

The Emerald Handbook of Computer-Mediated Communication and Social Media

This page intentionally left blank

The Emerald Handbook of Computer-Mediated Communication and Social Media

EDITED BY

JEREMY HARRIS LIPSCHULTZ

University of Nebraska, USA

KAREN FREBERG

University of Louisville, USA

And

REGINA LUTTRELL

Syracuse University, USA



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection and chapters 1 and 40 © 2022 Jeremy Harris Lipschultz,
Karen Freberg and Regina Luttrell.
Published under exclusive licence by Emerald Publishing Limited.
Remaining chapters © 2022 by Emerald Publishing Limited.

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80071-598-1 (Print)
ISBN: 978-1-80071-597-4 (Online)
ISBN: 978-1-80071-599-8 (Epub)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

Table of Contents

About the Authors xi

Part 1 Emerging Media Trends in Theory and Research

Chapter 1 Introduction: Connecting CMC and Social Media Research 3

Jeremy Harris Lipschultz, Karen Freberg and Regina Luttrell

Chapter 2 Social Media Theories 21

Carolyn A. Lin and David J. Atkin

Chapter 3 Electronic Word-of-Mouth and Social Media 37

Nicky Chang Bi and Ruonan Zhang

Chapter 4 Unobtrusive Observational Approaches to Studying the Texting Life of Couples: A Case Study of Interpersonal Conflict 51

Miriam Brinberg, Rachel Reymann Vanderbilt and Denise Haunani Solomon

Chapter 5 How Social Media Serve As a Super-spreader of Misinformation, Disinformation, and Conspiracy Theories Regarding Health Crises 67

Thomas J. Johnson, Ryan Wallace and Taeyoung Lee

Chapter 6 Global Culture, Power, and Health Communication: India Fights Corona on the Battlefield of Social Media Platforms 85

Deepti Ganapathy

Chapter 7 The COVID-19 Infodemic: Algorithmic Gatekeeping, Confirmation Bias, and Social Identity	103
<i>T. Phillip Madison, Do Kyun David Kim and William R. Davie</i>	
Chapter 8 Mourning Using Social Media: The New Frontier for Death Communication	117
<i>Jensen Moore</i>	
Chapter 9 Saving Face: Theorizing Arab Women’s Emerging Self-(Re)presentations on Instagram	141
<i>Zoe Hurley</i>	
Chapter 10 Finding Love Online: An Overview and Future Directions for Research on Online Dating	159
<i>Brianna L. Lane and David J. Roaché</i>	
Chapter 11 A Textual Analysis of Online Asexual Representation and Visibility on Reddit	177
<i>Kyle Webster</i>	
Chapter 12 Gamification, Tinder Effect, and Tinder Fatigue: Dating as a CMC Experience	197
<i>Olga Solovyeva and Alexander V. Laskin</i>	
Chapter 13 #MoreLatinosInNews: A Call for Representation	213
<i>Teresa Puente</i>	
Chapter 14 News Agenda Setting in Social Media Era: Twitter as Alternative News Source for Citizen Journalism	233
<i>Yousef Aldaihani and Jae-Hwa Shin</i>	
Chapter 15 QAnon: The Networks of Misinformation and Conspiracy Theories on Social Media	251
<i>Shugofa Dastgeer and Rashmi Thapaliya</i>	
Chapter 16 Emerging Trends in Computer-Mediated Communication and Social Media in Sport: Theory and Practice	269
<i>Frauke Hachtmann</i>	

