## Contents

| Introduction | 1 |
| Reference | 3 |

### PART 1  SOCIAL MEDIA IN CONVERGENCE

| 1  | Understanding Social Media and Social Behavior Change | 7 |
| Introduction | 7 |
| Bridging Communication Theories and Social Media Practitioners | 10 |
| Linear Communication Models to Modern Transactional Processes | 10 |
| Marketing and Behavior Change Theory | 13 |
| Summary | 20 |
| References | 21 |

| 2  | Information Diffusion | 23 |
| Introduction | 23 |
| Diffusing Your Message | 24 |
| Web 1.0 to 2.0 Technology Structure | 26 |
| Transparency, Control and Public Relations | 29 |
| Summary | 40 |
| References | 41 |

| 3  | Establishing Community | 44 |
| Introduction | 44 |
| Community Development Theory | 45 |
| Behavior Change and the Power of Social Networks | 50 |
| Brand Authenticity | 52 |
| Summary | 57 |
| References | 59 |
## Contents

4 Mobilizing Your Audience 61  
Introduction 61  
Social Media Mobilization 62  
The Power of User-Generated Content 65  
Offline Advocacy 68  
Summary 74  
References 75  

PART 2 SOCIAL MEDIA USERS AND MESSAGES

5 Transforming Audiences into Users 81  
Introduction 81  
Transforming Passive Audiences to Empowered Users 82  
Predicting Social Media Use and Audience Behavior 86  
Social Media User Profile 90  
Summary 94  
References 96  

6 Active Within Structures 99  
Introduction 99  
Theory of Active Within Structures 100  
The Role of Structure 103  
Recognizing Constrained Active Choices 107  
Summary 112  
References 113  

7 Best Practices for Social Media Engagement 115  
Introduction 115  
The Theory of Dialogic Communication 116  
Online Engagement and Virtual Communities 118  
The Dialogic Loop 123  
Summary 127  
References 128  

8 Mobile Marketing and Location-based Applications 130  
Introduction 130  
Mobile Digital Projections 132  
Peer Influence and a Shared Social Journey 135  
Generating Return Visits 137  
Summary 140  
References 142
PART 3 SOCIAL MEDIA MARKETING AND BUSINESS MODELS

9 Reconsidering the Long Tail
   Introduction
   Power-Law Distribution
   Theory of the Long Tail
   Inbound Marketing
   Summary
   References

10 Social Media Business Models
   Introduction
   Developing a Business Model
   The Return on Investment of Social Media
   One Business Model Doesn't Fit All
   Summary
   References

11 Social Media Marketing Strategies
   Introduction
   Transitioning from Traditional Marketing
   Applied Strategic Theory
   Branded Social Experience
   Summary
   References

12 Evaluating Social Media Marketing
   Introduction
   Current Social Media Marketing Measurements
   Building on the Focus Group
   Audience Reception Approach
   Summary
   References

PART 4 MARKETING FOR SOCIAL GOOD

13 Social Media and Health Campaigns
   Introduction
   Activation Theory of Information Exposure
   Health Belief Model
   Mobile Reach
   Summary
   References
vii Contents

14 Social Media and Civic Engagement 230
   Introduction 230
   Historical Shifts of Civic Engagement 232
   Civic Engagement and the Individual Self 235
   Technology and Political Communication 238
   Summary 243
   References 244

15 Communication for Development 247
   Introduction 247
   Introduction to Communication for Development 248
   Modernization, Dependency and Participatory Approaches to Behavior Change 250
   Opportunities and Challenges of Communication for Development Approaches 254
   Summary 260
   References 261

16 Social Media and Entertainment-Education 264
   Introduction 264
   Theoretical Underpinnings of Entertainment-Education 266
   Entertainment-Education and Public Health 268
   MARCH Model of Behavior Change 269
   Summary 276
   References 277

PART 5 SOCIAL MEDIA FOR SOCIAL AND BEHAVIOR CHANGE

17 Integrating Old with New 281
   Introduction 281
   The Culture of Convergence 282
   Remediation Theory 286
   Integrating Social Media in a Post-Convergence Era 287
   Summary 292
   References 294

18 Social Media for Social Behavior Change 297
   Introduction 297
   We First 298
   Role of the User 301
   Identification through Social Behavior 304
   Summary 308
   References 310
## Contents

19 Arguing for a General Framework for Social Media Scholarship 312  
   Introduction 312  
   The Six Paradigms of Communication Theory 313  
   A General Framework for Mass Media Scholarship 318  
   Key Intersections of Social Media Scholarship 320  
   Summary 323  
   References 324  

20 The Future of Social Media 326  
   Introduction 326  
   The Future Social Media Landscape 327  
   Web 3.0: Asynchronous Mass Delivery 331  
   Conclusions and Recommendations 332  
   Summary 337  
   References 339

Index 343