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Editorial: Two Articles Focusing on the Internet

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THE CURRENT ISSUE

In this issue we publish two very different articles that both study aspects of the Internet. The first examines banner advertisements in political Weblogs. The author utilized social network analysis to study a large number of banner ads in both liberal and conservative Weblogs (Hunter 2011). He developed a pricing model for such Weblogs and concluded that advertising prices are dependent on number of impressions, the size and location of the ad, the number of competing ads, and the position that the Weblog occupies within its competitive environment.

The second article looks at espoused culture and how it influences the acceptance of online services in Nigeria (Udo and Bagchi 2011). The authors used a survey methodology and analyzed its results with Partial Least Squares. They found that cultural dimensions (Power Distance, Masculinity/Femininity, Individualism/Collectivism, and Uncertainty Avoidance) have a moderating effect on a number of relationships in their model.

REFERENCES

Hunter, S.D., "Pricing banner advertisements in a social network of political Weblogs," *Journal of Information Technology Theory and Application (JITTA)*, 2011, 12:2, pp. 5–24.

Udo, G.J. and K.K. Bagchi, "Understanding the influence of espoused culture on acceptance of online services in a developing country," *Journal of Information Technology Theory and Application (JITTA)*, 2011, 12:2, pp. 25–46.



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