

Maastricht University
 Honours+ challenge: How do the old and new media influence individuals and society?
 Balancing the scale: how social media marketing affects the consumer-business power dynamics.

INTRODUCTION OF THE TEAM

Roch de Brantes	School of Business and Economics
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Stef Kregting	School of Business and Economics
Elinor du Parc Locmaria	Faculty of Law
Marcelo Stegmann	Faculty of Psychology and Neuroscience
Mehrdad Seirafi (supervisor)	Faculty of Psychology and Neuroscience

RESEARCH QUESTION

How does social media marketing influence the power dynamics between consumers and businesses and how could such imbalance be addressed?



METHODOLOGY



- Theoretical research



- Positive and normative analysis



- Interpreting and relating

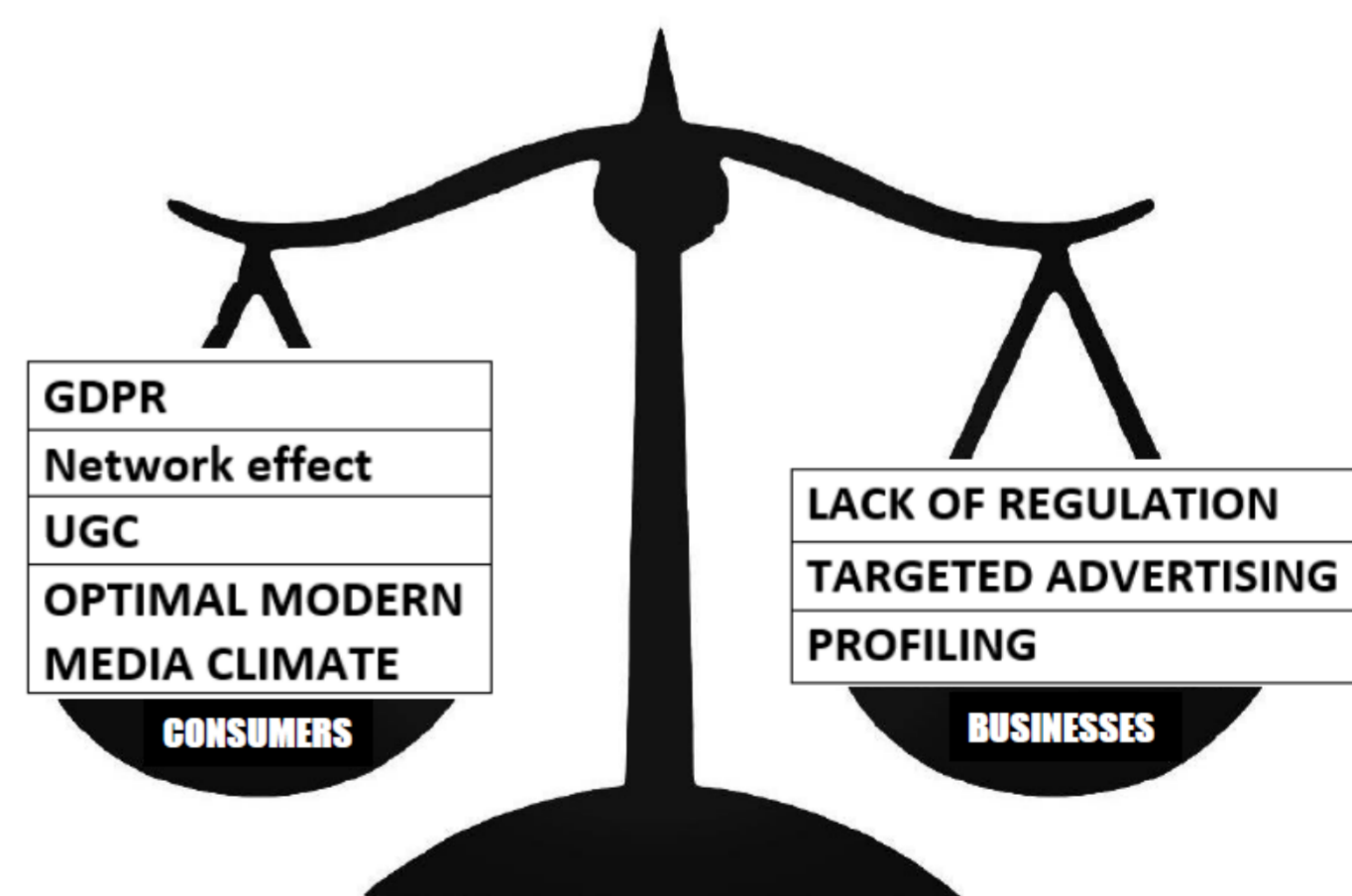


- Writing

RESULTS

- Both **consumers and businesses greatly benefit** from **social media** through tools such as profiling or UGC.
- The potential for businesses to misuse their customers' data **requires** the use of **regulations** that put constraints on both the consumer and businesses.
- What needs to be done:
- **Simplify and explain** the content of the current **legislation** in a way that is more accessible to the public
- Strive for the **optimal environment** for the **network effect** to take place in by improving
 - Access
 - Connection
 - Diffusion
 - exploration

POWER (IM)BALANCE?



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