



# How to Use Generative AI in Qualitative Digital Marketing & Advertising Research

---ROBERT V. KOZINETS

USC Annenberg  
School for Communication  
and Journalism

USC Marshall  
School of Business



NETNOGRAFICA

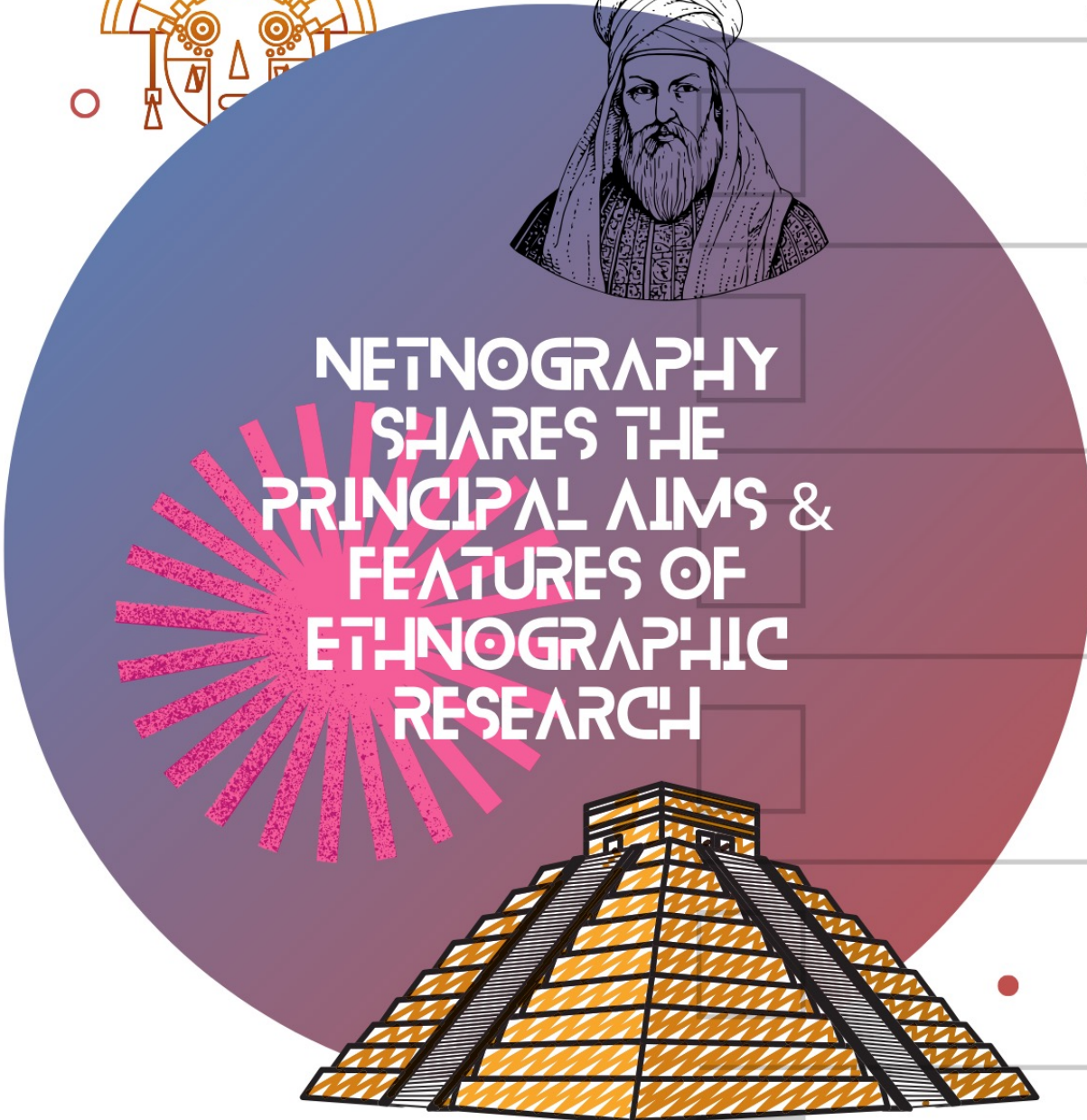
# WHAT THIS PRESENTATION HAS TO OFFER



- ① A quick look at qualitative digital research today
- ② A “Deep Data” approach to SM data analysis (influencer marketing/Reddit)
- ③ Prompting Generative AI to go deep and broad into qualitative data
- ④ Combining applicable “theory” and data
- ⑤ Generating some conclusions about influencer marketing

