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**Special Issue on**  
**Social Media, Communication and Digital Analytics**  
**Call for Papers**

Social Media, Communication and Digital Analytics examines the evolving ways in which individuals, organizations, and communities create, exchange, interpret, and respond to information across digitally connected environments. The field brings together communication theories, social media practices, audience research, digital content analysis, online interaction, platform studies, and data-driven approaches to investigate user engagement, information diffusion, public discourse, and emerging communication patterns. It also considers the use of computational techniques and digital metrics to understand online behavior, evaluate communication effectiveness, identify emerging trends, and support strategic decision-making in an increasingly networked society.

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

- Social media communication
- Digital media studies
- Online audience research
- Social network analysis
- Digital content analysis
- Social media metrics
- Data-driven communication
- Online consumer behavior
- Digital marketing communication
- Influencer communication
- Information diffusion
- Public opinion analysis
- Computational communication
- Sentiment analysis
- Digital storytelling
- Media and platform analytics

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, Communication and Digital Analytics**” should be selected during your submission.

Special Issue Timetable:

|                     |                    |
|---------------------|--------------------|
| Submission Deadline | January 15th, 2027 |
| Publication Date    | March 2027         |

**Guest Editor:**

For further questions or inquiries, please contact Editorial Assistant at [jss@scirp.org](mailto:jss@scirp.org).