

How Developments in Media Technology shape an Imbalance in the Digital Persuasion Process: Reflections and a Research Framework

The digital revolution evolved rapidly, and still seems to gain momentum. This position paper 1) reflects on how three developments in media technology (datafication, algorithmification and machinification) changed the persuasion process in the last decades through the lens of the Persuasion Knowledge Model, 2) argues that the digital persuasion process is unbalanced, and 3) provides an research framework to address this unbalance and developments in media technology.

Keywords: advertising, digital society, consumer empowerment, research framework

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