A Discussion on the Impact of the Development in Interactive Social Media on the Innovative Development of Media and Entertainment---Taking Vertical Marathon as an Example

An Yan

Film-Television and Communication College, Shanghai Normal University, Shanghai, China

1000515167@smail.shnu.edu.cn

Abstract:

In recent years, vertical marathons and other events have received widespread attention through the power of interactive social media. These platforms have played a crucial role in increasing the visibility and popularity of such activities, both online and offline. However, the traditional entertainment industry still faces challenges in fully utilizing interactive social media to drive economic benefits and innovation. This article aims to explore how interactive social media can stimulate innovative development in the traditional entertainment industry by analyzing the economic benefits brought by vertical marathons. For vertical marathons, social media significantly promotes online brand communication, advertising revenue, and e-commerce sales. Therefore, due to the increase in activity awareness and participation driven by social media promotion, ticket sales, brand sponsorship, and the local economy have also gained substantial benefits. Based on these findings, entertainment companies should maximize the use of interactive social media platforms by integrating online and offline activities. This method can help them achieve higher economic returns, stimulate innovation in content creation, and promote the commercialization of entertainment products. By embracing the potential of interactive social media, traditional entertainment can thrive in the rapidly evolving digital environment.

Keywords: Interactive social media; traditional entertainment innovation; vertical marathon

1. Introduction

1.1 Research Background

1.1.1 Social environment background

In the era of rapid development of digital information, social media has involved various parts of global society and become an indispensable part of modern people's daily lives. In recent years, with the popularization of smartphones and the progress of Internet technology, interactive social media platforms such as Weibo, WeChat, TikTok, and so on have continued to rise. These platforms provide users with rich forms of communication and interaction, where users are no longer just passive recipients of information, but become creators and spreaders of information. The decentralization of this information has changed the traditional one-way communication mode of media and has prompted the media and entertainment industry to constantly innovate and transform.

The development of interactive social media has revolutionized the way people entertain and disseminate information, especially in promoting and disseminating offline activities. In the field of sports events, a large number of events are deeply integrated with interactive social media, creating a more diverse user experience. Users can participate in real-time event interaction and have a more immersive and experiential experience through the platform's features and behaviors such as likes, comments, and purchases. At the same time, big data analysis on social media also helps events better target audiences, achieving a deep integration of online and offline interaction.

This environment provides unprecedented opportunities for the innovative development of media and entertainment. The two-way interaction and user participation of interactive social media platforms provide a new promotion model for new events such as vertical marathons, expanding the creative boundaries of media, entertainment, and sports integration. Through real-time interaction and user-generated content, social media has not only increased the attention to events but also made them an entertainment experience and social topic, deeply influencing the communication and operation mode of the modern media and entertainment industry.

1.1.2 Theoretical background

In social media research, the impact of interactive social media on the media and entertainment industry has gradually become a hot topic. Scholars generally believe that with the development of network media technology, social media has strong interactivity and user participation,

changing the traditional one-way information transmission method of media. The theory of participatory culture in communication studies points out that users are not only recipients but also producers of content in the process of information dissemination, which greatly improves the efficiency and influence of information dissemination. Interactive social media has become an important platform for new media entertainment activities within this theoretical framework.

In addition, The Long Tail Theory provides a theoretical basis for innovation in the media and entertainment industry. This theory believes that the digital platform in the Internet era helps niche markets to find audiences. Through the interaction and dissemination of social media, some relatively niche events can also quickly gather a group of interactive audience groups through the power of social media to promote the spread and popularity of the event brand.

In summary, the development of interactive social media has brought new opportunities and challenges to the media and entertainment industry. By combining social environment and theoretical background, this study will explore how interactive social media can promote innovative development of media and entertainment through user participation and interaction, and provide theoretical support and practical references for future communication mode changes.

1.2 Research Significance

This paper aims to explore how the development of interactive social media can promote exposure and popularity in low-visibility events (such as the Shanghai Center Vertical Marathon), to promote the innovation and transformation of the media and entertainment industry. With the widespread use of interactive social media, the traditional media dissemination model is gradually being replaced by user-centered interactive platforms. This transformation not only changes the way information is disseminated but also provides a new promotional channel for some niche events and competitions. In this context, event organizers can leverage the characteristics of social media to enhance the attractiveness and engagement of events through real-time updates, user-generated content (UGC), and interactive activities.

