

## WEBCARE SYMPOSIUM 2026 PROGRAMME

**Thursday, 2 July 2026**

9:00 – 9:30	<b>REGISTRATION + COFFEE</b>
9:30 – 9:45	<b>OPENING CEREMONY</b>
9:45 – 11:15	<b>CONVERSATIONAL HUMAN VOICE</b>
9:45 – 10:15	<p><b>Christine Liebrecht, Lieke Verheijen</b>          Conversational Human Voice revisited: A corpus study of verbal and visual elements in consumer messages and companies' webcare responses</p>
10:15 – 10:45	<p><b>Lieve Vangehuchten, Griet Boone, Mariet Raedts</b>          Webcare and Conversational Human Voice in Mexican and Peninsular Spanish Hotel Interactions on Booking.com: An Intra- and Intercultural Variational Discourse-Pragmatic Analysis</p>
10:45 – 11:15	<p><b>Ursula Lutzky, Andrew Kehoe, Matt Gee</b>          Emojis between customer care and mass messages</p>
11:15 – 11:30	<b>COFFEE BREAK</b>
11:30 – 12:30	<p><b>PLENARY LECTURE</b></p> <p><b>Valerie Creelman</b>          Saint Mary's University, Halifax          "Thank you for reaching out": Re-visiting Invitational Rhetoric in Webcare a Decade Later</p>

12:30 – 14:00	<b>LUNCH BREAK</b>
14:00 – 15:30	<b>HOTEL REVIEWS</b>
14:00 – 14:30	<b>Marc Croes, Nicolas Ruytenbeek</b> Beyond positive and negative: Exploring emotional expression in Google Maps coffee shop reviews
14:30 – 15:00	<b>Iryna Wehr</b> “Dear guest, we are surprised by your review”: A cross-linguistic analysis of hotel responses to negative reviews on Booking.com
15:00 – 15:30	<b>Marie Dewulf, Calogero Rampello, Lieve Vangehuchten, Dieter Vermandere, Orphée De Clercq, Rebecca Van Herck, Griet Boone, Luna De Bruyne, Mariet Raedts</b> Webcare through the eyes of the bystander: A cross-linguistic comparison of pragmatic-rhetorical features in hotel review-response interactions
15:30 – 16:00	<b>COFFEE BREAK</b>
16:00 – 17:00	<b>LANGUAGE IN USE</b>
16:00 – 16:30	<b>Griet Boone, Lieve Vangehuchten</b> The perception of self-serving mitigation in Dutch hotel responses to online guest reviews: Two experimental studies
16:30 – 17:00	<b>Clemens Hutzinger, Ursula Lutzky, Wolfgang Weitzl</b> Apology or empathy? Discerning differences in customers' perception of corporate language use
17:00 – 18:00	<b>BREAK</b>
18:00	<b>CONFERENCE DINNER at <i>Kolarik Luftburg im Prater</i></b>

**Friday, 3 July 2026**

9:00 – 10:30	<b>CAMPUS TOUR</b>
10:30 – 11:00	<b>COFFEE BREAK</b>
11:00 – 12:30	<b>AI</b>
11:00 – 11:30	<b>Rashid Mustafin</b> Revisiting the Factors of eWOM Relevance for Webcare in the Time of Pervasive LLM-Generated Content
11:30 – 12:00	<b>Mariet Raedts, Irene Rozen</b> Responding to praise: A comparative study of human and AI hotel communication
12:00 – 12:30	<b>Christine Liebrecht, Charlotte van Hooijdonk</b> The impact of a brand tone in webcare and chatbot interactions
12:30 – 14:00	<b>LUNCH BREAK</b>
14:00 – 15:00	<b>SOCIAL MEDIA</b>
14:00 – 14:30	<b>Marie-Louise Brunner</b> More than complaint management: Webcare in a corpus of Instagram business accounts - from information exchange and sales talk to encouragement and entertainment
14:30 – 15:00	<b>Camilla Vasquez</b> Business-to-influencer communication in online video reviews: The case of Keith Lee
15:00 – 15:30	<b>COFFEE BREAK</b>

15:30 – 17:00	<b>LANGUAGE IN USE II</b>
15:30 – 16:00	<b>Abdul Ahad Jajja, Nicolas Ruytenbeek</b> The management of organizational face through webcare: A case study of a Facebook consumer group
16:00 – 16:30	<b>Bridgit Fastrich, Sofie Decock, Rebecca Van Herck, Chloé Vincent</b> Perceived (im)personalization in online hotel reviews: An experimental study across German and English
16:30 – 17:00	<b>Clemens Hutzinger, Wolfgang Weitzl, Tina Torggler</b> When compensation wording matters: Empathy, severity, and bystanders' reactions in webcare
17:00 – 17:30	<b>CONFERENCE CLOSING SESSION</b>