

AI-Driven Engagement in Social Media Advertising: A Literature Survey

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ABSTRACT - This study explores AI-driven engagement in social media advertising, focusing on influencer marketing, ad formats, content strategies, psychological factors, and business trends. Drawing from 23 research papers indexed in Scopus and JSTOR (2020–2025), it assesses key engagement drivers and the effects of AI-driven personalization. Findings reveal that AI enhances targeting and interaction but raises ethical concerns such as ad fatigue and algorithmic bias. Research gaps exist in cross-platform engagement, AI-driven gaze tracking, and immersive advertising. The study recommends further exploration of adaptive AI models and ethical personalization to optimize engagement while maintaining consumer trust and regulatory compliance.

INTRODUCTION

Social media advertising has revolutionized digital marketing by allowing firms to target people with exceptionally tailored and engaging content. Platforms like Facebook, Instagram, TikTok, Twitter, and YouTube provide an interactive environment for advertisers to connect with consumers, utilizing AI-powered analytics, influencer marketing, and gamified advertising formats to improve brand visibility and engagement. The increasing impact of algorithmic suggestions and hyper-personalized content has rendered the comprehension of engagement drivers essential for advertising.

Engagement, quantified by likes, shares, comments, click-through rates (CTR), and dwell time, exhibits considerable variation across diverse ad formats, audience demographics, and platform-specific behaviors. Nonetheless, whereas personalization and interactivity enhance engagement, issues around data protection, AI ethics, and advertising weariness have surfaced as significant problems.

This literature survey synthesizes research on AI-driven engagement in social media advertising, focusing on:

- Content strategies (e.g., interactive ads, short-form videos, and gamification)
- Psychological factors (e.g., trust, emotional resonance, and social influence)
- Ethical implications (e.g., AI-driven personalization, data privacy, and ad fatigue)
- Business trends and marketing strategies

By analyzing these factors, this paper provides insights into how AI is reshaping advertising engagement and explores future research directions in responsible AI-driven marketing.

Literature Review

Influencer marketing & engagement

Influencer marketing has emerged as a preeminent force in social media advertising, enabling firms to capitalize on influencers' authority and audience trust. Research indicates that authenticity and parasocial interactions between influencers and their audiences significantly influence engagement (Gross et al., 2023; Wei et al., 2022). Studies indicate that micro-influencers typically achieve superior engagement rates compared to macro-influencers, since they are regarded as more approachable and credible by their specific audiences (Jinyoung Yoo et al., 2023).

Nonetheless, influencer marketing has issues, especially about sponsorship transparency. Although openness bolsters legitimacy, excessive marketing may diminish engagement, causing viewers to view influencer material as inauthentic (Cao & Belo, 2024). Moreover, AI-powered influencer selection tools are progressively utilized to align companies with influencers based on engagement metrics, audience demographics, and sentiment analysis (Sharma & Lulandala, 2024). Future study should investigate the ethical ramifications of AI-driven influencer collaborations and their enduring effects on audience trust.

Ad formats & user interaction

Ad formats profoundly affect user engagement with social media advertisements. Research demonstrates that video and carousel advertisements surpass static image ads, as they provide more immersive experiences and successfully communicate complex concepts (Bonilla-Quijada et al., 2021; Wang & Lee, 2022). Short-form videos, especially on platforms like TikTok, Instagram Reels, and YouTube Shorts, are more captivating due to their swift consuming format and autoplay functionalities (Lisun et al., 2024). Furthermore, Call-to-action (CTA) elements markedly improve engagement by promoting user interaction, while media richness, especially visually rich content such as images and videos, is essential in eliciting optimal consumer responses (Moran, Muzellec, & Johnson, 2020).

Interactive advertising formats, including gamified experiences, augmented reality filters, and shoppable advertisements, have been shown to enhance engagement rates. Studies indicate that interactive advertisements enhance user engagement by rendering advertising content more captivating and less obtrusive (Nyholm, 2024; Pijlman & Burgmeijer, 2024). Nonetheless, ad fatigue persists as a worry, as viewers may get accustomed to repeated ad exposure, leading to diminished interest over time (Chan, 2024). Future study should investigate how diverse ad formats and AI-driven targeting might alleviate ad fatigue while improving user experience.

