

Social Media for Business and Society

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I . Introduction

Social media refers to conversational media (i.e., channel or tools used to store and deliver information). Safko and Brake (2009) highlight the main goal of social media is to engage people, which leads toward a desired action or outcomes. As for the main elements of social media, Kietzmann et al. (2011) identified seven main building blocks in social media: presence, sharing, relationships, identity, conversations, groups and reputation. For example, Facebook consists of relationships, conversations, identity, presence, and reputation building blocks while YouTube consists of sharing, conversation, groups, and reputation building blocks.

Use of social media has increased rapidly for the last several years. As of January in 2015, there are 2.078 billion active social media accounts (i.e., 29% penetration) and 1.685 billion active mobile social accounts (i.e., 23% penetration), with 3.010 billion active Internet users (i.e., 42% penetration) out of 7.210 billion total population. As the most popular

destination for social media users, Facebook alone has nearly 1.4 billion users and 4.5 billion likes are generated daily in Facebook. Because of the widespread use of social media, previous researches have paid much attention to social media. This editorial provides an overview of previous research on social media and introduces key issues in previous research. This editorial then introduces four papers selected for the publication in the special issue on social media for business and society.

II . Social Media for Business

We can classify previous researches on social media into two domains as in <Table 1>: social media for business and society. As for the domain of social media for business, there are six main research topics. First, previous research paid attention to the new business model in the social media context, such as the sales of digital items (Kim et al., 2012) and SNS gifting (Lee et al., 2014). One of the key issues

in this topic is the finding of new revenue model based on the use of social media.

Second, because of the communication supporting characteristic of social media, many firms have adopted social media marketing. Cho et al. (2015) examined failure cases in social media marketing and then proposed guidance for the successful social media marketing. Singh et al. (2014) examined how to attract and retain visitors in enterprise blogging. One of the key issues in this topic is the improvement of

social media marketing effectiveness.

Third, individuals as buyers adopt social media for information sharing. Information sharing through electronic word-of-mouth has been an important research topic in the social media context. For example, Kim et al. (2011) explained an individual's information contribution in blogging communities in terms of online identity. Kwark et al. (2014) discussed the implications of online product reviews by customers for retailers. Lee et al. (2013) examined the factors

<Table 1> Selected Researches on Social Media for Business and Society

Domain	Topics	Key issue	Sample Research
Social Media for Business	Social media based businesses	Finding new revenue model based on the use of social media	Kim et al., 2012; Lee et al., 2014; Palekar and Sedera, 2015
	Social media marketing	Improvement of social media marketing effectiveness	Cho et al., 2015; Nosshi et al., 2015; Singh et al., 2014
	Social media for information sharing between customers	Facilitation of electronic word-of-mouth in relation to social media marketing	Kim et al., 2011; Kwark et al., 2014; Lee et al., 2013; Lukynenko et al., 2014
	Security and privacy	Improvement of information security and privacy	Kim and Kim, 2014; Kim and Park, 2012
	Social media analytics	Finding insights for business from online reviews	Agarwal and Dhar, 2014; Cho et al., 2014; Kim et al., 2014a; Kim et al., 2014b
	Social media for organizational tasks	Improving organizational and task performance	Bartelt and Dennis, 2014; Faraj et al., 2015; Johnson et al., 2015
Social Media for Society	Social media for opinion sharing and policy development	Facilitation of opinion sharing among citizens	Han and Kim, 2013; Khan, 2015; Oh et al., 2015; Yan and Tan, 2014
	Cyberbullying and cybercrime	Prevention of cyberbullying and cybercrime	Goodboy and Martin, 2015; Lee and Kim, 2015; Slonje et al., 2013
	Online citizenship behavior and the sense of community	Leading to online citizenship behavior for the harmonious society	Jang et al., 2013; Fang and Chiu, 2010
	Use of social media for personal life	Improvement of psychological well-being	Ang et al., 2015; Guo, 2015; Yun et al., 2014; Satıcı and Uysal, 2015
	Opinion mining	Finding insights for government services and policy development	Bae et al., 2013
	Internet and social media addiction	Prediction and management of the Internet and social media addiction.	Dhir et al., 2015; Hadlington, 2015; Lee, 2015

affecting electronic word-of-mouth based on the adoption of mixed methods. Lukyanenko et al. (2014) discussed how to improve the information quality of user generated content. One of the key issues in this topic is the facilitation of electronic word-of-mouth in relation to social media marketing.

