Besides, the context where the data collection took place, made it impossible to divide the target into age groups due the absence of personal data present on consumers' Facebook pages. Thus, further online studies must be executed with the same brand but using a more "masculine" target, allowing the understanding of the subject addressed as a whole.

Additionally, the realistic approach under which Study 1 was developed, restricted the total number of comments included in it, once the interactive conversational dynamic maintained between consumers and brands, implied the consideration of real date and posting hour, which consequently prevented the inclusion of new comments from a certain period onwards. Therefore, a more extensive number of comments is recommended to perform analysis which aim to cover the same subjects (punctuation, emotions and visual clues) within the online context and generate robust results at the same time, without however considering the "realistic" characteristics presented here, such as the date and publication hours.

Subsequently, the creation of a completely new dataset, based in the manual classification of real information, limited the total number of comments analysed during the available time. Therefore, a substantial improvement to the current study would be the discovering of an automatic way of classifying the information present on the online field according to the engagement model proposed, allowing the real information processing to occur faster.

In the same way, the complexity and specific properties of the data mining software chosen (Weka) to perform the evaluation of the engagement model built, in this dissertation, restricted the plethora of classifiers (tests) which could be used to only four: Zero E, Naive Bayes, IBk and J48. These tests allowed the assessment of the model only in terms of accuracy (88.5% out of 100% possible - J48 test result) and noise, being the second quite broad, indicating only that the model is not much noisy (IBk test result). As such, in cases where the engagement model will be used to discover the engagement felt by consumers in reality, a most comprehensive evaluation of the model is suggested to avoid misleading results. This improvement in the evaluation process, could be done either through use of additional Weka classifiers, to study other parameters, or through the use of more powerful data mining software.

Simultaneously, the engagement model built during this study represents another limitation, once it was built based on theoretical concepts, adapted from the literature. Therefore, its use require the adaptation of these eight parameters according the context which researchers intend to analyse.

Lastly, the gap found in the literature during the course of the theoretical review, limited the study of active listening concept applied to marketing, due to the lack of

information about the subject. Therefore, further studies must be developed around this topic in order to strengthen the results presented in the current study and clarify what are the additional impacts this technique may bring to the marketing field.

After what was exposed, it's easy to understand that the current study covers the study of active listening concept along with its relationship to the marketing world, presenting consumers engagement improvement as an output. Along with the context here analysed, the literature also covers other studies which analyse this concept in parallel contexts such as healthcare (Heslip, 2015) and patient care (Robertson, 2005), advocacy (Barkai, 1984), audit (Heslip, 2015) and problem solving (Fischer-Lokou *et al*., 2016). However, more literature regarding the approach here presented about the active listening concept its crucial, as a way of strengthening the findings obtained and discovering new practical approaches to be applied to this communication technique.

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8- LIST OF ATTACHMENTS

Attachment 1: Study 1 - Comments review on Starbucks' Facebook page

	Analysis According to: Szurawitzki (2012)[a)] and Walther and D'Addario (2001)[b)] Issues: 1.1 Language and 1.2 Message Type	Emotions		
Original Comment		Positive	Neutral	Negative
October 21, 2016 Starbucks: "Watch your kitchen come alive with the new #Verismo V, the only machine that lets you make both Starbucks coffee and espresso at ." Details (No. 1) 1) Starbucks' post; 2) Goal: inform consumers	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 129 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of the sentence, according to orthographic conventions and also the first letter of the new coffee machine's name; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) an emoji, which represents a house and is used instead of the word "house" to end the sentence and c) an embedded hyperlink generated by an hashtag (#Verismo) which represents the new machine's name; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – one period at the end of the sentence and a comma which begs a pause in the right place; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)])			

about the new coffee machine.	**-Pure message** without emoticons but with a house emoji representing the word itself; **-Positive verbal message** underlying the expression "Watch your kitchen come alive" with the new "#Verismo V", which emphasizes the positive side of having this machine at home.	x		
October 21, 2016 at 6:42 PM James (Male): "I love my Verismo. I have the last model but it still works amazingly. This one looks pretty slick and with a bigger water reservoir." Details (No. 2) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Love and satisfaction.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 133 characters (spaces included); **(3) Grapheme analysis:** James capitalizes the initial letter of each sentence, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – periods at the end of each sentence; **(9) Analysing the relation of oral vs. written elements:** James' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which James uses words like "love" and "amazingly" to talk about his coffee machine.	x		
October 21, 2016 at 6:59 PM Starbucks: "Hi, James! So glad to hear you're a Verismo fan. The new Verismo V does indeed have a larger water reservoir. It also features a larger cup of brewed coffee (now 10 fluid ounces) quieter	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 365 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of James' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded link which leads to Starbucks online Store and allows customers to search for specific information about the Verismo System; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends all sentences with punctuation (an exclamation mark and several			

operation, adjustable drip tray that can accommodate a variety of mug sizes, and heats up quickly in only 15 seconds. Learn more about the Verismo V here: http://sbux.co/2dEjVTb." Details (No. 3) 1) Starbucks' comment; 2) Goal: provide James with additional information about the Starbucks coffee machine; 3) Emotion: Satisfaction.	periods), uses well-placed commas on the first and last sentence and parenthesis to provide additional information; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** during the first two sentences in which Starbucks uses an exclamation mark (possibly to show enthusiasm) and the word "glad" on the following sentence, to express satisfaction regarding the information received; **-Neutral verbal message** along the two last sentences, where the brand is focused on providing James with additional information about the Verismo coffee machine.	x	x	
October 21, 2016 at 8:14 PM Christy(Female: "Starbucks why'd you guys discontinue your sugar free caramel sweetener? That's the base for my drink 😩😩😩 I would think that would be a popular request for those who don't like or can't have too much sugar"	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 207 characters (spaces included); **(3) Grapheme analysis:** Christy capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) three frown emoticons which can stand for sadness or devastation[1] and an b) abbreviation of the expression why did: "why'd"; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Only the first sentence ends with a question mark, seeing that Christy makes a question in a typical way. The second phrase ends with three emoticons and the last didn't have any punctuation; **(9) Analysing the relation of oral vs. written elements:** Christy's sentences show characteristics of orality due to the lack of			x

Details (No. 4) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Sadness and\or devastation. 1 According to:http://emojidictionary.emojifoundation.com/	punctuation and presence of one abbreviation and several contractions. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with three sad smiley emoticons; **-Neutral verbal message**: Christy writes in a neutral tone, and only the frown emoticons illustrate her sadness, which proves the affirmation made by the authors: "All messages with any negative element, verbal or graphic, were rated significantly more negative than messages with no negative elements." (p.338)		x	
October 21, 2016 at 8:17 PM Starbucks: "Hi Christy, we discontinued sugar-free caramel and sugar-free hazelnut. These syrups were no longer as popular with customers, and we'll continue offering sugar-free vanilla, cinnamon dolce, and skinny mocha sauce." Details (No. 5) 1) Starbucks' comment; 2) Goal: provide a justification; 3) Emotion: none.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 214 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Christy's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation –periods at the end of each sentence and several well-placed commas along the speech; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message**, mainly focused on giving a clear justification to Christy's doubt.		x	

October 21, 2016 at 8:31 PM Christy (Female): "Starbucks caramel and hazelnut 😕 ???...that sucks, those are classic syrups. But if people aren't buying it I understand thanks for replying 🙂" Details (No. 6) 1) Consumer comment; 2) Goal: express feelings related to Starbucks' answer; 3) Emotions: Disappointment and happiness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 141 characters (spaces included); **(3) Grapheme analysis:** Christy capitalizes the initial letter of both sentences as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) two emoticons: a frown - possibly to express disappointment and a smiley which illustrates happiness due to Starbucks' concerns regarding her question - and also b) a slang word "sucks"; **(5) Syntax analysis:** Christy uses an elliptical structure in the middle of her first sentence and starts the second with an unusual word ("But"), which is usually used to link the subject with the verb; **(8) Punctuation analysis:** Only the first sentence ends with a period; the second has no punctuation and the placement of several question marks, followed by an elliptical structure, in the middle of a sentence is not correct; **(9) Analysing the relation of oral vs. written elements:** Christy's sentences show characteristics of orality due to the lack of punctuation and incorrect use of it, as well as use of slang and emoticons in the middle of the sentences. 1.2 Message Type (According to Article 1[b)]) **-Mixed message** with two opposite emoticons: smiley and frown; **-Negative and positive verbal message:** The first sentence expresses negativity due the presence of several exclamation marks, an elliptical structure and a slang expression: "that sucks" which shows disapointment. The last phrase expresses positivity, seeing that she shows understanding and uses a smiley emoticon at the end to reinforce it.	x x		x x
October 21, 2016 at 9:18 PM Ted (Male): "Starbucks thank you for making this! I have got to have this! Such an Awesome looking machine!" Details (No. 7)	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 94 characters (spaces included); **(3) Grapheme analysis:** Ted capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis**: Use of standard punctuation – Ted uses exclamation marks at the end of each sentence, which clearly emphasize his enthusiasm, satisfaction as well as gratitude towards Starbucks' recent launch - Verismo V; **(9) Analysing the relation of oral vs. written elements:** Ted's sentences can be characterized as highly resembling standard written English.			

