

# Cotton Chronicles: A Sentiment Analysis of Discover Cotton's Instagram Comments

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## INTRODUCTION

- Cotton is an economically important commodity
- The cotton industry uses generic advertising and social media strategies to promote its product (Forker & Ward, 1993).
- Social media, used by much of the global population, has transformed the way we gather and receive information (Sprout Social, 2023-a; National Science Board, 2022).
- The agriculture industry faces challenges in using social media, but there are benefits to using it to promote commodity-specific marketing messages.



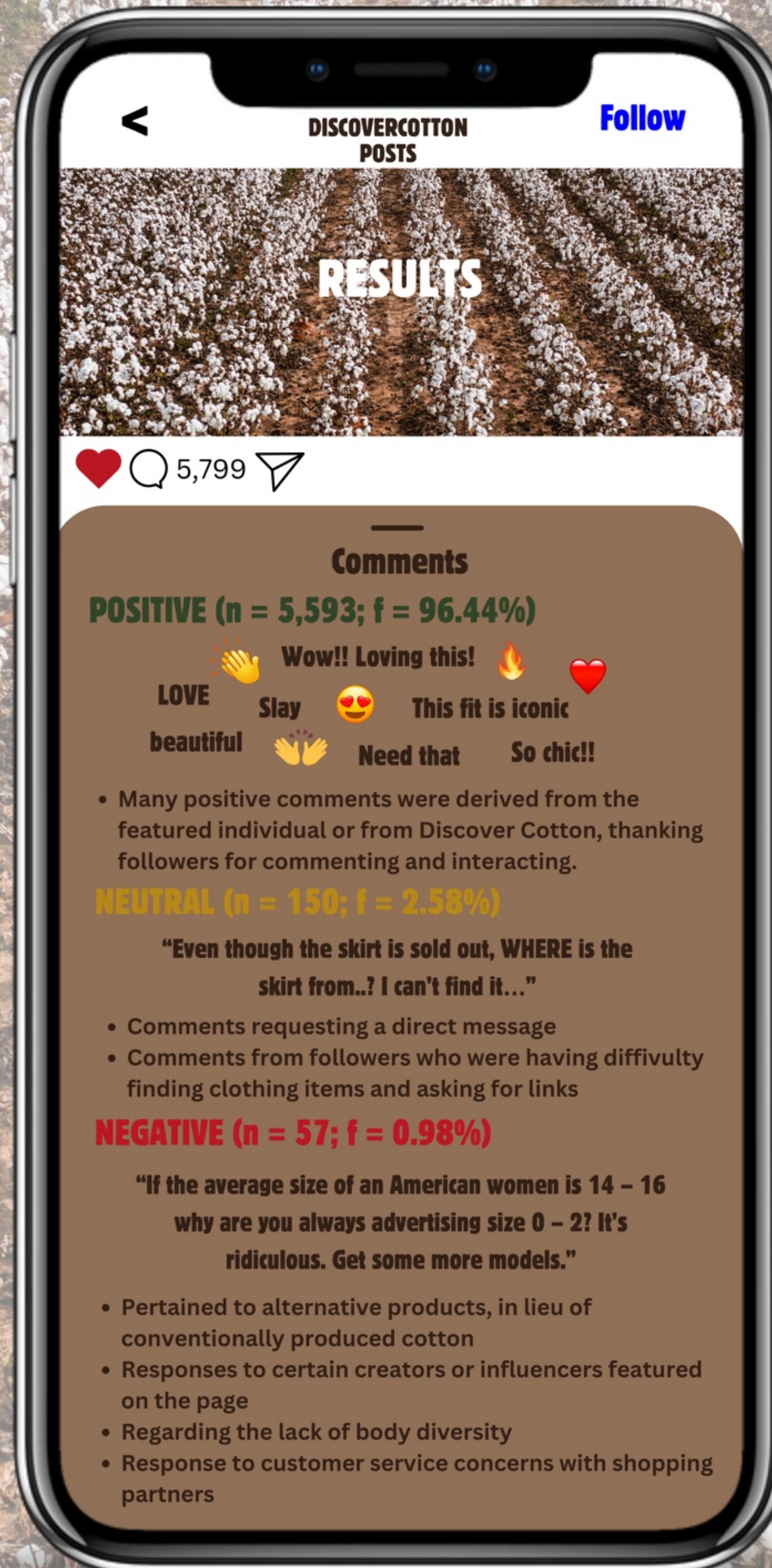
## THEORETICAL FRAMEWORK

- Stimulus-organism-response (S-O-R) (Mehrabian & Russell, 1974).
- S-O-R explores how stimuli affect organisms and subsequently influence their behaviors (Jacoby, 2002).
- Mehrabian and Russell (1974) suggest that stimuli impact organisms directly, triggering specific responses.
- Responses to stimuli are categorized as approach or avoidance behaviors.
- Approach behaviors are positive actions directed toward the environment, while avoidance behaviors are any other responses to the stimuli (Spangenberg et al., 1996).



## METHODS

- We studied the @discovercotton Instagram account, which is managed by Cotton Incorporated.
- The purpose of our study was to describe the sentiment of comments on the Discover Cotton Instagram account.
- We analyzed 434 posts from March 2, 2021, to March 2, 2023.
- Sorted all comments, using emojis, context, and emotive words to indicate posts as positive, negative, or neutral.
- Established trustworthiness using methodological triangulation, prolonged engagement with the material, positionality statements, peer debriefing sessions, and reflexive journaling.



## CONCLUSIONS

- A majority of the comments found on the @discovercotton Instagram page were positive.
- Within the S-O-R paradigm, when organisms (social media users) were presented with a stimulus (Discover Cotton Instagram posts), there was a high approach response (Spangenberg et al., 1996).
- Engagement is important to create positive relationships with customers and foster connectivity with followers (Pansari & Kumar, 2017).
- Most of the negative comments pertained to other brands and influencers featured on the @discovercotton Instagram page.



## RECOMMENDATIONS & IMPLICATIONS

- Social media are an incredibly powerful tool for commodity-specific marketing.
- We identified that Discover Cotton fosters positive relationships with its followers, despite occasional criticism.
- Consistent analysis of consumer sentiment toward Discover Cotton can assist in determining consumer demand and engagement.
- Agricultural communicators and science communicators should continue to explore comments via social media with an emphasis on social media use to disseminate evidence-based, scientific information to consumers.



## REFERENCES

