

MARKETING BROWN BAG PRESENTATION

Federico Rossi

Assistant Professor
Krannert School of Management

*"Measuring Competition for Attention on Social Media:
NWSL Players on Twitter"*

Thursday, February 22, 2018
12:00 – 1:00 p.m.
RAWL 3082

Abstract:

Despite the increasing use of social media among personalities such as politicians, athletes, and entertainment celebrities, little is known on how hard these popular users compete to draw the attention of other users. In this research we investigate the level of competition for users' attention in social media. Using data from Twitter accounts of the U.S. soccer players from the National Women Soccer League (NWSL), we study how the players' performance on the field and their social media activity affects the amount of content generated about them. We consider the amount of tweets mentioning an account as proxy for the level of attention captured by the account's player. In particular, we estimate a demand model where Twitter users decide how to allocate their attention among players by generating content that specifically mentions their account. We show that the attention substitution between players depends on their Twitter activity and their performance, but also on personal characteristics, such as physical attractiveness and sexual orientation. We also model the supply side, and show that the competitive pressure on players to earn attention is directly responsible for a significant amount of tweets that they would not otherwise send.

Copies of the paper will be available in wall display outside of KRAN 459 at a later date.