



Digital Community Channels as Tools for Brand Promotion in Culinary and Fashion Industries

Dr. Olena Kovalchuk

Department of Business Administration, Kyiv National Economic University, Kyiv, Ukraine

ARTICLE INFO

Article history:

Submission Date: 23June2026

Accepted Date: 28June2026

Published Date: 07July2026

VOLUME: Vol.06 Issue07

Page No. 44-52

ABSTRACT

The rapid expansion of internet-based communication systems has transformed brand promotion strategies across both culinary and fashion industries. Digital community channels, including social networking platforms, archival web systems, and interactive communication infrastructures, have emerged as central mechanisms for brand visibility, consumer engagement, and reputation management. This study investigates the effectiveness of digital community channels as strategic tools for brand promotion, focusing on their functional integration within culinary and fashion sectors.

The research is grounded in a qualitative-analytical framework that synthesizes communication theory, digital media infrastructure models, and archival web technologies. It examines how digital community channels enable brands to construct interactive narratives, sustain audience engagement, and adapt to rapidly evolving consumer expectations. Foundational concepts from public relations and strategic communication literature highlight the role of integrated communication systems in shaping brand perception (Cutlip, Center, and Broom, 2006; Weintraub and Pinkleton, 2006).

Findings indicate that digital community channels significantly enhance brand promotion effectiveness through multi-directional communication, real-time engagement analytics, and participatory content creation. Web archival and digital infrastructure technologies further support long-term brand continuity by preserving digital interactions and enabling strategic data reuse (Holzmann, Goel, and Anand, 2016; Milligan, 2016).

However, the study also identifies structural limitations, including information fragmentation, algorithmic bias in platform visibility, and inconsistent engagement metrics across digital ecosystems. These limitations constrain the full optimization of digital community channels in brand communication strategies.

The study concludes that digital community channels function as dynamic ecosystems that integrate communication, technology, and consumer interaction, thereby reshaping traditional promotional models in culinary and fashion industries. Their effectiveness depends on strategic integration, technological adaptability, and sustained engagement governance within digital environments.

Keywords: Digital Community Channels, Brand Promotion, Culinary Industry, Fashion Marketing, Social Media Communication, Digital Public Relations, Web Archiving, Consumer Engagement, Strategic Communication, Online Branding

INTRODUCTION

Background

Digital transformation has fundamentally reshaped the architecture of brand communication systems across global industries. In particular, culinary and fashion sectors have experienced significant restructuring in how brands interact with consumers through digital community channels. These channels include social media platforms, online forums, content-sharing ecosystems, and web-based archival systems that enable continuous interaction between brands and audiences.

Traditional marketing models, which relied heavily on one-way communication strategies, have been replaced by interactive and participatory communication systems. According to foundational public relations theory, effective communication now depends on integration, consistency, and responsiveness across multiple digital platforms (Cutlip, Center, and Broom, 2006; Smith, 2012). Digital community channels operationalize these principles by enabling real-time engagement and user-generated content dissemination.

Problem Statement

Despite the widespread adoption of digital community channels, brands in culinary and fashion industries face challenges in optimizing their promotional effectiveness. These challenges include fragmented communication strategies, inconsistent audience targeting, and over-reliance on algorithm-driven visibility systems.

Furthermore, while digital platforms offer vast communication potential, their structural complexity often leads to inefficiencies in message delivery and brand coherence. Web archival studies highlight that digital content persistence and retrieval are often uneven, which affects long-term branding strategies (AlSum, 2015; Milligan, 2016). This raises concerns regarding sustainability and continuity in digital brand communication.

Frontline Marketing, Management and Economics Journal

Research Relevance

This research is highly relevant in the context of evolving digital economies where brand communication is increasingly mediated through community-based digital platforms. Culinary and fashion industries are particularly dependent on visual storytelling, influencer engagement, and interactive branding strategies, all of which are facilitated by digital ecosystems.

Studies on European communication monitoring emphasize the growing importance of digital engagement, transparency, and responsiveness in corporate communication strategies (Zerfass et al., 2013–2015). These trends highlight the necessity of understanding how digital community channels influence brand performance and consumer perception.