Interactive social media not only makes event communication more flexible and efficient but also helps organizers accurately target audiences through data analysis while increasing the visibility and fun of events. According to Kaplan and Haenlein's study, the interactivity and engagement of social media can effectively enhance users' attention and loyalty [1]. This characteristic is particularly

important in the promotion of niche events, as they often face limited resources and audience base. By creating engaging interactive content and engaging in fun interactions, the event can quickly gain attention on social media, achieve a bottom-up dissemination effect, and thus enhance its visibility.

Meanwhile, interactive social media has also driven the transformation and innovation of the media and entertainment industry. With changes in audience behavior, the role of traditional media in information dissemination is gradually weakening, while social media has become a new mainstream channel. Muntinga pointed out that users have diverse motivations for using brand-related social media, and event organizers can take this opportunity to build a more diversified communication ecosystem through cooperation with social media platforms [2]. This ecosystem not only provides new opportunities for the promotion of niche events but also creates new business models and profit channels for the media industry.

By analyzing the impact of interactive social media on niche events, this article aims to provide a new perspective for understanding the key role of social media in the modern media and entertainment industry. Not only does it help niche events increase their public attention, but it also provides practical significance for the innovative development of the media industry.

2. Case Description and Review

2.1 Definition

2.1.1 The definition of a vertical marathon

Vertical marathon, also known as "running stairs", takes the stairs of high-rise buildings or towers as the running track, with a vertical height of not less than 150 meters, and runs stairs from bottom to top. The competition adopts a timing method, using the time required to complete the competition to determine the ranking of the sport. The origin of vertical marathons can be traced back to the 1970s. The modern development of vertical marathons was marked by the climbing competition held in 1978 at the iconic Empire State Building in New York, USA. The building was 102 stories high, with an 86-story track and a total of 1576 steps [3].

2.1.2 The definition of interactive social media

Interactive social media can be defined as an online platform that enables users to create, share, and interact with content, promoting two-way communication and community building. These platforms not only provide channels for information dissemination but also encourage commu-

nication between users and form active online communities. Kietzmann pointed out that "Interactive social media refers to online platforms that allow users to create, share, and engage with content, facilitating two-way communication and community building among users." The key components of interactive social media include identity, conversation, sharing, presence, reputation, and influence, which together shape user experience and engagement [4]. Through these platforms, users are not only recipients of content, but also actively participate in the creation and dissemination of content, further enhancing the depth of social interaction. For example, users can comment and share in real-time on social media, and even participate in activities, which greatly enhances the efficiency, influence, and fun of information dissemination.

2.2 Vertical Marathon Utilizing Diversified Forms of Interactive Social Media

2.2.1 The vertical marathon of shanghai tower

On November 19, 2023, the 2023 Shanghai Center Vertical Marathon was successfully held in the Shanghai Center Building, the tallest building in China. The Shanghai Center Vertical Marathon is the top event with the largest scale, the highest score, and the highest race building among the existing vertical marathons in the world. The Shanghai Center Vertical Marathon Track is authorized by the World Tower Racing Association (TWA), with a total height of 632 meters, 119 floors, and 3398 steps. Since 2019, Juan Antonio Samaranch, Vice President of the International Olympic Committee, has served as the spokesperson for the event, with over 2000 athletes from 25 countries around the world participating in the competition.

The 2023 Shanghai Center Vertical Marathon is divided into an event area and an activity area and is committed to integrating online and offline. The live broadcast area is set up at the end of the 119F competition. The host of the SMG the Great Sports channel is the live report of the competition. At the same time, the interactive social media platform is used to carry out online and offline synchronization through the sale of official surroundings, Shanghai Center specialty food, and afternoon tea group purchases. The event guarantee zone is set up on each floor, with a signal guarantee, energy guarantee, safety guarantee, and other areas. The event broadcasting party introduces and interviews each guarantee zone on-site during the live broadcast so that everyone understands that the formation of an event requires various aspects of guarantee and protection, and also promotes the safety of vertical marathons to everyone.

2.2.2 Online multi-platform joint live streaming

To expand the influence of the event, SMG Five Star Sports, the sponsor, adopted the strategy of online multi-platform joint live broadcast. Through social media such as TikTok, WeChat, and Weibo, it realized the all-around dissemination of the event and obtained more than one million viewing interactions.

