

# Shadow Side of Social Media Marketing: A User's Perspective

*Anuragini Shirish*

## INTRODUCTION

Digital transformation initiatives are forcing organizations to envisage new ways of marketing their products and services (Trapp, 2016). The relatively new phenomenon of social media marketing, accelerated by Web 2.0 broadcasting, promises to have great potential for reaching out to a wider set of social media audiences and establishing engagement within a very short span of time using limited resources (Chen, De, & Hu, 2015). It is expected that the number of social media users will grow to 2.95 billion by 2020 (Statista, 2017). A recent survey indicates that the top two reasons for the use of social media marketing communication are (1) to increase exposure to the organization's business so as to increase traffic, and (2) to generate leads for sales of products and services. Though many small and large firms are making considerable investments in social media initiatives with a view to enhancing their profits, there are many unresolved uncertainties related to the envisaged returns (Dickinson-Delaporte & Kerr, 2014). Notwithstanding the fact that academic research has examined social media marketing and its implications from diverse perspectives such as service science, information systems, psychology, and law, it is still a

---

A. Shirish (✉)

Telecom Ecole de Management (Institut Mines-Telecom), Evry, France

© The Author(s) 2018

G. Heggde, G. Shainesh (eds.), *Social Media Marketing*,  
[https://doi.org/10.1007/978-981-10-5323-8\\_5](https://doi.org/10.1007/978-981-10-5323-8_5)

nascent research domain with several unanswered questions (see Alves, Fernandes, & Raposo, 2016; Kao, Yang, Wu, & Cheng, 2016; Mackey & Liang, 2013; Thies, Wessel, & Benlian, 2016; Tushnet, 2010; Xie & Young-Jin, 2015). The current study aims to extend the extant understanding on the subject by addressing a few significant gaps.

The social media environment is characterized by the participation, openness, conversation, community, and connectedness of its users, resulting in a number of advantages. Consequently, most academic research and popular press on the subject focuses on the *affordances* or the bright side of social media marketing. But as with any other technology mediated phenomenon, social media marketing has many intended and unintended constraints that constitute the dark side and have larger ramifications for different stakeholder groups (Majchrzak, Markus, & Wareham, 2016). Such constraints and/or unethical effects of social media marketing can hinder the peaceful coevolution of professional and public good in this digital ecosystem and hence need a deeper examination. In this study, we term these constraints the *shadow effect* of social media marketing. Such shadow effects do not allow us to leverage the full potential of affordances offered by social media ecosystems. Hence, examining the negative side of social media will contribute to both research and practice.

Social media marketing as a phenomenon is not static. In fact, its dynamic nature takes into account the relational interaction of the technology, actors, and the situating environmental factors. The combined effect of all three of these elements contributes to the perception of *affordances* or *constraints* in the given context of a sociotechnical system (Majchrzak et al., 2016). Few recent attempts have been made by researchers to study the negative influences in marketing. Most of these studies deal with the subject in a general way and tend to focus on an organizational rather than a customer/user perspective (Alves et al., 2016; Daunt & Greer, 2017). Examining the constraints that may limit the possibility of leveraging the affordances from social media marketing is thus expected to contribute to this growing body of knowledge.

In this article, taking a technology constraints perspective for social media users, we first explore the current research on the dark side of social media marketing via a systematic literature review. Next, we identify two distinct forms of constraints that apply to this context. Subsequently, we highlight the need for meaningful discourse on the subject and describe the two identified shadow effects of social media marketing. Finally, we

conclude by highlighting how this study will contribute to research and practice in this domain.