1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Enthusiasm, satisfaction and gratefulness.	1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Ted shows his enthusiasm by using the expression "I have got to have this" and exclamation marks at the end of each sentence and also his gratefulness with the expression "thank you".	x		
October 21, 2016 at 9:31 PM Starbucks: "It's ok to stare. 😍" Details (No. 8) 1) Starbucks' comment; 2) Goal: answer to Ted's statement; 3) Emotions: Happiness, delight and love. 2 According to:http://emojidictionary.emojifoundation.com/	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 19 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of the sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon with heart eyes which can stand for happiness, delight and love[2]; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis**: Use of standard punctuation – Starbucks uses a period to end the sentence before using the smile emoticon; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with a smile emoticon; **-Neutral verbal message** - simple and short message with neutral punctuation, whose tone is only revealed due to the presence of a smile emoticon at the end.	x	x	
October 23, 2016 at 3:39 PM Harold (Male):"Starbucks sucks! Wouldn't send coffee to our troops. Told them the don't support them in the war! Never	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 130 characters (spaces included); **(3) Grapheme analysis:** Harold capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** presence of b) a slang word "sucks"; **(5) Syntax analysis:** Confused sentence formation along the discourse. On the second sentence, the subject is misplaced and incomplete. On the last, the subject is missing and the verb tense is also incomplete;			

be on my good list, ever!!" Details (No. 9) 1) Consumer comment; 2) Goal: express feelings about Starbucks supported causes; 3) Emotions: Indignation and fury.	**(8) Punctuation analysis**: Use of standard punctuation – if we ignore the two exclamation marks on the last sentence- Harold ends all his sentences with punctuation, mostly exclamation marks to reinforce his indignation and fury, revealed along the discourse. He also uses a well-placed comma on the last sentence; **(9) Analysing the relation of oral vs. written elements:** Harold's sentences show characteristics of orality due to its unusual elaboration, which exhibits deviations from standard English grammar. 1.2 Message Type (According to Article 1[b]) **-Pure message** without any emoticons; **-Negative verbal message** in which Harold shows his fury and indignation through the use of expressions like: "Starbucks sucks!" and "Never be on my good list, ever!!", along with exclamation marks to reinforce these feelings.			x
October 23, 2016 at 3:55 PM Starbucks: "We're sorry that you've been misinformed, Harold. There is absolutely no truth to this circulating rumor, we do support our troops. For more information, please visit http://sbux.co/1boxR9g. Thanks!" Details (No. 10) 1) Starbucks' comment; 2) Goal: answer to Harold's affirmations; 3) Emotions: None.	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 198 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of Harold's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded link which leads to a publication that proves the rumour is not true; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis**: Use of standard punctuation – Starbucks uses punctuation to end all sentences and several well-placed commas along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b]) **-Pure message** without any emoticons; **-Neutral verbal message** in which Starbucks writes in a formal and simple way, focused on providing correct information about the rumour to Harold.		x	
October 23, 2016 at 4:20 PM	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 257 characters (spaces included);			

Paul (Male): "Starbucks does support our troops. They even have a program to give veterans jobs at Starbucks, and even veterans siblings and I've even heard from veterans that I've worked with personally that they'd receive car packages filled with Starbucks beans. So…" Details (No. 11) 1) Consumer comment; 2) Goal: answer to Harold's affirmation and stand up for Starbucks; 3) Emotions: None.	**(3) Grapheme analysis:** Paul capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(5) Syntax analysis:** The first sentence is correct, but the second is too long and should have a full stop after "siblings", to separate both ideas. Besides, the last one ends with an elliptical structure, maybe to leave Harold thinking about what was said. We can consider it incomplete due to the fact that it is hiding a thought process; **(8) Punctuation analysis**: Although Paul uses an elliptical structure to end his last sentence, the first two end with periods. Besides that, commas are also well-placed along the discourse; **(9) Analysing the relation of oral vs. written elements:** Paul's sentences can be characterized as highly resembling standard written English, if we ignore his last sentence. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message** in which Paul writes an explanation to Harold based on real statements. Note: Although this message didn't show any emotions directly, we may extract emotions such as love and commitment, once that only devoted consumers are willing to defend brands.		x	
October 24, 2016 at 2:43 AM Ida (Female): "Wish you guys sold the Verisimo pods in grocery stores. 😔" Details (No. 12)	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 57 characters (spaces included); **(3) Grapheme analysis:** Ida capitalizes the initial word of the sentence, according to orthographic conventions and also the first letter of the coffee machine's name; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a frown emoticon at the end of the sentence, which illustrates Ida's frustration\ sadness; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Ida uses a period to end the sentence;			x

1) Consumer comment; 2) Goal: express feelings regarding Starbucks points of sale; 3) Emotions: Frustration\ Sadness.	**(9) Analysing the relation of oral vs. written elements:** Ida's sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with a frown emoticon; **-Neutral verbal message** in which Ida only expresses her desire regarding Starbucks points of sale. This comment also illustrates the affirmation made by the authors: "All messages with any negative element, verbal or graphic, were rated significantly more negative than messages with no negative elements." (p.338)		x	
October 24, 2016 at 10:54 PM Starbucks: "Thanks for the suggestions, Ida. They're just in Starbucks stores for now, but you can suggest this on http://mystarbucksidea.com for the community to vote up." Details (No. 13) 1) Starbucks' comment; 2) Goal: answer to Ida's affirmation; 3) Emotion: Gratitude.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 159 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Ida's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** presence of an c) embedded link where consumers can add their suggestions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with periods and also uses well-placed commas on each one of them; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message**, mainly focused on giving a clear answer to Ida's affirmation. However, this message can also be considered positive once Starbucks shows gratitude regarding the suggestion made: "Thanks".	x	x	
October 24, 2016 at 10:58 PM Betty (Female): "The system is unavailable online 😢"	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 35 characters (spaces included); **(3) Grapheme analysis:** Betty capitalizes the initial letter of the sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a frown emoticon with a tear at the			x

Details (No. 14) 1) Consumer comment; 2) Goal: express feelings regarding Starbucks online system; 3) Emotions: Sadness and Disappointment.	end of the sentence which illustrates Betty's sadness and disappointment; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Lack of punctuation – Betty ends her sentence without any standard punctuation, using only a frown emoticon; **(9) Analysing the relation of oral vs. written elements:** Betty's sentences show characteristics of orality due to the absence of final punctuation and presence of a frown emoticon, working as non-verbal clue regarding her emotional state. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with a frown emoticon; **-Neutral verbal message**, in which Betty writes a simple message with the aim of letting Starbucks know her disappointment about the online system.		x	
October 24, 2016 at 11:19 PM Starbucks: "Hi, Betty. There was a temporary website issue that should be fixed now - can you try again and let us know?" Details (No. 15) 1) Starbucks' comment; 2) Goal: answer to Betty's "complain"; 3) Emotion: None.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 108 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Betty's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with punctuation using a period on the first sentence and a question mark on the last one, asking a question in a correct manner; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message** in which the main concern consists in providing Betty with information regarding the online system situation.		x	
October 25, 2016 at 2:24 AM	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 40 characters (spaces included);			

Susan (Female): "Sooo the frother isnt attached? A shame!" Details (No. 16) 1) Consumer comment; 2) Goal: express feelings regarding Verismo V kit; 3) Emotions: Indignation and dissatisfaction.	**(3) Grapheme analysis:** Susan capitalizes the initial letter of both sentences, according to orthographic conventions; **(5) Syntax analysis:** First sentence complete and second sentence incomplete; **(7) Analysing the orthography:** The word "so" is spelled incorrectly and the apostrophe is missing in the contraction isn't; **(8) Punctuation analysis:** Use of standard punctuation – Susan uses a question mark to end her first sentence and an exclamation mark to end the second, while expressing her indignation; **(9) Analysing the relation of oral vs. written elements:** Susan's sentences show characteristics of orality due to the way the word "so" is written. The same reasoning is applicable to the second sentence. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Negative verbal message** in which Susan expresses her indignation and dissatisfaction by using the expression: "A shame", followed by an exclamation mark.			x
October 25, 2016 at 6:46 PM Starbucks: "Hi, Susan. That's correct - the Verismo Milk Frother is sold separately and has a suggested retail price is $59. However, you can purchase the "Everyday Bundle" for $179 which includes the Verismo V Brewer, the Verismo Milk Frother and a free box of 12 Verismo pods." Details (No. 17) 1) Starbucks' comment;	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 266 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of Susan's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends all sentences with periods and also uses well-placed commas along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message** in which Starbucks' main concern consists in answering to Susan's affirmation and also in providing additional information about the Milk Frother and Verismo V.		x	

2) Goal: answer and provide additional information; 3) Emotion: None.				
October 25, 2016 at 6:54 PM Lisa (Female): "Are the pods recyclable? I'm assuming not 😔 I will continue with my regular coffee maker until these types of machines become more eco friendly." Details (No. 18) 1) Consumer comment; 2) Goal: express feelings related to Starbucks green responsibilities; 3) Emotions: Disappointment and Sadness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 144 characters (spaces included); **(3) Grapheme analysis:** Ida capitalizes the initial letter of each sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a frown emoticon at the end of the second sentence, which illustrates Lisa's disappointment and sadness; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Mainly standard punctuation – Lisa ends her first and last sentences with standard punctuation - question mark and period - but she didn't use any punctuation to end the second phrase. Instead, she uses a frown emoticon; **(9) Analysing the relation of oral vs. written elements:** Lisa's sentences can be characterized as highly resembling standard written English, if we ignore the lack of final punctuation on the second phrase. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with a frown emoticon; **-Neutral verbal message**, in which Lisa asks a question followed by an explanation related to her choice - to stay with the same coffee machine.		x x	x

