Abstracts of Papers Presented at the 2nd European Conference on Social Media ECSM 2015

School of Accounting and Administration at the Polytechnic Institute of Porto Portugal

9-10 July 2015

Papers submitted to this conference have been double-blind peer reviewed before final acceptance to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference. Many thanks to the reviewers who helped ensure the quality of the full papers.

This Booklet of abstracts and other conference materials is provided to conference participants for use at the conference.

<u>Conference Proceedings</u>

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Preface

These Proceedings represent the work of contributors to the 2nd European Conference on Social Media, ECSM 2015, hosted this year by the School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal. The Conference Chair is Dr Anabela Mesquita, and the Programme Chair is Dr Paula Peres, both from the Polytechnic Institute of Porto.

The conference will be opened with a keynote address by Dr Luis Borges Gouveia from the University Fernando Pessoa, Portugal on the topic of *Where is the Wisdom we lost in knowledge: security issues and human relationships in social media*

Other keynotes include Dr João Batista from the Institute of Accounting and Administration, University of Aveiro, Portugal on the topic *Social Media in Higher Education: Issues and Challenges,* Dr Marco Lamas, Oporto Polytechnic Institute ESEIG, Porto, Portugal on the topic of *Social Media: To be or not to be In the entrepreneurial XXI century* and Dr Piet Kommers, University of Twente, The Netherlands on the topic of the *Vicarious Identity in the Networked Mind.*

The scope of this second conference remains broad as it continues to encourage participation from a range of disciplines undertaking social media research. Tracks this year include using social media in business, social media technologies for learning and teaching, monitoring social media and social media innovation – to name just a few..

With an initial submission of 202 abstracts, after the double blind, peer review process there are 59 academic papers, 11 PhD Papers, 3 Masters papers, 11 Work in Progress papers and 1 non-academic paper in these Conference Proceedings. These papers reflect the truly global nature of research in the area with contributions from more than 30 countries including Australia, Austria, Belgium, Canada, Chile, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Iran, Ireland, Italy, Japan, Macedonia, Malaysia, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, South Africa, Spain, Turkey, UK and the USA.

I wish you a most interesting conference.

Dr Anabela Mesquita
and
Dr Paula Peres
July 2015

Conference Committee

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Biographies

Conference Chair

Dr Anabela Mesquita is Professor at ISCAP since 1990. She is Vice Dean, a member of the Agoritmi Center at the Universidade do Minho and the Director of CICE (research centre) (ISCAP).She gained her PhD at Universidade do Minho in Management Information Systems in 2002. Her research interests include Knowledge and Innovation Management, Impact of Information Systems in Organizations, Life Long Learning at the Higher Education level, Social Media and e-Learning. She has been involved in several European and National research projects both as a researcher and as a coordinator. She has published numerous papers in various international journals and Conference Proceedings. She has been a member of the Programme Committee and Scientific Committee of several National and International Conferences. She serves as Member of the Editorial Board and referee for IGI Global. She also serves as AE of the IRMJ and is the Editor in Chief of the IJTHI. She serves as referee for the JCIT. She has also been evaluator and reviewer for European Commission projects.

Programme Chair

Dr Paula Peres has a post-PhD and a PhD in the Education Technologies area; a Masters in Computer Science and is a graduate in Computer Maths. She is currently teaching in the scientific computer science area in the School of Accounting and Administration of Porto / Polytechnic Institute of Porto (ISCAP/IPP). She is coordinator of the unit of innovation in education (UIE) in the center of communication and education (ISCAP/IPP). She is a member of the unit of eLearning of IPP (IPP/UeLearning). She is a director of the Communication Technologies and Business Innovation post-graduation b-learning course and she coordinates the training center at IS-CAP/IPP. She is developing many research activities concerning the integration of ICT in the higher education context. She has been a member of the Program and Scientific Committee of several conferences and she is a scientific coordinator of e-learning research projects. She serves as a member of the editorial board and referee for many scientific journals and is a guest editor of the Journal of Cases on Information Technology. She has some books published in the information system and e-learning areas.