## SYSTEMATIC LITERATURE REVIEW: DARK SIDE OF SOCIAL MEDIA MARKETING

Following past guidelines, we undertook a systematic literature review of the subject with the objective of identifying important biases and research gaps (Okoli & Schabram, 2010). We sought not only to synthesize prior literature on the subject but also propose future research directions (Rowe, 2014). Because social media is a cross-disciplinary domain, to conduct a comprehensive search, no restrictions were introduced for the year and type of publication. The search was conducted in digital libraries using the EBSCOhost (EH) interface, which is a multimotor search engine comprising the databases of 116 providers covering the fields of management, social science, humanities, and pure sciences. Using EH also helped in eliminating duplicate material. Some of the popular databases that were covered using EH were EBSCOhost, JSTOR, Science Direct, PsycINFO, ERIC, and Academic Onefile, to name a few. The search terms *social media* and *marketing* as keywords were chosen as the first step. Although the dark side of social media *usage* per se has received a fair share of attention in literature, we preferred to limit the exploration to marketing related papers in order to remain within the chosen context. The search resulted in 2194 papers out of which 2053 were written in English. We further refined this list by choosing papers that squarely dealt with social media marketing as the primary subject matter. We ended up with a total of 117 papers. After manually screening the abstracts of all 117 papers, we found only a handful of the papers discussed the shadow effect of social media marketing (Gainsbury et al., 2016; Hoffman, Pinkleton, Austin, & Reyes-Velázquez, 2014; Mackey et al., 2015). Additional papers that covered ethical aspects of social media marketing in their abstracts were included in this search, which led to three additional papers out of seventeen total papers in this category (Dickinson-Delaporte & Kerr, 2014; Kadić-Maglajlić, Arslanagić-Kalajdžić, Micevski, Michaelidou, & Nemkova, 2017).

Cross-searches through public search engines and cross-citations led to identification of a few other potential articles that were not captured in the initial online library search. We leveraged these research papers to develop

a conceptual framework of constraints for social media marketing from the user perspective. Notwithstanding the limitations of this search method, from a purely exploratory stance, we conclude that the current literature on social media marketing is swayed toward the brighter side of this phenomenon and little research has delved deep into the shadow side from a user/consumer/customer perspective.

### ACTORS IN THE SOCIAL MEDIA MARKETING ECOSYSTEM

In addition to other findings, a systematic literature review of the subject helped unearth certain core actors (stakeholders) that are interdependent within the sociotechnical system. Using the stakeholder lens will help examine the phenomenon holistically from a user perspective. Figure 5.1 provides a pictorial depiction of the actors derived from the review. The topmost category relates to *regulatory bodies and public policy bodies* including governments that are trying to enforce social media regulations with a view to providing affordances for businesses and individuals. Actors also include trade regulation bodies that control antispam and antitrust

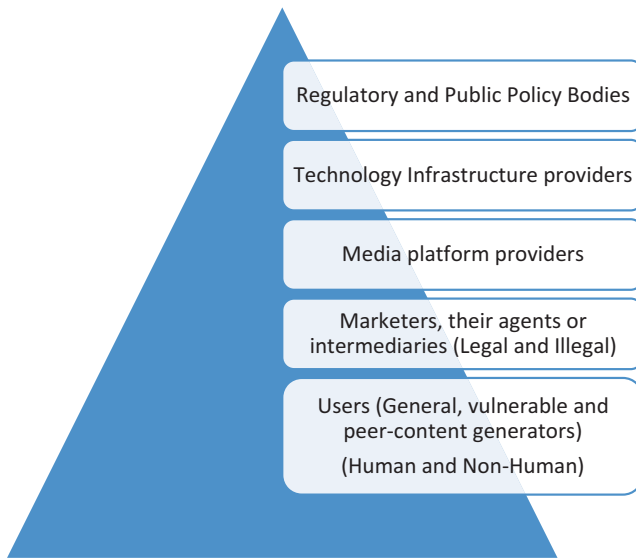


Fig. 5.1 Key stakeholders' groups in social media

violations, and take care of consumer interests. Additionally, included within this review's ambit are larger bodies such as the European Trade Commission (issuing regulations and guidelines for trade and privacy protection) and other supranational bodies such as the United Nations and regulatory bodies tasked with setting technological standards. The objective of these regulators is to ensure an appropriate balance between private and public good in social media. Other categories depicted in Fig. 5.1 are referred to in the sections that follow.

## TPOLOGY OF CONSTRAINTS

Based on the results of the systematic literature review, we divide the dark side of social media marketing into two broad typologies of constraints that are distinct in terms of the factors that cause them. The two distinct categories of causes are *structural* and *behavioral*, and they lead to most of the constraints for different stakeholder groups. Figure 5.2 summarizes the key aspects of the two delineated typologies, listing the relevant details.