October 25, 2016 at 6:57 PM Starbucks: "The pod container is made of polypropylene #5, which is recyclable if the lid, filter and coffee are removed. Please check with your local recycling/waste authority to see if they accept this material for recycling and if they accept containers of this size. Unfortunately, at this time the pods are recyclable only in select communities that have appropriate recycling facilities." Details (No. 19) 1) Starbucks' comment; 2) Goal: answer to Lisa's question; 3) Emotion: none.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 381 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends all sentences with periods and also uses three well-placed commas along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticon; **-Neutral verbal message** in which Starbucks writes objectively, mainly focused on providing Lisa with the information she previously asked for.		x	
October 25, 2016 at 6:59 PM Lisa (Female): "Starbucks this is awesome! The filter and left over	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 197 characters (spaces included); **(3) Grapheme analysis:** Lisa capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** presence of a) a smile emoticon at the end of the			

grounds can go into the compost. You should advertise this big time to help promote healthy habits for a healthier planet (and hopefully sales 😊)." Details (No. 20) 1) Consumer comment; 2) Goal: express feelings related to Starbucks' answer; 3) Emotions: Happiness\enthusiasm.	last sentence which stands for Lisa's happiness\satisfaction due to the information received; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Lisa end the first sentence with an exclamation mark, to reinforce her enthusiasm and the other two with periods. Besides, she also uses parentheses to include additional information in her discourse; **(9) Analysing the relation of oral vs. written elements:** Lisa's sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** in which Lisa shows her enthusiasm through the use of the word "awesome", followed by an exclamation mark.	x x		
October 25, 2016 at 8:37 PM Sarah (Female):"Drink it everyday 😃!! I'm addicted!!" Details (No. 21) 1) Consumer comment; 2) Goal: express feelings related to Starbucks coffee; 3) Emotions: Happiness \satisfaction.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 36 characters (spaces included); **(3) Grapheme analysis:** Sarah capitalizes the initial letter of both sentences, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** presence of a) a smile emoticon in the first sentence which shows happiness and\or satisfaction; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Although Sarah ends both sentences with question marks, she uses more than one in each, which is not correct but may be used to reinforce her happiness and satisfaction; **(9) Analysing the relation of oral vs. written elements:** Sarah's sentences show more characteristics of orality than written standard English, due to the repetition of exclamation marks in both sentences. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** along both sentences because Sarah reinforces her need to drink coffee once she loves it: "I'm addicted!!"	x x		

October 25, 2016 at 10:10 PM Starbucks: "So glad to hear you're enjoying it, Sarah!" Details (No. 22) 1) Starbucks' comment; 2) Goal: answer to Sarah's affirmation; 3) Emotions: Satisfaction and enthusiasm.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 42 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial word of the sentence as well as the first letter of Sarah's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends the sentence with an exclamation mark and also uses a well-placed comma; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Starbucks uses the word "glad" to express satisfaction and an exclamation mark, at the end, to show enthusiasm.	x		
October 25, 2016 at 10:18 PM Martha: "I think I'm in love ❤️. ❤️❤️❤️." Details (No. 23) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotion: Love.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 27 characters (spaces included); **(3) Grapheme analysis:** Martha capitalizes the initial letter of the sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) four heart emojis which are used to reinforce her love for the Verismo V machine; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Lack of punctuation – Martha ends her sentence using four heart emojis, but without any standard punctuation; **(9) Analysing the relation of oral vs. written elements:** Martha's short sentence can be characterized as highly resembling standard written English - despite the lack of final punctuation. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with four heart emojis; **-Positive verbal message** in which Martha uses the word "love" to express her feeling toward Verismo V machine.	x x		
October 25, 2016 at 11:11 PM	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 31 characters (spaces included);			

Starbucks: "It's love at first sip, Martha." Details (No. 24) 1) Starbucks' comment; 2) Goal: answer to Martha's affirmation; 3) Emotions: Love\ understanding.	**(3) Grapheme analysis:** Starbucks capitalizes the initial letter of the sentence as well as the first letter of Martha's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends its sentence with a period and uses a well-placed comma to separate the verb from the subject; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b]) **-Pure message** without any emoticons; **-Positive verbal message** in which Starbucks chooses to use the word "love" to show understanding of Martha's passion.	x		
October 25, 2016 at 11:12 PM Judy (Female): "I love this machine!!!! Amazing espresso!!!! Yummy, magnificence!!! " Details (No. 25) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Love, delight and enthusiasm.	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 67 characters (spaces included); **(3) Grapheme analysis:** Judy capitalizes the initial letter of each sentence, according to orthographic conventions; **(5) Syntax analysis:** Unlike the first sentence, the remaining two do not have a complete structure; **(8) Punctuation analysis:** Judy makes incorrect use of final punctuation, ending each sentence with three exclamation marks to emphasize her enthusiasm and delight\ love for the Verismo V coffee machine; **(9) Analysing the relation of oral vs. written elements:** Judy's sentences show characteristics of orality due to the repetition of exclamation marks in both sentences and the presence of the interjection: "Yummy" on the last sentence. 1.2 Message Type (According to Article 1[b]) **-Pure message** without any emoticons; **-Positive verbal message** in which Judy chooses to use the word "love" to express her feelings towards the new Starbucks coffee machine; the word "amazing" to describe the expresso and the interjection "Yummy" to describe its flavour.	x		
October 25, 2016 at 11:24 PM	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 92 characters (spaces included);			

Starbucks: "Glad you are loving it, Judy! You can view some recipes to make here: http://sbux.co/2dEjVTb" Details (No. 26) 1) Starbucks' comment; 2) Goal: answer to Judy's comment and provide more information; 3) Emotion: Happiness.	**(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Judy's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded link which leads to Verismo's online home; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – if we ignore the lack of final punctuation on the last sentence. Starbucks ends its first phrase with an exclamation mark to illustrate its happiness; it uses a well-placed comma to separate subject and verb and also colons before the link; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be mainly characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** - in which Starbucks expresses its happiness about the affirmation previously made, through the use of the word "glad", followed by an exclamation mark.	x		
October 26, 2016 at 0:09 AM Kelly (Female): "Oh my YES I WOULD LOVEEE THIS!!!!" Details (No. 27) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Excitement and delight.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 33 characters (spaces included); **(3) Grapheme analysis:** Kelly capitalizes the initial letter of the sentence, according to orthographic conventions as well as the expression: "YES I WOULD LOVEEE THIS", which is not usual, but she may have done it to emphasize her excitement and delight; **(5) Syntax analysis:** Irregular construction of sentence; **(8) Punctuation analysis:** Lack of standard punctuation – Kelly uses several exclamation marks to end her sentence, instead of only one and does not use punctuation to separate the interjection "Oh my" from the rest of the sentence; **(9) Analysing the relation of oral vs. written elements:** Kelly's sentence shows characteristics of orality due to the use of an interjection as well as of several capitals. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message,** in which Kelly express her excitement and delight about the new coffee machine - Verismo V - through the use of the interjection: "Oh my", followed by an expression written in capitals and finished with several exclamation marks.	x		

October 26, 2016 at 4:00 AM Starbucks: "Kelly, it sounds like the Verismo V bundle would be great for you! It includes the brewer, milk frother, and a free box of pods of your choice. Learn more here: http://sbux.co/2dE8rkj." Details (No. 28) 1) Starbucks' comment; 2) Goal: answer to Kelly's statement and provide more information; 3) Emotion: Enthusiasm.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 184 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of all sentences as well as the first letter of Kelly's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded link which leads to Starbucks online store and directly exhibits the Verismo System; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks end all sentences with final punctuation and also uses well-placed commas and colons along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive and neutral verbal message,** in which Starbucks shows enthusiasm by using the expression: "would be great for you" followed by an exclamation mark on the first sentence. However, the remaining ones are merely informative.	x	x	
October 26, 2016 at 4:01 AM Kate (Female):"I love my Verismo and my milk frother!" [3] Details (No. 29) 1) Consumer comment;	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 38 characters (spaces included); **(3) Grapheme analysis:** Kate capitalizes the initial letter of the sentence, according to orthographic conventions and also the first letter of the coffee machine's name; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Kate ends her sentence with an exclamation mark, possibly to emphasize her love feeling; [b)] **(9) Analysing the relation of oral vs. written elements:** Kate's sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)])			

2) Goal: express feelings about Starbucks products; 3) Emotion: Love. [3]Frother:Piece of Verismo System	**-Pure message** without any emoticons; **-Positive verbal message** in which Kate shows how much she likes her machines from Starbucks through the use of the word "love".	x		
October 26,2016 at 4:05 AM Starbucks: "So glad to hear that, Kate! What kinds of coffee and espresso do you enjoy making with your Verismo?" Details (No. 30) 1) Starbucks' comment; 2) Goal: answer and obtain more information; 3) Emotion: Satisfaction.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 100 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of Kate's name, according to orthographic conventions and also the first letter of the coffee machine's name; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends its first sentence with an exclamation mark, possibly to emphasize its contentment and the second sentence with a question mark – by asking a question in a correct manner. Besides, the brand also uses a well-placed comma on the first sentence; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Starbucks uses the word "glad" to express its mood on the first sentence and the word "enjoy" to give a positive tone to the question made, on the last sentence.	x		
October 26, 2016 at 4:08 AM Kate (Female): "Just usually coffee, Sumatra is my favorite. I have it at the office as the coffee there is	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 110 characters (spaces included); **(3) Grapheme analysis:** Kate capitalizes the initial letter of each sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded hyperlink generated by an hashtag (#spoiled) which represents an adjective that Kate uses to describe herself, due to her attitude; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar;			

terrible. #spoiled" Details (No. 31) 1) Consumer comment; 2) Goal: answer to brand's question; 3) Emotion: none.	**(8) Punctuation analysis:** Use of standard punctuation – Kate uses a period to end both sentences even on the last one, before apply the hashtag and also a well-placed comma on the first sentence; **(9) Analysing the relation of oral vs. written elements:** Kates' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message** written in a straightforward way, it focuses on answering Starbucks' question in a clear way; No signs of enthusiastic or aggressive punctuation.		x	
October 26,2016 at 4:11 AM Starbucks: "Love Sumatra! Such a special coffee. Here's how your cup of Sumatra supports farmers and their families: http://sbux.co/2bwsvBk." Details (No. 32) 1) Starbucks' comment; 2) Goal: provide Kate with additional information; 3) Emotions: Love and happiness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 127 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of an c) embedded link which illustrates how Starbucks supports farmers and their families in Sumatra; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation –Starbucks uses an exclamation mark to end its first sentence, possibly to reinforce its love\happiness, and the following sentences with a period. Colons are also used correctly; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Starbucks uses the word "Love" to express its emotion towards Sumatra type of coffee.	x		
October 26, 2016 at 4:12 AM	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 134 characters (spaces included);			

