

Influencer & Live Streaming

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Happiness Begets Money: Emotion and Engagement in Live Streaming

- JMR2021
- Yan Lin, Dai Yao, and Xingyu Chen
- a happier broadcaster makes the audience happier and begets intensified viewer activities, in particular tips. broadcasters reciprocate viewer engagement with more smiles.
- these effects are pronounced only after a live stream has been active for a while and they manifest only in streams by broadcasters who had more experience, received more tips, or were more popular in past live streams.

- The PVAR model is estimated on data from a popular live streaming platform in China that ranked among the top 30
- The data comprise 1,450 live stream collected over a two-week period in January and February 2018.
- recorded the number of viewers, the amount of tips, details of chats, and the number of likes at the minute level. We also obtained video clips of all the streams, which enabled us to transcribe the scripts of each broadcaster and recognize her facial expressions
- Emotion: deep neural network (DNN) & LIWC text analysis tool

First Law of Motion: Influencer Video Advertising on TikTok

- Jeremy Yang, Juanjuan Zhang, Yuhan Zhang
- ssrn
- other things being equal, the more salient and engaging an advertised product is in an influencer video ad, the more effective the video ad will be in lifting sales

Algorithm:

- 1. Compute a pixel-level content engagement heatmap over the video ad to identify the most salient spots of the video.
- 2. Compute a pixel-level product placement heatmap over the video ad to identify when and where the product is featured in the video.
- 3. Compute m-score as the normalized inner product of the two heatmaps to capture the average engagement-weighted advertising intensity of the video.

Do Larger Audiences Generate Greater Revenues under Pay What You Want? Evidence from a Live Streaming Platform

- Forthcoming Marketing Science
- Shijie Lu, Dai Yao, Celine Chen, Rajdeep Grewal
- On the one hand, increasing audience size may enhance voluntary payment/tips if social image concerns are important, because larger audiences amplify the utility pertaining to social image.
- On the other hand, increasing audience size may reduce tips if gaining the broadcaster's reciprocal acts motivates tipping because larger audiences are associated with fiercer competition for reciprocity.

- audience size V.S. revenue under PWYW
- we manipulate audience size by exogenously adding synthetic viewers in live streaming shows on a platform in China.
- The results reveal a mostly positive relationship between audience size and average tip per viewer, which suggests that social image concerns dominate seeking reciprocity.
- In support of herding, adding synthetic viewers also increases the number of real viewers.
- Further, famous female broadcasters who use recognition-related words frequently during the event benefit the most from an increase in audience size.