Part 2 Social Media and CMC Applied Trends

Chapter 17 An Examination of the Influencer–Brand Relationship: Implications and Future Directions for Influencer Marketing	287
<i>Brandi Watkins</i>	
Chapter 18 Nano- & Micro-Influencers	305
<i>Arthur D. Soto-Vásquez and Nadia Jimenez</i>	
Chapter 19 Influencer Marketing and Consumer Well-Being: From Source Characteristics to Social Media Anxiety and Addiction	323
<i>Juan Mundel, Jing Yang and Anan Wan</i>	
Chapter 20 TRUE-BIZ DEAF: An Exploration of How Deaf Creators Use TikTok	341
<i>Edward H. Bart IV, Arlinda Boland, Summer Shelton and Teri Del Rosso</i>	
Chapter 21 Cancel Culture: A Career Vulture amongst Influencers on Social Media	359
<i>Tatiana Schwirblat, Karen Freberg and Laura Freberg</i>	
Chapter 22 The Transition to 24/7 Trolls, Bullies, and Intimidation through Social Media	377
<i>Sabrina Page</i>	
Chapter 23 Integrating the Barcelona Principles 3.0 into Online Gaming Brand Ambassadorships	397
<i>Kristie Byrum</i>	
Chapter 24 The Evolution of Social Media Management as Professional Practice	413
<i>Karen Sutherland</i>	
Chapter 25 Social Media Practices of Independent Sports Podcasters	431
<i>Matthew P. Taylor</i>	

Chapter 26 Healthcare and Aging Adults: Building Beneficial Relationships through Social Media	449
<i>Elise Assaf</i>	

Chapter 27 Schools' Use of Social Media for Multicultural Community Engagement: A Case Study of Facebook Use by Government Schools in Australia	463
<i>Lauren Gorfinkel and Tanya Muscat</i>	

Part 3 New Communication Technologies, Directions in Theory and Practice

Chapter 28 When AI Meets IoT: AIoT	481
<i>Adrienne A. Wallace</i>	

Chapter 29 Excellence in Digital Storytelling: Exploring How Best Practices Are Embraced by Professional Communicators	493
<i>Ashika Theyyil</i>	

Chapter 30 Digital Misinformation & Disinformation: The Global War of Words	511
<i>Jeongwon Yang and Regina Luttrell</i>	

Chapter 31 Algorithms, Analytics, and Metrics: Is Audience Interaction Reshaping Algorithmic Gatekeeping in the Marketplace of Attention?	531
<i>Heidi A. Makady, William R. Davie and Kenneth A. Fischer</i>	

Chapter 32 Agency in Computer-Mediated Communication: Bots and US Political Elections	549
<i>Cameron W. Piercy, Ryan S. Bisel and Jeffrey W. Treem</i>	

Chapter 33 A Computational Text Analysis Study on Marijuana Edible Product Use on Twitter	569
<i>Hyejin Kim, Tao (Tony) Deng, Juan Mundel and Jennifer Honeycutt</i>	

Chapter 34 Call and Response: A System for Converting Interactive Data Into Money and Sound	589
<i>Carolyn Malachi</i>	
Chapter 35 Design Thinking as a Course Design Methodology for Teaching Social Media & Digital Analytics: A Qualitative Exploratory Case Study	607
<i>Jana M. Duckett and Janice E. Smith</i>	
Chapter 36 Artificial Intelligence in Public Relations: Role and Implications	625
<i>Alexander Buhmann and Candace L. White</i>	
Chapter 37 Is It Broken or Just Bruised? Evaluating AI and Its Ethical Implications within the PR and Health Care Industries	639
<i>Jamie Ward and Alisa Agozzino</i>	
Chapter 38 Artificial Intelligence and Changing Ethical Landscapes in Social Media and Computer-Mediated Communication: Considering the Role of Communication Professionals	653
<i>Lukasz Swiatek, Chris Galloway, Marina Vujnovic and Dean Kruckeberg</i>	
Chapter 39 Artificial Intelligence: The Dark Side, Ethics, and Implications	671
<i>Christopher J. McCollough, Adrienne A. Wallace and Regina Luttrell</i>	
Chapter 40 Future Trends of CMC and Social Media Research	685
<i>Regina Luttrell, Karen Freberg and Jeremy Harris Lipschultz</i>	
Glossary	693
Index	701

This page intentionally left blank

About the Authors

Alisa Agozzino is Associate Professor of Public Relations at Ohio Northern University. Her current research agenda examines how social media or digital platforms impact industries.