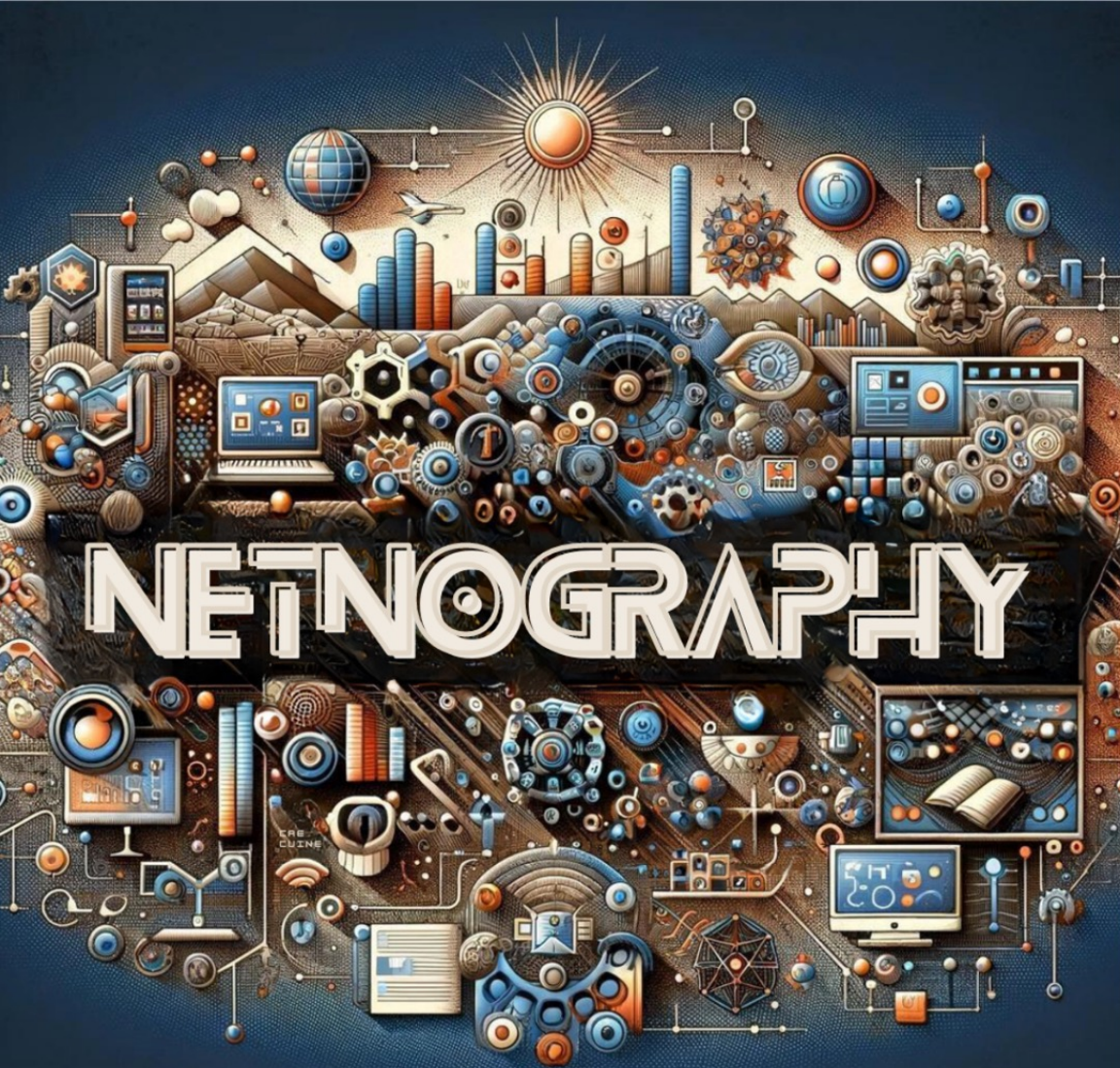
(colloq) of a par  
/ -ɪkɪ / adv  
**eth·no·gra·phy**  
cription of the  
/ eθ' nɒgrəfə(r) /  
ad.

- REVEALING REALITY FROM THE PERSPECTIVE OF THE CULTURE MEMBER, AND EXPLAINING THAT REALITY FROM THE PERSPECTIVE OF THE SOCIAL SYSTEM BY EMPHASIZING THE FOLLOWING METHODOLOGICAL INGREDIENTS:



NETNOGRAPHY  
SHARES THE  
PRINCIPAL AIMS &  
FEATURES OF  
ETHNOGRAPHIC  
RESEARCH

- I. ENGAGEMENT: RESEARCHERS' FACE-TO-FACE INVOLVEMENT
- II. CONTEXT: RESEARCHER IN THE SAME ENVIRONMENT, SHARING EXPERIENCES
- III. HUMANISM: SEE THINGS FROM THE CONSUMER'S POINT OF VIEW
- IV. IMPROVISATION AND FLEXIBILITY: A HIGHLY ADAPTABLE APPROACH, EMERGENT DISCOVERIES
- V. TRIANGULATION: COMBINING MULTIPLE DIFFERENT TYPES AND SOURCES OF DATA
- VI. HOLISTIC: COMPREHENSIVE, INCLUSIVE, BIG PICTURE, AND THOROUGH UNDERSTANDING



