

The Hong Kong University of Science and Technology

Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

***Social Media and the Music Industry:
Blogging, Sampling and Sales***

by

Prof Sanjeev Dewan
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University of California, Irvine

Date: Thursday, 15 December 2011
Time: 10:30 am – 12:00 noon
Venue: Conference Room 3399 (Lift 17/18)
(near Dept of Accounting)

~~~~~ All interested are welcome ~~~~~

**Abstract:**

Motivated by the growing importance of social media, this research broadly examines the relationship between new media, old media and sales, in the context of the music industry. The first part of the presentation will focus on a study examining the relationship between music blogging and full-track sampling, and implications for the potential long-tailing of music consumption and sales. The second part of the presentation will focus on a study that examines the interplay between blog buzz, radio play and music sales, using a panel auto regression approach. The results suggest that blog buzz is *positively* related to future album sales but *negatively* related to future song sales. We will discuss a potential explanation for this contrasting result, and discuss implications for both research and practice regarding the role of new media in the music industry.

**Bio:**

Sanjeev Dewan is professor of information systems in The Paul Merage School of Business, University of California, Irvine. He received his Ph.D. in Business Administration from the University of Rochester, and previously served on the faculties of the business schools at University of Washington and George Mason University. He has expertise in empirical and analytical research methods for understanding the economic impact of information technology on organizations and markets. His current research interests are in the impact of online social media, business value of IT investments and electronic commerce. He has served as a senior editor at *Information Systems Research* and an associate editor at *Management Science*.