Yousef Aldaihani is Assistant Professor of Mass Communication at Kuwait University. His [research focuses on](#) news agenda-setting and citizen journalism.

Elise Assaf is an Assistant Professor, Department of Communications, at California State University, Fullerton. Her research interests combine her communications and disability studies backgrounds, looking at representations of mental health in media.

David J. Atkin is Professor in the Department of Communication at the University of Connecticut. His research addresses media effects, adoption and effects of new media, media economics, and digital media policy.

Edward H. Bart IV is a Deaf student in the Deaf Studies and Deaf Education doctoral program at Lamar University. He has taught American Sign Language at the high school and collegiate level for the last 13 years. His research interests include representation, ASL literature, and anticolonialism.

Nicky Chang Bi is Assistant Professor of Public Relations and Advertising in the School of Communication, University of Nebraska at Omaha. Her research interests are public relations, strategic communication, social media, advertising, and health communication.

Ryan S. Bisel is Professor of Organizational Communication at the University of Oklahoma. His research explores issues related to leadership communication and behavioral ethics.

Arlinda S. Boland is a doctoral student in Lamar University's Deaf Studies and Deaf Education program and she has coauthored in the areas of international development and deaf studies. Her research interest is focused on deaf studies and international development as well as social media.

Miriam Brinberg is a postdoctoral scholar, Department of Communication Arts and Sciences, Pennsylvania State University. Her primary research interests

include developing methods for intensive longitudinal data and applying these methods to the study of interpersonal dynamics.

Alexander Buhmann is Associate Professor of Corporate Communication at BI Norwegian Business School, Oslo, and director of the Nordic Alliance for Communication & Management. His research is situated at the intersection of communication, digital technology, and management and explores strategic communication by, within, and about organizations.

Kristie Byrum is an Associate Professor in the Department of Media and Journalism, Bloomsburg University of Pennsylvania, where she teaches courses in public relations and media law. Her scholarship focuses on corporate social responsibility communication, public relations, social media, and media law issues.

Shugofa Dastgeer is Assistant Professor at Texas Christian University. Her research areas include political communication, digital media, social networks, media sociology, news and journalism, freedom of speech, visual communication, and gender and minorities.

William R. (Bill) Davie is Regents Professor of Mass Communication and Broadcasting at the University of Louisiana at Lafayette. He has coauthored research papers, journal articles, chapters, and books on electronic media principles and communication law.

Teri Del Rosso is an Assistant Professor in the Journalism and Strategic Media department at the University of Memphis where she teaches and advises PR and PRSSA students. Her research areas include TikTok, pedagogy, and labor.

Tao (Tony) Deng is an Assistant Professor, School of Communication at DePaul University. His research looks at consumer responses to advertising, international advertising appeals, and digital advertising strategies.

Jana M. Duckett is Assistant Professor of Strategic Communication at Morgan State University. Her research interests include polymedia theory, social network analysis, design thinking pedagogy, and media effects.

Kenneth A. Fischer is Instructor of Broadcast Media at the University of Oklahoma. He is currently ABD in Political Communication.

Karen Freberg is a Professor in Strategic Communications at the University of Louisville, where she teaches, researches, and consults in social media strategy, public relations, and crisis communication. Freberg has experience working with brands such as Hootsuite, General Motors, Breeders' Cup, Facebook, Adobe, and Chipotle.

Laura Freberg is Professor of Psychology at California Polytechnic State University, San Luis Obispo, where she teaches courses in introductory psychology and behavioral neuroscience.

Chris Galloway is a Senior Lecturer in Public Relations on the Auckland, New Zealand campus of Massey University. His research encompasses crisis communication, reputation management, and the impacts of technologies such as artificial intelligence on the promotional industries.

