

Guest Editorial Preface

Special Issue on Social Media Systems and Services

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As the special issue editors of this volume of *International Journal of Systems and Service-Oriented Engineering*, we are proud to introduce to the following four papers, which present different interesting aspects of social media research.

Social media, including but not limited to Web 2.0 applications such as blogs, social network sites (e.g., Facebook and Google+), content communities (e.g., YouTube, Wikipedia), online Forums, is affecting everyone's daily life. Nowadays, people are not only using these applications for communicating with their friends and love ones, but also for entertainment, information search, sharing of opinions, and learning. At the same time, business enterprises and government agencies also use social media for engaging with their consumers and citizens, and hoping for creating business opportunities and enlisting their support, respectively. As a result, there is an imminent need for all the stakeholders, including both private and public organizations, members of the public, academics, and practitioners to gain a better understanding in this new form of communication media.

To investigate into the impact of social media to society, and in particular, on the development of social media systems and services, we call for research related to various aspects of social media to this special issue. The special issue editors and the guest reviewers have reviewed all submissions, and selected the following four articles to be included in this special issue.

The first article, *Ethics & Social Networking: An Interdisciplinary Approach to Evaluating Online Information Disclosure* (Schaupp & Carter, 2016), presents a study on information disclosure in online communities using the Potter's Box framework (Potter, 1972). They show that Potter's Box is a useful framework for evaluating the ethical implications of online information disclosure through a systematic literature review.

The second article, *Towards Effective Structure-based Assessment of Proposals and Arguments in Online Deliberation* (Tanasijevic & Böhm, 2016) focuses on studying the properties of online discussion forum, and in particular, online deliberation issues. The authors further propose a new approach to facilitate efficient online deliberation and test their approach with an experiment.

The third article is a case study on the implementation of social media in library service operations. In the article, *Application of Social Media in Academic Library Service: A Case of the Hong Kong Polytechnic University Library*, Kong, Chiu and Ho (2016) present their findings on whether the academic library concerned has made the best use of existing social media to communicate with library users.

The last article in this special issue is focusing on studying virtual brand communities in Twitter and Facebook (See-To, Del Rio & Ho, 2016) through the lens of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). They developed a new theoretical model to study how SNS can be used as a marketing channel.

We hope that you will enjoy reading our special issue.

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