Keynote Speakers

João Batista is an Assistant Professor at the Institute of Accounting and Administration, University of Aveiro, Portugal, where he taught several Informatics courses, namely in the Accounting and Administration and in the Finances degrees. He is a member of the Communication Sciences and Technologies Research Center (CETAC.MEDIA), where he works in the use of communication technologies in higher education and training contexts. He has previous experience in academic management and as a private consultant as well. He has a PhD in Information and Communication in Digital Platforms (University of Aveiro and University of Porto), a Master degree in Science and Information Technology (University of Coimbra), and a first degree in Geographic Engineering (University of Coimbra).

Luis Borges Gouveia has been involved in Social Media since its first days back in 1996, when the Web Wide Web becomes its first appearances (where he helped create the first University Web page for UFP). Since them it has been involved in a number of projects that take advantage of computers and networks to reach people, as the Porto and north of Portugal office for New Boston Select (a former Human Resources agency, now Randstat – 1997-2000), a digital cities projects since 2001, were he was the director of Innovation and Applications in the Gaia Global project, from the beginning of the project until its deployment in 2005. Gaia Global is the Digital City initiative that provide the Vila Nova de Gaia municipality and its 260 000 inhabitants with local e-government facilities' and an integrated infrastructure of digital services to support a more digital oriented approach to Gaia's territory (around 159 km2). Other project conducted is the Virtual University initiative between 2005 and 2009, which provide e-learning facilities to the University Fernando Pessoa (a small under 5K students, with Health Faculty) and opens the university to the digital culture and turn it e-readiness to base its main activities within a digital context. Since 2010, he has been served as consultant in a number of projects that takes advantage of information management issues to link organizations and their stakeholders within a more open and social digital based context. Luis has also authored 13 books on information society issues and the impact that the digital, computers and networks can have in our daily lives. A complete list of Luis Borges Gouveia can be obtained at http://homepage.ufp.pt/~lmbg/lg_com2.htm, and its Web presence can be resumed in http://about.me/lbgouveia. As University Professor he also supervised several Master and PhD projects related with Social Media, which can be fully downloaded from its webpage.

Dr Piet Kommers is Professor of UNESCO Learning Technologies and built his career as researcher in cognitive and social support for communication and education. He instigated European research projects from the early stage of DELTA (1988) until this very stage of Horizon 2020. The citations of his more than 150 publications exceed 3000 and reach the h-index of 24. He has been keynote speaker in more than 40 international conferences and received guest professorships around the world. The International Journal of Web-based Communities and five yearly conferences under the IADIS auspices were initiated and chaired by him. He is professor at the University of Twente and Utrecht State University in The Netherlands. He promoted more than 20 PhD students and about 160 Master students in the fields of educational paradigms, mobile-, virtual and vicarious learning. Since 2001 he is advisor of the UNESCO International Institute for Technology in Education and author of numerous Specialized Training Courses and Policy Briefs on Social Media, Mobile Learning and the International Master Course "ICT in Teacher Professional Education". He was consultant delegated by the EU Commission on Internationalization in Higher Education in the ASEAN countries. Click here for further details

Marco Lamas – Phd in Education and Entrepreneurship in Santiago de Compostela University, Spain; Master in Education; MBA attendance – Master in Business Administration; Degree in International Relations. Doing at the present a postdoctoral programme, named "Entrepreneurship Education – Teachers' Training for higher education" in OPorto University. At present he is managing partner of "IncubIT"; chairman of the "Mexe-te", an association for the Promotion of Creativity, Innovation and Entrepreneurship; Professor at IPAM, where he coordinates a Pos-Graduation in Marketing & Entrepreneurship; Professor of Entrepreneurship and Business Strategy at ESEIG, the Oporto Polytechnic Institute of port in the areas of Entrepreneurship and Business Strategy, directing Master's dissertations, Professor at ISVOUGA, where he coordinates a Pos-Graduation in Entrepreneurship and business creation. Has been working in Business and University environment, at a national and international level; he is a business coach, certified by the ECA (European Coaching Association); a business consultant and trainer (certified by the county IEFP and Scientific Pedagogical Service Training) in Entrepreneurship, Management and Strategy areas; he is also a Trainers and Teachers' Trainer (Entrepreneurship and Initial Training teacher trainers).He participates regularly in conferences and seminars as a speaker and also as jury in ideas competitions. He collaborates with several specialized magazines, newspapers and portals.

