Introduction to the Mini-track on
Social Media Management in Big Data Era

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Abstract

Social media can be a powerful means of disseminating public opinions and personalized preferences on products, events, service, etc. Advances in big data analytical techniques make it possible for organizations to better understand the mechanisms of brand-related opinions and behaviors, as well as to meet and discover individuals' personalized needs. Research on investigating how social media big data management provides unique value to both individuals and organizations enriches and provides multidisciplinary inspirations to extant research on social media management.

Introduction

In the big data era, social media has become an integral part of various fields in management and economy. Being a necessity of nowadays' life, social media has also been offering new and meaningful ways to engage consumers in social communications, personal activities, business behaviors, and professional affairs that matter to them. Social media also carries and propagates essential information with a huge impact on both individuals and organizations.

On one hand, organizations may need to pay attention to promote understanding of the mechanisms of customer opinions on social media platforms. On the other hand, social media has been designed to meet and discover individuals' personalized purposes (e.g., commodities, career, friends and knowledge), supporting both managers and individuals to future consider activities on social media platforms before they make decisions.

This minitrack intended to explore and inspirit fresh multidisciplinary studies that offer insights into current and future social media management in the big data era. This year, we have received several interesting papers regarding the big data management for online reviews this year.

Results

After peer review, we have finally accepted two papers for inclusion in the HICSS conference proceedings. Topics of these papers include a novel approach to predict the helpfulness of online reviews and the extraction of useful antecedents of consumer satisfaction from online reviews.

The first paper is "A Novel Approach to Predict the Helpfulness of Online Reviews" by Morteza Namvar. This study attempts to propose a novel approach to predict the helpfulness of online reviews. It clusters data from online reviews using reviewer-related and temporal factors. The clustering can help group similar reviews. It then uses review-related factors to predict online review helpfulness in each cluster. This approach turns out to be more effective than previous approaches. This study is very interesting in terms of offering a new way to predict review helpfulness and providing a direction for future research.

The second paper is "How to Meet the Diverse Needs of Consumers: Big Data Mining based on Online Review" by Gu Wei, Hu Rui, and Song Yanan. This research uses the text and image mining methods to extract consumer needs from a large number of online reviews. It first provides a review of literature in terms of the definition, antecedent and consequence, and application of online customer review. It then explores various interesting questions by mining the rich dataset, including the drivers of writing a review. It finds out that food tastiness is the most important factor. Besides that, restaurant vibe settings (colors, decoration, and lights) and cuisine style are also important to consumers.

Both papers have used different methods, techniques to analyze the customer review data, which is related to different topics on social media big data management. Finally, we thank the submissions from all the authors and also the help of the reviewers for this minitrack.

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