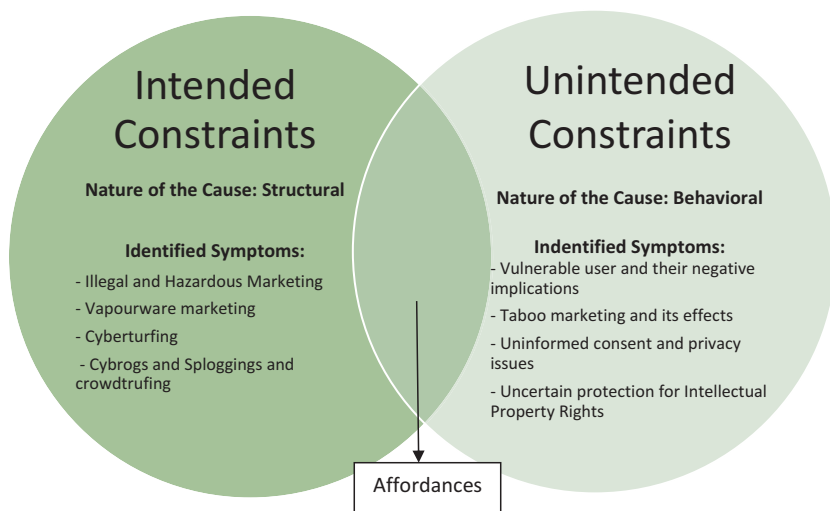


Fig. 5.2 Typology of constraints from the users of social media marketing

## INTENDED CONSTRAINTS

Intended constraints for our purpose are those constraints that can be attributed to an identifiable source or an actor in the social media marketing ecosystem. In other words, the causality of the symptoms can be clearly attributed. These constraints can therefore be mitigated in order to promote the peaceful coexistence of private and public good in market place.

### *Identified Structural Cause: Lack of Transparency and Legitimacy*

One of the factors leading to the perception of intended constraints identified from the literature review is user uncertainty of how to deal with the lack of transparency, and legitimacy issues in social media marketing. The users, including existing customers and potential customers, are often exposed to different kinds of advertisements and promotional campaigns, but they may be unsure about the authenticity of the information source and the legitimacy of the information disseminated through social media. Often, social media marketing relies upon user-generated or peer-produced content as its marketing strategy (Tushnet, 2010). Some users blindly follow the herd and pursue the preferred tendencies promoted by the groups they associate themselves with. This approach may be harmful for the user and is different from that of a traditional “rational” consumer (Tushnet, 2010). Such uninformed-decision practices lead to inappropriate purchases, causing personal harm to individual users and, in effect, may lead to professional harm to the corporations, over a period of time.

### *Identified Symptom 1: Illegal and Hazardous Marketing*

As discussed above, in some cases, the lack of legitimacy in social media promotional messages leads to potential health hazards if the products or services were sourced from rogue marketers in social media that remain unregulated. Mackey and Liang (2013) demonstrated that there were several pharmaceutical companies that operated illicitly on social media platforms such as Facebook, Myspace, and Twitter, selling outdated drugs and/or drugs for which no prescription was required. The study done in the 2012–2014 period demonstrates that such rogue sellers have been attracting thousands of unsuspecting global users. The paper highlights the need to regulate illicit pharmaceutical companies selling potentially harmful drugs to social media users by taking advantage of the lack of entry barriers and the

potential reach in such marketing platforms and practices. Some legal studies have raised the pertinent issue of monitoring the authenticity of user-generated content as it could have widespread harmful effects. Answers to these basic questions are particularly challenging for policy makers in the current digital age (Elliot, 2014; Tushnet, 2010).

### *Identified Symptom 2: Cyberturfing*

Cyberturfing is a form of astroturfing mediated by technology (Leiser, 2016). It is used as means to obtain market intelligence and *manage* reputation (Berkman, 2008). Jacobs (2012) defines cyberturfing as the “artificial advocacy of a product, service or political viewpoint, to give the appearance of a ‘grassroots’ movement” (p. 567). It is a popular organizational malpractice afforded by the viral and anonymous nature of communication through social media platforms. Such a communication is deceptive and inauthentic because it is intended to give an impression that the origin of the information is from the grassroots supporters (i.e., flowing bottom-up and not top-down), whereas in reality such fake support movements of user-generated content are controlled by the sponsoring corporation (Sisson, 2017). Such malpractices are also referred to as green marketing. Well-known corporations have perpetrated such deceptive practices to sway public opinion or to defame their rivals, using a smear campaign. Some studies report a growing service industry of microtask workers who are accomplices to such practices (Conner, 2013; Sisson, 2017), which are prohibited by regulatory bodies in many countries. It was reported in the press that Samsung had to pay a huge fine of 350 million USD to Taiwan’s trade regulatory body for having paid people to write negative reviews about HTC, a rival mobile phone company, on social media platforms (Elmer-DeWitt, 2013). Goldschein (2011) lists out a few alleged attempts of such cyberturfing undertaken by companies for profit motives. Walmart was allegedly behind a fake YouTube video post undertaken for the sake of publicity by one of its employees. It was also alleged that Walmart developed a fake blog called *Our Community. Our Choice* in order to gain publicity for new store openings (Ciarallo, 2010). In another case, [Ask.com](#) tried to start an information revolution against Google on the London Underground, using cyberturfing strategies (Aaron, 2007). Some of these advertisements were intended to promote vaporware around a new product or service.