**is an evolving qualitative  
research approach**



**for gaining cultural  
understanding**



**involving the systematic,  
immersive, and multimodal use**



**of digital traces, elicitations,  
and/or observations.**



**MERCK**



Wieden  
Kennedy<sup>+</sup>

**The goal of netnography is not a broad overview of content...**

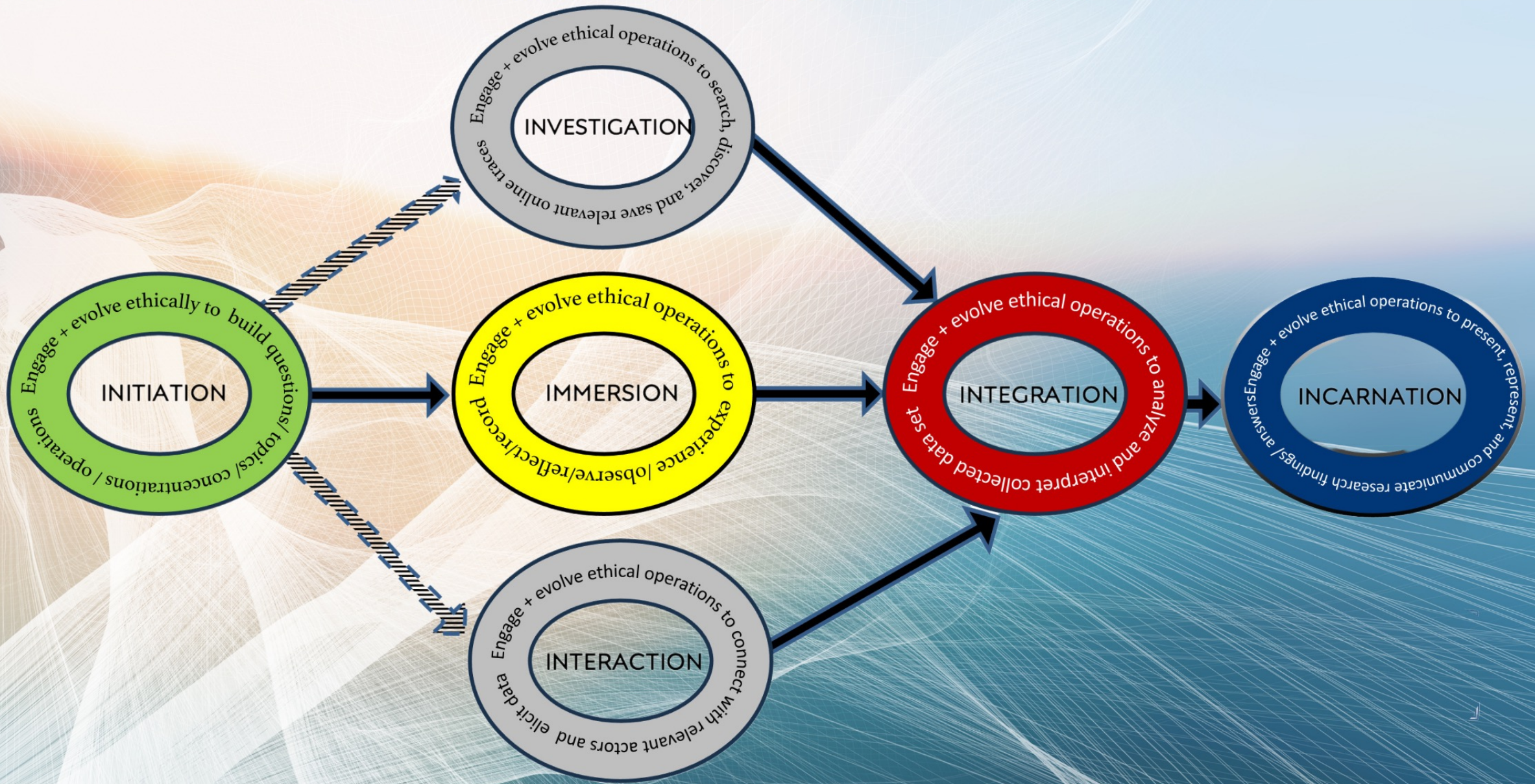


**...but a deep understanding of cultural context**

A futuristic digital landscape. In the center, a glowing orange tree of data grows from a circular base of stacked data blocks. The base is surrounded by concentric blue rings of light. To the right, a person stands on a platform, interacting with a large wall of data visualizations, including charts and graphs. The background is a dark space filled with blue and orange particles, suggesting a vast network or data space. The overall scene is illuminated with a mix of blue and orange light, creating a high-tech, data-driven atmosphere.

