



Social Media Think:Lab

Marketing Center Münster &
Roland Berger Strategy Consultants

Press Release



The University of Münster and Roland Berger Strategy Consultants Establish a Social Media Research Laboratory



Hamburg, 1st March 2012 – Over the last few years, social media have impressively demonstrated their power and presence. Through Facebook alone, 232 000 new jobs have been created and 15.3 billion Euros of economic value generated. In the Near East, the Arab Spring would not have been possible without social networks. Everyday consumption and the daily routine of enterprises are now barely conceivable without social media. At the same time however, all this raises many questions for managers and academics alike.

Together, researchers at the highly esteemed Marketing Center of the University of Münster, and consultants at Roland Berger Strategy Consultants wish to shed light on the social media jungle and have thus established a common research initiative, the Social Media Think:Lab. “The aim of this research cooperation is to achieve an in-depth understanding of the social media phenomenon, from which to derive superior strategies for business”, explains Professor Thorsten Hennig-Thurau, who, as the academic director, will be coordinating the research initiatives. He is regarded as one of the leading academic experts on the media business in Germany. Professor Bloching, partner and head of Marketing & Sales at Roland Berger Strategy Consultants knows his clients and points out: “Social media are not the usual management fad, but have long-term and wide-ranging bottom-line effects. These media require a fundamental transformation of business models and organizational structures. Through social media, the quantity of data points is rising disproportionately. The new data offer various options. Therefore, in many sectors, there is considerable uncertainty, and the demand for methodologically sound models is particularly large. We wish to promote top-level research on social media and provide our clients with innovative results”. Egbert Wege, Principal at Roland Berger, emphasizes: “The Social Media Think:Lab will make its findings freely available to the public, in order to stimulate the broadest possible discussion and debate”.

“Though its very name, the newly founded Social Media Think:Lab integrates two central components of the research initiative”, explains Jonas vor dem Esche, a researcher at the Marketing Center of the University of Münster: “With this Think Tank, we are mutually developing new ideas for the social-media age, the validity of which we will subsequently test in our research lab”. Specific research projects will deal, amongst other things, with the dimensions of ‘good social media’, the impact of Facebook Fan Pages on marketing, the success factors of YouTube videos and the economic relevance of opinions expressed through Twitter. The Social Media Think:Lab will publish its research results regularly and the theoretical debate will be conducted on its blog.

Please direct any questions to:

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