Mini Track Chairs

Dr Wilfried Admiraal is full professor of educational sciences at Leiden University in the Netherlands and chair of the research program Teaching and Teacher learning of Leiden University Graduate School of Teaching. His research interest combines teaching, teacher education and technology.

Prof Paul Alpar is Professor of Business Administration and MIS, University at Marburg, School of Business and Economics. He has been on the faculty at University of Illinois, Chicago and Visiting Scholar at the universities of Frankfurt a. M.; New Mexico, Albuquerque; Tel-Aviv; California, Berkeley; and Georgia State, Atlanta. He has published in Journal of MIS, Decision Support Systems, Journal of Organizational Computing, Int. Journal of Electronic Commerce, IEEE Transactions on Engineering Management, Information and Management, Int. Journal of Research in Marketing, Journal of Productivity Analysis, and many other journals. He is also (co-)author of five books on IS issues (in German).

Dr. P. Saskia Bayerl is Assistant Professor of Technology and Organizational Behaviour at the Rotterdam School of Management, Erasmus University (Netherlands) and Program Director of Technology at the Centre for Excellence in Public Safety Management (CESAM) located at the same university. Until recently she was member in two safety-related EU-projects: COMPOSITE ('Comparative Police Studies in the EU') and CRISADMIN ('Critical Infrastructure Simulation of Advanced Models on Interconnected Networks Resilience'). Her current research interests focus on the role of emergent technologies for public safety management with special focus on crisis management, privacy and the management of transparency.

Dr. Nurdilek Dalziel started her career as a banker working for financial institutions in Istanbul and Ankara at various levels. In her last banking role, she was in charge of a Marketing and Product Development unit. In 2002, Nurdilek decided to transform her financial services background into an academic career in the UK, which resulted in the award of a PhD in 2007. Nurdilek has developed her teaching, supervisory and research experiences as a result of work undertaken with several British

universities. Currently she is a Lecturer for ifs University College in London, and also contributes to distance learning programmes at the University of Leicester. Additionally, Nurdilek is a reviewer for International Journal of Bank Marketing and Service Industries Journal, and an editorial board member of American Journal of Economics and Business Administration.

John Knight is a senior lecturer in the Learning Development Unit at Buckinghamshire New University, UK. He has particular interests in transition, social networking, technology-enhanced learning and students' experience of assessment. Originally trained as an English Language teacher and working in universities in Turkey and Qatar, John has also worked in learning technologies and teacher training.

Ute Klotz is a Lecturer of Business Information Technology at Lucerne University of Applied Sciences and Arts. Her research interests are Social Intranet and Virtual work. She is a member of the COST Action Group on "The Dynamics of Virtual Work" and she is currently working on a project analyzing Science Fiction Literature for organizational topics. Prior to joining the Lucerne Univ. of Applied Sciences and Arts, she worked as a consultant for information systems.

Dr Johannes Konert studied Computer Science at the Karlsruhe Institute of Technology (KIT), founded a social media company and finished his PhD as a member of the research group Multimedia Communication Lab (KOM) at Technische Universität Darmstadt, Germany in 2013. He is currently a lecturer and leads several research projects. His main interest lies in optimizing knowledge exchange among peers in social media applications and serious games.