In this competition, The Great Sports selected multiple live streaming platforms with high user activity for joint live streaming. On the day of the game, users can not only watch the real-time progress and professional commentary of the game, but also integrate the live introduction and live delivery of goods on each special floor of Shanghai center, and also participate in interaction and share the real-time experience of watching the game. Real-time interactivity allows the audience to participate more deeply in the event, creating a strong on-site atmosphere.

On the one hand, the live content focuses on the event site, with intense competition among professional players, pre-match warm-ups, and post-match interviews all broadcasted through multiple platforms. At the same time, in conjunction with the live-streaming technology of the event, the 119 floors will be fully covered by 26 camera bodies. For the safe passage areas inside the building where the signal is poor and it is not suitable to install cameras, special equipment will be worn on the athletes, and visualized and movable point signals will be produced and transmitted to the live broadcast room to help commentators explain the progress of the competition to the audience. During the off-season, through the on-site host's exploration of the Shanghai center, it publicized the beauty of the tallest building in China. Multi-dimensional content creativity not only enriches the viewing experience of live broadcasts but also enhances the emotional connection between viewers and the events, forming a closer online community.

The live-streaming effect is significant, attracting over a million viewers to watch. This data not only reflects the attractiveness of the event itself but also demonstrates the enormous potential of online multi-platform joint live streaming. Through the analysis of live streaming data, it was found that viewers are more inclined to participate in comments and interactions during the viewing process. This real-time feedback provides valuable data on audience needs and preferences.

In general, the successful holding of the 2023 Shanghai Center Vertical Marathon not only demonstrates the charm of the event itself but also provides important practical experience for online multi-platform joint live broadcasts, which indicates more possibilities for future sports events in terms of communication and participation methods. This cross-platform joint live streaming not only enhances the visibility of the event but also creates a rich partici-pation experience for the audience, showcasing the important role and potential of modern technology in sports events.

2.2.3 E-commerce

During the competition, the organizing committee cleverly utilized the "boring points" of the competition by selling online e-commerce to attract the attention of the audience and enhance the overall atmosphere of the event. During the live broadcast, the host of Five Star Sports had a lively interaction with the business leader of Shanghai Center, talking about the competition while introducing the unique charm and advantages of Shanghai Center. This mode not only enriches the content of the live broadcast of the event but also enables the audience to have a deeper understanding of the cultural and commercial value of the landmark Shanghai Center while enjoying the game.

To enhance the enthusiasm of the audience, the organizer set up a lottery in the live broadcast. The audience got the chance to draw prizes by participating in the review, praise, and sharing activities. The prizes include the special afternoon tea set in Shanghai Center, pastry food, and limited souvenirs. This kind of interaction not only motivates the audience to actively participate but also adds fun and tension to the live broadcast. Viewers can expect potential prizes while watching the event, creating an interactive experience of anticipation and participation.

In addition, a series of preferential package services were launched at the event site, which included catering and experience items with Shanghai center characteristics. Through live streaming, the host introduced in detail the contents of these packages, including exquisite afternoon tea and sightseeing tickets on the 119th floor, attracting the audience's desire to purchase.

This multi-channel marketing strategy not only enhances the viewing experience of the event but also creates a favorable purchasing experience for the audience. Through the combination of online e-commerce, the event not only achieved brand exposure but also successfully converted audience attention into actual consumption. This innovative model effectively breaks the limitations of traditional sports events, provides audiences with a new participation experience, creates a win-win situation, and promotes the activity of commercial activities while attracting audiences.

2.2.4 Offline market linkage media

In the 2023 Shanghai Center Vertical Marathon, the interaction between the offline market and the financial media matrix played an important role, and through media publicity, field game interaction, and diversified experience, the influence and sense of participation in the event were

greatly enhanced. At the market, participants can not only purchase various cultural and creative products but also participate in on-site interactive games, enhancing the audience's sense of participation. By collaborating with the event organizers, the market's dynamics are updated in real-time on live broadcasts and social media platforms, allowing viewers who were unable to attend to watch exciting market activities online, thereby expanding the audience scope of the event.

