



Special Issue on The Development of We-media

Call for Papers

With the development of network technology, we-media as a new form of media has become the backbone of information dissemination. It has the traditional media function but does not have the traditional media operation structure. Since the arrival of we-media age, the general public can be more free to share information, experience, ideas, insights. Because there is no time and space constraints, and now we-media has a barbaric growth of power. How to deal with the challenges brought by the media technology update, how to shape the positive social role of we-media and improve the value of its existence, is an important issue to be studied and discussed.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **the development of we-media**. Potential topics include, but are not limited to:

- We-media communication theory
- Marketing reform in we-media age
- The value and function of we-media
- Operation mode of we-media
- Technological innovation and information security
- Social impact of we-media
- The difference between we-media and traditional media

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 notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – The Development of We-media**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	July 11th, 2017
Publication Date	September 2017

Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
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