

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, Producers, Systematic Review, User Generated Content.*

1. INTRODUCTION

User generated content (UGC) applications such as Twitter, weblogs, and social networking sites have become major areas of study in communication research, owing to technology advancements and growing user acceptance. A variety of areas are interacting with the analysis of media involvement by taking diverse views and employing different approaches. Media sociology, journalism research, media content research, and reception and impacts research are examples of such fields. The UGC research is yielding results on a phenomena that is only a few years old but has already had a significant important role in the communication landscape. A comprehensive review of empirical communication studies on UGC published in international publications serves as the focus of this paper.

Researchers must refer to current information to rectify methodological flaws, confirm results, and fill research gaps as part of the cumulative process of making scientific advancement. In this context, systematic reviews of research can help by providing an overview of the scope of existing research, the prevalence of methodologies utilized, and the problems encountered. The goal is to use a systematic technique to reveal the current state of research on a relatively young and fast developing research object, as well as to establish the scientific system's priorities[1].

1.1 Applications with User-Generated Content:

Intelligent web services based on new technology have enabled media users to contribute to media content generation and user engagement from the beginning of the twenty-first century. Rather than producing media material, the platform operator now provides users with the tools to create and collaborate on content, as well as the tools to share, personalize, rate, and develop it to a far higher extent than ever before. Authors have used terminology like social media, Web 2.0, participatory web, user created content, and others to describe this phenomenon. Furthermore, the subject's ambiguity contributes to the difficulty of agreeing on a definition. We shall use the phrase "user generated content" in the context of the Internet in this review and define it using the following criteria[2].

UGC is distinguished by a high level of personal involvement. Users must create their own material; simply obtaining or sharing content, as well as comparable activities, do not qualify. Commenting within the context of current services (e.g. online letters to the editor, user comments to online articles, or comments on blogs), researching and producing information (e.g. Wikinews), and contributing individual text, photos, and audio files are all examples of such contributions (e.g. blog posts, forum posts, and photo and video platforms). Only those applications that can (at least theoretically) be utilized for the exchange of opinions are eligible for the analysis. This means that the services must allow for feedback and comments. The assertions of opinion must go beyond a mere rating or declarative statement so that an explanation can be provided (at least hypothetically).

UGC must be made public. The applications must be accessible to the public or to a group in order to (at least theoretically) facilitate an overall conversation across society or within a group. This criterion is applied in principle in the current research to social networking sites and weblogs, despite the fact that some of these may have access restrictions. Bilateral communication, such as e-mail or instant messaging, is, however, prohibited. As a result, studies relevant to the field of communication research that examine one of the following social web applications are included in the systematic review: online responses, online editorials, discussion boards, Usenet, newsgroups, email lists, video and photo societies, amateur reporters, social media sites, Twitter, weblogs, and wikis.

Whether or not an application allows for participatory journalism or citizen journalism, as defined by the aforementioned distinction, has no bearing on its inclusion in the review. For communication scholars in a variety of topics, UGC services might be examined. They're judged on their production environment, relationship to and influence on traditional media creation, content and design, intended audience, and a variety of other factors. The empirical survey addressed the study contexts in which UGC is analyzed and the specific analyses of usage patterns in order to organize this brief review, provide the quantitative relevance of the many domains, and identify less prevalent research backdrops[3].

When conducting UGC content analyses, there are always hurdles to overcome. In order to provide meaningful, reliable results, the content analysis approach must continue to develop in line with technical potential and adapt to the information to be evaluated. One of the most important methodologies in communication research is content analysis, and its critical, cautious use and ongoing improvement are important jobs in the field: "Given the importance of content analysis in communication research (and hence theory), it would seem reasonable to expect communication researchers to be among the most, if not the most, adept and rigorous in their application of this method".

Despite the fact that the design of every content analysis is associated with unique research goals, scholars undertaking online content analysis, and specifically UGC analysis, face a number of general challenges. One such challenge is that, due to the medium's high dynamic nature, online content is not permanent, but rather transitory. As a result, the statistical populations of many online content analyses are unknown and change on a regular basis. The writers of content analyses rarely employed amateur communicators as a selection basis, that is, they chose people and asked them to share the social web material that they had used and created.