**NETNOGRAPHY IS A QUEST FOR DEEP DATA**







 **r/marketing** · Posted by u/Monkfootx 2 years ago



80



## Is influencer marketing dead?

I heard that from folks on the entrepreneur reddit. I don't really think any form of marketing would be dead, so just wanted to check here to see if I'm just sorely mistaken.

If not dead, is it not as effective as it used to be back in early 2010s?

 84 Comments  Share  Save ...

Comment as [Aurelius\\_Brand-X](#)

What are your thoughts?



Markdown Mode

Comment

Sort By: **Top (Suggested)** ▾



Search comments

[View discussions in 1 other community](#)



**r/marketing**

For marketing communications + advertising industry professionals to discuss and ask questions related to marketing strategy, media planning, digital, social, search, campaigns, data science, email, user experience, content, copywriting, segmentation, attribution, data visualization, testing, optimization, and martech. Get advice, ask questions, or discuss any marketing-related topics. We are a support network for people working at brands, businesses, agencies, vendors, and academia.



Created Mar 23, 2008

**765k**

Members


**413**

Online

**Top 1%**

Ranked by Size



 **r/socialmedia** · Posted by [u/RedditBizHelper](#) 1 year ago



6  
↓

## As a Business Owner Why Do You Hate Working With Influencers

Professional Discussion

Maybe you hate working with influencers

Maybe you don't like working with them

Maybe you're considering it but your skeptical

What are you reasons, and why is influencer marketing not a part of your marketing strategy?

 56 Comments  Share  Save ...

Comment as [Aurelius\\_Brand-X](#)



**r/socialmedia**

A sub for professional discussion about social media, news, and best practices.

 Created May 26, 2008

**554k**

Members

**134**

Online

**Top 1%**

Ranked by Size

Join



**r/marketing** · Posted by u/brsc2909 2 years ago



7  
↓

## what's your biggest problem with influencer marketing ?( as an influencer or marketer)

Discussion

I'm looking to branch into the influencer marketing field. What's the biggest problems you come across ? Be good to hear from both influencers and marketer / companies that hire influencers?

17 Comments   Share   Save   ...

**u/TeamAsana** · Promoted



Get real-time charts and other visual highlights to share status, spot potential problems, and keep work on track with Asana.

asana.com

Comment as [Aurelius\\_Brand-X](#)

What are your thoughts?



**r/marketing**

For marketing communications + advertising industry professionals to discuss and ask questions related to marketing strategy, media planning, digital, social, search, campaigns, data science, email, user experience, content, copywriting, segmentation, attribution, data visualization, testing, optimization, and martech. Get advice, ask questions, or discuss any marketing-related topics. We are a support network for people working at brands, businesses, agencies, vendors, and academia.

Created Mar 23, 2008

**765k**

Members

**413**


Online

**Top 1%**

Ranked by Size

Join



 **r/marketing** · Posted by u/softrock94 8 months ago



## Influencer marketing - does anyone here thinks it's worth the hassle?

Discussion

Influencer marketing specialist here.

What do you guys think about influencer marketing? For me personally it's a great way to build brand awareness but without a huge budget or hundreds of micro influencers that post UCG it's just a waste of time and money, especially if people expect a good ROI.

I'm not saying that is isn't a good part of a bigger marketing strategy but the amount of people I've worked with that think that influencer marketing is the best thing since sliced bread is crazy.

Looking forward to hear your thoughts!

 13 Comments  Share  Save ...

Comment as [Aurelius\\_Brand-X](#)

What are your thoughts?

  **B** *i*   << >> A^ !

 ...

Markdown Mode

Comment



**r/marketing**

For marketing communications + advertising industry professionals to discuss and ask questions related to marketing strategy, media planning, digital, social, search, campaigns, data science, email, user experience, content, copywriting, segmentation, attribution, data visualization, testing, optimization, and martech. Get advice, ask questions, or discuss any marketing-related topics. We are a support network for people working at brands, businesses, agencies, vendors, and academia.

 Created Mar 23, 2008

**765k**  
Members

**413**  
Online

**Top 1%**  
Ranked by Size

Join



**You**

am going to download some posts and comments from a sub-reddit on the the social media forum, Reddit. I would like you to analyze and interpret it for me, providing a nuanced and accurate elaboration. Is that something you can do for me?