Fourth, as customers use social media for their information search and sharing more often for their transactions with vendors, they have to provide their personal and private information. For this reason, information security and privacy become a key concern for customers and vendors as well. Previous research examined an effect of privacy concern and its effect on online customer behavior and decision makings (e.g., Kim and Park, 2012). Kim and Kim (2014) examined malware resolution process related to the development and use of antivirus software. One of the key issues in this topic is the improvement of information security and privacy.

Fifth, as the social media data volume increases, previous research paid attention to the analysis of social media data, i.e., social media analytics. Agarwal and Dhar (2014) discussed big data, data science, and analytics with the identification of research opportunities and challenges. As an application case, Kim et al. (2014a) examined how to generate knowledge from the analysis of social big data. Kim et al. (2014b) examined how opinion mining can be used for a company for business purpose. Cho et al. (2014) proposed a data analytics model for the prediction of movie revenue based on online reviews. One of the key issues in this topic is the finding of insights for business from online reviews.

Sixth, social media can be used for the internal tasks of an organization for performance improvement. For example, Johnson et al. (2015) discussed the importance of online community leadership and Faraj et al. (2015) examined the development of lead-

ership in the online community context in terms of knowledge contribution, sociability, and structural capital. Bartelt and Dennis (2014) examined the impact of the features and capabilities of different communication tools on team performance. One of the key issues in this topic is the improvement of organizational and task performance.

III. Social Media for Society

Because of the negative effects (e.g., cyber crime) caused by the Internet and social media, researchers have started paying attention to the use of social media for society. For example, the council of the Association for Information Systems (AIS) has adopted a grand vision of an information communication technology (ICT) -enabled Bright Society, Bright ICT Initiative (Lee, 2015). The domain of social media for society also has six main research topics. First, citizens have adopted social media for opinion and information sharing, which is in turn influential for government policy development. Previous research examined how citizens adopted mobile government and used government services (Han and Kim, 2013). Oh et al. (2015) examined how citizens use social media for collective sense making during the 2011 Egypt revolution. Yan and Tan (2014) examined social support among patients in the social network context. One of the key issues in this topic is the facilitation of opinion sharing among citizens based on the use of social media.

Second, as more people used social media for communications, more people used social media for cyberbullying. Cyberbullying through malicious comments and rumors, have become more serious worldwide. In consideration of cyberbullying and anti-cyberbullying, Lee and Kim (2015) examined

why people post benevolent comments (i.e., anti-cyberbullying) and malicious comments (i.e., cyberbullying). Goodboy and Martin (2015) examined the relationships between the dark triad personality traits and self-reported cyberbullying behavior. Slonje et al. (2013) discussed the nature of cyberbullying and the prevention strategies. Not only cyberbullying but also cyber crime related to security and information privacy has been another serious concern for the society. One of the key issues in this topic is not only the prevention of cyberbullying and cyber crime, but also the promotion of anti-cyberbullying.

Third, as a way for the prevention of cyberbullying and the promotion of anti-cyberbullying, we can propose online citizenship and sense of community in the social media context. As people have a stronger sense of community and adopt citizenship behavior, they would not post malicious comments online and try to help each other in the social media context. In line with this, Jang et al. (2013) discussed online citizenship behavior and examined it in terms of online friendship desire. Fang and Chiu (2010) examined knowledge sharing in online communications in terms of organizational citizenship behavior. One of the key issues in this topic is the development of citizenship behavior and sense of community in the online context for the harmonious society.

