



Social media and international advertising: theoretical challenges and future directions

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Abstract

Purpose – The primary aim of this article is to identify theoretical foundations that can be used in research on social media in the context of international advertising research. An additional objective is to identify future research directions for theory building in this research area.

Design/methodology/approach – The article draws on the extant literature to identify three key theoretical foundations that can be used in research on advertising in media from an advertising perspective: networking capability; image transferability; and personal extensibility. For each of these perspectives, the current state of knowledge, theoretical challenges, and future research directions are summarized.

Findings – The three key theoretical perspectives (networking capability, image transferability, and personal extensibility) provide strong potential for better understanding the advantages and disadvantages of social media use for advertisers. They are also useful for identifying important research gaps that need to be filled in the future.

Research limitations/implications – Research on social media advertising in an international context is still in its infancy, and needs further attention. As few cross-cultural studies have been conducted, the theories and their application will likely evolve in the future.

Originality/value – A review and conceptual framework pertaining to theoretical perspective used in social media research in an international advertising context has been practically non-existent. Thus, this article is designed to serve as a solid starting point for future research endeavors.

Keywords Social media, Advertising

Paper type Research paper

Introduction

The use of social media among Fortune 500 companies surged in 2012. According to a study conducted by the University of Massachusetts Dartmouth, as many as 73 percent of these companies now have an official corporate account in Twitter, while 66 percent have a corporate Facebook page. In addition, as of 2011, 28 percent of the companies had blogs at the corporate level, representing the largest increase since 2008 (Barnes *et al.*, 2012). This increase is indicative of a long-term trend toward social media use among corporations (as well as individual brands) becoming the norm.

Social media have been defined as a series of technological innovations in terms of both hardware and software that facilitate inexpensive content creation, interaction, and interoperability by online users (Berthon *et al.*, 2012). Social media differ from



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Table of Contents New Directions In International Advertising Research

1. Understanding the eBook New Directions In International Advertising Research
 - The Rise of Digital Reading New Directions In International Advertising Research
 - Advantages of eBooks Over Traditional Books
2. Identifying New Directions In International Advertising Research
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an New Directions In International Advertising Research
 - User-Friendly Interface
4. Exploring eBook Recommendations from New Directions In International Advertising Research
 - Personalized Recommendations
 - New Directions In International Advertising Research User Reviews and Ratings
 - New Directions In International Advertising Research and Bestseller Lists
5. Accessing New Directions In International Advertising Research Free and Paid eBooks
 - New Directions In International Advertising Research Public Domain eBooks
 - New Directions In International Advertising Research eBook Subscription Services
 - New Directions In International Advertising Research Budget-Friendly Options

6. Navigating New Directions In International Advertising Research eBook Formats
 - ePub, PDF, MOBI, and More
 - New Directions In International Advertising Research Compatibility with Devices
 - New Directions In International Advertising Research Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of New Directions In International Advertising Research
 - Highlighting and Note-Taking New Directions In International Advertising Research
 - Interactive Elements New Directions In International Advertising Research
8. Staying Engaged with New Directions In International Advertising Research
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers New Directions In International Advertising Research
9. Balancing eBooks and Physical Books New Directions In International Advertising Research
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection New Directions In International Advertising Research
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine New Directions In International Advertising Research
 - Setting Reading Goals New Directions In International Advertising Research
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of New Directions In International Advertising Research
 - Fact-Checking eBook Content of New Directions In International Advertising Research
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

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