The Power of Social Television:
Can Social Media Build Viewer Engagement?
Australian researchers use a brain-imaging methodology to study interactivity between television and “the second screen”. P. Pynta and G.E. Nield (Neuro-Insight Pty Ltd., Melbourne, Australia), J. Hier (MDEC Australia), E. Millward (Seven Network), and R.B. Silberstein and S.A.S. Seixas (Neuro-Insight Pty Ltd. and Swinburne University of Technology, Melbourne).

Money Talks … to Online Opinion Leaders:
What Motivates Opinion Leaders to Make Social Network Referrals?
M. Shi (Rotman School of Management, University of Toronto) and independent consultant, A.C. Wojnicki explore the impact of using extrinsic (monetary) rewards to prompt influential consumers to generate online referrals in their social networks.

Who “Likes” You … and Why?
A Typology of Facebook Fans
The four faces of Facebook Fans, and reasons they may be driven to “Like” (but not to make a purchase. E. Wallace and M. Hogan (National University of Ireland Galway), I. Buil (University of Zaragoza), L. de Chernatony (Aston Business School, Birmingham/Brand Box Marketing & Research Consultancy).

Lessons Learned from 197 Metrics, 150 Studies, and 12 Essays:
A Field Guide to Digital Metrics
An excerpt from social and digital guru S.D. Rappaport’s upcoming book published by the ARF includes six lessons for using digital metrics wisely and four essays by industry thought leaders.