Objectives of the Study

The objectives of this study include:

1. To analyze the role of digital community channels in brand promotion strategies.
2. To examine communication integration mechanisms in culinary and fashion industries.
3. To evaluate the impact of digital engagement systems on consumer-brand interaction.
4. To identify structural limitations within digital communication ecosystems.
5. To propose a conceptual understanding of digital community-based branding systems.

Scope and Significance

The scope of this study is limited to digital community channels used in culinary and fashion industries, focusing on communication structures, engagement mechanisms, and promotional strategies. It integrates theoretical insights from public relations, digital communication, and web archiving studies.

The significance of this research lies in its ability to connect traditional communication theory with modern digital ecosystems. It provides insights into how brands can optimize their engagement strategies in increasingly complex digital

environments.

LITERATURE REVIEW

The scholarly discourse on digital community channels for brand promotion is deeply rooted in public relations theory, strategic communication models, and evolving digital media ecosystems. Across the provided literature, a consistent trajectory emerges: communication has shifted from controlled, one-directional messaging toward participatory, networked interaction systems where audiences actively shape brand meaning.

Foundational public relations frameworks emphasize structured communication planning, stakeholder engagement, and message consistency as core elements of organizational success. Classical works on strategic public relations management highlight that effective communication programs require deliberate planning, audience segmentation, and continuous evaluation mechanisms (Cutlip, Center, and Broom, 2006; Weintraub and Pinkleton, 2006). These foundational models remain relevant; however, their linear assumptions are increasingly challenged by the decentralized nature of digital community channels.

The emergence of digital communication has transformed the structural conditions of public relations practice. Communication integration theory argues that organizational effectiveness depends on aligning messaging across multiple channels and maintaining coherence in fragmented media environments (Smith, 2012). This is particularly significant in digital community ecosystems where brand messages are continuously reinterpreted through user interaction, commentary, and content remixing.

The European Communication Monitor series provides empirical insight into this transformation over time. Across successive reports, communication professionals increasingly report the growing importance of digital engagement, crisis communication responsiveness, and data-driven messaging strategies (Zerfass et al., 2008; Zerfass et al., 2011; Zerfass et al., 2015). These studies collectively demonstrate that strategic communication has evolved into a multi-stakeholder, real-time discipline where organizational control is partially redistributed to network participants.

Within this evolving ecosystem, digital

community channels function as hybrid infrastructures combining media distribution, social interaction, and participatory content creation. Web archiving and digital infrastructure research further contextualizes this transformation by highlighting how digital content ecosystems are persistent, searchable, and analytically traceable, thereby enabling long-term brand narrative construction and evaluation (Milligan, 2016; Holmes, Goel, and Anand, 2016). These characteristics significantly enhance brand visibility while simultaneously increasing reputational exposure risks.

Participatory design and communication frameworks further expand this understanding by emphasizing user involvement in system creation and content evolution. The FACIT participatory design framework illustrates how intergenerational and multi-stakeholder engagement structures influence digital interaction systems (Walsh et al., 2013). In branding contexts, this translates into consumers actively co-creating brand meaning through reviews, social media participation, and community discussions.

In culinary industries, digital community channels are primarily visual and experiential. Food-related branding depends heavily on sensory representation, aesthetic appeal, and social validation. Users engage through image sharing, reviews, and influencer-driven narratives that shape perceived quality and desirability. Similarly, in fashion industries, digital platforms function as identity construction spaces where consumers use branded content to signal social belonging, personal style, and cultural alignment. Despite these advantages, literature also highlights structural limitations. Communication fragmentation, message distortion, and reduced organizational control are recurring challenges. The archival nature of digital content also introduces persistence effects, where outdated or negative content continues to influence brand perception over time (Milligan, 2019). Furthermore, the increasing complexity of digital infrastructures creates operational challenges for consistent message governance.

Another critical dimension is technological mediation. Cloud-based communication systems and network architectures enable scalability in content distribution but also increase dependency on platform algorithms and external infrastructure systems (Murray, 2011). This

dependency alters visibility dynamics, making brand promotion partially contingent on algorithmic prioritization rather than purely strategic communication planning.

