Leveraging Artificial Intelligence for Real-time Evaluation of Brand-Generated Content in Social Media: Dynamic Sentiment Analysis

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Abstract

Nowadays, brands deliberately rely on digital platforms to connect and engage with their target audience due to the influence of social media and Artificial Intelligence developments. This research article investigates the necessity for real-time sentiment analysis by leveraging artificial intelligence (AI) methods. The author aims to explore the effectiveness of dynamic sentiment analysis in evaluating brand-generated content on social platforms, concentrating on understanding user perceptions and reactions. The research results should empower brands to make informed decisions, increase user engagement, and retain a positive online reputation. The mixed methodology with a survey study (n = 201), interviews with marketing practitioners (n = 17), and a case study is used to achieve the research objectives. The findings of the survey study uncover a positive relationship and statistical significance in understanding of user sentiments towards brand-generated content on social platforms. Qualitative insights suggest to development of a robust AI model capable of dynamically analyzing sentiment patterns in real time. Lastly, the case study results exhibit practical value. The mixture of a survey, interviews, and a case study guarantees the validity and applicability of the research findings, making it a valuable contribution to social media analytics and brand management. This research article showcases the critical gap in real-time sentiment analysis for brand-generated content on social platforms. By leveraging AI, the proposed dynamic sentiment analysis framework enables brands to stay adjusted to user sentiments, adapt their real-time strategies, and maintain a positive online presence.

Keywords: artificial intelligence, social media, brand-generated content, marketing, digital platforms, sentiment analysis