**ChatGPT**

Certainly, I can help you analyze and interpret the posts and comments from a subreddit on Reddit. Please provide the specific posts or comments, or let me know the topic or subreddit you're interested in, and I'll do my best to assist you with a nuanced and accurate elaboration. Keep in mind that I don't have real-time access to



# CHATGPT RESPONDS WITH 10 FAIRLY PREDICTIBLE AND DRY THEMES



## ChatGPT

Thank you for providing part #3. Based on the discussions in this forum, here are some key takeaways:

1. **Saturation of the Market:** Several users emphasized the saturation of the market, stating that micro-influencers for almost any niche can be found. This reflects the abundance of influencers across various platforms.
2. **Factors Influencing Success:** The success of influencer marketing is seen as dependent on factors such as the influencer's alignment with the product, audience demographics, engagement rates, and the cost of collaboration. Micro and nano influencers, despite having smaller audiences, are often considered more cost-effective and can yield higher engagement.
3. **Shift in Strategy:** Some users highlighted the importance of vetting influencers, ensuring a close alignment between content and product, and negotiating costs. Additionally, there's a shift towards influencers promoting products they genuinely value without direct payment, relying on the intrinsic value of the product.
4. **Consumer Skepticism:** There is a consensus that consumers are becoming more skeptical and critical of influencer marketing. To counter this, marketers need to be more thoughtful in their approach to avoid coming across as forced or fake.
5. **Evolution of Influencer Marketing:** The sentiment is that influencer marketing is evolving into a more organized and mature stage, often referred to as "Influencer Marketing 2.0." Quality engagement is considered more crucial than the sheer number of followers, and AI-driven influencers are anticipated to become more prevalent.

6. **Challenges and Changes:** Challenges in influencer marketing include underpaying influencers, lack of cohesion with other marketing efforts, using the wrong platforms and poorly executed campaigns. The changing landscape is compared to the evolution of TV ads, where effectiveness diminishes over time.
7. **Diverse Opinions on Effectiveness:** While some users expressed concerns about the decreasing impact of influencer campaigns, others pointed out that the industry is growing, with projected growth in spending, an increasing number of firms offering influencer services, and a majority of marketers planning to dedicate budgets to influencers.
8. **Role of Micro-Influencers:** Micro and nano influencers are often considered valuable due to their authenticity and close connection with their audience. The strategy of owning one's audience and content funnel is highlighted as beneficial in the long run.
9. **Influencer Marketing Platforms:** Users, including those from influencer marketing platforms, emphasized the continued relevance and effectiveness of influencer marketing. They mentioned the importance of finding the right influencers and the potential of influencer marketing to drive sales and engagement.
10. **User-Generated Content (UGC):** There's a trend toward incentivizing user-generated content as a cost-effective and efficient marketing tactic. Examples, such as Apple's #shotoniphone campaign, are cited as successful implementations of UGC in marketing.

In conclusion, while some express concerns about the challenges and changing dynamics in influencer marketing, others emphasize its continued relevance and effectiveness when executed strategically. The industry is seen as evolving, with a focus on quality engagement, authenticity, and adapting to new marketing trends.



**You**

This is a useful overview and compilation, thank you. Would you kindly consolidate these 10 elements into the top 5, and provide a more detailed and nuanced accounting for them that provides direct quotes from message posters, developing their ideas with additional attention to their context and framing?

- 1. The saturation of the macro-market and the rise of micro and nano influencer campaigns.**
- 2. The Engagement Funnel and the role of micros and nanos (RVK: Dunbar's number as social principle)**
- 3. Licensing and amplification with paid media the content creation by fan armies and unpaid organic enthusiasts**
- 4. Consumer's rising skepticism and medium morality refreshment strategies ("purpose-driven communications")**
- 5. The maturation of certain parts of the influencer market and its transition to its next phase in the pending AI metaverse **WHAT MIGHT THIS NEXT PHASE BE?****



# Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals

Anton Siebert, Ahir Gopaldas, Andrew Lindridge, and Cláudia Simões

Journal of Marketing 2020, Vol. 84(4) 45-66 © The Author(s) 2020  
 Article reuse guidelines: sagepub.com/journals-permissions  
 DOI: 10.1177/0022242920920262 journals.sagepub.com/home/jm  
 SAGE

**Abstract**  
 Customer experience management research is increasingly concerned with the long-term evolution of customer experience journeys across multiple service cycles. A dominant smooth journey model makes customers' lives easier, with a cyclical pattern of predictable experiences that builds customer loyalty over time, also known as a loyalty loop. An alternate sticky journey model makes customers' lives exciting, with a cyclical pattern of unpredictable experiences that increases customer involvement over time, conceptualized here as an involvement spiral. Whereas the smooth journey model is ideal for instrumental services that facilitate jobs to be done, the sticky journey model is ideal for recreational services that facilitate never-ending adventures. To match the flow of each journey type, firms are advised to encourage purchases during the initial service cycles of smooth journeys, or subsequent service cycles of sticky journeys. In multiservice systems, firms can sustain customer journeys by interlinking loyalty loops and involvement spirals. The article concludes with new journey-centered questions for customer experience management research, as well as branding research, consumer culture theory, consumer psychology, and transformative service research.