Synthesis of the literature indicates three dominant gaps. First, there is limited comparative analysis between culinary and fashion industries in the context of digital community engagement. Second, existing studies often isolate technological, behavioral, or organizational dimensions rather than integrating them into a unified communication framework. Third, there is insufficient focus on governance mechanisms that regulate brand narratives in decentralized digital ecosystems.

This study addresses these gaps by positioning digital community channels as integrated socio-technical systems that simultaneously shape brand visibility, consumer engagement, and organizational communication strategy. The synthesis of public relations theory, participatory media studies, and digital infrastructure research provides a comprehensive foundation for analyzing brand promotion mechanisms in contemporary industries.

METHODOLOGY

This study adopts a qualitative, interpretive research design grounded in systematic literature synthesis and conceptual framework development. The methodological orientation is non-empirical but analytically rigorous, focusing on the integration of public relations theory, digital communication models, and participatory media infrastructures to examine how digital community channels function as brand promotion mechanisms in culinary and fashion industries.

The methodological foundation is primarily informed by structured communication research traditions, where meaning is derived through comparative interpretation of existing scholarly works rather than primary data collection. Strategic communication literature emphasizes that communication systems must be analyzed as dynamic, multi-layered structures involving stakeholders, media platforms, and institutional messaging frameworks (Cutlip, Center, and Broom, 2006; Weintraub and Pinkleton, 2006). Accordingly, this study treats digital community channels as socio-technical ecosystems rather than isolated marketing tools.

Research Design

The research design is conceptual-analytical and comparative in nature. It integrates three analytical dimensions:

1. Strategic Communication Dimension – focusing on organizational message planning, consistency, and stakeholder alignment.
2. Digital Ecosystem Dimension – focusing on platform structures, algorithmic mediation, and participatory interaction systems.
3. Industry-Specific Dimension – focusing on culinary and fashion industries as distinct but comparable brand environments.

This triangulated structure ensures that analysis captures both macro-level communication theory and micro-level industry-specific dynamics.

Data Base and Source Selection

The study relies exclusively on secondary academic and professional literature, including public relations research, European Communication Monitor reports, and digital infrastructure studies. The selection criteria for sources include:

1. Relevance to digital communication or public relations systems
2. Empirical or theoretical contribution to communication integration
3. Applicability to participatory media or networked ecosystems
4. Inclusion of industry-relevant insights (branding, consumer engagement, digital marketing)

The European Communication Monitor series provides longitudinal insights into strategic communication evolution, particularly regarding digital transformation and stakeholder engagement (Zerfass et al., 2008; Zerfass et al., 2015). Similarly, foundational PR frameworks provide theoretical grounding for understanding message planning and organizational communication structures (Cutlip, Center, and Broom, 2006).

Analytical Framework Development

To systematically evaluate digital community channels, a hybrid analytical framework is developed combining communication theory and digital ecosystem analysis.

A. Communication Structure Layer

This layer examines how brands design and distribute messages across digital platforms. It includes:

1. Message consistency
2. Strategic alignment

3. Media integration

Communication integration theory suggests that coherence across channels enhances brand credibility and reduces cognitive dissonance among audiences (Smith, 2012).

B. Interaction Dynamics Layer

This layer focuses on user engagement mechanisms:

1. User-generated content
2. Comment-based interaction
3. Community-driven validation systems
4. Participatory communication models emphasize that audiences are no longer passive recipients but active contributors to brand meaning creation (Walsh et al., 2013).

C. Platform Infrastructure Layer

This layer addresses technological mediation:

1. Algorithmic content filtering
2. Platform dependency structures
3. Data persistence and archiving

Digital infrastructure research highlights that platform architecture significantly influences visibility and content lifecycle (Holmes, Goel, and Anand, 2016; Milligan, 2016).

Comparative Industry Application Framework

The study applies the above analytical model to two industries:

Culinary Industry Context

Digital community channels in culinary branding emphasize sensory engagement, visual storytelling, and experiential authenticity. Platforms enable users to evaluate food quality through reviews, imagery, and influencer narratives. This creates a reputation-based ecosystem where consumer perception is heavily shaped by community validation loops.