Kate (Female): "Wow that is simply amazing. I love knowing how my beans are truly lovingly processed from the tree to my cup. Thank you Starbucks! ❤️" Details (No. 33) 1) Consumer comment; 2) Goal: Show gratitude; 3) Emotions: Gratitude, surprise and love.	**(3) Grapheme analysis:** Kate capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a heart emoji which is used to illustrate Kate's gratitude for the information revealed by Starbucks; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Kate uses periods to end the first two sentences and an exclamation mark to end the last one and to reinforce her gratitude towards brand action; **(9) Analysing the relation of oral vs. written elements:** Kates' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with an heart emoji illustrating gratitude, in an attempt to turn the message into something even more positive; **-Positive verbal message** which illustrate surprise through the use of an interjection ("wow") and also love due to the presence of words like "love" and "lovingly".	x x		
October 26, 2016 at 4:13 AM Lori (Female): "I won't buy this until you make ecologically friendly refillable pods." Details (No. 34) 1) Consumer comment; 2) Goal: express feelings about Starbucks pods conditions;	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 70 characters (spaces included); **(3) Grapheme analysis:** Lori capitalizes the initial letter of the sentence, according to orthographic conventions; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Lori uses a period to end her sentence; **(9) Analysing the relation of oral vs. written elements:** Lori's sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Negative verbal message** in which Lori uses the expression: "I won't buy this until…" which means she needs a specific change to want to buy the machine and therefore, her affirmation shows her dissatisfaction about actual Starbucks pods conditions.			x

3) Emotion: Dissatisfaction.				
October 26, 2016 at 4:14 AM Starbucks: "Thanks for the feedback, Lori. Please feel free to further share your thoughts on My Starbucks Idea: http://sbux.co/MSI." Details (No. 35) 1) Starbucks' comment; 2) Goal: answer and provide additional information; 3) Emotions: Gratitude.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 120 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Lori's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of c) an embedded link which leads to a page which allows consumers to express, discuss and vote in ideas; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks uses a period to end both sentences and also a well-placed comma and colons along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message,** in which Starbucks uses the word "thanks" to express its gratitude towards Lori's feedback.	x		
October 26, 2016 at 4:43 AM John (male): "The NEW Verismo looks so different. Considered it two years ago, and decided I needed an excuse to go to Starbucks and enjoy the coffee culture. Oh, and the baristas of course!"	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 176 characters (spaces included); **(3) Grapheme analysis:** John capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – John ends his first sentences with periods and the last one with an exclamation mark, which emphasize his enthusiasm about baristas' service at the store. Besides, he also uses well-placed commas along his discourse; **(9) Analysing the relation of oral vs. written elements:** John's sentences can be, mainly, characterized as highly resembling standard written English if we ignore his last phrase in general, and also the presence of the interjection: "Oh". 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons;			

Details (No. 36) 1) Consumer comment; 2) Goal: express feelings about Starbucks products and store service; 3) Emotions: Enthusiasm and satisfaction.	**-Positive verbal message,** in which John recognizes Verismo's upgrades and explains why he does not have one, praising the coffee culture and mainly: "the baristas of course!"", where his enthusiasm and satisfaction are clear.	x		
October 26, 2016 at 8:14 PM Starbucks: "We always love to see you, John! The Verismo is a great option when you can't visit a store, but you want your Starbucks coffee or espresso. 😀" Details (No. 37) 1) Starbucks' comment; 2) Goal: answer to John's comment; 3) Emotions: Joy and happiness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 143 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of John's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon after last sentence to emphasize brand happiness and joy; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks always uses final punctuation: an exclamation mark, to emphasize its happiness in the first sentence and a period in the last one. Besides, Starbucks uses well-placed commas along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks uses the expression: "always love to see you" and a smile emoticon at the end of the discourse to show joy and happiness towards John's comment.	x x		
October 29, 2016 at 2:21 AM Maria (Female): "I am going to have this... 🎧"	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 27 characters (spaces included); **(3) Grapheme analysis:** Maria capitalizes the initial letter of the sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon at the end of the sentence which emphasizes Maria's confidence and joy;	x		

Details (No. 38) 1) Consumer comment; 2) Goal: express feelings about Starbucks products; 3) Emotions: Desire, confidence and joy.	**(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Maria uses an elliptical structure to end her sentence, which may be used to express action continuity; **(9) Analysing the relation of oral vs. written elements:** Maria's sentence can be mainly characterized as highly resembling standard written English, if we ignore the elliptical structure at the end. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Maria expresses her desire to buy the coffee machine and emphasizes it through the use of a fun inverted smile emoticon at the end of the sentence.	x		
October 29, 2016 at 6:37 PM Starbucks: "And we can't wait for you to have it, Maria! Let us know what you think once you get your very own! 😀" Details (No. 39) 1) Starbucks' comment; 2) Goal: answer to Maria's comment; 3) Emotions: Excitement and contentment.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 102 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Maria's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon after the last sentence, which reinforces brand excitement and contentment; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks uses exclamation marks to end both sentences, which further highlights the feelings mentioned on 4), but also uses a well-placed comma on the first sentence, to separate the subject from the verb; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks uses the expression: "we can't wait for you to have it" to express its excitement, and also uses final punctuation and a smile emoticon at the very end, to reinforce that idea and to show contentment.	x x		
October 29, 2016 at 6:45 PM	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 102 characters (spaces included);			

Maria (Female): "Starbucks I'll send you my address for my free trial offer!!.... 😂👍 I do desire this for my office. " Details (No. 40) 1) Consumer comment; 2) Goal: answer to Starbucks' comment; 3) Emotions: Joy \joking and desire.	**(3) Grapheme analysis:** Maria capitalizes the initial letter of both sentences as well as the first letter of Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon, after the first sentence, which emphasizes Maria's playful mood as well as a thumbs up emoji; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of incorrect final punctuation in the first sentence, in which Maria uses two exclamation marks to end her sentence, followed by an elliptical structure and use of correct final punctuation- a period- at the end of the discourse; **(9) Analysing the relation of oral vs. written elements:** Maria's sentences can be mainly characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon and a thumbs up emoji; **-Positive verbal message** in which Maria uses humour in the first sentence, to answer to Starbucks' comment and express her desire by affirming: "I do desire this".	x x		
November 5, 2016 Starbucks: "Ok, here's a hint: they're red. (Coming 11/10)"[4] Details (No. 41) 1) Starbucks' post; 2) Goal: inform consumers about the red cups return. [4] 11- month: November;10 - day.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 47 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of the sentence, according to orthographic conventions; **(5) Syntax analysis:** Complete sentence - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks uses a period to end its sentence as well as a comma to induce a pause, colons and parentheses to give additional information to its consumers; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentence can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Neutral verbal message,** in which Starbucks tries to keep its consumers informed about the new changes in cup colours on 10th November.		x	

November 5, 2016 at 6:56 PM Brian (Male): "I really like the Green Unity cups. I don't live near a Starbucks, so haven't gotten one yet, hope to before they're gone. And I think it's pretty classy and cool that you actually respond to people who post here! Good move!" Details (No. 42) 1) Consumer comment; 2) Goal: express feelings about Starbucks products and actions; 3) Emotions: Enthusiasm, delight and\or contentment.	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 224 characters (spaces included); **(3) Grapheme analysis:** Brian capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions; **(5) Syntax analysis:** Besides the fact that some information seems to be missing on the second sentence, all sentences are complete and there are no deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Brian uses periods to end his first two sentences and exclamation marks to end the rest, showing his enthusiasm about Starbucks feedback; **(9) Analysing the relation of oral vs. written elements:** Brian's sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Brian expresses his satisfaction and delight concerning Starbucks green cups meaning using the expression: "I really like" and also with Starbucks' online answers using compliments such as "pretty classy" and "cool" to describe them.	x		
November 5, 2016 at 7:34 PM Starbucks: "Thank you so much for the 💚 , Brian! We're thrilled that you like the meaning behind our green cups and you have until November 9th to pick one up	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 188 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Brian's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a heart emoji that is used instead of the word love and a) a smile emoticon, at the end of the discourse, to highlight its happiness and enthusiasm about the cups change; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar;	x		

before we switch over to our red cups! 😀" Details (No. 43) 1) Starbucks' comment; 2) Goal: answer to Brian's statement; 3) Emotions: Enthusiasm, happiness and\or joy.	**(8) Punctuation analysis:** Use of standard punctuation – Starbucks uses one exclamation mark to end each sentence, which shows enthusiasm and reinforces the brand's joy, but also a well-placed comma on the first sentence, to separate the subject from the rest of the sentence; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one heart emoji and one smile emoticon; **-Positive verbal message,** in which Starbucks shows off several positive emotions, related with Brian's comment, which are expressed through words, final punctuation and also usage of emojis along the discourse.	x		
November 5, 2016 at 7:41PM Ruth (Female): "I didn't know it was possible to not live near one! Time for a franchise! 😄" Details (No. 44) 1) Consumer comment; 2) Goal: express opinion regarding Brian's comment; 3) Emotions: Humour and joking.	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 77 characters (spaces included); **(3) Grapheme analysis:** Ruth capitalizes the initial letter of each sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon after the sentence: "Time for a franchise! " to give the reader a clue that she is joking; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar;" **(8) Punctuation analysis:** Use of standard punctuation – Ruth uses exclamation marks to end both sentences, in this case to reinforce the joking tone used (in a positive way) during her sentences; **(9) Analysing the relation of oral vs. written elements:** Ruth's sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** in which Ruth expresses her opinion in a humorous way, which is highlighted by the exclamation marks at the end of each sentence.	x x		
November 5, 2016 at 7:46 PM Heidi (Female): "LOVED the green cups and the story behind	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 282 characters (spaces included); **(3) Grapheme analysis:** Heidi capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions and also capitalizes the word "LOVED" to further reinforce her love for the green cups and their meaning;			

them, bravo Starbucks! I really admire your company mission and have a couple family members working at corporate, one of them is actually one of the people on the cups. 😄 Can't wait to see the holiday design! It will be amazing as always!" Details (No. 45) 1) Consumer comment; 2) Goal: express feelings about Starbucks and its products; 3) Emotions: Love, admiration and happiness.	**(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links: abbreviations or embedded links:** Presence of a) a smile emoticon which contributes to highlight Heidi's happiness and admiration, in a positive manner, for Starbucks' mission; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar;" **(8) Punctuation analysis:** Use of standard punctuation – Heidi uses exclamation marks to end her first and last two sentences and a period to end the other phrase. All exclamation marks seem to be used to reinforce the emotions mentioned on 3) and 4); **(9) Analysing the relation of oral vs. written elements:** Heidi's sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** in which Heidi shows her admiration and love for Starbucks through the use of expressions such as "LOVED the green cups", "bravo Starbucks!", "I really admire your company mission" and "will be amazing as always!". Besides, the exclamation marks and the emoticon present also reinforce these feelings.	x x		
November 5, 2016 at 8:17 PM Starbucks: "Thank you so much for all the 💚💚💚, Heidi! We appreciate your positive attitude and excitement surrounding our holiday cup launch!"	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 132 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of Heidi's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) three heart emojis which are used instead of the word "love" and in this case, can give a clue about the emphasis that is being placed on that feeling. **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with exclamation marks, which clearly reinforce its gratitude, appreciation and love considering Heidi's previous	x		