Dr Irina Purcarea holds a Master sdegree in English Language Education and Research Communication for Business and Economics and a PhD in Business Administration from the Bucharest University of Economic Studies, Romania. Currently, she is Adjunct Professor at ESC Rennes School of Business, France. She teaches courses on Master Programs at ESC Rennes School of Business. She is Associate Editor of the International Journal of Management Science and Information Technology (official publication of NAISIT-North American Institute of Science and Information

Technology) and author of several publications in national and international journals as well as book chapters.

Dr. Martin Sykora is a Lecturer (Assistant Professor) in Information Management, at the Centre for Information Management (CIM), School of Business and Economics, at the University of Loughborough (United Kingdom). His main research interests are in the area of social-media / big-data analytics, micro-blogging, Web 2.0, text-mining, semantic web, information management and information retrieval. Recently Martin developed an Ontology based system (EMOTIVE project), which holds the world's best f-measure for fine grained emotion detection in social-media. He's currently working on a £110,408 SSHRC project looking at smart-cities and social-media, and has been involved in the REDITES project on scalable social-media monitoring.

Biographies of Presenting Authors

Britt Adams graduated at the department Educational Studies at Ghent University (Belgium). Three months later, I started as a PhD student in the same institution. My research focus is how to improve advertising literacy of children and youngsters via education.

Zaenal Akbar is a PhD student at the Semantic Technology Institute (STI) Innsbruck, University of Innsbruck, Austria. His research has focused in applying semantic technologies to multi-channel online communication automation, especially to automate the dissemination of information to vastly growing and constantly changing social media channels.

Alexandra Albuquerque is a lecturer since 1995, her main research fields are specialized languages, terminology, and computer assisted translation, localization and internationalization. She is a member of CICE - Research Center for Communication and Education and of CLUNL - Linguistics Research Center of Universidade Nova de Lisboa. Board Member of APCOMTEC - Portuguese Association of Technical Writing.

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Measuring the Impact of Content Adaptation on Social Media Engagement

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Abstract: The ultimate goal of social media marketing is to reach and engage with the widest audience possible. Usually, the content published on social media channels must be adapted in order to meet the requirements of the target channels. This process, known as content adaptation, requires human knowledge to determine how the content should be prepared to meet the channel requirements, and to spread it across the channel as fast as possible. Extracting this knowledge for content adaptation is a challenging task due to the constant evolution of the variety of human experiences and social media channels. In this paper, we show how we acquire and learn this knowledge as our first step towards content adaptation automation. We determine the social media posts properties that could be affected by the content adaptation. Those properties are: (i) presentation property where a post can be seen as a collection of terms, (ii) hypermedia property where a post can be seen as a collection of media connected by hyperlinks, and (iii) named-entity property where a post can be seen as a collection of real world entities. Based on these properties, the most engaged posts are selected and their similarity degrees to their original sources are computed and compared. From the similarity degree comparison, we can devise recommendations on how to obtain the highest engagement on a particular social channel by fine-tuning the content adaptation on each property.

Terminology as a Sense Making Social Tool

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Abstract: Since the middle of the first decade of this century, several authors have announced the dawn of a new Age, following the Information/ Knowledge Age (1970-2005?). We are certainly living in a Shift Age (Houle, 2007), but no standard designation has been broadly adopted so far, and others, such as Conceptual Age (Pink, 2005) or Social Age (Azua, 2009), are only some of the proposals to name current times. Due to the amount of information available nowadays, meaning making and understanding seem to be common features of this new age of change; change related to (i) how individuals and organizations engage with each other, to (ii) the way we deal with technology, to (iii) how we engage and com-

municate within communities to create meaning, i.e., also social networking-driven changes. The Web 2.0 and the social networks have strongly altered the way we learn, live, work and, of course, communicate. Within all the possible dimensions we could address this change, we chose to focus on language – a taken-for-granted communication tool, used, translated and recreated in personal and geographical variants, by the many users and authors of the social networks and other online communities and platforms. In this paper, we discuss how the Web 2.0, and specifically social networks, have contributed to changes in the communication process and, in bi- or multilingual environments, to the evolution and freeware use of the so called "international language": English. Next, we discuss some of the impacts and challenges of this language diversity in international communication in the shift age of understanding and social networking, focusing on specialized networks. Then we point out some skills and strategies to avoid babelization and to build meaningful and effective content in mono or multilingual networks, through the use of common and shared concepts and designations in social network environments. For this purpose, we propose a social and collaborative approach to terminology management, as a shared, strategic and sense making tool for specialized communication in Web 2.0 environments.

