CELL BRIEFS · NO. 7 · NOVEMBER 9, 2026

Computer-Mediated Markets

The youngest family's founding cell.

periodictableofmarketingstrategy.com

53

Hy

COMPUTER-MEDIATED MARKETS

FAMILY	16 · Digital, Data, and Technology
ERA	4 · Orientation and Relationships (1990s)
BLOCK	ENV · Environment
TIER	3 · Landmark
ROLE	Defining statement
LINEAGE	Cell 1 of 4 in the Digital, Data, and Technology column

ANCHOR WORKS

Hoffman and Novak (1996), *Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations*, Journal of Marketing.

BY THE NUMBERS

4 cells in its column, the shortest on the Core Table

6 Core cells in the Environment block; two are in this column

3 block changes in three steps

13 documented links name it, in seven families

RELATED CELLS

Cr CRM Process · **An** Marketing Analytics · **Ai** AI in Marketing · **Om** Omnichannel

Next in the series: **Sq** Service Quality, **Cv** Customer Value, **Ae** Advertising Elasticity.

WHAT IT IS

Hoffman and Novak described the Web as a hypermedia computer-mediated environment in which many-to-many communication and the experience of flow replace the one-to-many model of mass media, laying the conceptual foundation for online marketing. Written when the commercial web was three years old, it is the only cell among the ten that defined its subject before the subject existed at scale.

THE LINEAGE



The shortest column in the Core Table (four cells, none before the 1990s) and one of its most restless: three block changes in three steps, from environment to implementation process to inputs and back to environment. Digital has been a setting, a process, a resource, and a setting again.

WHERE IT TRAVELS

Two curated links out, to **Customer Engagement** (engagement behaviors are studied in interactive settings) and **Omnichannel** (online and mobile channels began here), plus 11 deep-dive mentions in seven families: interactive home shopping, electronic intermediaries, electronic word of mouth, brands in social media, electronic logistics, and international marketing in a digital era.

WHAT IT RESTS ON

No documented link in. The anchor cites a single other anchor work, Glazer (1991) on marketing in an information-intensive environment. The family's earlier cells, Little's decision support systems (1979) and database marketing (1989), live in the deep dive, not on the Core Table; the Core column begins with the Web.

DESCENDANTS YOU WOULD NOT GUESS

Six anchor works in three families cite it, every one of them a founding paper of a digital sub-stream: **Interactive Home Shopping** (Alba et al., 1997), **Networked Narratives** (Kozinets et al., 2010), **Brands in Social Media** (Gensler et al., 2013), **Retargeting** (Lambrecht and Tucker, 2013), **Brand Engagement in Social Media** (Hollebeek, Glynn, and Brodie, 2014), and the computer-mediated environments synthesis (Yadav and Pavlou, 2014).

THREE THINGS THE CELL DOES NOT SHOW

1. **An environment cell.** Only six of the 98 Core cells sit in the Environment block (Innovation Diffusion, Broadened Marketing, Business Networks, Emerging Market Strategy, and this family's two bookends, 1996 and 2020). Digital enters the table as context, not as a tool.
2. **Its heirs are brand cells.** Three of its six citing anchors belong to Brand and Market-Based Assets (networked narratives, brands in social media, brand engagement). The first strategic use of the many-to-many web was branding, not selling.
3. **The open position is literal.** D16-O1, *Markets mediated by AI agents*, is the direct successor of a cell about markets mediated by computers. Thirty years on, the mediator changed from hypermedia to agents.

Cite as: Hult, G. Tomas M. (2026), "Computer-Mediated Markets," *Cell Briefs* No. 7, The Periodic Table of Marketing Strategy, periodictableofmarketingstrategy.com. Link counts and citing works are from the site's analysis dataset (Version 1.0). Placements, anchors, and tiers are editorial judgments; verify against the original works.

Cell 53 of 98

Copyright © G. Tomas M. Hult 2026