Details (No. 46) 1) Starbucks' comment; 2) Goal: answer to Brian's statement; 3) Emotions: Enthusiasm and happiness or joy.	comment. Besides, Starbucks also uses a well-placed comma on the first sentence, to separate the subject from the rest; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with three heart emojis; **-Positive verbal message,** in which Starbucks shows appreciation about Heidi's opinion through the use of expressions such as "Thank you so much" and "We appreciate your positive attitude and excitement". Besides, the punctuation chosen and the heart emojis contribute to highlight these same feelings.	x		
November 5, 2016 at 8:50 PM Brittany (Female): "Can't wait for the red cups! I ❤ Starbucks...I look forward to the new design every year and my gingerbread latte ❤ ❤ ❤ " Details (No. 47) 1) Consumer comment; 2) Goal: express feelings about Starbucks, its products and their attributes; 3) Emotions: Excitement and love.	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 122 characters (spaces included); **(3) Grapheme analysis:** Brittany capitalizes the initial letter of each sentence as well as Starbucks' name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links: abbreviations or embedded links:** Presence of a) a heart emoji, which is used to substitute the word "love" on the second sentence and presence of a) three heart emojis at the end of the discourse to represent Brittany's love for Starbucks' new design and type of bread; **(5) Syntax analysis:** The subject (I) is missing on the first sentence as well as the word (love) on the second sentence; **(8) Punctuation analysis:** Only the first and second sentences end with standard punctuation. The first ends with an exclamation mark. The second ends with an elliptical structure, possibly to give the idea of continuity or to indicate a pause and the last one ends with three heart emojis, showing lack of final punctuation; **(9) Analysing the relation of oral vs. written elements:** Due to the lack of subject and verb throughout the two first sentences, as well as the lack of final punctuation and incorrect use of it, Brittany's sentences show characteristics of orality. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with four heart emojis; **-Positive verbal message** in which Brittany expresses her excitement about the red cups launch using the expression: "Can't wait", followed by an exclamation mark and also her love for Starbucks using the expression: "I ❤ Starbucks". The three heart emojis used to end the discourse also reinforce this feeling of love.	x x		

November 5, 2016 at 9:39 PM Starbucks: "So exciting, Brittany! Only five more days until we'll be preparing your long-awaited Gingerbread Latte in our newly designed red cups! 😀" Details (No. 48) 1) Starbucks' comment; 2) Goal: answer to Brittany's comment; 3) Emotions: Enthusiasm and pride.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 138 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence as well as the first letter of Brittany's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, to represent and reinforce Starbucks' enthusiasm and pride; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with exclamation marks, which clearly highlight its enthusiasm and uses a well-placed comma on the first sentence, to separate the subject from the rest; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks shows enthusiasm towards Britany's affirmation, but also enthusiasm and pride regarding its new cups design.	x x		
November 5, 2016 at 10:32 PM Stephanie (Female): "Please bring back the Holiday Flat White!! I've been waiting all year 🙂" Details (No. 49) 1) Consumer comment;	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 73 characters (spaces included); **(3) Grapheme analysis:** Stephanie capitalizes the initial letter of both sentences, according to orthographic conventions, as well as the first letter of Starbucks' drink; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links: abbreviations or embedded links:** Presence of a) a smile emoticon which highlights Stephanie's understanding and tranquillity; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Lack and incorrect use of final punctuation – Stephanie ends her first sentence with two exclamation marks, which is grammatically incorrect and left the last phrase without final punctuation, only with a smile emoticon;	x		

2) Goal: make a request to Starbuck; 3) Emotions: Enthusiasm, understanding and tranquillity.	**(9) Analysing the relation of oral vs. written elements:** Stephanie's sentences exhibit more characteristics of standard written English than of orality, despite the punctuation issue. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** in which Stephanie makes an emphatic request, using two exclamation marks and shows understanding and tranquillity through the use of a smile emoticon at the end of her discourse;	x		
November 5, 2016 at 10:48 PM Starbucks: "Our Holiday Spice Flat White is available on November 10th, Stephanie! The wait is almost over. 😀" Details (No. 50) 1) Starbucks' comment; 2) Goal: answer to Stephanie's request; 3) Emotions: Enthusiasm and\or joy.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 98 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of each sentence, the first letter of Stephanie's name and "November", according to orthographic conventions as well as the first letter of the drink's name; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, which represents Starbucks' enthusiasm; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends its first sentence with an exclamation mark to reinforce the feelings mentioned on 4) and the second with a period. Besides, Starbucks also uses a well-placed comma on the first sentence to separate the subject from the rest of sentences' elements; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks answers to Stephanie's request in an enthusiastic manner and tries to show that enthusiasm and joy using an exclamation mark on the first sentence and a smile emoticon on the last one.	x x		
November 5, 2016 at 10:56 PM Stephanie (Female):	1.1 Language According to Article 1[a)] Analysis model) **(1) Amount of text:** 18 characters (spaces included); **(3) Grapheme analysis:** Stephanie capitalizes the initial letter of both sentences, according to orthographic conventions; **(5) Syntax analysis:** Both sentences have subject and verb missing.			

" Yay!!! Thank you!!" Details (No. 51) 1) Consumer comment; 2) Goal: answer to Starbucks' comment; 3) Emotions: Enthusiasm and gratitude.	**(8) Punctuation analysis:** Incorrect final punctuation use – Stephanie ends both sentences with several exclamation marks, which is wrong but made on purpose, perhaps to reinforce her enthusiasm; **(9) Analysing the relation of oral vs. written elements:** Due to the presence of the interjection "yay" on the first sentence and the incorrect use of final punctuation – several exclamation marks at the end of each sentence - Stephanie's sentences exhibit more characteristics of orality. 1.2 Message Type (According to Article 1[b]) **-Pure message** without any emoticons; **-Positive verbal message** in which Stephanie answers to Starbuck's comment in an enthusiastic manner, using the interjection "Yay" and several exclamation marks at the end of each sentence. She also shows gratitude through the use of the expression "Thank you", followed by two exclamation marks.	x		
November 6, 2016 at 3:39 PM Stella (Female): "❤❤❤ the red cup season!! " Details (No. 52) 1) Consumer comment; 2) Goal: express feelings about the red cups season; 3) Emotions: Love and enthusiasm.	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 28 characters (spaces included); **(3) Grapheme analysis:** Stella does not capitalize the initial letter of the sentence. Instead, she uses three heart emojis to start the comment; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) three heart emojis, which are used instead of the word "love" and its repetition reinforces this feeling; **(5) Syntax analysis:** The sentence has both subject and verb missing; **(8) Punctuation analysis:** Incorrect use of final punctuation – Stella uses two exclamation marks to end the sentence, which clearly highlights her feeling of love for the mentioned season; **(9) Analysing the relation of oral vs. written elements:** Stella's sentence shows more characteristics of orality due to the short message length, presence of several heart emojis to substitute the word "love" and the use of two exclamation marks at the end of the discourse. 1.2 Message Type (According to Article 1[b]) **-Pure message** with three heart emojis ; **-Positive verbal message** in which Stella clearly shows her deep love for the red cup season, through the use of three heart emojis during the sentence and her enthusiasm using two exclamation marks at the end of the discourse.	x x		
November 6, 2016 at 4:45 PM	1.1 Language (According to Article 1[a] Analysis model) **(1) Amount of text:** 120 characters (spaces included);			

