

Call For Participants



The Role of Social Media in Building Hype For Avengers: Endgame



5 min(s) to complete



Sincere Gratitude



Online Questionnaire



Online

Newcastle University

Avengers: Endgame was a film released in April 2019. I would like to call upon both fans and non-fans to participate in this study. As it is one of the most talked about products on social media in 2019, I would like to use this research to further understand how digital marketers reach out to consumers via social media, and how user-generated content is created/used to generate publicity for a product.

Find out more online

Poster printed on 17/06/2019 Study expires on 17/07/2019

More info

by scanning the QR code
or visiting the URL

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