



Special Issue on
Social Media Analytics and Communication

Call for Papers

Social Media Analytics and Communication focuses on the systematic examination of digital communication processes through computational, quantitative, and theoretical approaches. It explores how large-scale social media data can be leveraged to understand information diffusion, audience engagement, opinion formation, digital discourse, and platform dynamics. Emphasis is placed on advanced analytical methodologies such as machine learning, network analysis, natural language processing, and predictive modeling, alongside critical perspectives on algorithmic governance, misinformation, digital ethics, and strategic communication. By integrating data-driven techniques with communication theory, this issue aims to advance scholarly understanding of how social media ecosystems shape public interaction, organizational messaging, and socio-political communication in the contemporary digital environment.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Social Media Analytics and Communication**. Potential topics include, but are not limited to:

- Algorithmic communication
- Audience engagement metrics
- Big data communication research
- Computational communication
- Cross-platform communication analysis
- Digital discourse studies
- Influencer analytics
- Information diffusion modeling
- Media effects in social platforms
- Misinformation studies
- Natural language processing applications
- Online community analysis
- Predictive analytics in communication
- Sentiment analysis
- Social network analysis
- Strategic digital communication



Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue - Social Media Analytics and Communication**” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	June 8th, 2026
Publication Date	August 2026

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For further questions or inquiries, please contact Editorial Assistant at jss@scirp.org.