Content characteristics & advertising strategies

The efficacy of social media advertising is affected by content attributes including branding visibility, emotional resonance, and data-informed customization. Studies demonstrate that excessively forceful branding may hinder engagement, whereas understated product placements are generally more successful in sustaining audience interest (Jinyoung Yoo et al., 2023; Zhou et al., 2022).

Emotionally impactful advertising, especially those utilizing storytelling, nostalgia, humor, and sensory experiences (e.g., ASMR), have been shown to enhance brand memory and emotional engagement with consumers (Kristiyono et al., 2023). Furthermore, AI-driven dynamic content optimization (DCO) allows marketers to customize advertising messages according to real-time user interactions and behavioral data, guaranteeing that the most pertinent information is presented to each viewer (Sharma & Lulandala, 2024). Future study should investigate the equilibrium between AI-generated content and human creativity, ensuring that advertising remains compelling while preserving authenticity.

Psychological & behavioral factors

Psychological and behavioral aspects significantly influence user engagement with social media advertisements. Research indicates that social influence, trust, and perceived authenticity are significant predictors of advertisement engagement (Thakur & John, 2024; Dankwa, 2021). Users are more inclined to engage with advertisements they seem credible, pertinent, and congruent with their interests.

Research also underscores the problem of advertising fatigue and cognitive strain, especially when users encounter highly tailored and recurrent advertisements (Angelou et al., 2024). Algorithmic advertising enhances ad relevance but may diminish engagement owing to a perceived lack of control over content exposure (Chen & Chiu, 2023). Future research should explore how adaptive AI models can improve engagement without inundating users with excessive personalization.

Business implications & marketing trends

Social media advertising is essential for cultivating brand loyalty, enhancing consumer retention, and developing cross-platform marketing strategies. Research demonstrates that firms prioritizing corporate social responsibility (CSR) programs, including sustainability and ethical advertising, are likely to cultivate enhanced consumer trust and enduring loyalty (Rodríguez-Ríos & Lázaro Pernias, 2025; Han et al., 2024).

A notable trend is the emergence of AI-driven predictive advertising, allowing firms to examine user behavior patterns and enhance ad targeting for optimal engagement (Chan, 2024). Nonetheless, apprehensions about data privacy, algorithmic biases, and hyper-personalized targeting persist as significant obstacles, given users' increasing awareness of the ramifications of AI-driven advertising (Chen & Chiu, 2023; Wang et al., 2023). The incorporation of Augmented Reality (AR) and Virtual Reality (VR) advertising is emerging as a novel domain for consumer engagement, offering immersive advertising experiences that augment brand contact and customer involvement (Nyholm, 2024; Studen & Tiberius, 2020). Future research should investigate how brands can efficiently utilize AR/VR advertising to foster sustained consumer engagement while upholding ethical advertising standards.

METHODOLOGY

This literature review follows a structured approach to analyzing peer-reviewed research on AI-driven engagement in social media advertising. The research concentrates on papers from 2020 to 2025, obtained from the Scopus and JSTOR databases, thereby incorporating the most current and pertinent discoveries. The selection criteria focused on research that specifically investigate social media advertising efficacy, consumer behavior, AI-driven advertising methods, and ethical issues associated with hyper-personalization

The research approach employed a comprehensive keyword search utilizing Boolean operators to narrow down pertinent studies. The search phrases employed were: ("social media advertising" OR "AI-driven ads") AND ("engagement" OR "ad effectiveness") AND ("consumer trust" OR "data privacy"). This method facilitated the discovery of 23 high-quality academic articles that offered empirical and theoretical insights into the function of AI in social media advertising.

Upon collecting the selected studies, a thematic categorization was employed to organize the findings into five principal themes: influencer marketing, advertising formats and interactions, content strategies, psychological aspects, and business marketing trends. These themes were selected for their importance in influencing customer engagement and brand efficacy in digital advertising. Moreover, particular emphasis was placed on research examining the ethical ramifications of AI-driven marketing, encompassing issues such as algorithmic prejudice, data privacy, and consumer autonomy.

The analysis employed a systematic review methodology, integrating findings from many studies to discern patterns, developing trends, and deficiencies in the current literature. The evaluation examined studies addressing cross-platform engagement methods, AI-driven ad targeting, and the efficacy of interactive ad formats. These findings enhance both academic research and industry practices by offering a thorough comprehension of how AI is transforming social media advertising engagement. This report employs a systematic review and thematic analysis technique to provide a thorough and rigorous assessment of the existing research environment, while also pinpointing avenues for future research and innovation in AI-driven social media advertising.

