The role of "social listening" in strategic communication

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1 Background

Listening is a crucial part of effective communication. Proposal for research application .. Dept. of Strategic Communication (Stewart & Arnold, 2018). Connection to disinfo and polarization.

- social listening as situation analysis, planning, strategy
- communication reseach on image, organizational identity, nation branding conversations
- communication goals, situation analysis, audience, intervention, evaluation, new goals
- the sostac model (digital marketing, skoc42), where does social listening occur? planning and evaluation/monitoring (response to intervention)
- potential partners: swedish institute, ikea, sinch, msb

1.1 Main issues

Challenges, opportunities for development. Big data, GDPR, social media, web scraping, AIML, sentiment, analyze intent (cf. chatbots, sinch), text analysis, quantitative content analysis, (Westermann & Forthmann, 2020). hootsuite, brandwatch, crowdtangle

2 Planning

How to work towards a research application, solve issues, methods, timeline

3 Funding

Probably VR, RJ, etc

4 Researchers

Nils:

Rickard:

5 Step 1

The idea for the research application is formulated in a maximum of two pages and emailed to the head of department and the research director no later than September

30.

6   Instruction for the application

- The background and issues of your proposed research
- Plan of work and time schedule
- To which research funders the application will be sent.
- The role of the involved researchers

The groups will present their research application during a seminar at the end of the autumn of 2022. Research applications will also be distributed to everyone at ISK before the seminar so that the entire department can take part of this work and be inspired. The application

Figure 1: sostac

References

Stewart, M. C., & Arnold, C. L. (2018). Defining social listening: Recognizing an emerging dimension of listening. International Journal of Listening, 32(2), 85–100.

Westermann, A., & Forthmann, J. (2020). Social listening: A potential game changer in reputation management how big data analysis can contribute to understanding stakeholders' views on organisations. Corporate Communications: An International Journal.