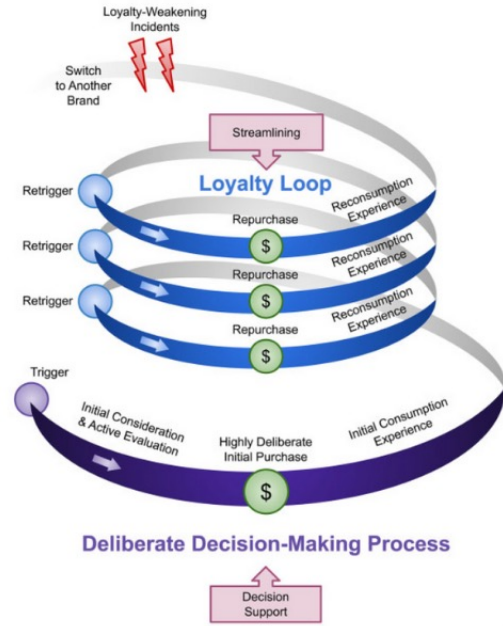
**Keywords**  
 attention economy, customer experience management, customer involvement, customer journey design, customer loyalty, experience economy, experiential involvement, service design

Customer experience management (CXM) research is increasingly concerned with the long-term evolution of customer experience journeys across multiple service cycles (Bolton et al. 2014; Homburg, Jozic, and Kuehnl 2017; Lemon and Verhoef 2016). Much of this research suggests that firms should make customer journeys as "consistent and predictable" as possible (Frow and Payne 2007; Hyken 2009, p. 55; Kuehnl, Jozic, and Homburg 2019). Firms are advised to invest in "streamlining" techniques (Edelman and Singer 2015, p. 90), such as simplification, personalization, and contextualization. These streamlining techniques are intended to enroll customers into an "ongoing cycle" of retrigger, repurchase, and reconsumption experiences (Court et al. 2009, p. 101), known as a "loyalty loop" (p. 102). In time, this loop can feel seamless, like "sliding down a greased chute" (Fleming 2016, p. 227). Given the emphasis on consistency, effortlessness, and predictability, we call this approach to customer journey design the "smooth" journey model. This approach is mostly derived from research on instrumental services, such as banking (e.g., Citibank), pharmacies (e.g., MedPlus), and transportation (e.g., Amtrak). However, many firms today offer a dramatically different kind of customer journey, one that intentionally features

inconsistency, effortfulness, and unpredictability to keep customers excited (Alter 2017; Eyal 2014; Lopatto 2018). For example, CrossFit, a group fitness service, offers customers "constantly varied" workouts (Glassman 2002) in which "the excitement never seems to wear off" (Peacock 2013, p. 4). Pokémon Go, an augmented reality game, keeps players wandering through real-world locations to catch randomly spawning virtual creatures (Barrett 2018). Tinder, a geosocial dating app, facilitates a dating journey "filled with adventure, unknowns, and endless possibilities" called the #swipelife (Tinder 2018, p. 3). The press refers to such customer journeys as "sticky" to emphasize that customers cannot seem to pull away, and even when they do pull away, they are eager to

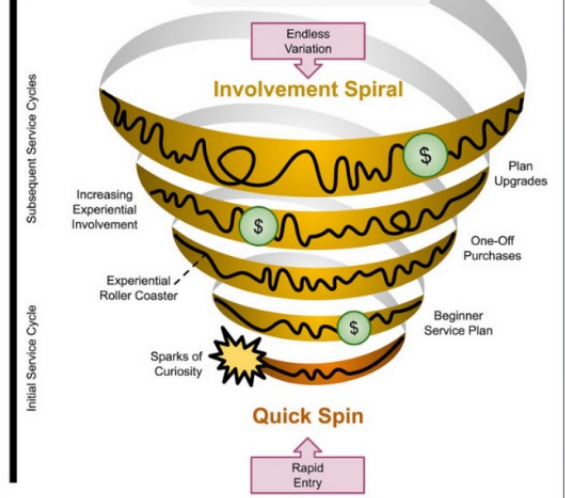
Anton Siebert is a doctoral student, Newcastle University London, UK (email: a.siebert2@newcastle.ac.uk). Ahir Gopaldas is Assistant Professor of Marketing, Gabelli School of Business, Fordham University, USA (email: agopaldas@fordham.edu). Andrew Lindridge is a Reader in Marketing, Newcastle University London, UK (email: andrew.lindridge@newcastle.ac.uk). Cláudia Simões is Professor in Management, Marketing Area, School of Economics and Management, University of Minho, Portugal (email: csimoes@eeg.uminho.pt).