2.3 The Significant Impact and Highlights of Utilizing Interactive Social Media in Vertical Marathon

2.3.1 Competition visualization

During the preparation period, it was found that several building climbing events were broadcast--based on the original IP network layout in the Shanghai Center Building, all the lightweight camera signals were connected to the network so that the video signals of 26 positions could be efficiently transmitted and shared, thus achieving the goal of easy deployment, no dead corner and low cost. In addition, a guiding and broadcasting space has been established on the 119 floor of Shanghai Center, which is the world's highest EFP production and broadcasting center and sports studio (632 meters). It not only realizes the whole process of shooting and monitoring without dead corners and voice command and dispatching for all staff but also improves the stability of mobile live broadcasting and signal transmission in complex environments.

At the same time, the athletes are equipped with lightweight mobile data capture equipment, as well as acquisition and monitoring control systems, high-precision 3D modeling technology, event performance data, and algorithm applications. The 2023 Shanghai Center Vertical Marathon has successfully become the "first" in the world's vertical marathon live broadcast, realizing the digital twin presentation of live events. The graphical approach can accurately pinpoint the position of athletes inside buildings and match results, while the display of athletes' travel routes through 3D models greatly enhances the viewing experience.

2.3.2 Competition popularity

In the process of holding the Shanghai Center Vertical Marathon in 2023, interactive social media played a crucial role, significantly improving the popularity and participation of the competition. Through joint promotion on multiple platforms, the event organizers have successfully attracted audiences and participants from all over the world, creating an unprecedented interactive experience.

First of all, the event updates the game information and player dynamics in real-time through social media platforms such as TikTok, Kwai, WeChat, and Weibo, so that the audience can feel the tense atmosphere of the event no matter where they are. Especially during critical moments of the competition, real-time live streaming and interactive commenting allow viewers to participate in the competition, share their opinions and feelings, and form an active online community.

Secondly, the event also encourages viewers to share and comment on social media by setting up lottery activities and interactive games. This participation method not only enhances the interactivity of the event but also attracts more attention and discussion of vertical marathons, making it a hot topic of discussion. For example, viewers can participate in online voting or quiz games to win peripheral products and discounted packages, further enhancing their sense of participation and belonging.

In addition, through creative content, players' stories and behind-the-scenes behind the game are shared, making the game not just a sports competition, but also a transmission of emotions and stories. This emotional resonance has attracted more attention and participation, further enhancing the visibility of the event.

In general, the use of interactive social media has not only made the 2023 Shanghai Center Vertical Marathon have a wide impact on the contestants and audience but also promoted the popularity of the vertical marathon, a new form of event. Through diverse participation methods, the event successfully attracted audiences from different backgrounds, allowing more people to immerse themselves in this unique sports event in various forms.

3. Interactive Social Media on the Innovative Development of Traditional Entertainment

3.1 Positive Impact on Innovative Development

3.1.1 Enhancement of popularity

The visibility of vertical marathons has significantly increased through interactive social media. Social media platforms such as TikTok, Kwai, and Weibo have greatly expanded the spread of the event, attracting audiences and potential participants from all over the world. This dissemination model through user-generated content (UGC) and social interaction not only increases the exposure of the event but also strengthens the audience's sense of participation and brand identity of the event. Research has shown that the widespread use of social media can enhance brand visibility through interactivity and immedi-

acy [5].

The traditional entertainment industry can learn from the successful experience of vertical marathons and significantly enhance the visibility of its content through interactive social media platforms. By posting real-time event content, behind-the-scenes footage, and player stories on social media, event organizers can attract emotional resonance from audiences, making them not only passive viewers but also active participants. The participation of social media can significantly enhance users' emotional dependence on the brand, thereby increasing brand loyalty. For the traditional entertainment industry, the interactivity of social media provides a new way of brand communication, breaking through the limitations of one-way communication in the past and enabling entertainment content to quickly spread among a wide audience.

3.1.2 Increase in promotion

Driven by interactive social media, the promotion of vertical marathons has significantly increased, successfully attracting audiences from different countries and backgrounds. The algorithms and precise push functions of social media platforms enable event content to more effectively reach the target audience. The personalized push mechanism of social media can greatly improve the efficiency of content dissemination, especially in an environment of information overload. Precise push can help content stand out among numerous competitors. Vertical marathons are promoted synchronously on multiple platforms, including through lottery, group buying, and interactive games, allowing audiences to participate in event promotion in entertainment. This approach significantly enhances the breadth and depth of content dissemination.