*Identified Symptom 3: Cyborgs, Splogging, and Crowdturfing*

In the current age of social media there is growing evidence of automated, self-tweeting accounts that directly communicate with organic accounts with a view to manipulating the users (Li, Mukherjee, Liu, Kornfield, & Emery, 2014). These automated manipulations can pass for authentic, electronic, word-of-mouth exchanges, thereby misleading consumers (Dellarocas, 2006). Such promotional messages are generated using human-assisted computer-bot accounts called cyborgs. A data mining study of e-cigarettes tweets was undertaken in 2013–2015 on the Twitter platform. The study showed the growth of cyberturfing using cyborgs as a vaporware marketing strategy and this has significant regulatory and societal implications (Clark et al., 2016). As a new medical phenomenon that is scientifically unproven and thus risky, the study raised the concern of adolescents on social media platforms becoming addicted to nicotine due to such practices. The study also highlights the need to regulate practices of vaporware promotional tactics to protect public health and safety.

The other phenomenon of interest is flogging, which is cyberturfing using a blog, or splogging, a combination of spamming and cyberturfing. One of the earliest alleged cases of flogging reported in the popular press was that of a Sony executive who set up a fake blog called *All I Want for Christmas Is a PSP* in order to attract PlayStation Portable (PSP) sales, which was later removed (Kohler, 2006). All of these practices are abundant in the marketing industry. Users are uninformed about the perils of such practices and rely very much on such inauthentic referrals and fabricated peer-shared information. Wang and his colleagues (Wang, Wilson, Zhao, Zhu, & Mohanlal, 2012) coined the term *crowdturfing* to describe the practice whereby a company recruits financially compensated users to initiate false campaigns that often violate fair practice social media policies. Hardly any researchers have been interested in uncovering this apparently nontraceable phenomenon. A recent news article reported that Amazon, in an attempt to ensure product reviews were legitimate and reliable, sued 1114 users in 2015 for writing fakes reviews. Because the current security measures do not take into account attacks by humans (Wang et al., 2012), there is a growing need to provide fact-checking sites and authenticity-tracking technology products. More attention needs to be given to tools/regulations that can allay concerns about fabricated computer-mediated and human-perpetrated content to ensure transparency and legitimacy in the social media environment. Educating social



media users on such deceptive practices and providing a means of recourse for those victimized by such activities is the key to having some order in this rather noisy market place.

### UNINTENDED CONSTRAINTS

Unintended constraints, for our purpose, are those constraints that cannot be attributed to a particular source/actor in the social media marketing ecosystem and may be linked to several aspects of the ecosystem and have idiosyncratic characteristics. Such constraints can be considered as the spillover effects of social media marketing.

#### *Identified Behavioral Cause: Development of Negative Affect, Cognition and Behavior Among Users*

From our systematic literature review, we found that what can lead to the perception of unintended constraints is the impact of social media marketing on users' affective, cognitive, and behavioral outcomes. These behavioral concerns may be specific to an individual or a group of individuals, but at the same time, can have larger societal implications that need to be resolved. The user groups identified in this category are those that are vulnerable and powerless in nature and those that willingly collaborate with marketers for personal gains. Another set of users comprises those who do not know that they been targeted by other actors of social media ecosystems.