## Making customers lives easier is a good idea for instrumental products



**The Smooth Journey Model**  
 Facilitating loyalty loops with decision support and streamlining to make customers' lives easier  
 Figure based on prior CXM research: Court et al. 2009; Court et al. 2017; Edelman and Singer 2015; see also Fleming 2016; Hyken 2018; Kuehnl, Jozic, and Homburg 2019

## But often consumers are looking for recreation and adventure and want something more unpredictable



**The Sticky Journey Model**  
 Facilitating involvement spirals with rapid entry and endless variation to make customers' lives exciting  
 Figure based on empirical research in three contexts: a group fitness service (CrossFit); a mobile augmented reality game (Pokémon Go); a geosocial dating app (Tinder)



**You**

I would like you to analyze the following few sections of an academic marketing article that I would like you to conceptually link, as one links theory to data, to the Reddit posts about influencer marketing. Do you understand the task, and is there anything else you need to complete it?



**ChatGPT**

Yes, I understand the task. Please provide the sections of the academic marketing article that you'd like me to analyze, and I'll conceptually link them to the Reddit posts about influencer marketing. If there are any specific points or themes you'd like me to focus on from the article, please let me know as well.

< 1/2 >

Article

## Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals

Anton Siebert, Ahir Gopaldas, Andrew Lindridge,  
and Cláudia Simões

Abstract

h is increasingly concerned with the long-term evolution of customer experience. The dominant smooth journey model makes customers' lives easier, with a cyclical pattern of loyalty over time, also known as a loyalty loop. An alternate sticky journey model features a pattern of unpredictable experiences that increases customer involvement over time, known as an involvement spiral. Whereas the smooth journey model is ideal for instrumental services that facilitate repeat purchases, the sticky journey model is ideal for recreational services that facilitate never-ending adventures. To sustain customer loyalty, firms are advised to encourage purchases during the initial service cycles of smooth journeys, whereas firms are advised to encourage repeat purchases during the initial service cycles of sticky journeys. In multiservice systems, firms can sustain customer journeys by interlinking loyalty loops and involvement spirals. This article includes with new journey-centered questions for customer experience management research, consumer culture theory, consumer psychology, and transformative service research.

management, customer involvement, customer journey design, customer loyalty, customer experience, service design

research is increasingly concerned with the long-term evolution of customer experience. For the past few years, the dominant smooth journey model has been the focus of researchers (Leung, 2017; Leung and Png, 2009, p. 109; Png and Leung, 2009, p. 109; Png and Leung, 2009, p. 109). This model suggests that customers' experiences are predictable and repeatable, leading to a sense of familiarity and loyalty. However, an alternate sticky journey model has emerged, suggesting that customer experiences are unpredictable and ever-changing, leading to a sense of involvement and engagement. This model is ideal for recreational services that facilitate never-ending adventures. To sustain customer loyalty, firms are advised to encourage purchases during the initial service cycles of smooth journeys, whereas firms are advised to encourage repeat purchases during the initial service cycles of sticky journeys. In multiservice systems, firms can sustain customer journeys by interlinking loyalty loops and involvement spirals. This article includes with new journey-centered questions for customer experience management research, consumer culture theory, consumer psychology, and transformative service research.



The excerpt discusses the concept of the customer experience journey, emphasizing the evolution from a single service cycle to multiple service cycles and the importance of understanding the customer journey patterns across these cycles. It introduces the smooth journey model, which focuses on providing consistent and predictable experiences to customers to build loyalty loops, and contrasts it with the sticky journey model, which emphasizes unpredictable experiences to keep customers excited and engaged.

**Key Points:**

**1. Customer Experience Journey:**

- Defined as a multidimensional response to a firm's service, encompassing cognitive, emotional, sensorial, behavioral, and relational aspects.
- The customer journey spans phases such as pre-purchase, purchase, and post-purchase situations, and evolves across multiple service cycles.

**2. Smooth Journey Model:**

- Emphasizes providing consistent, predictable experiences to customers across service cycles to build loyalty loops.
- Involves phases like initial service cycles, subsequent service cycles, and termination trajectories.
- Techniques include decision support during the purchase phase, streamlining the journey in subsequent service cycles, and addressing loyalty-weakening incidents in termination trajectories.

