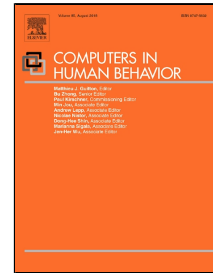


# Accepted Manuscript

Explaining online ambassadorship behaviors on Facebook and LinkedIn.

Ward van Zoonen, Jos Bartels, Anne-Marie van Prooijen, Alexander P. Schouten



PII: S0747-5632(18)30257-7  
DOI: 10.1016/j.chb.2018.05.031  
Reference: CHB 5540  
To appear in: *Computers in Human Behavior*  
Received Date: 08 January 2018  
Accepted Date: 24 May 2018

Please cite this article as: Ward van Zoonen, Jos Bartels, Anne-Marie van Prooijen, Alexander P. Schouten, Explaining online ambassadorship behaviors on Facebook and LinkedIn., *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.05.031

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

**Explaining online ambassadorship behaviors on Facebook and LinkedIn.**

Ward van Zoonen\*

The Amsterdam School of Communication Research *ASCoR*, University of  
Amsterdam.

Nieuwe Achtergracht 166, 1018 WV Amsterdam. The Netherlands.

E-mail: w.vanzoonen@uva.nl

Jos Bartels

Department of communication and information sciences, Tilburg University

Dante Building, Warandelaan 2, 5037 AB Tilburg. The Netherlands.

E-mail: j.bartels@uvt.nl

Anne-Marie van Prooijen

Department of Communication Science, Vrije Universiteit Amsterdam

De Boelelaan 1105, 1081 HV Amsterdam. The Netherlands.

E-mail: a.m.vanprooijen@vu.nl

Alexander P. Schouten

Department of communication and information sciences, Tilburg University

Dante Building, Warandelaan 2, 5037 AB Tilburg. The Netherlands.

E-mail: a.p.schouten@uvt.nl

Download English Version:

<https://daneshyari.com/en/article/6835775>

Download Persian Version:

<https://daneshyari.com/article/6835775>

[Daneshyari.com](https://daneshyari.com)