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REF: PhD Examiner's report for the Institute of Communication and Journalism Studies, Faculty of Social Sciences, Charles University

Title: Brand-lurking Phenomenon on Social Media
PhD Candidate: Petra Audy Martínek
Supervisor: Markéta Supa, M.A., Ph.D.

Dear Dr. Markéta Supa,

Thank you for inviting me to review Petra Audy Martínek's Ph.D. thesis. Please see below my report as requested.

General comments

This is an important study into the very present but often *othered* invisible forms of consumer-brand-engagement on social media. The thesis provides a provocative and compelling theorization of brand-lurking based upon a rigorous consideration of existing literature and questioning of taken for granted assumptions regarding brand engagement. The thesis makes further contributions to the field by introducing behavioral tracing tools that combine digital methods and ethnographic principles.

Specific comments

Chapter 1- A clearer structure, which headings is still needed in chapter 1 to help the reader navigate the text. For example: 1) Context 2) Aim and objectives 3) Contributions 4) Thesis Structure

On page 11-When questioning limitations in traditional surveys and diaries include references to evidence arguments made. This point needs to be addressed.

Noted improvements in the text have been made. A number of typos and errors in grammar have been corrected. However, there is scope for further improvements. I offer a selection of items that need attention.

On page 14, should be 'social media brand communities rather than 'the social media...'

Verbatim quotes need page numbers included.
On page 15, include page number for "a consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions".
On pages 15-16 include page numbers for: Barger, Peltier and Schultz's (2016) operationalise consumer engagement as "a set of measurable actions that consumers take on social media in response to brand-related content", such as reactions to content through the platform buttons (e.g., likes and hearts). On page 16 should be 'set of consumers'' rather than 'set of consumer's'

On page 17 justify why the Hollebeek, Glynn and Brodie's (2014) model of consumer engagement is deemed a suitable foundation for the proposed concept of brand lurking.

Overall, the new structure delivers a more elegant and effective narrative. As suggested in the first report, methodological issues are now dealt together, providing a more coherent articulation of methodological biases in the literature. The systematic review of studies is impressive and worthy of publication. The candidate has methodologically and robustly examined key streams in this area of study and mapped out its evolution in time. This also helps appreciate the novelty of tools developed by the candidate in undertaking her study.

The candidate is to be praised for the ambition in the methodological instrumentation of this work. All aspects of its design and implementation are covered with enviable detail and rigor. One aspect that merits further thought is the recruitment process and whether this introduced biases in the study. Where there measures taken to mitigate potential effects? On the other hand, the treatment of procedures relative to the qualitative inquiry have been handled with cared.

The findings chapter is now better structured allowing for a richer and integrated discussion of findings in ways that help the flow of argument development. More specifically, I cannot comment on the quality of the statistical analysis undertaken; however, I found the findings chapter hugely interesting. It is detailed and well very-well evidenced. The are a number of nuggets of interest, such as the use of liking as means to remember. That consumer decision journeys are not linear as assumed, but rather circular.

There is a successful integration of different data sources which are neatly organised around objective-driven themes. The visualisation of the data is excellent. There are a number of empirical contributions which relate to the discovery of invisible engagement practices see, save and search- all are suitably will supported by the data and defined. A point to consider when seeking publication, is to define the concept of practice. The term is associated to practice theory, within the context of the study, practices seems to be akin to 'dispersed practices'. So where integrative practices consist of complex sets of 'multiple actions [and] projects' (Schatzki 2010: 88), dispersed practices 'centre around a single type of action' Schatzki 2010: 88) and can be subsumed under more integrative practices.

Changes to the discussion chapter have been made to consider theoretical contributions more saliently and thoroughly (which this thesis makes a number of). Conceptually, the candidate has enriched the vocabulary we have available to think about engagement and introduced a number of novel practices (save, search, see) which provide granularity missing in previous studies. There is also a very didactic revision of consumer journeys on social media which is a valuable contribution on its own. There is also the proposed brand-lurking phenomenon, which is an exciting extension to both lurking and engagement studies. The distinction between two novel concepts emerging from this study- invisible engagement and brand-lurking are successfully contrasted against similar concepts- for example between invisible engagement and Calder's personal engagement). Overall, I found there to be thoughtful engagement with foundational studies, and a rigorous assessment of findings in light of existing studies referred to and steering concepts used.

The concluding chapter now provides a more complete overview of work undertaken with a useful consideration of limitations and recommendations for practitioners and further research.

Concluding remarks

Overall this study promises to make exciting and important contributions to this field of study. The work has consistently shown the candidate's ambition and critical understanding of the engagement literature and nascent digital methods. Overall, I find the thesis meets the requirements for a Ph.D.

Best wishes,