

Call for Special Issue of *Communication Monographs*

“Theorizing Social Media”
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Communication Monographs invites submissions for a special issue on *theorizing social media*. As a term, “social media” encompasses a broad range of technologies, but for the purposes of this special issue, we use Ellison and boyd’s (2013) definition of social network sites as a starting point: “a networked communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site” (p. 158). Although social media encompasses a range of technologies beyond social network sites proper, the purpose of this special issue is to consider and theorize those technologies that constitute “social media” apps and websites in popular discourse. As social media enjoys widespread use yet receives significant public concern, the time is ripe for communication scholars to develop and refine theoretical approaches to social media.

Submitted manuscripts should accomplish at least one of three aims. First, submissions may develop new theoretical approaches to social media (or continue to advance nascent theoretical approaches). Second, submissions may refine existing theories of online communication in light of the nature of social media. Third, submissions may use social media to extend or alter theories developed in non-technological/offline contexts. All submissions should use empirical data to pursue one or more of these theoretical goals. So long as the work contributes meaningfully to the theorizing of social media, we welcome submissions across diverse contextual areas and methodological approaches in the communication discipline, including but not limited to interpersonal and relational communication, organizational and group communication, health communication, family communication, communication and technology, mass communication, political communication, language and social interaction, intercultural communication, cultural studies, and rhetorical field studies.

Submissions may begin on January 1, 2020 and should be submitted online at *Communication Monograph’s* Manuscript Central site <http://www.mc.manuscriptcentral.com/rcmm>. New users should first create an account. Once a user is logged onto the site, submissions should be made via the Author Center. Authors should take special care to format their documents in MS-word in a PC-compatible version. Questions about the special issue should be directed to the guest editor at a.ledbetter@tcu.edu. All other questions related to the journal, its editorial policies, or the submission process can be directed to the editor at cm@tcu.edu or at p.schrodt@tcu.edu

Deadline for submission: May 1, 2020

Ellison, N. B. & boyd, d. (2013). Sociality through social network sites. In W. H. Dutton’s (Ed.), *The Oxford Handbook of Internet Studies* (pp. 151-172). Oxford, UK: Oxford University Press.