Deepthi Ganapathy teaches Digital Communication, Health Communication, and Crisis and Sustainable Communication in the two-year full-time MBA as well as Executive Programmes at India's leading Business School – Indian Institute of Management Bangalore. Her research interests explore the use of media for strategic political and corporate communication, climate change communication, and health communication.

Lauren Gorfinkel is a Senior Lecturer in the Department of Media, Communications, Creative Arts, Language, and Literature at Macquarie University in Sydney, Australia. Her research and teaching interests are focused on public relations, social media, and government–stakeholder communication, particularly in multicultural contexts.

Frauke Hachtmann is Professor and William H. Kearns Chair in Journalism, College of Journalism and Mass Communications, University of Nebraska-Lincoln. Her research explores crisis response advertising, as well as the strategic use of emerging media in sports media and communication.

Jennifer Honeycutt is pursuing her Master's Degree in Business Analytics in the Kellstadt Graduate School of Business at DePaul University. Her interests focus on the ways marketing communications can be utilized to address social issues and positively impact communities.

Zoe Hurley is Assistant Dean for Student Affairs at Zayed University, Dubai, United Arab Emirates. Her interests include social media, women's empowerment, and visual communication. Her research focuses on semiotics, postcolonial feminism(s), and the postdigital condition.

Nadia Jimenez is pursuing an MA in Communication at the University of Texas at San Antonio. She earned her BA in Communication and English from Texas A&M International University. Her honors thesis is entitled *Uses and Gratifications of Social Media Among College Students*. She is from Laredo, Texas.

Thomas J. Johnson is the Amon G. Carter Jr. Centennial Professor in the School of Journalism and Media at the University of Texas at Austin. His research includes a focus on Internet studies.

Hyejin Kim is an Assistant Professor, School of Communication at DePaul University. Her work explores the interplay of social influence and electronic word-of-mouth on consumers' decision-making process.

Do Kyun David Kim is Richard D'Aquin Endowed Professor in Communication at the University of Louisiana. He has conducted research on the diffusion of information and innovation in the context of health communication, organizational communication, environmental communication, and social change.

Dean Kruckeberg is a Professor of Communication at University of North Carolina at Charlotte. His work examines public relations, community, and theories.

Brianna L. Lane is an Assistant Professor, Department of Communication at Christopher Newport University. Her research and teaching interests include interpersonal communication within electronically mediated contexts, focusing on examining impression formation from online identity claims.

Alexander V. Laskin is a Professor and Director of Graduate Studies at Quinnipiac University. He is an author of over 50 publications, focused primarily on investor relations and emerging technologies.

Taeyoung Lee is a doctoral candidate in the School of Journalism and Media at The University of Texas at Austin.

Carolyn A. Lin is Professor in the Department of Communication at the University of Connecticut. Her research and teaching interests focus on strategic, risk, and science communication in the contexts of marketing, public health, climate change, public opinion, intercultural competence, and human-computer interaction.

Jeremy Harris Lipschultz is Peter Kiewit Distinguished Professor in the School of Communication, University of Nebraska at Omaha. His research interests in the UNO Social Media Lab for Research and Engagement include social media communication, concepts, practices, data, law, and ethics.

Regina Luttrell is Associate Professor and the Associate Dean of Research and Creative Activity at the S.I. Newhouse School of Public Communications. Her research interests focus on public relations, artificial intelligence, data analytics, a multigenerational workforce, and the intersection of social media with society.

T. Phillip Madison is Assistant Professor of Public Relations at University of Louisiana, Lafayette. His teaching and research interests are in social media strategies and tactics, campaigns, data, effects, and parasocial relationships.

Heidi A. Makady is a Doctoral Student at the University of Florida. As a former audience development strategist, she focuses in her research on diverse audience reach strategies, news metrics' development, social power of algorithms in audience life, algorithmic awareness, as well as technology and policy.