Keywords: specialized social networks, terminology, terminology training

Understanding Digital Reputation on Instagram: A Case Study of Social Media Mavens

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Abstract: Social media platforms have been growing as forms of global communication serving new relationships between people and products. This growth has contributed to the emergence of people who come to prominence by a self-made reputation of expertise in a particular field. Operating on the assumption that all social media serves self-promotion, we investigate self-promotional behavior in connection to online reputation in the case of Social Media Mavens. We define Social Media Mavens as public figures that emerge from digital platforms and reach a broad – even global – level of exposure that defies language barriers. As their virtual presence widens over time, they become powerful in their media, influential to their followers, and valuable to companies and brands. This study highlights a new form interaction in social media platforms by employing qualitative and quantitative methods. The current body of research about Social Media Mavens and Instagram is minimal, and does not focus on the authority held by popular figures on social media. The Self-Promotion Cycle model highlights the process of anonymous individuals unexpectedly gaining power through social me-

dia. The value of this research goes beyond evaluating the capabilities of Instagram by contributing to individuals take use of types of promotions — personal, brand, and sponsored — to become Social Media Mavens and build a global reputation.

Locating Active Followers in Governmental Twitter Accounts: The Case of Greece

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Abstract: The paper provides a methodology for locating the more active citizens following the Twitter accounts of governmental agencies. It demonstrates a methodology using 27 Greek governmental Twitter accounts and their 107,107 followers. The data consists of 107,107 citizen Twitter accounts and their Twitter performance indexes. For each account several measures of influence and activity are recorded: number of followers, number of accounts following, number of tweets, number of favourites, time that citizens joined Twitter, total number of the 27 accounts that each citizen follows, number of mentions/replies that the citizen makes in general and number of mentions/replies the citizen makes regarding the 27 governmental accounts. At first, descriptive statistics are provided for these indexes. Principal Components Analysis with Varimax rotation produces three summary components of the indexes: networking, Twitter activity and involvement/response to the tweets of the governmental account activity and to tweets in general. According to the factor scores of the principal components 11,717 out of the total 107,107 are considered to be more active in Twitter and/or are involved in replying and mentioning. These followers constitute the largest proportion of the citizens who follow multiple accounts. Cluster analysis based on these three principal components reveals that there exists a very cohesive core of 1,479 followers. These followers are described according to their profiles and activity. The methodology can be applied to other Twitter networks, since all the indexes can be recorded and they apply in general. The analysis uses several established indexes regarding Twitter performance and activity and it also combines them to mentioning and replying. Locating the most active Twitter followers is important for understanding how followers behave. It also allows making the necessary improvements for the performance of Twitter accounts. Active followers can serve as opinion leaders and analysis shows that at large they are the media, bloggers or individuals with a strong presence in social media.