Because of the procedure's limited scope, the users' unique surfing habits were rarely used to guide the selection of the evaluated content. As a result, the research could only account for a small portion of UGC's reactivity and personalization. As a result, it's unclear whether the studies were able to look at the material in its whole and with an eye for the differences that set it apart from traditional media content. Furthermore, the potential for UGC content analysis to be used as a supplement to reactive survey findings is being squandered. Word-of-mouth (WOM) and User-Generated Content (UGC) are not new research areas, with several studies dating back to the 1960s and early 2000s, respectively[4]. UGC is an activity in which online users express themselves by giving their thoughts, ideas, and reviews about products or services they have consumed or utilized[5].

The contents are frequently shared on social media because the authors feel that sharing the knowledge would help others make better purchasing selections. People seeking information to assist themselves in making a purchasing decision and sharing their opinions on other people's videos on YouTube, but rarely on other social media platforms, were the topic of prior studies. As a result, the purpose of this proposed study is to determine how user-generated content (UGC) can inspire Instagram users to purchase products that have been promoted and reviewed on the platform, as well as if content supplied by unknown users can affect one's purchasing decision.

Given the current economic situation, which includes an uncountable number of Instagram sellers, feedback from others will undoubtedly affect a person's decision to buy. Surprisingly, the number of procedures involving hypothesis testing did not rise over time, as one might assume. Many studies, it appears, adopted an exploratory approach to dealing with novel applications. However, few research went the extra mile to categorize these new applications using a theory-driven strategy rather than a topical approach. Weblogs, discussion forums, social networking sites, and online comments were the focus of the empirical studies. All of the other applications were given merely a cursory look.

This is most likely owing to the fact that weblogs and forums are older applications that have previously attracted a lot of research. It's safe to predict that the number of people publishing on social media will continue to rise. Weblogs and forums, on the other hand, have a more linear structure than social networks, allowing for easier analysis. The majority of the research used UGC outside of a professional editing structure. Less than a third of respondents addressed the issue of participation in what are referred to be conventional media in this context[6]. This finding is also consistent with the reality of a situation in which the bulk of involvement occurs without the use of professional editorial media services.

These citizen journalism services, on the other hand, can act as a catalyst for professional editorial journalism participation. However, in 12% of the data, it was unable to determine if the authors were looking into participatory journalism or citizen journalism applications. This makes

it difficult to comprehend the findings and compare them to other studies, therefore thus must be considered a flaw in the research objects' presentation. In terms of methodological approach, the researchers preferred quantitative-standardized approaches in the publications they chose.

As a result, while hypothesis-based theory testing is limited, scholars avoid open investigation in favor of generalizable, quantifiable results. This mindset isn't unique to social media research; it can be present in other reviews as well. The most commonly used approaches were content analysis and surveys, followed by qualitatively oriented text analyses and qualitative interviews. The content analysis clearly drew on the ability to investigate directly the knowledge and opinions expressed by media consumers. This can help to decrease the distortions that sometimes occur in surveys.

Not only has technological advancement altered Internet communication. It has also posed new issues for social science research, such as online content analysis and, in particular, UGC analysis. The current systematic review demonstrates that communication research requires a separate discussion on the nuances of selecting and assessing digital, transient, and dynamic media information. The promise of internet media and user-generated content (UGC) has yet to be completely realized. The writers tended to rely on traditional text analytics while overlooking multimedia applications[7].

The investigations only accounted for one notable exception: links. Auditory and visual aspects, on the other hand, were rarely used. As a result, the study was unable to capture the potential of internet media. Because producers employ extra sign systems as a regular component of their communication, it's dubious that the studies were able to correctly account for their expressions. The investigations were dominated by political UGC and the information-oriented behavior of the users in a second area where the research has a one-sided focus. However, this is only a small part of the social web's diversified usage patterns. The social web provides producers with new chances to create their own personalities and include them in (partially) public communication. The potential for easy digital and transnationally available content acquisition is not being completely realized[8].

1.2 Intention of Making an Online Purchase:

Consumers today typically utilize social media to gather product information and comments from prior customers before making a purchase decision, as they rely more on material created by other users, particularly on Instagram. This is because other users are likely to have firsthand knowledge of the things being considered for purchase, which will help potential purchasers make an informed selection. On Instagram, there are countless photographs and videos of the merchandise. The reviews are either uploaded by the merchants or other users. Consumers are more likely to buy something after reading through all of the personal information created by other users on the platform and being convinced by what they've seen. Increased Consumer Trust — Research has proven that word-of-mouth and other peer recommendations are more trustworthy, memorable, and influential than standard brand copy.