**3. Sticky Journey Model:**

- Contrasts the smooth journey model by emphasizing unpredictable experiences to keep customers excited and engaged.
- Examples include entertainment, gambling, gaming, and consumer research highlighting the role of unpredictability in maintaining customer interest and engagement.
- Acknowledges the risk of fostering addictions but emphasizes the exhilaration and excitement associated with unpredictable experiences.

#### 4. Research Contexts:

- The study aims to develop a conceptual model of sticky journeys using brand contexts like CrossFit, Pok ´ emon Go, and Tinder.
- These brands offer a mix of offline and online journey formats characterized by unpredictability, making them especially sticky in their respective service categories.

#### Conceptual Model

- The discussion on the smooth journey model aligns with the approach of some marketing professionals who advocate for consistency and predictability in influencer marketing strategies to build loyalty loops.
- Conversely, the discussion on the sticky journey model resonates with the perspective of other professionals who emphasize the importance of unpredictability and excitement in influencer marketing to keep audiences engaged and motivated.
- Insights from the research contexts, such as the examples of CrossFit, Pok ´ emon Go, and Tinder, can inform influencer marketing strategies by illustrating the effectiveness of unpredictable experiences in maintaining customer interest and engagement across various service categories.

**What is the next phase  
for marketers to look out for  
as influencer marketing  
matures?**

**DRAMA:**

The next stage in influencer marketing probably will involve understanding which products and brands benefit most (and least) from the vast dramatic network and dramatic plays of controversy and conflict, narrative elements, deep symbols, social sophistication, and contemporary cancel and disaffectation culture for some customers, some brands, smooth sailing is a boring narrative...



the questions for brands are how to be involved in all of this both ethically and effectively



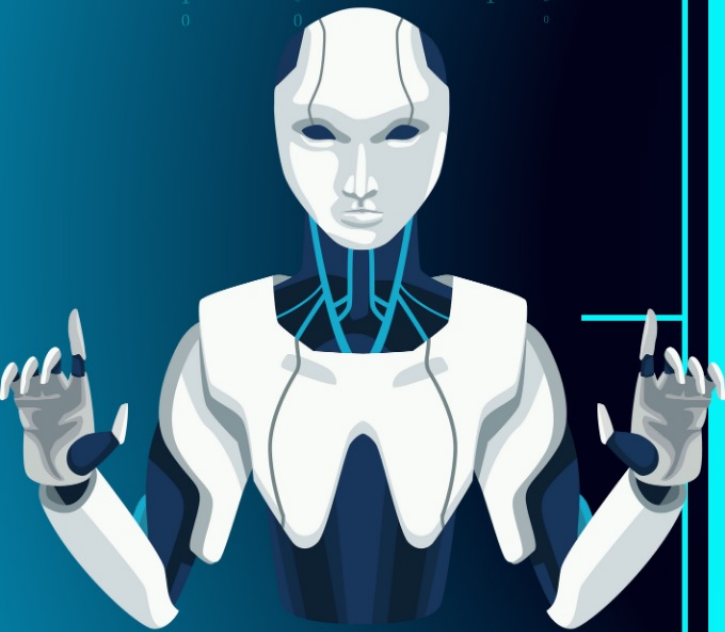
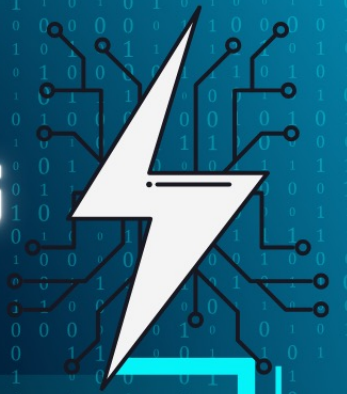
# SHANE / JEFFREE & EVERY / DRAMAGEDDON

s.cookepkfr  
 is the deal with the hotel?  
 do u want to come here and watch a movie and talk and stuff  
 well ya  
 i can book another room for my friend quickly lol  
 or another room for us to hang out in  
 i love to hang out talk and watch a movie i'm just letting u know i've never slept w a guy before so i'd like to get to know you first  
 is that's frsh?  
 Same  
 sam.cookepkfr  
 ill be there  
 i'm nervous  
 You have absolutely nothing to be nervous about because 1. You don't have anything and 2. You know i'm just anything or tell anyone to finally care  
 yes  
 Ah thank you  
 You're right

YOU'RE ONE COOL CAT!

RUSSELL BRAND REVOLUTION

# USING AI IN NETNOGRAPHY: EVOLVING



- Deep data analysis assistance
- Combining with theory
- The rules are still being written
- Cultural context requires a human (expert) POV
- AI serves as an assistive tool, not a replacement, aiding in brainstorming, data analysis, data reduction, data-theory linkage and other forms of structured interpretation



**THANK YOU**

