REVIEW ON STUDIES ON USER GENERATED CONTENT

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ABSTRACT

The paper gives a comprehensive assessment of communication research on user-generated material, with a focus on content analysis. The current state of research on this relatively new and fast evolving area is thoroughly discussed, and deficiencies are identified. The assessment is based on a content analysis of nine peer-reviewed articles that cover relevant approaches. It contains editions of the journal from 2004 to 2012. The research concludes from the findings that user created information is studied by scholars from a range of perspectives and provides opportunities for interdisciplinary collaboration, but that various issues highlighted by the constantly changing nature of the content are not adequately addressed. Feedback, also known as User-Generated Content (UGC), occurs when past buyers post their experiences online for other people to read, including new buyers. This research presents a paradigm to investigate the impact of user-generated content (UGC) on consumers' online product purchase intentions based on a thorough literature analysis. The findings of this study are likely to add to the body of knowledge on user-generated content and aid marketers and online company owners.

KEYWORDS: *Content Analysis, Methods, Produsage, Systematic Review, User Generated Content.*

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