FINDINGS

Engagement with ai-driven advertising

The results demonstrate that AI-driven advertising methods markedly improve user engagement through the optimization of personalization, ad placement, and interactivity. Research indicates that AI-driven predictive analytics enhance targeting precision, resulting in elevated click-through rates (CTR) and conversion rates relative to conventional advertising methods (Chan, 2024; Wang et al., 2023), with increased clicks contingent upon content relevance (Chae & Kim, 2021). Nonetheless, apprehensions about algorithmic bias and advertisement fatigue endure, as users frequently experience overwhelm due to excessive personalization and repetitive ad exposure (Angelou et al., 2024).

Effectiveness of influencer marketing

The data underscores the efficacy of influencer marketing in enhancing user engagement and trust. Campaigns led by influencers provide superior engagement metrics compared to brand-owned content, especially when influencers utilize genuine storytelling and personal experiences in their promotional activities (Gross et al., 2023; Wei et al., 2022). Micro-influencers have superior audience engagement rates, underscoring the significance of niche influencer collaborations in contemporary advertising (Jinyoung Yoo et al., 2023).

However, the study indicates that clear sponsorship disclosure diminishes engagement, since consumers frequently regard sponsored material as less legitimate compared to organic suggestions (Cao & Belo, 2024). Future strategies ought to investigate how cohesive brand integration and transparent influencer marketing frameworks may harmonize credibility and engagement.

Impact of ad formats on engagement

Diverse advertising formats produce distinct engagement results. Short-form video advertisements, especially on platforms such as TikTok, Instagram Reels, and YouTube Shorts, exhibit the highest engagement rates, capitalizing on fun, rapid, and autoplay-driven interactions (Lisun et al., 2024; Wang et al., 2023).

Interactive and immersive advertising formats, including Augmented Reality (AR) ads, gamified advertisements, and swipe-up call-to-action elements, provide superior engagement compared to conventional static ads, as they promote active user involvement (Nyholm, 2024; Pijlman & Burgmeijer, 2024). Findings suggest that whereas interactive advertisements enhance short-term engagement, they do not consistently lead to long-term consumer loyalty or purchasing behavior (Xiao et al., 2023). Additional research is required to comprehend the sustainability of engagement patterns in interactive advertising.

Psychological drivers of ad engagement

The engagement of users with advertisements is significantly affected by emotional and psychological elements. The research establishes that trust, social influence, and perceived relevance significantly affect engagement decisions (Thakur & John, 2024; Dankwa, 2021). Consumers are more inclined to engage with advertisements that correspond to their values and evoke emotional responses, particularly those use storytelling, humor, and nostalgia (Kristiyono et al., 2023).

Nonetheless, the incidence of ad fatigue and cognitive overload is an escalating concern. Exposure to highly tailored and frequent advertisements may result in advertising resistance among consumers, consequently diminishing engagement rates (Chen & Chiu, 2023; Angelou et al., 2024). This highlights the necessity for flexible advertising tactics that harmonize personalization with user autonomy over content visibility.

Business implications and market trends

The findings suggest that firms should use AI-driven advertising methods while prioritizing ethical considerations. AI-driven predictive advertising and behavioral analytics are progressively utilized to

enhance customer targeting and engagement methods (Chan, 2024). Nevertheless, issues pertaining to data privacy, algorithmic equity, and ethical AI governance must be resolved to sustain customer trust and brand integrity (Wang et al., 2023; Chen & Chiu, 2023).

Moreover, cross-platform marketing techniques are increasingly essential as firms seek to engage consumers seamlessly across various social media channels. Research indicates that companies should enhance content for engagement trends specific to each platform, maintaining brand continuity while adjusting to diverse user behaviors across numerous platforms (Juntunen et al., 2020). The increasing utilization of AR, VR, and Metaverse-oriented advertising highlights the necessity for organizations to innovate in interactive digital marketing while upholding sustainable advertising practices.

Summary of key findings

This study's findings underscore the substantial influence of AI-driven advertising on user engagement. AI-driven advertising improves engagement through the optimization of personalization, targeting, and ad placement, enabling marketers to connect with the appropriate customers at the optimal moment. This advantage, however, presents concerns, notably advertising weariness and algorithmic bias, which may result in consumer skepticism and disengagement if not managed properly (Angelou et al., 2024; Wang et al., 2023).