Carolyn Malachi is Assistant Professor, Cathy Hughes School of Communications at Howard University. Her research explores the intersection of blockchain technology and data sonification and her musical compositions present counter-narratives to mainstream media narratives.

Christopher J. McCollough is an Associate Professor of Public Relations and Department Head at Jacksonville State University. His research interests include Public Relations, Social and Digital Media, Professional Development and Pedagogy.

Jensen Moore is an Assistant Professor, Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Her primary research interests intersect social media, crisis communication, and health communication of how individuals and organizations use social media for mourning, information sharing, and information-seeking following man-made and natural disasters.

Juan Mundel is an Associate Professor and Director of Global Initiatives, Walter Cronkite School of Journalism and Mass Communication at Arizona State University. His work focuses on unintended effects related to media exposure, multicultural and international populations, and consumer behavior.

Tanya Muscat is a Postdoctoral Scholar in the Department of Media, Communications, Creative Arts, Language, and Literature at Macquarie University in Sydney, Australia. Her research and teaching interests are focused on government communication as well as cultural diversity in media and public relations.

Sabrina Page is an Adjunct Professor for Walters State Community College in Morristown, Tenn. She has been in the position for almost nine years, working with nontraditional students of every age. Sabrina has presented her research on image management, cyberbullying, computer-mediated public diplomacy, and crisis management both nationally and internationally.

Cameron W. Piercy is Assistant Professor of Communication Studies at the University of Kansas and the founding director of the Human-Machine Communication (HMC) lab. His research explores how technology is (re)shaping social networks.

Teresa Puente is an Assistant Professor of Journalism, California State University, Long Beach. She teaches news reporting and ethics, bilingual journalism, and social media communication.

David J. Roaché is an Assistant Professor, Department of Communication at Christopher Newport University. His research is at the intersection of interpersonal and technologically mediated communication. His research explores the interconnection of communication technologies in close relationships with an emphasis on how technologies may interfere with or improve relational processes.

Tatiana Schwirblat is a graduate from Cal Poly with a major in Psychology.

Summer Shelton is an Assistant Professor of Public Relations & Advertising, Department of Communications, University of Southern Indiana. Her research interests pertain to representations of underrepresented groups in advertising, CSR, social issues in advertising, and health communication.

Jae-Hwa Shin is Professor of Public Relations, School of Communication, University of Southern Mississippi. Her research focuses on strategic conflict management across cultural settings in social media environments.

Janice E. Smith is an Assistant Professor in the Department of Strategic Communication, School of Global Journalism and Communication at Morgan

State University in Baltimore, Maryland. Her research examines diversity and digital and soft skills attainment in the hiring of early career professionals in public relations.

Denise Haunani Solomon is Professor and Head of Liberal Arts, Department of Communication Arts and Sciences, Pennsylvania State University. Her research focuses on communication experiences in personal relationships, such as support and conflict, that enhance or erode well-being.

Olga Solovyeva is a Lecturer of Communication at National Research University Higher School of Economics. Her research focuses on the implications of communication technology on modern society.

Arthur D. Soto-Vásquez is an Assistant Professor of Communication at Texas A&M International University. He studies the relationship between digital media, popular culture, and identity making. His first book is entitled *Mobilizing the Latinx Vote: Media, Identity, and Politics*, published by Routledge in 2020. He is from El Paso, Texas.

Karen Sutherland is a multi-award-winning Senior Lecturer in Public Relations at the University of the Sunshine Coast, Australia. Her research explores Social Media Pedagogy, Work Integrated Learning, and Graduate Employability. Dr Sutherland is the author of *Strategic Social Media Management: Theory and Practice*, coauthor of *Public Relations and Strategic Communication*, and cofounder of Dharana Digital, a marketing agency.

Lukasz Swiatek lectures in the School of the Arts and Media at the University of New South Wales (UNSW) in Sydney. His research in communication and media studies focuses on professional communication, as well as the implications of developments in various technologies on communities, organizations, and communicators.