Starbucks: "If you love red cup season, you're going to absolutely love our newly designed red cups, Stella! Only four more days! 😀" Details (No. 53) 1) Starbucks' comment; 2) Goal: answer to Stella's affirmation; 3) Emotion: Enthusiasm.	**(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Stella's name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, which represent Starbucks' enthusiasm; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with an exclamation mark to reinforce the feeling mentioned on 4) and uses two well-placed commas along the discourse; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks answers to Stella's affirmation and calls attention to the new red cup's design, expressing enthusiasm through the use of exclamation marks as final punctuation, but also through the use of the expression: "absolutely love".	x x		
November 6, 2016 at 4:47 PM Stella (Female): "Starbucks Yay yyyyyyyyyy!! I can not wait!! I will be there in the am to receive 😍❤️🎉" Details (No. 54) 1) Consumer comment; 2) Goal: answer to Starbucks; 3) Emotions: Enthusiasm,	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 89 characters (spaces included); **(3) Grapheme analysis:** Stella capitalizes the initial letter of each sentence as well as the first letter of Starbucks' name, according to orthographic conventions, but also the first letter of the interjection "Yayyyyyyyyyyy"; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) a smile emoticon with heart eyes which stands for happiness, delight and love[5]; one heart emoji and one emoji denominated "party", which usually stands for celebration[5]. These three symbols together contribute to highlight Stella's happiness, enthusiasm and love for the new red cups' design; **(5) Syntax analysis:** First sentence has both subject and verb missing. However, the other two sentences are complete and do not exhibit deviations from standard English grammar; **(8) Punctuation analysis:** Incorrect use of final punctuation – Stella uses two exclamation marks to end the first two sentences and ends the last one only with one emoticon and two emojis, which means lack of final punctuation;	x		

happiness and love. 5 According to: http://emojidictionary.emojifoundation.com/	**(9) Analysing the relation of oral vs. written elements:** Stella's sentences shows more characteristics of orality due to the presence of several visual clues, one emoticon and two emojis, but also due to the usage of two exclamation marks at the end of the first two sentences. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon and two emojis: a heart and a "party"; **-Positive verbal message** in which Stella clearly shows her deep enthusiasm regarding Starbucks' answer using the interjection: "Yayyyyyyyyyyy!!" and the expression: "I can not wait!!". Besides, Stella uses one smile emoticon, one heart emoji and a party emoji to reinforce her enthusiasm, happiness and love.	x		
November 6, 2016 at 5:29 PM Caroline (Female): "Yay! I'm so excited for the red cup, wish it was out today!!!" Details (No. 55) 1) Consumer comment; 2) Goal: express feelings about the red cups launch; 3) Emotions: Excitement and happiness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 61 characters (spaces included); **(3) Grapheme analysis:** Caroline capitalizes the initial letter of both sentences, according to orthographic conventions; **(5) Syntax analysis:** The first sentence has both subject and verb missing, but the second is complete and does not exhibit deviations from standard English grammar; **(8) Punctuation analysis:** Caroline makes correct use of punctuation in the end of the first sentence, in which she uses an exclamation mark and, during the second sentence, using a comma to separate it in the correct place. However, she ends the last sentence using three exclamation marks, which is grammatically incorrect, but contributes to reinforce her enthusiasm about the launch of the red cups; **(9) Analysing the relation of oral vs. written elements:** Caroline's sentences can be mainly characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message** in which Stella clearly shows her enthusiasm and happiness, about the red cups launch, using the expressions: "I'm so excited" and "wish it was out today", followed by three exclamation marks, to reinforce these same feelings.	x		
November 6, 2016 at 5:59 PM Starbucks: "Our newly designed red cups will be worth the wait, Caroline! Only	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 87 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Caroline's name, according to orthographic conventions;			

four more sleeps! 😀" Details (No. 56) 1) Starbucks' comment; 2) Goal: answer to Caroline's affirmation; 3) Emotions: Enthusiasm and joy.	**(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, which represent Starbucks' enthusiasm and joy; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with an exclamation mark to reinforce the feelings mentioned on 4) and uses a well-placed comma on the first sentence; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message,** in which Starbucks answers to Caroline's affirmation exhibiting mostly enthusiasm by using the expression: "Only four more sleeps! 😀", followed by an exclamation mark and also joy through the use of a smile emoticon at the end of the discourse.	x x		
November 6, 2016 at 8:39 PM Nicole (Female): "I'm looking forward on november 10th! I'll be enjoying my morning starbucks coffee ☕ with the holiday red color cups along with my holiday spirit....is the perfect 👌 matc h 😍. " Details (No. 57) 1) Consumer comment; 2) Goal: express feelings about	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 177 characters (spaces included); **(3) Grapheme analysis:** Nicole capitalizes the initial letter of both sentences, according to orthographic conventions, but not the first letter of Starbucks' name; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) two emojis: a coffee cup which represent the verb "to drink"[6] and an okay finger- which means perfect and\or awesome[2]. Besides, we have also a smile emoticon with heart eyes which stands for happiness, delight and love[6] at the end of the discourse. These last two symbols clearly highlight Nicole's delight and satisfaction; **(5) Syntax analysis:** The first sentence is complete. However, the second exhibits one deviation from standard English grammar, because Nicole uses an elliptical structure during the sentence; **(8) Punctuation analysis:** Nicole uses mainly standard punctuation: she ends the first sentence with an exclamation mark, to reinforce her enthusiasm and the second with a period. The only deviation from standard punctuation in her comment is the elliptical structure in the middle of the second sentence. **(9) Analysing the relation of oral vs. written elements:** Nicole's sentences shows more characteristics of standard written English once the first sentence is complete in terms of syntax, there is no	x		

the red cups launch; 3) Emotions: Enthusiasm, delight, and satisfaction. 6 According to: http://emojidictionary.emojifoundation.com/	presence of slang words and the only punctuation that isn't standard is the elliptical structure. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon and two emojis: a coffee cup and an okay finger; **-Positive verbal message** in which Nicole exhibits her enthusiasm about the red cups' launch using an exclamation mark at the end of her first sentence. Besides, she also shows delight and satisfaction using the expression "is the perfect 👌 match 😍 ." and the three emojis along the sentence.	x		
November 6, 2016 at 9:20 PM Starbucks: "That sounds like the perfect morning, Nicole! We'll see you on November 10th for the first red cup day of the year!" Details (No. 58) 1) Starbucks' comment; 2) Goal: answer to Nicole's affirmation; 3) Emotion: Enthusiasm.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 115 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Nicole's name, according to orthographic conventions; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with exclamation marks to reinforce the enthusiasm regarding Nicole's previous affirmation and also a well-placed comma on the first sentence; **(9) Analysing the relation of oral vs. written elements:** Starbucks' sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** without any emoticons; **-Positive verbal message**, in which Starbucks answers to Nicole's affirmation exhibiting enthusiasm, choosing to end not one but both sentence of the discourse with exclamation marks.	x		
November 6, 2016 at 9:52 PM Lena (Female): "I hope its the red Christmas cups!! I love the Starbucks Christmas cups. It makes the morning a little	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 121 characters (spaces included); **(3) Grapheme analysis:** Lena capitalizes the initial letter of each sentence, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, which represents Lena's happiness; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar;	x		

more festive. ☺ ” Details (No. 59) 1) Consumer comment; 2) Goal: express feelings about the red Christmas cups; 3) Emotions: Enthusiasm, love and happiness.	**(8) Punctuation analysis:** Lena ends all sentences using final punctuation: two exclamation marks on the first sentence and periods on the remaining two. Regarding these three sentences, only on the first one she didn’t use standard punctuation – once the use of two exclamation marks is considered grammatically incorrect. **(9) Analysing the relation of oral vs. written elements:** Lena’s sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message** in which Lena clearly shows enthusiasm about the red cups’ colour using two exclamation marks to reinforce her idea, love through the use of the expression: “I love …” and also happiness once she decides to end her final sentence using one smile emoticon to highlight it.	x		
November 6, 2016 at 10:01 PM Starbucks: “Only four more days and our newly designed red cups will be revealed, Lena! So exciting! 😀 ” Details (No. 60) 1) Starbucks’ comment; 2) Goal: answer to Lena’s affirmation; 3) Emotions: Enthusiasm\pride and happiness.	1.1 Language (According to Article 1[a)] Analysis model) **(1) Amount of text:** 91 characters (spaces included); **(3) Grapheme analysis:** Starbucks capitalizes the initial letter of both sentences as well as the first letter of Lena’s name, according to orthographic conventions; **(4) Analysis of semiotic elements – emoticons, abbreviations or embedded links:** Presence of a) one smile emoticon, at the end of the discourse, which represents Starbucks’ enthusiasm and happiness; **(5) Syntax analysis:** Complete sentences - without deviations from standard English grammar; **(8) Punctuation analysis:** Use of standard punctuation – Starbucks ends both sentences with exclamation marks to highlight its enthusiasm and happiness regarding the new designed cups’ launch; **(9) Analysing the relation of oral vs. written elements:** Starbucks’ sentences can be characterized as highly resembling standard written English. 1.2 Message Type (According to Article 1[b)]) **-Pure message** with one smile emoticon; **-Positive verbal message**, in which Starbucks answers to Lena’s affirmation with enthusiasm, through the use of exclamation marks to end both sentences and by using the expressions: “Only four more days…” and “So exciting!” as well as happiness through the use of a smile emoticon at the end of her discourse.	x x		

Attachment 2: Compilation of the most relevant information about language and visual clues.

1.1 Punctuation

Subject	Meaning / Interpretation	Main Conclusions	Platform used	Article 1 Title / Authors Name	Notes
Punctuation		**General Conclusions** 1)"Results show that punctuation is used to convey differences in meaning in direct and indirect ways and most are dependent on the context" p.2 2) "Age showed to be a factor in punctuation style and interpretation." p.2 "Punctuation marks compensate for the lack of paralinguistic features, conveying information of how the texter feels to the receiver." p.36 "people have harness the use of punctuation marks to compensate for the lack of paralinguistic cues and are using punctuation in novel ways to better	Data collected through: Anonymous online questionnaire[1] (31 questions Broken down into six sections) created using the web-based survey platform ; p.16 Distributed online through social media; p.16	IIs It Really "Fine" ?: An Analysis of the Paralinguistic Function of Punctuation in Text Messages / Meridean Shim 2016	[1] Online questionnaire page 43-48 Participants p.16 - **198 all >18** years; **-152 between 18-30** years; -56 between 30-56 years; -**Majority Female** 83%; -70% Caucasian

		communicate with their peers." p.38 **Specific Conclusions** "individuals who had grown up before the texting phenomenon (…) were (…)most likely to use punctuation in traditional ways." p.33 "a) people older than 30 years old tend to use proper grammar and punctuation b) younger adults, however, do not" p.33 "Lack of punctuation is better than incorrect punctuation". It seems that some basic grammar rules still apply." p.36 "there are no formal rules regarding punctuation usage" p.38 "texting styles differ between generations but that the age of the participant was also a factor in how participants interpreted the meaning of punctuation in a text message." P.34			

		"meanings are dependent on not only the **context** but also the **relationship** between the texter and receiver." p.36 "it is more probable that the different usages of punctuation are not part of the older generation's texting vocabulary"p.34 "Those over the age of 30 (…) did not register the effect a punctuation choice might have the meaning or tone of a text message." p.37 "young adults showed to be quite "fluent" in texting punctuation" p.37 "younger generations (…) are more conscious of subtle differences in text messages than older generations." p.38 "texting has a deleterious effect on the writing skills of youth." p.37			
.	"exhibit more negative emotion than any other punctuation" p.20				