Fashion Industry Context

In fashion, digital community channels operate as identity construction platforms. Branding is not only product-centered but also symbolically embedded in lifestyle representation. Consumer engagement is driven by trend participation, aesthetic alignment, and social signaling behavior.

Analytical Procedure

The analysis is conducted through four sequential stages:

1. Theoretical Mapping – identifying key communication theories relevant to digital branding ecosystems.
2. Structural Coding – categorizing literature

into communication, technological, and behavioral dimensions.

3. Comparative Synthesis – contrasting culinary and fashion industry dynamics.
4. Interpretive Integration – developing a unified conceptual model of digital community-driven branding.

This structured process ensures that findings are not merely descriptive but analytically synthesized.

Validity and Reliability Considerations

Although this is a qualitative conceptual study, methodological rigor is ensured through triangulation of theoretical sources across multiple domains, including public relations, digital communication systems, and web infrastructure research. The use of longitudinal communication reports (Zerfass et al., 2008–2015) enhances temporal validity by capturing evolving communication practices over time.

Limitations of Methodology

Several limitations are acknowledged:

1. Absence of primary empirical data restricts generalizability to real-time behavioral patterns.
2. Dependence on secondary literature may introduce interpretive bias based on prior authors' framing.
3. Industry-specific findings remain conceptual rather than statistically validated.

Despite these limitations, the methodology is appropriate for constructing a high-level theoretical synthesis of digital community channels as brand promotion tools.

RESULTS / FINDINGS

The analytical synthesis of the selected literature reveals that digital community channels function as multidimensional brand amplification systems, integrating communication strategy, user participation, and platform-driven visibility mechanisms. Across culinary and fashion industries, these channels demonstrate consistent patterns of engagement-driven brand development, though with distinct operational characteristics shaped by industry-specific consumption behavior.

A primary finding is that digital community channels significantly enhance brand visibility through participatory amplification mechanisms.

Unlike traditional public relations models where message control remains centralized, digital ecosystems distribute communicative power across users, influencers, and algorithmic systems. This decentralization aligns with strategic communication evolution observed in large-scale communication studies, where organizations increasingly rely on integrated messaging and stakeholder engagement rather than linear dissemination models (Zerfass et al., 2014; Zerfass et al., 2015). As a result, brand narratives are co-constructed through continuous interaction cycles rather than predetermined messaging structures.

In the culinary industry, findings indicate that brand promotion is strongly driven by experiential validation. Visual content, peer reviews, and influencer-generated narratives collectively form a reputation-based ecosystem. Food brands benefit from high-frequency user engagement, where content sharing functions as both evaluation and promotion. The persistence of digital content further reinforces brand memory effects, as archived reviews and images continue to influence consumer perception over time (Milligan, 2016). This creates a cumulative visibility structure where early digital impressions have long-term reputational consequences.

In contrast, the fashion industry demonstrates a stronger reliance on identity-based engagement mechanisms. Digital community channels serve as platforms for self-representation, where consumers align personal identity with brand symbolism. Fashion branding is therefore less product-centric and more culturally embedded, relying on trend diffusion, aesthetic alignment, and social signaling. Communication integration principles suggest that such identity-driven branding requires consistent multi-channel coherence to maintain brand authenticity (Smith, 2012).

Another key finding is the critical role of platform infrastructure in shaping brand outcomes. Algorithmic filtering, content prioritization systems, and platform-specific engagement metrics significantly influence brand visibility. Digital infrastructure studies confirm that content discoverability is not purely dependent on strategic communication but is mediated by platform architecture and data-driven ranking systems (Holmes, Goel, and Anand, 2016). This introduces an external dependency factor that partially limits organizational control over brand

messaging.

The study also identifies that participatory engagement mechanisms—such as user-generated content, comment interactions, and collaborative content creation—serve as primary drivers of brand trust. Across both industries, consumer trust is more strongly associated with peer validation than with corporate messaging. This reflects a structural shift in public relations practice where credibility is increasingly decentralized and socially constructed (Cutlip, Center, and Broom, 2006).

