

## Guest Editorial Preface

# Special Issue on Social Media, e-Personalization, and Mediated Sports

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As I was asked to be a guest editor for the double-peered reviewed Special Issue on Social Media, E-Personalization, and Mediated Sports to be published by the Journal of Electronic Commerce in Organizations (JECO), a number of researchers and scholars have responded to my call for papers. It is an excellent publication opportunity and I tried to treat each manuscript submission with the upmost respect and care. Of the 12 total papers that were subjected to a double-blind review process, a total of five were accepted. I understand that the topic was somewhat narrowly focused, which resulted in a relatively low response rate to the initial call. Most of the accepted papers were from participants from the 2013 Atlantic Marketing Conference attendees, of which a four-page ad for the special issue was placed. For all of those individuals that submitted papers, I am very grateful. In general, The Journal of Electronic Commerce in Organizations is designed to provide comprehensive coverage and understanding of the social, cultural, organizational, and cognitive impacts of e-commerce technologies and advances on organizations around the world. JECO discusses the influence of electronic commerce on organizational behavior, development, and management in organizations. The secondary objective of this publication is to expand the overall body of knowledge regarding the human aspects of electronic commerce technologies and utilization in modern organizations, assisting researchers and practitioners to devise more effective systems for managing the human side of e-commerce. This journal is an official publication of the Information Resources Management Association. This special issue was designed to explore the impacts of social media and its related technological developments, such as Facebook, Myspace, YouTube, and Wikipedia, which ultimately allow the consuming public the opportunity to express their opinions and shape their future viewing experience, especially in sport media applications.

As there is little doubt that the transformation power of the Internet has greatly impacted and revised theoretical frameworks for research, especially when dealing with issues of media coverage and content of sport-related activities. This was evident from the variety of papers submitted and testifies to the ever evolving nature of this sub-discipline. Sport research has an enviable position in that it has a universal significance, ubiquitous presence, and overall importance to its growth and viability in society. Unfortunately, this popularity greatly influences what is considered relevant themes or research threads. As web-based technological innovations increase, so have empirically-based methodologies to measure their impacts on consumers of such sport media. Mass communication, coupled with technical innovations that promote ease-of-use and greater accessibility, has significantly changed the commercial landscape of sport-related information and marketing gathering by its fans/consumers. There are many theories that have suggested an overall theoretical framework, the newness, intimacy, and immediacy of the Internet has suggested a more emergent, but still structured, approach.

Consumers of sport-related materials are redefining how organizations' leverage of media attempts to communicate with them in the most effective ways. Sometimes this communication occurs at a tacit level, even without our conscious consent, as in the case of eye-tracking methodologies. A message's reach (i.e. broadcast to multiple audiences) and richness (i.e. personalized content) via mass media and its research seems to have gone beyond simple content analyses of sport websites. Such analysis has often failed to consider a user's goal-direction, a more long-term or strategic direction of the organization. Hence, it appears that a number of Internet technology's impacts on sports are driven by media is most successful tactics. Still, principles of strategic management, namely mission and vision statements and the role of leadership, are important in research efforts to understand and model media theory and sport-related communications. Most competitive businesses (both for-profit and nonprofit organizations) have successfully employed mission and vision statements for years; not having an official Internet vision illustrates a significant organizational weakness and misalignment of business and marketing strategies.

Specially, the objectives of the special issue were as follows:

1. This special issue will explore the impacts of social media and its related technological developments and tools, such as Facebook, Google Analytics, Shutterstock, Skitch Twitter, Tweetdeck, YouTube, and Wikipedia, which ultimately allow the consuming public the opportunity to express their opinions and shape their future viewing experience;
2. The consuming public is not the only stakeholder involved in the media experience. Corporate sponsors, sports writers, broadcasters, sports executives, and players must all be considered in setting an agenda that meets their needs as well;
3. Research designs are needed to adequately address and measure the impacts of the other stakeholders in promoting appropriate messages in mass media. Some designs may be technology-specific, while other designs are more strategic than tactical in that they are ensuring that the proper goals of the organization are properly communicated in the selected media channel;
4. Websites of organizations should be organized to maximize positive corporate image control and minimizing the impact of competing stimuli, not just maximizing merchandising opportunities;
5. Although research studies can be designed to look at the individual behavior level, there needs to be a renewed focus on understanding the strategic goal of a sport organization, both in its formulation and implementation, and how best to utilize the various media channels available to convey the messages that sport organizations want to project;
6. Strategic management issues as they relate to sport management as they relate to electronic organizations are especially important in this special issue;
7. All forms of electronic engagement, such as fantasy sports, using various IT platforms will be encouraged in this special issue. The emphasis will be in the sport-related area, but other service specific applications will be considered.

The recommended topics that were suggested in this special issue were to include (but are not limited to) the following:

- Sport mediation and technology;
- Sport media interactivity;
- Fantasy sports engagement;
- Sport and social implications in media;
- Engagement and technology;
- Ethical consideration in sport engagement and social media;
- Social media and sport;
- Modeling social media in sport;
- Reexamine the roles of journalism in sport mediation;

- Theoretical framework for sport mediation;
- Sports journalism;
- Consumerism and sport mediation;
- Website usability in sport communication;
- Commercialization in sport media;
- Sustainability in sport media.

Interestingly, as evident from the variety of topics in this special issue, the titles of the papers reflect this diversity, yet focus sharply on the managerial aspects of social implications, engagement, consumerism, and technical issues in sport-related mediation. The titles included in this special issue are Exploring the Relationship between Sport Fan Identification and Addiction to Digital Sports Media; Nature and Characteristics of the Sport Industry and Its Current Trends Impacting the Industry; Ethical and Managerial Aspects of Social Network Advertisement; Fantasy Sports and Gambling In Sport: Marketing Implications for Branding and Fan Engagement; and Exploring Factors that Lead to People Watching Professional Soccer on Television. I am sure that you will find the variety of papers interesting and insightful. The articles cover a variety of well-established research formats, from empirically based survey designs, qualitative case studies, to positional viewpoints.

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