Why does @Organization not react to my question?

A pragmalinguistic and stylistic perspective on complaint tweets and webcare

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An organization's webcare is aimed at dealing with as many consumer complaints as possible. In this contribution, I will raise the question whether linguistic features of negative word-of-mouth tweets may lead to differences in the perception of these complaints, and consequently to differences in webcare response. Our study shows that a pragmalinguistic approach to complaint tweets is helpful in explaining the occurrence of webcare interaction between organizations and complaining consumers. The results of two corpus analyses (with 6533 and 1479 negative word-of-mouth tweets) suggest that the perception of the illocutionary force of the complaint tweet depends both on the position of @Organization in the tweet (at the very beginning or elsewhere in the tweet), and on the direct or indirect way of addressing an organization when realizing the speech act of complaining in a tweet.

When we examine complaints and (the succes of) webcare interaction, it is also important to pay attention to the communication style in webcare. In recent research, the framework for analysing linguistic realizations of a conversational human voice in webcare has been refined and investigated systematically. I will show how some of these linguistic features seem to influence the amount of webcare interaction.