

ICA PRECONFERENCE & SPECIAL ISSUE IN *Public Relations Review*

Call for Manuscripts

Embracing the Network Paradigm: New Directions in Public Relations Research

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Scholars are increasingly applying a network perspective to examine a range of phenomena. A network perspective reasons that relationships are the basic building blocks of societies and it helps us to answer questions about the connections among individuals, groups, organizations, as well as nonhuman actors. Public relations scholarship has witnessed considerable growth in the number of network-based studies over the past decade. We believe that the network perspective can offer a sophisticated theoretical explanation of how complex relationships affect many aspects of public relations practice.

For an ICA preconference and special issue in *Public Relations Review*, we invite quantitative, qualitative, or mixed-method studies that use the range of network analytic techniques (i.e. whole and ego network approaches). Studies may include, but are not limited to, data from hyperlinks, semantic texts, social media, “big” data, secondary sources, and offline interaction patterns among individuals, groups, and/or organizations.

To advance the adoption and development of network theory and research in public relations, this special issue and preconference invites contributions in, but not limited to, the following areas: Advocacy and Social Networks, Network Agenda-Building, Corporate Social Responsibility (CSR) Communication and Social Networks, Networked Crisis Communication, Networked Relationship Management, Public Diplomacy on Digital Media. All submissions will be reviewed for their contribution to advance public relations theory building and practice.

ICA Preconference Dates

Jan. 1, 2018: Deadline for abstracts (500 words). Email to aimei.yang@usc.edu and adam.saffer@unc.edu.

Feb. 1, 2018: Decisions regarding ICA preconference announced to authors.

May 1, 2018: Deadline for full manuscripts for the ICA preconference.

May 24, 2018: ICA Preconference at conference hotel.

Special Issue Dates

June 1, 2018: Initial manuscript submitted to *Public Relations Review*.

Sept. 15, 2018: Decisions and revisions announced to authors.

Dec. 15, 2018: Final manuscripts due from authors to the editorial team.

March 1, 2019: Planned publication of special issue online and in hard copy.