The traditional entertainment industry can learn from this approach and promote entertainment content to a wider market through interactive social media platforms, breaking down geographical and temporal limitations. For example, movies, variety shows, etc. can be promoted through edited clips, behind-the-scenes footage, and scene production on short video platforms, using user sharing and discussion to expand their promotional effect. In addition, through the interactive functions of social media, entertainment companies can obtain real-time feedback from audiences, adjust promotion strategies, and further enhance the dissemination effect of content.

3.1.3 Economic effects

Driven by interactive social media, vertical marathon events have achieved significant success in terms of visibility, promotion, and participation. This not only increases the online and offline influence of the event but also brings significant economic benefits to the event organizers and partner companies.

Interactive social media has greatly expanded the online influence of vertical marathons, enabling events to interact with global audiences through various forms and platforms. Through the content push and UGC (user-generated content) of TikTok, Weibo, WeChat, and other platforms, the brand of the event has been widely spread and attracted the attention of a large number of advertisers. Electronic word-of-mouth (e-WOM) on social media can effectively influence consumer decision-making, and increase brand exposure, and advertising revenue. Through real-time live streaming and event promotion, the vertical marathon has attracted numerous advertising partners, which not only enhances the brand value of the event but also brings significant advertising revenue to the organizers.

In addition, the precise advertising placement mechanism of social media platforms makes the competition's advertisements more targeted, effectively reaching the target audience and improving the conversion rate of advertisements. For example, event organizers can improve advertising efficiency by analyzing user behavior data and pushing personalized ads to different types of users. This advertising strategy driven by big data not only increases the investment of advertisers but also enhances the profitability of the event. By collaborating with multiple brands, the organizers not only sold a large number of peripheral products but also attracted more users to consume through group buying and promotional activities.

Although interactive social media is mainly reflected online, its promotion of offline economic benefits cannot be ignored. Through the wide spread of social media, the Vertical Marathon attracted a large number of viewers to watch the event in the Shanghai Center Building and participate in on-site activities, which directly increased the offline revenue of the event. Through the real-time interactive function of social media, event organizers can stimulate users' desire to participate in advance and encourage them to purchase on-site tickets. Research has shown that the interactivity of social media can significantly enhance users' sense of participation and promote their offline consumption behavior. In addition, the unique experience and emotional connection of live events are also important ways to enhance economic benefits. Through the interactive area, souvenir sales, and exclusive activities for the audience set up on-site, the event not only improved the satisfaction of the on-site audience but also increased their additional consumption.

The success of the vertical marathon not only attracted a large audience but also attracted the attention of numerous brand partners and sponsors. Social media platforms provide an excellent opportunity for events to showcase their

brands, allowing partner companies to spread brand information to a wide audience through online interaction and offline experiences. By collaborating with well-known brands, the event organizers have set up multiple brand display areas and interactive areas on site. The brands engage in deep interaction with the audience through on-site activities, thereby increasing brand exposure and user favorability.

3.2 Challenges and Opportunities

The 2024 Shanghai Center Vertical Marathon shows how interactive social media can effectively promote the innovative development of the traditional entertainment industry. In the promotion of these events, the organizers of vertical marathons not only rely on traditional advertising channels, but also actively utilize social media and emerging technologies to increase visibility, promotion, and audience engagement. Through social media platforms, event organizers have achieved real-time interaction, user-generated content (UGC), and precise advertising push, all of which are important issues and opportunities facing the digital transformation of the traditional entertainment industry.

3.2.1 Technical challenges and strategies

For events like vertical marathons, the organizers have effectively addressed the challenges of technological infrastructure and algorithm recommendations through social media platforms. Ratten pointed out that traditional entertainment companies cannot often integrate big data and cloud computing, resulting in poor performance on social media [6]. Vertical Marathon has solved the problem of information overload by establishing a comprehensive digital infrastructure to ensure that events can be pushed in real-time through platforms such as Tiktok and Microblog, analyzing user behavior with big data, and providing personalized content recommendations. This technological integration enables event organizers to accurately push relevant content to the target audience, thereby increasing audience engagement and brand exposure.

