Research Talk

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"Mining and Matching Videos: Leveraging a Multimodal Machine Learning Approach for Emotional Congruency Targeting"

Marketers have recognized the benefits of matching an advertisement to its surrounding content. Such congruency has been shown to increase advertising effectiveness and reduce consumers' reactance towards ads. While congruency has been extensively analyzed in terms of context (e.g., ad for soccer shoes on a sports news site), emotion congruency (e.g., a sad ad paired with a sad video) has received limited attention. However, to implement emotion congruency (e.g., arousal-based congruency), advertisers would need to identify the emotion of the content sur-rounding their ads. This is difficult in the highly dynamic field of online advertising. As such, this study makes two contributions: First, it shows how arousal congruency in video advertising affects ad effectiveness. Second, it presents a method to automatically infer the arousal level of video content by extracting a range of audiovisual data points and combining different machine learning tools for text, image, and audio analysis.

Date	Time	Room
January, 24th 2024	12:00 - 13:30 h	F4090

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