#### *Symptom 1: Powerless and Vulnerable Users*

The literature review reveals that social media marketing can make vulnerable users more prone to risky behavior. Users who already suffer from vulnerabilities such as addiction to alcohol and gambling (Gainsbury et al., 2016; Hoffman et al., 2014; McCreanor et al., 2013) are known to undertake risky, abusive, or illegal behaviors (Nicholls, 2012). These vulnerable users are easy targets of social media marketing, which has rapidly made advances in certain controversial markets such as alcohol and cigarettes. Social media affords pervasive and personalized marketing. Furthermore, that ubiquity of such tools helps marketers gain access to and the attention of vulnerable users, who are often not self-regulated in their behaviors but are driven by endorsements from virtual peers and easily subscribe to unreal social status concerns (Sherman, Payton, Hernandez, Greenfield,

& Dapretto, 2016). In their experiment, Sherman et al. (2016) found that the adolescent population in a simulated Instagram environment favored pictures that had more “likes”—those of their peers undertaking risky behaviors—as opposed to nonpeers’ pictures that had fewer “likes” and were mundane in nature. This appetite for enticing promotional messages endorsed by peers is known to reduce the cognitive control of the users, who are driven by a need for instant gratification in order to fit in with their peer groups. There is high risk that such users would indulge in compulsive buying, paving the way to more serious health disorders and addiction due to their reduced self-control. Thus, it is important to consider the broader societal, cultural, and cognitive influences of marketing strategies upon the “vulnerable users” of social media, who would suffer a greater harm than discerning self-regulated users.

### *Symptom 2: Controversial and Taboo Advertising*

Encouraging ethical marketing strategies as opposed to relying on controversial advertising is the key. It is common knowledge that many corporations, in a race to get an ounce of user’s attention, resort to promotional tactics that can cut through all the available advertising clutter (Kadić-Maglajlić et al., 2017). They play upon the notion of taboo to sensitize promotional messages to social media users (Fam, Waller, Ong, & Yang, 2008). Prior research has shown that taboo advertising and exposure to unwanted offensive content can generate irritation and negative cognition, with consequential spiraling losses to the corporate bottom line (Kadić-Maglajlić et al., 2017). Research has also shown that the effects of such controversial advertising are more pronounced among mobile social media users because of the pervasive and ubiquitous nature of the device (Truong & Simmons, 2010). An integrated policy and regulatory change in social media marketing may be the most suitable way to tackle its behavioral impact among users.

### *Symptom 3: Uninformed Consent and User Privacy*

Prolific growth and adoption of social media networks by global users led us to believe that social media communication is one of the primary modes for interpersonal communication in today’s world (Nunan & Yenicioglu, 2013). According to one survey, approximately 70 percent of the US population has one or more social media accounts (Pick, 2017). The data-driven marketplace is thriving in a system of uninformed consent that is seen to be in alignment with the rhizomatic nature of such network

communications touted to be conducive to marketing models based on peer-based cocreation (Nunan & Yencioğlu, 2013). However, the peril lies in ignoring the essential concept of any data-driven research in the offline world (i.e., informed consent of the users before a data collection process). User's data privacy and even spatial privacy that involves intrusions into one's psychological space/integrity can be grossly violated by social media market research (Cohen, 2008; Shirish, Chandra, & Srivastava, 2017). Social media networks are known to capture the minutiae of individuals' everyday lives (Hanna, Rohm, & Crittenden, 2011; Parent, Plangger, & Bal, 2011). Since there is no legal or technical requirement for informed consent from those targeted in the diverse methods of commercial data gathering made possible by social media, no single actor can be considered responsible for this issue. However, nonalignment of social and commercial interests raises the ethical dilemma of how best to promote the use social media for the benefit of all.

All actions and inactions can be monitored in social media, be it a public or private conversation. Location-based information is also transmitted to others. Legally speaking, the concept of what is sensitive personal information is not very clear in many legal contexts. Cookies collected from the use of social media may be viewed as personally identifiable information implying the need to respect privacy rights. The phenomenon of the privacy paradox looms heavily on social media use (Nunan & Yencioğlu, 2013). Many users are unaware that they are subjects of market research and the structural make-up of the social media networks favors entities with the technical skill to undertake such searches, be they corporations or individuals. Our online interaction creates a digital exhaust and such data can be used for research at later stages. Thus far there is not much clarity on how to regulate the umpteen ways to collect data without violating the privacy rights of the users (Nunan & Yencioğlu, 2013). The European Commission has proposed a general data protection regulation that enforces broader protection for the personal data and privacy rights of consumers in terms of how data can be collected and used. Businesses will be required to report express consent (as opposed to a sweeping privacy policy) in order to operate in the European Union, including in the digital spheres. This regulation is meant to take effect in May 2018 (European Union, 2016). Thus far, social media users are better described as victims of privacy breaches despite structural measures taken to enhance privacy protection and awareness by social media platform owners.