Fourth, people have used social media not only for business purpose but also for their personal life. People used social media for making new friends and maintaining relationships with others. People also use social media for their personal happiness and satisfaction. For example, Yun et al. (2014) examined how people perceive social alienation and attachment in relation to the use of social media. Ang (2015) examined life satisfaction in relation to computer-mediated communication attributes. Satıcı and Uysal (2015) examined the relationship between

well-being and problematic Facebook use. One of the key issues in this topic is the use of social media for a better personal life (i.e., psychological well-being).

Fifth, citizens post and share their opinions by using social media. Opinion mining helps find important topics in the public opinions and generate insights for government services and policy development. For example, Bae et al. (2013) analyzed citizen opinions via twitter related to the presidential election in Korea. One of the key issues in this topic is the finding of insights from the analysis of mass volume of citizen opinions.

Sixth, Internet and social media addiction becomes a major social issue these days. Dhir et al. (2015) examined Internet addiction of adults in terms of their background characteristics. Hadlington (2015) examined the relationship between Internet addiction and problematic mobile phone use. One of the key issues in this topic is the prediction and management of the Internet and social media addiction. In addition to the identified six research topics as in <Table 1>, the AIS council proposed 5 typical research topics, such as security against cybercrimes, information privacy, Internet and social media addiction (e.g., online gaming), social dynamics (i.e., citizens' participation in political systems), and green information technology (i.e., use of technology to reduce energy consumption).

IV. Papers Accepted for the Special Issue

In this special issue on the social media for business and society, four papers are selected for the publication. As for the use of social media for business, Palekar and Sedera (2015) discussed several key characteristics of social media such as collabo-

rative communication, diversity of content, global accessibility, selectivity and control, customization of user experience, portability, and social connectivity. They then discussed how new organizations use social media for their business based on the fact that social media provide those organizations an alternative platform for delivering news, connecting with masses and attracting people to their news medium. Especially, Palekar and Sedera (2015) discussed the complementarity of social media on news organization, which means that social media help create user generated content that, in turn, attracts more people to the new organizations.

Nosshi et al. (2015) examined new trends and challenges in the Internet market. They discussed online advertising in terms of seven different approaches (search engine marketing, display, e-mail, lead/generation/affiliate marketing, classifieds/ directories, and sponsorships) and online public relations in terms of four different approaches (online news feeds, social media marketing, viral marketing/word-of-mouth, and link building). Nosh et al. (2015) further discussed several challenges and future research directions related to Internet marketing, such as social network analytics, spatio-temporal aspects, budget optimization, and security and privacy. Their work has a contribution in analyzing trends and identifying new challenges in Internet marketing. These new challenges could be helpful for guiding new researches on Internet marketing.

As for the use of social media in the public sector, governments from around the world have been actively adopting social media for the communication with their citizens and for the promotion of citizens' participation in the development of government policies. Khan (2015) provided an overview of the use of social media in the public sector, then identified four different models for social media-based govern-

ments: the open government maturity model, the social media utilization model, the adoption process for social media, and the social media based engagement model. Khan (2015) further analyzed eight services that can be used for social-media based government: social transaction, citizen sourcing, citizen co-production, mass collaboration, institutionalization, data transparency, open participation, and information sharing.

As for the use of social media, Guo (2015) examined factors leading to loyalty to a social media site. Because there are many social media options, it is important for social media providers to retain visitors to their social media sites. The findings explain that an individual's loyalty to a social media site is influenced by the service quality of the social media site and the person's sense of belonging to the site. Sense of belonging is further influenced by the service quality and the individual's trust toward the social media site. Trust is influenced by the service quality. Guo (2015) highlights a sense of belonging for the development of loyalty toward a social media site. Guo (2015) further examined the differences between heavy users and light users.

V. Conclusion

There is a need for ongoing study of the use of social media for business and society. We believe that our framework in <Table 1> describing the main topics and key issues across business and society domains offers a solid conceptual basis for further research. We hope that more effort will be devoted to this important research area and that the proposed framework will serve as a useful guide for such future work.

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