Matthew P. Taylor is an Assistant Professor in the School of Journalism and Strategic Media at Middle Tennessee State University. His research interests include nonprofit and advocacy communication, sports communication, and mass communication pedagogy.

Rashmi Thapaliya is Assistant Professor at Eastern Illinois University. Her research areas include health communication, strategic communication, and media and communication.

Ashika Theyyil, MCM, is a Communications Specialist. Her passion for television broadcast, thought leadership, and digital innovation led to her research in Excellence in Digital Storytelling. She was a guest speaker at BledCom Public Relations Conference, 2020. As a changemaker that values research and collaboration, she is proud to be part of Google's Equity Army community and a communications coach at Humber College, MIT Solve and The McMaster National Society of Black Engineers (NSBE). She facilitated a Bias in AI workshop for Canada's first summit on Anti Racism in Public Relations.

At Rogers Communications, she was awarded Top 10 for Rogers Innovation day pitching a VR concept for SportsNet and best innovation award from Ryerson University. Ashika holds a Master of Communications Management from McMaster University and a Media Production degree from the Ryerson RTA School of Media.

Jeffrey W. Treem is Associate Professor in the Department of Communication Studies in the Moody College of Communication at the University of Texas at Austin. His work explores the relationship between communicative practices and social perceptions of expertise, primarily in organizational and digital contexts.

Rachel Reymann Vanderbilt is an independent scholar, postdoctoral researcher, and UX Manager from the Department of Communication Arts and Sciences, Pennsylvania State University. Her research examines conflict communication in romantic relationships, longitudinal conflicts or serial arguments, and how conflict processes change across the lifespan.

Marina Vujnovic is Professor, Department of Communication at Monmouth University in West Long Branch, NJ. Her work explores intersections between journalism and public relations looking at issues of participation, activism, transparency, and ethics.

Adrienne A. Wallace is Associate Professor at Grand Valley State University. Her research interests include public relations, strategic communication, social media, artificial intelligence, and social movements.

Ryan Wallace is a PhD candidate in the School of Journalism and Media at the University of Texas at Austin.

Anan Wan is Assistant professor in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. She studies how advertising and new media technologies intersect. Her recent research explores the impacts and effectiveness of social live streaming and influencer marketing in China.

Jamie Ward is Associate Professor at Eastern Michigan University. Her research interests include public relations, ethics, strategic development, branding, and storytelling for advocacy and engagement.

Brandi Watkins is an Associate Professor in the School of Communication at Virginia Tech where she teaches courses in social media and public relations. Her research interests include sports Twitter, social media relationships and branding, and influencers.

Kyle Webster is a PhD student at the S.I. Newhouse School of Public Communications at Syracuse University. His research includes content and textual analyses studying diversity and representation in television and social media with a focus on asexuality as well as studying news coverage of topical issues such as border separation and the #MeToo movement.

Candace L. White is a Professor in the School of Advertising and Public Relations and a Fellow of the Howard H. Baker, Jr. Center for Public Policy at the University of Tennessee. Her research interests include the role of global corporations as nonstate actors in public diplomacy, social media ethics in the data economy, and the consequences of algorithms as gatekeepers of information.

Jeongwon Yang is a doctoral candidate in the S.I. Newhouse School of Public Communications Mass Communications program. Her research interests primarily lie in individuals' information behaviors on social media during risk/crisis situations.

Jing Yang is an Assistant Professor of Digital Advertising, School of Communication, Loyola University Chicago. She is specialized in digital advertising practices, such as digital data analysis, paid social campaign, SEM, and branded mobile app/experience design. Her research, parallel to her practical/teaching works, focused on advertising.

Ruonan Zhang is Assistant Professor, Auburn University at Montgomery. Her research interests center around the intersection of new media and public relations, including parasocial relationship theory.