



Social Media as Interpersonal and Masspersonal

Guest Editor:

Prof. Dr. Bradley J. Bond

Department of Communication,
University of San Diego, San
Diego, CA 92110, USA

Deadline for manuscript
submissions:

31 July 2024

Message from the Guest Editor

Dear Colleagues,

The emergence of social media platforms has not only altered the way that individuals are informed and entertained but has also shifted the means by which relationships are developed and maintained. Social media platforms have provided new windows through which individuals engage with those with whom they have offline relationships. Moreover, new terminology such as “masspersonal” has been developed to explain links between new media, interpersonal relationships, and how each has redefined the other. The purpose of this Special Issue is to highlight insightful, innovative research that uses social scientific approaches to further our understanding of interpersonal and masspersonal perceptions in social media. All social scientific methodological approaches are welcome. Scholars challenging the application of interpersonal theories to social media platforms are particularly encouraged to submit. Scholars investing interpersonal perceptions, social media, and IDEA (inclusion, diversity, equity, and access) are also strongly encouraged to submit.