*Symptom 4: Intellectual Property Rights Concerns*

Intellectual property rights (IPR) protections are again areas that lack clarity and are often ignored in mainstream literature. Users of social media may be infringing proprietary rights over intangible assets such as copyright, trademark, corporate trade secrets, or individuals' trade secrets as they share writings, music, film, photography, or art work that may be proprietary in nature. These infringements, referred to as unknown infringements, can be liable for violation of IPR laws (Verbauwhed, 2014). Several employees/users have faced criminal charges for tarnishing the brand image of corporations negligently. Reportedly, an employee of a famous pizza company was charged with felony for posting a video prank that supposedly tarnished the image of the brand (Clifford, 2009). Further, the coproduction model of marketing does not always provide clarity on how to protect the intellectual inputs of social media users. Therefore, an individual may infringe someone else's intellectual property rights unknowingly or his rightful intellectual property protection may be undervalued. Calls for protection guaranteeing a rule of law in social media platforms have been made in recent research but have, so far, not been empirically demonstrated (Risch, 2009; Shirish, Chandra, & Srivastava, 2013).

Thus, unintended constraints can hinder both the growth of social media marketing and also violate personal and property rights of individual social media users. However, the answers to these questions require a systemic approach where the notion of public good is prime.

## CONCLUSION

Recent years have seen an exponential growth of social media tools by businesses and individuals for multifarious purposes. Currently, social media is considered a useful marketing tool. A systematic literature review on the subject of social media marketing revealed that the bulk of research on the subject talks about the positives or the bright side of social media marketing. Owing to its pervasive and ubiquitous nature, social media not only provides affordances to its users but may impose constraints that need to be acknowledged. Surprisingly, prior research is largely reticent about the dark or shadow side of social media marketing. Grounding this work in a systematic literature review, we develop a framework and typology for

better understanding the shadow side of social media marketing. Specifically, we classify the dark side of social media marketing into two kinds of constraint: *intended* and *unintended*. Through a rich discourse of literature, we develop and describe the two kinds of constraints. We also elaborate the need to tackle these constraints systematically through policies, practices, and regulations to avoid the negative impact of social media marketing on different user groups.

**Acknowledgment and Dedication** I wish to thank Prof. Shirish Chandra Srivastava, Associate Professor, HEC Paris, for his comments on the final draft of this chapter. I dedicate this work to the loving memory of my mother-in-law, Smt. Padma Srivastava.

## REFERENCES

- Aaron, P. (2007, April 5). Ask.Com's 'Revolt' Risks Costly Clicks. *The Wall Street Journal*. Retrieved April 19, 2009, from <http://online.wsj.com/article/SB117572581285960181.html?mod=googlewsj>
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology & Marketing*, 33(12), 1029–1038.
- Berkman, R. I. (Ed.). (2008). *The Art of Strategic Listening: Finding Market Intelligence Through Blogs and Other Social Media*. New York: Paramount Market Publishing.
- Chen, H., De, P., & Hu, Y. J. (2015). IT-Enabled Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales. *Information Systems Research*, 26(3), 513–531.
- Ciarallo, J. (2010, January 27). Wal-Mart Busted for Astroturfing, Again. *Adweek*.
- Clark, E. M., Jones, C. A., Williams, J. R., Kurti, A. N., Norotsky, M. C., Danforth, C. M., et al. (2016). Vaporous Marketing: Uncovering Pervasive Electronic Cigarette Advertisements on Twitter. *PLoS One*, 11(7), e0157304.
- Clifford, S. (2009). Video Prank at Domino's Taints Brand. *New York Times*. Retrieved from <http://www.nytimes.com/2009/04/16/business/media/16dominos.html>
- Cohen, J. E. (2008). Privacy, Visibility, Transparency, and Exposure. *The University of Chicago Law Review*, 75(1), 181–201.
- Conner, C. (2013, October 30). Online Reputation: New Methods Emerge for Quashing Fake, Defamatory Reviews. *Forbes*.
- Daunt, K. L., & Greer, D. A. (2017). *The Dark Side of Marketing*. Retrieved from <http://www.jmmnews.com/the-dark-side-of-marketing/>