Increased loyalty, conversion, and even purchases are all influenced by trust. This is especially significant for items with higher ticket prices. Increased Brand Affinity and Engagement - Consumers are drawn to UGC possibilities for a variety of reasons, including a desire to be a thought leader, a desire to be a part of a community, a desire to show off their creativity, and, in some cases, a desire to obtain prestige or cash benefits. An engaging UGC campaign can result in greater time spent on the site as well as higher satisfaction with the site or the brand "sponsor."

More traffic can lead to more paid advertising on a publisher's site. Additional Earned Media - UGC initiatives are perfect for earned media opportunities, bringing in more visitors, both repeat and new. Improved SEO — User-generated content (UGC) has been shown to be an excellent approach to boost search engine indexing, especially when used in conjunction with a social SEO effort.

Listening to what customers have to say in UGC environments can help marketers and media planners improve and develop their marketing and media plans. This information can be used to develop strategy, media planning, and competitive intelligence. There are numerous technologies available to assist publishers/brands in listening to the UGC dialogue and maybe acting on it in real time. Customer service is included in this. Low-cost Content Pipeline — developing enough high-quality content to fill the pipeline can be difficult in this era of content marketing. UGC is both cost-effective and cost-efficient, with the primary cost being the manpower required to monitor UGC activities. Content can also include user-generated content (UGC) that can be used in digital, print, television, or out-of-home (OOH) advertising campaigns, potentially saving money on production[9].

2. LITERATUREREVIEW

According to Kanget al. The term "omnichannel retailing" refers to a method of combining several retail channels in a fluid and integrated manner. Consumers in omnichannel retail are showing interest in showrooming and webrooming. The goal of this study was to see if omnichannel consumers' psychographic characteristics (i.e., information seeking, compare prices, human engagement, obtainment trying to seek, and simplicity seeking) influenced showrooming and webrooming, which in turn influenced Omni - channel customers' intention to create user-generated content on social media, and whether the omnichannel customers' psychographic characteristics (i.e., information seeking, compare prices, human engagement, assortment seeking, and convenience seeking) influenced showrooming and webrooming A total of 680 omnichannel customers with showrooming and webrooming expertise from a 's consumer panel were surveyed online. This study discovered that showrooming and webrooming by omnichannel consumers had a favorable impact on user-generated content creation intention on social media. Showrooming was positively influenced by omnichannel consumers' information acquisition, pricing comparison, and social interaction. Webrooming was positively influenced by information acquisition, social connection, and assortment seeking. The SoLoMo experience mediated the relationship between webrooming and the aim to create user-generated material on social media. The ramifications for managers were examined[10].

3. DISCUSSION

The current systematic review gives an overview of the current state of communication research on UGC. Any interpretation, however, must take into account the study's limitations. To begin with, the review's conclusions can only show distributions as they exist in the articles that were included. Any approach of picking journals, however, has inescapable limitations. The addition of more publications in the future is most likely to gradually alter the image that has emerged so far. Second, the review's definition of UGC has a substantial impact on the examination's structure. Nonetheless, the study used a broad definition that encompasses most of the applications that are commonly associated with the word UGC.

The majority of studies looked at UGC in terms of prod usage, or the design process as seen by amateurs in general. The majority of publications concentrate on non-institutional

communicators' ongoing co-creation and use. In other words, the authors altered their approach within the theoretical frameworks of their empirical investigations to address the new phenomena of the intersection between creation and usage that is unique to UGC. The fact that researchers analyze UGC in the context of political communication research, media sociology, and reception studies demonstrates its broad relevance for many various scholarly subjects. It's especially highlighted by the fact that researchers looked into it from a variety of angles, including traditional journalism, interpersonal communication, and more. What makes it unique is the connection between questions linked with communicator research and those associated with recipient research. This not only raises new research problems, but it also makes interdisciplinary collaboration possible and necessary.

4. CONCLUSION

Overall, the systematic review revealed that UGC is a study object that is compatible with various domains of communication research and is widely used by researchers. UGC, on the other hand, allows for a more in-depth investigation. One might assume that the examination techniques, which appear to be geared toward content analysis of conventional media in a variety of ways, are the result of a lack of proven transferrable instances and an incomplete debate on methodological standards. By providing an overview of existing practices, this systematic review hopes to contribute in some way to overcoming these obstacles. Its findings are clearly dependent on the journal sample used, and a continual study of the fast evolving issue will unavoidably be required.

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