However, findings also highlight systemic challenges. Information saturation within digital community channels reduces message clarity, while algorithmic volatility creates unpredictable visibility patterns. Additionally, persistent digital footprints increase reputational risk exposure, particularly when negative content remains accessible indefinitely. These limitations underscore the need for adaptive communication governance strategies within organizations operating in highly dynamic digital ecosystems.

Overall, the results demonstrate that digital community channels are not merely promotional tools but complex socio-technical systems that reshape brand-consumer relationships through continuous interaction, co-creation, and algorithmically mediated visibility structures.

DISCUSSION

The findings illustrate a clear structural transformation in brand promotion mechanisms, where digital community channels operate as decentralized communication ecosystems rather than controlled marketing instruments. This shift aligns strongly with strategic communication evolution in contemporary public relations literature, which emphasizes integration, adaptability, and stakeholder-driven meaning construction (Zerfass et al., 2013; Zerfass et al., 2015). The results confirm that brand communication effectiveness is no longer determined solely by message design but by the interaction between users, platforms, and organizational intent.

A key theoretical implication is the redistribution of communicative authority. Traditional public relations models position organizations as primary message originators, but the findings demonstrate that consumers now function as co-authors of brand meaning. This supports communication integration theory, which argues

that coherence across communication environments depends on alignment rather than control (Smith, 2012). In digital community channels, alignment is continuously negotiated through feedback loops, user engagement, and algorithmic mediation.

In culinary industries, the dominance of experiential validation highlights the importance of sensory representation in digital environments. Visual storytelling and peer-generated reviews create a trust-based ecosystem where authenticity is socially validated rather than institutionally declared. This reinforces classical public relations principles of credibility and trust-building (Cutlip, Center, and Broom, 2006), but reconfigures them within a decentralized digital structure. However, the reliance on user-generated content also introduces variability in message accuracy and brand representation consistency.

In fashion industries, identity-driven branding emerges as the dominant mechanism. Consumers use digital community channels to construct and express identity through symbolic consumption. This finding aligns with broader communication scholarship that emphasizes the role of media in identity formation and cultural signaling. However, it also introduces volatility, as brand meaning becomes highly fluid and susceptible to rapid trend shifts. Organizations must therefore maintain adaptive communication strategies capable of responding to evolving cultural narratives.

A critical contradiction identified in this study is the tension between visibility maximization and message control. While digital platforms enhance reach and engagement, they simultaneously reduce organizational control over narrative framing. Algorithmic mediation further intensifies this contradiction, as content visibility is shaped by opaque ranking systems rather than strategic planning alone (Holmes, Goel, and Anand, 2016). This introduces structural unpredictability into brand communication outcomes.

Another important limitation is the persistence effect of digital archives. Once content is created and circulated, it becomes part of a permanent informational ecosystem that continues to influence perception over time (Milligan, 2016). While this enhances long-term brand visibility, it also increases reputational risk exposure, particularly when negative or outdated content remains accessible.

From a practical perspective, organizations must adopt hybrid governance models that combine strategic communication planning with real-time monitoring and adaptive engagement. The European Communication Monitor findings reinforce this necessity, showing that communication professionals increasingly prioritize data-driven monitoring, crisis responsiveness, and multi-channel coordination (Zerfass et al., 2014; Zerfass et al., 2015).

Overall, the discussion highlights that digital community channels function as complex adaptive systems. Their effectiveness depends not only on content quality but also on structural alignment between organizational strategy, platform architecture, and consumer participation dynamics. This reinforces the need for an integrated theoretical approach that combines public relations, digital communication theory, and socio-technical systems analysis.

CONCLUSION

This study examined the role of digital community channels as strategic instruments for brand promotion in culinary and fashion industries, focusing on their communicative, participatory, and infrastructural dimensions. The analysis demonstrates that these channels function as complex socio-technical ecosystems where brand meaning is continuously co-created through interactions between organizations, consumers, and platform architectures.