3.2.2 Transformation challenges and interactive innovation

During the promotion of vertical marathons, the organizers successfully overcame cultural barriers in the digital transformation of the traditional entertainment industry. Many traditional entertainment companies still rely on a one-way content distribution model and cannot interact with audiences. However, the organizers of vertical marathons use the two-way interaction function of social media to allow viewers to participate in the event in real-time. For example, through interactive comments and real-time

voting in the live broadcast room, viewers can not only watch the competition, but also participate in player interactions, event comments, and brand lottery activities. This two-way interactive mode significantly enhances the audience's sense of participation, making the event a new entertainment experience and breaking through the traditional one-way communication mode of the entertainment industry [7].

3.2.3 Promotion and heat maintenance

In today's information explosion social media environment, how to attract audience attention in a short period and maintain the popularity of content is a huge challenge faced by traditional entertainment companies. Users are inundated with a large amount of information every day, making it difficult for them to effectively filter and receive important entertainment content [8]. The working principle of the algorithm is usually to recommend based on the user's interest and historical behavior, but this recommendation mechanism also leads to content foam and prejudices and weakens the universality and fairness of entertainment content dissemination. The vertical marathon not only achieved rapid promotion of the event through social media platforms but also effectively continued the popularity of the event through UGC and multi-platform linkage. Ismagilova et al. pointed out that the lifecycle of social media content is relatively short, and traditional entertainment companies find it difficult to maintain its lasting exposure and promotion effects [9]. However, through TikTok short videos, microblog topic interaction, and WeChat friend circle sharing, the vertical marathon closely combines the event with the daily life of the audience, allowing users to participate in the secondary dissemination of content by sharing personal experiences, event photos, and other forms. This not only maintains the sustained popularity of the event but also enhances brand influence, making vertical marathons a long-term social media hotspot.

4. Conclusion

This paper takes vertical marathon events as an example to explore the economic benefits and insights of interactive social media on the innovative development of the traditional entertainment industry. Firstly, interactive social media has brought significant economic benefits to events by enhancing their online and offline visibility, promotion, and visibility. Through multi-channel dissemination on social platforms, vertical marathons have been able to achieve significant growth in brand promotion, advertising revenue, and e-commerce sales. Secondly, the paper analyzes how the promotion and application

of emerging technologies can help improve the offline economic benefits of sports events. Through new technologies such as virtual reality (VR) and augmented reality (AR), event organizers provide immersive experiences that enhance audience engagement and emotional connections. The application of this innovative technology not only enhances the entertainment value of the event but also increases ticket sales and revenue from offline activities. In addition, the event effectively promoted the online sales of related products through social media platforms, further achieving maximum economic benefits.

In short, the widespread application of interactive social media has not only brought significant online and offline economic benefits to vertical marathon events but also provided valuable experience for the digital transformation of the traditional entertainment industry. By making reasonable use of social media platforms and emerging technologies, the traditional entertainment industry can enhance the dissemination power and market competitiveness of content, and achieve sustained economic growth of brands.

References

[1] Kaplan A M, Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 2010, 53(1): 59-68.

[2] Muntinga D G, Moorman M, Smit E G. Introducing COBRAs: Exploring motivations for brand-related social media use. International Journal of Advertising, 2011, 30(1): 13-46.

[3] Wisdom, Ma W. North Vertical Marathon, Making sports fashionable--The 2016 international vertical marathon Beijing Open has come to an end Trade Union Expo. 2016, (11): 35.

[4] Kietzmann J H, Hermkens K, McCarthy I P, et al. Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons, 2011, 54(3): 241-251.

[5] Ismagilova E, Slade E L, Rana N P, et al. The effect of electronic word of mouth communications on intention to buy: A meta-analysis. Information Systems Frontiers, 2020, 22: 1203-1226.

[6] Ratten V. Digital transformation in sport and social media. Sports startups: new advances in entrepreneurship. Emerald Publishing Limited, 2020: 89-104.

[7] Hermida A, Young M L. Innovation in digital journalism: the limits of audience participation. Journalism Studies, 2021, 22(3): 269-286.

[8] Eppler M J, Mengis J. The concept of information overload: A review of literature from organization science, accounting, marketing, MIS, and related disciplines. The Information Society, 2024, 20(5): 325-344.

[9] Ismagilova E, et al. The effect of electronic word of mouth on consumer decision-making: A meta-analysis. Electronic Commerce Research and Applications, 2021, 47: 101018.