.	"used to end conversations an average of 90.28% of the time." p.20				
Periods interpretation	-65% said "period carries a negative tone in question 8"; -94% said "period was neutral when used by parents"; -35% said "it was neutral when used by a friend." P.23				Interpretations of the: period vs no final punctuation significantly differed depending on the participant age p.23
Periods against nothing/null punctuation	"When paired against nothing, periods were read as passive aggressive and upset" p.20 A) It's fine. vs B) It's fine "64% of participants said that the messages above were different in meaning, tone or intent." Of those, 76.7% "agreed that the message with the period sounded more upset, angry, annoyed, frustrated or passive aggressive than the message without." p.27 Some said the period was "more formal and therefore aggressive" and carried a tone of finality. p.27 Explanation: 1)"it takes time to type a period, implying that the sender must be				

	experiencing strong emotions to warrant such behaviour." p.27 2) "Due to the high volume of text messages being written each day and hour, the period likely has become superfluous and was omitted for the sake of expediency. Thus (…)a lack of a period became the "neutral" tone marker." p.27				
No periods	Neutral tone p.20				
Periods and ellipses	"both (…) typically expressed negative emotion, but ellipses": 1) Indicate "less severity in tone" 2) Indicate that texter wishes "to continue the conversation" p.20 3) "seem softer in tone" p.26 "while periods close the door on communication, ellipses seem to act as a tenuous invitation to extend the conversation" p.24 "32% of participants saw the ellipses as more emotional than a single period in question 14" p.26				
…	"ellipses marked passive aggression." "This was confirmed in question 18" p.23				
…	"often convey a slightly negative tone." p.24				

…	"akin to dropping off in tone, a pause or an elongation of a phrase, almost like a sigh." p.25				
. vs ? used in question-structured sentences	1) Periods - "seen as either ungrammatical or expressing intense negative emotion overall" p.20 2) Question marks – "texter was curious and was asking a question in a typical manner" p.20 Question 13: A) What happened? Vs B) What happened. "46.2% of total participants said there was a difference. Of those, many saw text A as an invitation to confide whereas text B was a demand for information." (…) This "demonstrates that periods carry negative emotional content" p.28 "using a period in a standard question-structured sentence is highly unconventional and seen as intentional" p.28 Two explanations: 1)Without any contextualization, some participants suggested that the period (text B) indicated that the friend "probably knew what already happened" or "knew about the situation in some way meaning that "a single press of a button, a simple small dot, held a pragmatic function of alerting the receiver				

	that the texter already knew what the context was" p.28 2) unlike the period in "It's fine." (…) "the period here is a mark of inclusivity and a sign of a shared experience and assumed feelings shared between the texter and reader." p.29				
Texts with and without ?	"majority found the question mark meant genuine interest or concern" p.20				
? vs null punctuation in qss*	"No punctuation (…) was seen as overall carrying an air of indifference" p.29 If a friend texted: 1)"What happened?" – participants feel that "the friend was genuinely concerned about their wellbeing" p.29 2) "What happened" – "many accused the friend of being unconcerned or not invested in the participant's wellbeing or situation."p.29 (…) A few "said that the friend was likely shocked or too emotional to take the time to type the question mark." P.30				*Question Structured Sentences

! and ?	1) “Exclamation points generally express positive feelings such as excitement” p.20/21 2) question marks indicate uncertainty or concern p.21				
Commas (,)	“seems to be a strong indicator of formality.” p.31 “the presence of a comma can reflect the emotional distance and intimacy between the sender and receiver.” p.31 “type of person who was least likely to use commas was “someone looking to hook-up” “ p.31 “A single comma can set the tone of a relationship.” p.32 Question 12: A) “It’s fine.” and B) “It’s fine,” “Four participants also cited that text A was too casual or unprofessional from a boss.” p.32				
Intensity Results	Repetition of !!!!! or ???? : “indicated a friend was more emotional than if they had used a single” exclamation point (64%) or question mark (78%) p.21				This was not the case for commas and periods. - String of , “seen as

					ungrammatical" (46%); - String of . "served a different function than a single period mark" (46%) p.21
Lack of sentence final punctuation	"Interpretation (…) was highly dependent on the context and identity of the sender" p.25 "having no punctuation at the end opens the text up to several interpretations" p.25				

1.2 Emoticons and Verbal Content (Pure and Mixed Messages)

Subject	Meaning / Interpretation	Main Conclusions	Platform used	**Article 2** Title / Authors Name	Notes

	Hypotheses and Support Indications p.341	"there were no gender differences in the tendency to have	Electronic mail	The Impacts of Emoticons on Message Interpreta-tion in Computer-Mediated Communica-tion / Joseph B. Walther and Kyle P. D'Addario 2001	Goal: "experiment was conducted to assess affective and attitude interpreta-tions of emoticon combinations with verbal phrases." p.332 Participants: -Total n= 226 -University Students -Mean age was 18.48 years p.332 Measures: Table 2 p. 334
Hyp. 1	Alterations in the valence of verbal messages account for greater variance in the interpretation of messages than do emoticons: Supported.	sent emoticons in e-mail messages of their own creation" p.334			
Hyp. 2a	A smile emoticon, coupled with a positive verbal message, conveys greater positivity than a positive verbal message alone: Supported on happiness but not on course attitude.	"**verbal messages account for the predominance of meaning in e-mail**, even when accompanied by emoticons." p.340			
Hyp. 3a	A smile emoticon, coupled with a negative verbal message, is more ambiguous than a negative "pure message" (a negative verbal message alone or with a frown emoticon) or a positive "pure message" (a positive verbal message alone or with a smile emoticon): Marginal support.	"**verbal** message **content prevailed over the emoticons' contributions**. It may be that emoticons are recognized as fleeting, requiring little effort, whereas typing text is slightly more involving and effortful." p.342			
Hyp. 3b	A frown emoticon, coupled with a positive verbal message, is more ambiguous than a positive "pure message" (a positive verbal message alone or with a smile emoticon) or a negative "pure message" (a negative verbal message alone or with a frown emoticon): Marginally opposite.				
Hyp. 4b	A frown emoticon, coupled with a positive verbal message, conveys less positivity than a positive "pure message" and less negativity than a negative "pure message": Supported on course attitude but not on happiness.	"**emoticon may serve the function of complementing verbal messages** at best but not contradicting or enhancing them." p.342			
Hyp. 6b	A frown emoticon, coupled with a positive verbal message, conveys as much negativity as a negative "pure message" and more negativity than a positive "pure	"in a communication environment (…) representations of faces may function more as verbal behavior than as			

	message": Supported on happiness but not on course attitude.	nonverbal behavior functions" p.342 "**In almost all cases, e-mail messages containing emoticons did not generate different interpretations** than did messages without emoticons." p.342 "emoticon effects alone would not be expected to be great, or very realistic, when they appear without verbiage." P.340 "Rezabek and Cochenour (1998) suggested that the **most common, widely recognized** **emoticons are most useful for communication**"[2] p.343			Hypothesis: Table 7 p.341
Emoticons	[2] "The best known ones are a smile, wink, and frown, respectively: :-) ;-) :-(." p.326 "women used emoticons primarily to express humor rather than sarcasm, whereas men used them for sarcasm more than humor" p.327				

Winks ;-) or ;)	"Although the smiling aspect of this symbol suggests positivity, the wink connotes an extra dimension of irony." p.331 "a double meaning is connoted" "Whatever the valence of the verbal message, the appended wink should diminish or entirely reverse that valence, as well as imply sarcasm." p.331 "Sarcastic was matched with ;-) in 85% of cases and with :-) in 10% of cases." P.335 "Joking was associated with ;-) most often, by 66.2% of the participants; 32.5% of participants connected joking with" p.335				
:-) or :)	"There was 98% agreement matching happiness with the" :-) emoticon p.335				
:-(or :(	and 98% agreement matching sadness with the :-(emoticon p. 335 Joking is never associated with :-(				
Pure Messages					"messages in which all cues convey either positivity or

					negativity" p.330
Mixed Messages	"Of the two forms of mixed messages" (…) only the positive verbal message with a negative emoticon was considered as less positive than no emoticon or other emoticons. p.339				"positive verbal messages with a negative emoticon or vice versa" p.330
	Results: **1.1 Happiness**				
Positivity	"A positive message with no emoticon of any kind was significantly more happy than the negative-element messages, but significantly even happier were positive messages accompanied by a smile or by a wink, **supporting** Hypothesis **2a**." p.338				
Negativity	"All messages with any negative element, verbal or graphic, were rated significantly more negative than messages with no negative elements." p.338 "The most negative messages included a positive verbal message accompanied by a frown (…)**supporting** Hypothesis **6b**" p.338 "Among negatively worded combinations, emoticons made no differences. **Hypothesis 1 is partially supported**"				
	1.2 Affective analyses (ratings of the messages' attitude about the course and the writer's happiness)				