A key insight is that digital community channels have fundamentally redefined the nature of brand promotion. Traditional one-directional communication models are no longer sufficient in environments where audiences actively participate in content creation and dissemination. Instead, brand value emerges from dynamic engagement processes supported by integrated communication systems and stakeholder collaboration frameworks (Cutlip, Center, and Broom, 2006; Smith, 2012).

In culinary industries, the effectiveness of digital community channels is strongly tied to experiential representation and social validation mechanisms. Visual storytelling, peer reviews, and influencer-driven engagement collectively shape consumer trust and purchasing decisions. In fashion industries, brand promotion is primarily driven by identity construction processes, where consumers use digital platforms

to express lifestyle alignment and cultural affiliation.

The study also highlights that while digital community channels enhance visibility and engagement, they introduce structural challenges including reduced message control, algorithmic dependency, and reputational persistence risks. These limitations require organizations to adopt adaptive communication governance strategies, as emphasized in strategic communication research and European Communication Monitor findings (Zerfass et al., 2014; Zerfass et al., 2015). From a theoretical perspective, this research contributes to the integration of public relations theory with digital ecosystem analysis, positioning digital community channels as hybrid communication infrastructures rather than mere marketing tools. Future research may expand this framework through empirical validation, cross-cultural comparison, and quantitative measurement of engagement effectiveness across platforms.

In conclusion, digital community channels represent a transformative shift in brand communication strategy, requiring organizations to move beyond message control toward participatory engagement, continuous adaptation, and ecosystem-based thinking.

REFERENCES

1. A. AlSum. 2015. Reconstruction of the US First Website. In JCDL. 285–286.
2. A. Jackson, J. Lin, I. Milligan, and N. Ruest. 2016. Desiderata for Exploratory Search Interfaces to Web Archives in Support of Scholarly Activities. In JCDL. 103–106.
3. A. M. Cutlip, A. H. Center, and G. M. Broom. (2006). *Effective public relations* (9th ed.) Prentice Hall: Upper Saddle River
4. A. Smith, B. G. (2012). Communication integration: An analysis of context and conditions. *Public Relations Review*, 38 (4), 600–608.
5. A. Supa, D. (2014). The academic inquiry of media relations as both a tactical and strategic function of public relations. *Research Journal of the Institute for Public Relations*, 1 (1). Retrieved from www.instituteforpr.org/research-journal/
6. A. Weintraub, E., and B. Pinkleton. (2006). *Strategic public relations management: planning and managing effective communication programs* (2nd ed.) Mahwah, N.J. Lawrence Erlbaum Associates, Inc.
7. A. Zerfass, A., Moreno, A., Tench, R., Vercic, D., and Verhoeven, P. (2008). *European Communication Monitor 2008. Trends in Communication Management and Public Relations - Results and Implications*. Leipzig : University of Leipzig/Euprera.
8. A. Zerfass, A., Moreno, A., Tench, R., Vercic, D., and Verhoeven, P. (2009). *European Communication Monitor 2009. Trends in Communication Management and Public Relations. Results of a Survey in 34 Countries*. Brussels: EACD/EUPRERA, Helios Media
9. A. Zerfass, A., Tench, R., Vercic, D., Verhoeven, P., and Moreno, A. (2010). *European Communication Monitor 2010. Status Quo and Challenges for Public Relations in Europe. Results of an Empirical Survey in 46 Countries*. Brussels: EACD/EUPRERA, Helios Media
10. A. Zerfass, A., Verhoeven, P., Tench, R., Moreno, A., and Vercic, D. (2011). *European Communication Monitor 2011. Empirical Insights into Strategic Communication in Europe. Results of a Survey in 43 Countries*. Brussels: EACD/EUPRERA, Helios Media
11. A. Zerfass, A., Vercic, D., Verhoeven, P., Moreno, A., and Tench, R. (2012). *European Communication Monitor 2012. Challenges and Competencies for Strategic Communication. Results of an Empirical Survey in 42 Countries*. Brussels: EACD/EUPRERA, Helios Media
12. A. Zerfass, A., Moreno, A., Tench, R., Vercic, D., and Verhoeven, P. (2013). *European Communication Monitor 2013. A Changing Landscape - Managing Crises, Digital Communication and CEO Positioning in Europe. Results of a Survey in 43 Countries*. Brussels: EACD/EUPRERA, Helios Media
13. A. Zerfass, A., Vercic, D., Verhoeven, P., Moreno, A., and Tench, R. (2014). *European Communication Monitor 2014. Excellence in Strategic Communication - Key Issues, Leadership, Gender and Mobile Media. Results of a Survey in 42 Countries*. Brussels: EACD/EUPRERA, Helios Media
14. A. Zerfass, A., Vercic, D., Verhoeven, P., Moreno, A., and Tench, R. (2015). *European Communication Monitor 2015. Creating communication value through listening, messaging and measurement. Results of a Survey in 41 Countries*. Brussels: EACD/EUPRERA, Helios Media
15. Bardhau, N., and Weaver, K. (eds.) (2011). *PR in Global Cultural Context*. New York and London:

- Routledge :
16. E. Fox, Z. Xie, and M. Klein. 2016. WADL 2016: Third International Workshop on Web Archiving and Digital Libraries. In JCDL. 293–294.
 17. G. Holmes, V. Goel, and A. Anand. 2016. ArchiveSpark: Efficient Web Archive Access, Extraction and Derivation. In JCDL. 83–92.
 18. G. Walsh, E. Foss, J. Yip, and A. Druin. 2013. FACIT PD: A Framework for Analysis and Creation of Intergenerational Techniques for Participatory Design. In CHI. 2893–2902.
 19. H. Holzmann, V. Goel, and A. Anand. 2016. ArchiveSpark: Efficient Web Archive Access, Extraction and Derivation. In JCDL. 83–92.
 20. I. Milligan. 2016. Lost in the Infinite Archive: The Promise and Pitfalls of Web Archives. *Inter. J. of Humanities and Arts Comput.* 10, 1 (March 2016), 78–94.
 21. I. Milligan. 2019. *History in the Age of Abundance? How the Web is Transforming Historical Research.* McGill-Queens University Press.
 22. I. Milligan, N. Ruest, and J. Lin. 2016. Content Selection and Curation for Web Archiving: The Gatekeepers vs. The Masses. In JCDL. 107–110.
 23. J. Lin, I. Milligan, J. Wiebe, and A. Zhou. 2017. Warcbase: Scalable Analytics Infrastructure for Exploring Web Archives. *J. Comput. Cult. Herit.* 10, 4, Article 22 (July 2017), 30 pages.
 24. J. Mears. 2016. Co-Hosting a Datathon at the Library of Congress. <https://blogs.loc.gov/thesignal/2016/07/co-hosting-a-datathon-at-the-library-of-congress/>.
 25. Kiesenbauer, J. & Zerfass, A. (2015). Today's and tomorrow's challenges in corporate communications: Comparing the views of chief communication officers and next generation leaders. *Public Relations Review*, in press.
 26. Konczosné Szombathelyi Márta and Keller Veronika (2012a): Social media: changing role of public relations' tools. In: Kim-Shyan Fam and László Józsa (eds.) *Retarcing the Silkroad.* MAG Scholar Global Business Marketing and Turism Conference, conference proceedings : 1–18
 27. Konczosné Szombathelyi Márta and Keller Veronika (2012b): Digital PR: changing tools in Public Relations practice (European - Hungarian comparison based upon an international survey). *Annual Academy of Marketing Conference 2012; England, Southampton: conference proceedings, No. 0440, University of Southampton Management School, England*
 28. M. Murray, James (2011): Cloud network architecture and ICT <http://itknowledgeexchange.techtarget.com/modern-network-architecture/cloud-network-architecture-and-ict/>
 29. S. Alam, M. Kelly, and M. Nelson. 2016. InterPlanetary Wayback: The Permanent Web Archive. In JCDL. 273–274.
 30. Sriramesh, K., and Vercic, D. (eds.) (2009). *The global public relations handbook: theory, research, and practice.* New York : Routledge