Influencer marketing is recognized as a very effective approach for enhancing engagement, especially when influencers utilize genuine storytelling and collaborate with micro-influencers. The efficacy of influencer marketing depends on the trust and credibility established by influencers with their audiences, leading to increased engagement and buy intent. Nevertheless, research suggests that specific sponsorship disclosure may occasionally diminish engagement, as consumers can regard sponsored content as less genuine (Cao & Belo, 2024; Jinyoung Yoo et al., 2023). Future tactics must prioritize cohesive brand integration and ethical influencer marketing frameworks that harmonize transparency with engagement.

The efficacy of various advertisement forms was analyzed, revealing that short-form video advertising and interactive formats had superior engagement rates compared to conventional static commercials. Platforms like TikTok, Instagram Reels, and YouTube Shorts use autoplay functionalities, entertainment-oriented content, and elevated user engagement, rendering them potent mediums for consumer interaction (Lisun et al., 2024; Wang & Lee, 2022). Moreover, interactive formats including Augmented Reality (AR) adverts, gamified promotions, and swipe-up functionalities foster active involvement and elevated engagement levels in contrast to passive viewing experiences (Nyholm, 2024; Pijlman & Burgmeijer, 2024). While interactive advertisements enhance short-term engagement, they may not effectively foster long-term brand loyalty or sustained customer interest (Zhang et al., 2023).

The psychological factors influencing ad engagement, such as trust, relevancy, emotional connection, and social influence, are essential in shaping user interactions with social media advertisements. Advertisements that correspond with consumers' values and evoke emotional responses—via storytelling, humor, nostalgia, or purpose-driven marketing—generally get greater engagement (Kristiyono et al., 2023). Nevertheless, there is increasing evidence of advertising fatigue and cognitive overload, especially when users encounter extreme personalization and frequent ad repetition. This highlights the necessity for marketers to implement adaptive advertising frequency tactics and user-governed personalization settings to alleviate ad fatigue while sustaining engagement (Chen et al., 2023; Angelou et al., 2024).

The findings underscore the increasing demand for AI-driven predictive advertising and behavioral analytics to enhance customer targeting and engagement methods from a business standpoint. Nonetheless, data privacy, algorithmic equity, and ethical regulation of artificial intelligence continue to be key issues. Organizations must guarantee transparent data procedures and adherence to regulations to uphold consumer trust and brand integrity (Wang et al., 2023; Chen et al., 2023). Moreover, cross-platform advertising tactics are becoming essential, necessitating brands to create content strategies that cater to platform-specific user behaviors while ensuring consistent brand message across various channels (Juntunen et al., 2020; Kim et al., 2022).

Emerging trends in AR, VR, and Metaverse advertising underscore the promise of immersive digital marketing experiences. Brands are progressively investigating virtual storefronts, augmented reality retail experiences, and virtual reality-enhanced advertising campaigns to engage consumers interactively and experientially. Although promising, additional study is necessary to evaluate the long-term effects of AR/VR advertising on consumer decision-making and brand loyalty (Nyholm, 2024; Zhang et al., 2023). These findings offer significant insights for scholars, marketers, and industry practitioners, aiding them in refining AI-driven social media advertising techniques while promoting sustainable customer engagement and ethical marketing practices.

DISCUSSION

Notwithstanding considerable progress in social media advertising, some study deficiencies persist that necessitate additional investigation. A primary concern is the equilibrium between AI-driven personalization and consumer autonomy. Although AI facilitates hyper-personalized advertising, research indicates that excessive personalization may diminish consumer autonomy, leading consumers to feel coerced rather than engaged (Dankwa, 2021; Chan, 2024). Studies reveal that individuals frequently feel discomfort when confronted with advertisements that seem excessively customized to their preferences, resulting in advertising avoidance and distrust regarding company motives (Chen et al., 2023). Additional inquiry is required to comprehend how organizations might enhance AI-driven customisation while upholding ethical and transparent procedures.

