

Call for Papers

International Journal of Advertising Special Issue on Social Media

Recent years have witnessed a flourishing of social media. Examples of the user-centric multimedia applications include Facebook, MySpace, Friendster, LinkedIn, Orkut, YouTube, Flickr, Twitter, etc. Over three quarters of American consumers have already integrated social media into their daily lives and Facebook alone caters to 250 million users.

Social media are affecting the ways by which consumers connect with others, consumers exchange information and opinions, and persuasive messages are created and delivered. The magnitude and swiftness of the influence of social media challenges researchers and practitioners with a need to understand the science behind social media and devise applications of social media for marketing communications.

Manuscripts are solicited for a special issue of the *International Journal of Advertising* devoted to social media and their implications for advertising. The goal of this special issue is to extend our theoretical and practical knowledge of how consumers utilize social media and how brand messages are designed and placed in the era of social media. Authors may submit empirical studies or conceptual papers on various aspects of social media. Papers that are theoretically grounded and also provide managerial implications are especially encouraged.

Topics that may be addressed include but are not limited to:

- * Social network structure in social media
- * Psychological or ethnographic studies of social media
- * Content creation and sharing in social media
- * Brand-related conversations in social media
- * Relationship between social media and mainstream media
- * Customer relationship management (CRM) and data mining in social media
- * Consumer-brand relationship building in social media
- * Brand communities in social media
- * Social media and viral marketing
- * Current approaches to and practices of using social media for promotional purposes
- * Social media development and practice in different countries
- * Current metrics and alternative measures of social media effectiveness
- * Legal and regulatory issues related to social media
- * Consumer control and empowerment in social media

Submission Information

Manuscripts should be submitted through the *International Journal of Advertising's* regular review process while including a note that the paper is being submitted to the special issue. The deadline for submission is **March 15, 2010**. Enquiries should be directed to the special issue editor:

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