- Dellarocas, C. (2006). Strategic Manipulation of Internet Opinion Forums: Implications for Consumers and Firms. *Management Science*, 52(10), 1157–1159.
- Dickinson-Delaporte, S., & Kerr, G. (2014). Agency-Generated Research of Consumer-Generated Content. *Journal of Advertising Research*, 54(4), 469–478.
- Elliot, S. (2014). Social Media Marketing: Who's Responsible for Monitoring User-Generated Content? *Lawtalk (Online)*, 840, 4–7.
- Elmer-DeWitt, P. (2013). Samsung Fined \$340,000 for Astroturfing in Taiwan. *Fortune*. Retrieved from <http://fortune.com/2013/10/24/samsung-fined-340000-for-astroturfing-in-taiwan/>
- European Union. (2016). *Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the Protection of Natural Persons with Regard to the Processing of Personal Data and on the Free Movement of Such Data, and Repealing Directive 95/46/EC (General Data Protection Regulation)*. Retrieved from [http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=urisrv:OJ.L\\_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=urisrv:OJ.L_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC)
- Fam, K. S., Waller, D. S., Ong, F. S., & Yang, Z. (2008). Controversial Product Advertising in China: Perceptions of Three Generational Cohorts. *Journal of Consumer Behaviour*, 7(6), 461–469.
- Gainsbury, S. M., King, D. L., Russell, A. M., Delfabbro, P., Derevensk, J., & Hing, N. (2016). Exposure to and Engagement with Gambling Marketing in Social Media: Reported Impacts on Moderate-Risk and Problem Gamblers. *Psychology of Addictive Behaviors*, 30(2), 270–276.
- Goldschein, E. (2011, September 30). 10 Fake Grassroots Movements Started by Corporations to Sway Your Opinion. *Business Insider*.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're All Connected: The Power of the Social Media Ecosystem. *Business Horizons*, 53, 265–273.
- Hoffman, E. W., Pinkleton, E. B., Austin, E. W., & Reyes-Velázquez, W. (2014). Exploring College Students' Use of General and Alcohol-Related Social Media and Their Associations with Alcohol-Related Behaviors. *Journal of American College Health*, 62(5), 328–335.
- Jacobs, J. (2012). Faking It How to Kill a Business Through Astroturfing on Social Media. *Keeping Good Companies*, 64(9), 567.
- Jensen, M. L., & Yetgin, E. (2017). Prominence and Interpretation of Online Conflict of Interest Disclosures. *MIS Quarterly*, 41(2), 629–643.
- Kadić-Maglajlić, S., Arslanagić-Kalajdžić, M., Micevski, M., Michaelidou, N., & Nemkova, E. (2017). Controversial Advert Perceptions in SNS Advertising:

- The Role of Ethical Judgement and Religious Commitment. *Journal of Business Ethics*, 141(2), 249–265.
- Kao, T.-Y., Yang, M.-H., Wu, J.-T. B., & Cheng, Y.-Y. (2016). Co-creating Value with Consumers Through Social Media. *Journal of Services Marketing*, 30(2), 141–151.
- Kohler, C. (2006). Sony's Failed PSP Viral Marketing Stunt. *Wired*. Retrieved from [https://www.wired.com/2006/12/sonys\\_failed\\_psp/](https://www.wired.com/2006/12/sonys_failed_psp/)
- Leiser, M. (2016). AstroTurfing, 'CyberTurfing' and Other Online Persuasion Campaigns. *European Journal of Law and Technology*, 7(1), 1–26.
- Li, H., Mukherjee, A., Liu, B., Kornfield, R., & Emery, S. (2014). *Detecting Campaign Promoters on Twitter Using Markov Random Fields*. Paper presented at the IEEE International Conference on Data Mining (ICDM).
- Mackey, T. K., & Liang, B. A. (2013). Global Reach of Direct-to-Consumer Advertising Using Social Media for Illicit Online Drug Sales. *Journal of Medical Internet Research*, 15(5), e105.
- Mackey, T. K., Miner, A., & Cuomo, R. E. (2015). Exploring the E-Cigarette E-Commerce Marketplace: Identifying Internet E-Cigarette Marketing Characteristics and Regulatory Gaps. *Drug and Alcohol Dependence*, 156, 97–103.
- Majchrzak, A., Markus, L., & Wareham, J. (2016). Designing for Digital Transformation: Lessons for Information Systems Research from the Study of ICT and Societal Challenges. *MIS Quarterly*, 40(2), 267–277.
- McCreanor, T., Lyons, A., Griffin, C., Goodwin, I., Barnes, H. M., & Hutton, F. (2013). Youth Drinking Cultures, Social Networking and Alcohol Marketing: Implications for Public Health. *Critical Public Health*, 23(1), 110–120.
- Nicholls, J. (2012). Everyday, Everywhere: Alcohol Marketing and Social Media—Current Trends. *Alcohol*, 47, 486–493.
- Nunan, D., & Yenicioglu, B. (2013). Informed, Uninformed and Participative Consent in Social Media Research. *International Journal of Market Research*, 55(6), 791–808.
- Okoli, C., & Schabram, K. (2010). A Guide to Conducting a Systematic Literature Review of Information Systems Research. *Sprouts: Working Papers on Information Systems*, 10(6).
- Parent, M., Plangger, K., & Bal, A. (2011). The New WTP: Willingness to Participate. *Business Horizons*, 54, 219–229.
- Pick, T. (2017). *47 Superb Social Media Marketing Stats and Facts*. Retrieved from <http://www.business2community.com/social-media/47-superb-social-media-marketing-stats-facts-01431126#sm2ttcRugkC6yUZw.97>

