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Abstract

This article examines how the development of techno-marketing campaigns might facilitate the engagement of university students in voluntary activities on campus which promote active citizenship and community cohesion where there is a concern about a low take up of such opportunities. The increasing influence of technology upon the forms of social interaction presents opportunities for the use of digital technology and interactive marketing to encourage student engagement. The term 'technohesion' is developed to understand the intermingling of these social and technological changes enabling an exploration of the use of techno-marketing to promote engagement in activities which seek to further community cohesion. We call for future research that incorporates the insights from the concept of 'technohesion' to counter the absence of technological and attitudinal considerations in relation to attracting students to voluntary, extra-curricular activities which seek to promote social cohesion. (HRK / Abstract übernommen)