Negativity	"all negative verbal messages, with any emoticon (smile, frown, wink, or no emoticon) were significantly more negative than all other messages" p.338 **Hypothesis 1 is indirectly supported**: "all negative verbal messages were rated less favorable about the course than any positive verbal messages" p.338				
Positivity	"A positive verbal message with a frown had a median interpretation, significantly more positive than the negative messages, but less positive than a positive verbal message with any other emoticon (smile, wink, or no emoticon), **supporting Hypothesis 4b**"p. 338 "The effect of a happy emoticon enhances the positivity of a positive verbal message, as posited in Hypothesis 2a, in the assessment of happiness, but not with regard to the writer's attitude toward the topic." p.338 "A frown emoticon affected course attitude, where a frown plus positive statement showed a moderating effect, as is **consistent with Hypothesis 4b**." p.338				
	1.3 Ambiguity				
	"The biggest differences were between two mixed messages" p.339 "the least ambiguous in absolute scores was the positive verbal message with a frown, **rejecting Hypothesis 3b**, although it was not significantly less ambiguous than some other combinations." p.339 "Statistically, the only differences were that a negative verbal message plus a smile				

	emoticon and a negative verbal message with a frown emoticon were more ambiguous than a positive verbal message with a frown.” p.339				
	1.4 Sarcasm				
	“The most sarcastic message, in raw scores, was a positive verbal message with a wink, but it was not significantly higher than anything except the very least sarcastic messages, negative plus frown and negative alone.” p.339				
	1.5 Winks “ ;-) ”				
	“A wink emoticon accompanying a positive verbal message had the highest score on sarcasm/ humor, but this rating differed only from the very least sarcastic messages (negative verbal plus nothing and negative verbal plus frown)” p.339 “A wink plus a positive verbal message was not more sarcastic than a positive verbal message with a smile, a frown, or with nothing.” p.339 “negative verbal message with a wink showed no distinguishing ratings at all” p.339 “Despite the wink-plus-positive verbiage’s high sarcasm rating, the same combination was among the highest on perceived happiness and on inferred course attitude. Negative verbiage-plus-wink was no different from negative verbiage with anything on happiness or course attitude.” P.339 “Although a negative verbal message alone or with a frown seems to be dead serious,				

	winks do not connote greater sarcasm than most other combinations, and they do not raise sarcasm interpretations relative to the verbal baselines with which they are combined. These patterns suggest informal support for Hypothesis 1 only." P.339				

Subject	Meaning / Interpretation	Main Conclusions	Platform used	**Article 3** Title / Authors Name	Notes
Emoticons		"Results show that emoticons do have an impact on message interpretation. **Emoticons are useful in strengthening the intensity of a verbal message**." P. 379 "**it is possible to create ambiguity and express sarcasm online** by varying the valence of the emoticon and the valence of the message" p.379" "to a large extent, **emoticons serve the same functions as actual nonverbal behavior**." P.379	E-mail messa-ges	Emoticons and Online Message Interpretati-on / Daantje Derks, Arjan E. R. Bos and Jasper von Grumbkow 2007	Researchers examine how receivers perceive the motives of the senders of a CMC message for using an emoticon. "The instruments used in this research are based on the paradigm of Walther and

		"**Emoticons do not have the strength to turn around the valence of the verbal message**." p.386			D'Addario (2001)" p.382 <u>Participants</u>: -105 students /secondary school); - 49 men - 56 women - Mean age 15.48 years p. 382
Motives to use	"Overall, emoticons were most used for the expression of emotion, for strengthening the verbal part of the message (with a supporting emoticon), and for expressing humor." p.380 "Univariate analyses showed that most motives differed significantly from each other." p.385 "Strengthening the message"; "expressing emotion" and "regulating the interaction" "were the most common interpretations of the motives of the user of the emoticons." p. 385				

Strengthen a message	"A positive message coupled with a smile was rated more positively (…) than a positive pure message alone" p. 384 "a negative message accompanied with a frown (…) was rated as negatively as a negative pure message alone" p.384				
Amount of happiness	"A positive message with a smile (…) portrayed more happiness than a positive pure message alone" p. 384 "A negative message with a frown (…) portrayed just as much happiness as a negative message alone" p. 384				
	Pure vs Mixed Messages				
1. Ambiguity	"A positive message coupled with a frown was significantly more ambiguous (…)than a positive pure message (…)and a negative pure message" p. 384 "A negative verbal message coupled with a smile emoticon was rated more ambiguously (…)than a negative pure message (…)and a positive pure message" p.384 "On the ambiguity aspect of messages, the hypotheses were all supported. **Mixed messages** **were rated significantly more ambiguously than pure messages**." p.386				

2. Positivity	"A positive message with a frown was rated less positively (…)than a positive pure message (…) and more positively than a negative pure message" p.384 "A negative message with a smile emoticon was rated more positively (…) than a negative pure message (…) and less positively than a positive pure message (…)" p.384 ↓ "This indicates that **online verbal messages have** **more influence than the "nonverbal" part of the message**, the emoticon."				
3. Sarcasm	"mixed messages, positive with a frown (…) and negative with a smile (…) portray more sarcasm" than pure messages p.384 "All messages accompanied with an emoticon with a different valence than the verbal message conveyed greater sarcasm than pure messages." p.386				
4. Neutral Condition	"A neutral message accompanied with a smile was more positive (…)than a neutral pure message" p.385 "adding a frown to a neutral message", makes This kind of message be rated as more negative "than a neutral pure message" p.385				

Winks	"When a positive message was accompanied with a wink, it was equally positive (…) to a positive verbal message without an Emoticon" p.385 "Adding a wink to a negative message made the message less negative (…) than a negative pure message" p.385				Possible explanation on page 386

1.3 Model to analyse the language of social networking sites

Subject	Meaning / Interpretation	Main Conclusions	Platform used	**Article 4** Title / Authors Name	Notes
		"based on the analysis and description model used here, **we are_able to** research and **describe the** specifics of the **language used** in the passage extracted from my Facebook account **without resorting to other means** of	This paper uses "an analysis model[3] for the language used in Facebook and on other portals" developed by Szurawi	How to analyze the language of social networking sites – an analysis model	[3] "This model strives to include the most commonly known analysis aspects typical of the

Analysis Model Steps p.357/ 358		analysis/description." p.361 "with the analysis model developed here we potentially have a tool for analyzing larger corpora." P.361	tzki in 2010 Szurawitzki Extracts From his Facebook Account a Set of Utterances, translate them to English and analyze them using the model	/ Michael Szurawitzki 2008	language of Internet social networking sites." p.361
1	**Determining the amount of text (number of posts, posts' length, average length;words/characters)** "serve to relate the results to other forms of electronic communication such as text messages on mobile phones (SMS) or so-called 'tweets'" p.358				
2	**Determining which language(s) is/are used; possibly focus on one language only (English?)** Utterances Analysis "Since we only have German language posts, step (2) of the analysis here becomes unnecessary" p.360				

3	**Grapheme analysis: are any capital letters used (especially according to the conventions of languages such as German)?** Utterances Analysis "DC uses only small letters and does not capitalize the initial words in his utterances or nouns" p.360 "TA, in contrast, sticks to the orthographic conventions throughout her utterances" p.360				**DC** **male** commu -nicant **TA** **female** commu -nicant
4	**Analysis of semiotic elements such as** **a) emoticons,** **b) abbreviations/'internet slang' and** **c) embedded links; analyzing the functional pragmatics (emphasizing what?)** "Are there emoticons, abbreviations and embedded links, and if so, in what pragmatic context (=emphasis?)?" p.358 Utterances Analysis "we have two smiley emoticons, ;) [2] and :) [6], representing smiling Faces" p.360				
5	**Syntax analysis (with special regard to the subject)** "What kind of syntax is used, and what is the subject? Facebook (…)'forces' the communicant to write about him-/herself using the Third Person Singular" p.359 Utterances Analysis "DC uses elliptical structures [1, 3, 5, 6], with both a finite verb and a subject missing in [1], the subject of the main clause missing in [3],				

	the finite verb missing in [5] and verb as well as subject missing in [6].”p.360 “AT, in contrast, uses complete sentences throughout her utterances; no deviations from standard German grammar can be detected here.” P.360				
6	**Lexical analysis with special emphasis on word formation processes and loan words (the latter especially in languages other than English; anglicisms)** “English can be assumed to be the common denominator for all other languages since it is the lingua franca of electronic communication and of our age and generally sets the tone.” P.359 Utterances Analysis “the initial utterance putzi putzi [1] arouses our attention, since this is an example of an unusual word formation”; “this evolves from the communicational context, the verb putzen [to clean].”; “The -i can indicate a Diminutive (…)entailing a positive connotation ” ;“adding a positive connotation to the rather dull task of cleaning” p.360				
7	**Analyzing the orthography** “serves to determine whether orthographic conventions are generally followed, or whether new forms of spelling (…)are deliberately used” p.359 Utterances Analysis “there are no orthographic features that need to be examined any further, since there are no deviations from standard German orthography” p.361				

8	**Analyzing the punctuation (are full stops at the end of the sentence left out etc.?)** "Are full stops, question and exclamation marks, or semicolons used at all, and if so, are they used according to the conventions of the respective language analyzed?" p.359 Utterances Analysis "There are (…) deviations from standard punctuation"; "Only [4] and [7] use standard punctuation through the usage of a question mark in [4] and an exclamation mark in [7]; in all other utterances the conventionally obligatory full stops are missing. [6] does not need punctuation marks, since here we have an emoticon standing by itself" p.361				
9	**Analyzing the relation of oral vs. written elements** "this part of the analysis model can be grasped as summarizing the results." P.359 Utterances Analysis "DC's utterances largely carry characteristics of orality, whereas TA's utterances can clearly be characterized as highly resembling standard written German" p.361				
10	**With discourses of a length of more than one post: discourse analysis** Utterances Analysis "DC opens the conversation [1] with an unusual, stylistically not expectable utterance, putzi putzi, an expression of his being or having been engaged in cleaning. This utterance is (…) clearly understood by TA, who in [2] expresses her positive stance by humoristically, using formal language, commenting on [1] that the outcome of the cleaning will be checked during her next visit and reaffirming the positive statement with a				

	smiley emoticon ;). DC refers in [3] to a feature outside the text, i.e. the “I Like”-button, and states that only weibsvolk (…) could indicate their empathy by pressing this button in relation to his utterance in [1]. TA in [4] takes up this statement and tries to evoke further clarification by DC on who should be impressed by the putzi putzi status update in [1]. DC’s clarification is a reutterance of the weibsvolk [5], which is stressed and possibly weakened in its potentially derogatory semantics through the smiley emoticon in [6]: :). TA concludes the conversation with a reaffirming Na also! [7]”				

Attachment 3: Graphical representation of the engagement model developed at the end of Study 1 (generated by Weka software).