A further research need pertains to cross-platform interaction tactics. As social media users engage across several platforms, advertisers must design tactics that guarantee continuous yet platform-specific interaction. Nevertheless, studies investigating the variability of advertisement efficacy across various social media platforms are scarce (Juntunen et al., 2020; Sharma & Lulandala, 2024). Research demonstrates that video advertising is effective on short-form platforms such as TikTok and Instagram Reels, whereas instructional and instructive content yields more interaction on LinkedIn and YouTube (Wang & Lee, 2022). Comprehending user transitions across platforms and their interaction with multi-channel advertising campaigns will enable organizations to develop cohesive cross-platform advertising experiences and reduce content fatigue.

Moreover, AI-based gaze tracking for the enhancement of engagement represents a nascent yet insufficiently investigated domain of study. Gaze tracking technology offers immediate insights into user attention and visual engagement, enabling brands to position high-impact adverts in appropriate spots within a social media feed (Nyholm, 2024; Zhang et al., 2023). Nonetheless, ethical issues pertaining to privacy infringements and the possible exploitation of gaze-tracking data must be resolved (Wang et al., 2023). Research must concentrate on the ethical application of AI-driven gaze monitoring to improve advertising efficacy while preserving customer trust.

A significant research gap pertains to hyper-personalized advertising and algorithmic biases. AI algorithms, although intended to enhance participation, may unintentionally perpetuate prejudices, establish filter bubbles, and marginalize some groups in advertising campaigns (Chen et al., 2023; Wang et al., 2023). The absence of transparency in AI-driven advertising targeting may undermine consumer confidence, prompting people to scrutinize the fairness and inclusivity of digital advertising (Kristiyono et al., 2023). Future study should investigate methods to enhance AI fairness and alleviate biases in advertising systems.

Finally, social media fatigue and advertisement evasion pose increasing difficulties. Users are increasingly subjected to ad saturation, especially when encountering highly targeted advertisements repeatedly during their online activities. Research indicates that excessive exposure to tailored advertisements results in ad blindness, hence reducing ad efficacy over time (Angelou et al., 2024; Dankwa, 2021). Research should examine adaptive advertising frequency tactics, contextual ad placements, and consumer-controlled customisation settings to alleviate tiredness and maintain interest. Addressing these study deficiencies will be crucial for formulating the forthcoming generation of social media advertising tactics. As AI-driven engagement, ethical advertising, and cross-platform integration progress, organizations must optimize user engagement while mitigating content weariness and ethical issues. Future research should investigate the convergence of artificial intelligence, consumer psychology, and developing technology to guarantee that digital advertising remains effective, ethical, and user-focused.

Conclusion and Recommendations

Subsequent study ought to investigate the integration of responsible AI, techniques for cross-platform interaction, and the ethical ramifications of hyper-personalized advertising. As digital marketing progresses, the issue will be to reconcile innovation with ethical accountability, ensuring that advertising stays successful, engaging, and consistent with consumer expectations. A critical topic for future investigation is how AI-driven advertising can sustain personalization while mitigating ethical problems. Research should explore methods to augment algorithmic transparency, alleviate bias, and strengthen user authority over personalization settings (Chen et al., 2023; Wang et al., 2023). Furthermore, research should investigate adaptive AI systems that customize advertisement frequency and format to reduce fatigue while maintaining prolonged interest.

Future research should prioritize cross-platform engagement tactics. Brands must formulate cohesive yet platform-specific advertising strategies that augment engagement across various social media ecosystems while mitigating repetitive ad exposure. Comprehending the utilization of AI to enhance multi-channel ad placement while preserving user engagement will be essential in formulating efficient omnichannel marketing strategies (Juntunen et al., 2020; Kim et al., 2022). Furthermore, the burgeoning fields of AR, VR, and Metaverse advertising necessitate additional research to comprehend their enduring effects on brand engagement and consumer behavior. The promise of immersive digital experiences in influencing purchase decisions and fostering brand loyalty is significant; nevertheless, further empirical study is required to evaluate their practical applicability and scalability in mainstream advertising (Nyholm, 2024; Zhang et al., 2023).

This analysis emphasizes the increasing impact of AI-driven advertising methods and its ramifications for content optimization, user engagement, and ethical considerations. Although AI improves advertisement personalization, targeting precision, and interaction, it also presents challenges about data openness, consumer trust, and content weariness. The future of AI-driven social media advertising hinges on developing significant, user-focused advertising experiences that emphasize trust, transparency, and consumer welfare. By tackling the problems identified in this assessment, advertisers may establish sustainable, consumer-centric marketing ecosystems that promote both company success and enduring audience engagement.

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