- Risch, M. (2009). Virtual Rule of Law. *West Virginia Law Review*, 112, 1–52.
- Rowe, F. (2014). What Literature Review Is Not: Diversity, Boundaries and Recommendations. *European Journal of Information Systems*, 23(3), 241–255.
- Sherman, L. E., Payton, A. A., Hernandez, L. M., Greenfield, P. M., & Dapretto, M. (2016). The Power of the Like in Adolescence: Effects of Peer Influence on Neural and Behavioral Responses to Social Media. *Psychological Science*, 27(7), 1027–1035.
- Shirish, A., Chandra, S., & Srivastava, S. C. (2013). Virtual Worlds as Platforms for Digital Entrepreneurship: The Role of Internal Governance and the Rule of Law. In Y. K. Dwivedi, H. Z. Henriksen, D. Wastell, & R. De (Eds.), *Grand Successes and Failures in IT. Public and Private Sectors* (Vol. 402). Berlin, Heidelberg: Springer.
- Shirish, A., Chandra, S., & Srivastava, S. C. (2017). *Watch Out-It's My Private Space! Examining the Influence of Technology Driven Intrusions on Employee Performance*. Paper presented at the Proceedings of the 50th Hawaii International Conference on System Sciences, USA.
- Sisson, D. C. (2017). Inauthentic Communication, Organization-Public Relationships, and Trust: A Content Analysis of Online Astroturfing News Coverage. *Public Relations Review* (In Press).
- Statista. (2017). *Social Media Statistics & Facts*. Retrieved June 26, 2017, from <https://www.statista.com/topics/1164/social-networks/>
- Thies, F., Wessel, M., & Benlian, A. (2016). Effects of Social Interaction Dynamics on Platforms. *Journal of Management Information Systems*, 33(3), 843–873.
- Trapp, R. (2016). Digital Transformation Drives Business for Social Media Managers. Retrieved June 26, 2017, from <https://www.forbes.com/sites/rogertrapp/2016/10/12/digital-transformation-drives-business-for-social-media-managers/#3102bc9a3547>
- Truong, Y., & Simmons, G. (2010). Perceived Intrusiveness in Digital Advertising: Strategic Marketing Implications. *Journal of Strategic Marketing*, 18(3), 239–256.
- Tushnet, R. (2010). Attention Must Be Paid: Commercial Speech, User-Generated Ads, and the Challenge of Regulation. *Buffalo Law Review*, 58, 721–793.
- Verbauwhed, L. (2014). *Legal Pitfalls in Taking or Using Photographs of Copyright Material, Trademarks and People*. Retrieved from [http://www.wipo.int/export/sites/www/sme/en/documents/pdf/ip\\_photography.pdf](http://www.wipo.int/export/sites/www/sme/en/documents/pdf/ip_photography.pdf)
- Wang, G., Wilson, C., Zhao, X., Zhu, Y., & Mohanlal, M. (2012). *Serf and Turf: Crowdturfing for Fun and Profit*. Paper presented at the International World



Wide Web Conference Com—with an URL. We perform detailed analysis of tasks trying to start mittee (IW3C2), France.

Xie, K., & Young-Jin, L. (2015). Social Media and Brand Purchase: Quantifying the Effects of Exposures to Earned and Owned Social Media Activities in a Two-Stage Decision Making Model. *Journal of Management Information Systems*, 32(2), 204–238.