Keywords: Twitter, analytics, active followers, Greece, government

Assessing how Global Firms can Leverage Local Knowledge Through Social Media

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Abstract: This empirical paper assesses the ability to leverage learning within a globally dispersed project environment, facilitated by social media. Extant research on knowledge transfer within multinational firms emphasises exchanges between headquarters and subsidiaries. In contrast, recent developments in organisational learning theory suggest that learning occurs at multiple levels. In particular, the link between individual- and group levels is related to workplace-learning i.e. socialization into the competences and practises of professions. Extant empirical research on workplace-learning emphasises face-to-face interactions in groups, e.g. when engineers, or accountants, in teams interact and collaborate at clients premises. However, there exists limited knowledge concerning how workplace-learning can be achieved through virtual collaboration. This paper, explores this disparity by empirically investigating the research question: *How are social media utilised in a global organisation to leverage workplace-learning among its dispersed individual experts?* The study is based on an exploratory, in-depth single case study of an international professional service firm's implementation of an internal wiki system. Data is gathered in 35 semi-structured interviews as well as documents studies and observations. Data is coded an analysed utilizing the context and learning factors of workplace-learning. The study reveals how an international knowledge-based organisation can utilise web 2.0 technologies to leverage knowledge and experiences from multiple geographically dispersed projects through virtual collaboration. The paper shows how the effects of a wiki system can be conceived within a workplace-learning framework, and suggests six determinants for wiki use that can be useful guidelines for practitioners implementing similar virtual collaboration tools.

Keywords: knowledge leveraging, multinational firms, social media, virtual collaboration, workplace-learning

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How Australian SMEs Engage With Social Media

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Abstract: Several recent studies have examined how Australian small businesses engage with social media with most studies tending to involve simple 'yes/no'

questions to determine whether small businesses use social media tools. Notably, there is limited research that examine show small businesses actually engage with social media. This article reports on a study of 40 Australian small and medium sized businesses (SMEs) that used in-depth interviews with owners, managers or key employees. The key factor linking all of these firms was an interest in social media, which was ascertained when businesses were recruited. Most of the participant SMEs were Facebook users, indicating that Facebook has become the *de facto* choice for Australian SMEs wishing to engage with social media. However, satisfaction levels in regards to Facebook varied across participants from those that viewed it as being of little or no use to those that found it to be very useful. Just under half of the businesses had experienced negative comments through Facebook. The results suggest that an SME has to be ready to deal with different types of negative feedback and be prepared to use different response strategies. Over three quarters of participants used third party directories, such as the Yellow Pages, to advertise their businesses. Some of these provided the opportunity for consumers to post reviews about businesses. Around one quarter of businesses indicated that they were aware that customers could post reviews on these sites. Other social media tools (including Twitter, LinkedIn, and TripAdvisor) were used by some participants. There was some confusion surrounding the nature and role of Twitter, with unsureness about its value and concern about the amount of time needed to use it. The use of TripAdvisor and similar services was limited to tourism and hospitality businesses, given the travel focus of this particular social media platform. As other studies have shown, the tourism sector was the best developed with regards to engaging with social media.

Keywords: Australia, SMEs, social media, engagement

Twitter in Crises 'Data': A Framework for Critical Reflection on The Multidisciplinary Research Field

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Abstract: Social media research is an arena of intersection between different disciplinary perspectives, from social to information sciences. As a result, the concept of Twitter data is open to different interpretations and applications. This paper presents a critical reflexive approach to mapping the multidisciplinary research literature on Twitter in crisis situations, focusing on the conceptualisation of Twitter as an object of research, analytic foci, and data analysis methods. This approach identifies key issues in the Twitter in crises research field. For example, there are multiple and intersecting definitions of Twitter. The majority of definitions tend to be descriptive and may contribute to naturalisation of just one –

predominantly technological – perspective. Twitter in crises research tends to focus on the potential of tools supporting analysis of "Twitter data" rather than on actual uses of Twitter, thus potentially neglecting real world needs and limitations. Over-emphasis of the potential of computational methods leads to a blending of research and promotional discourses which can negatively impact end-users of the analytical tools. The seeming advantage of quantitative/computational approaches is that they can be applied very broadly to the whole spectrum of crisis situations. Sound quantitative methodologies may enable visualisations and summarisations of huge data sets. However, these approaches do not allow analytical insights that may be possible using appropriate qualitative methods. Qualitative research provides smaller scale but more insightful results. However, being usually grounded within the traditional mass media research paradigm, qualitative research tends to be preoccupied with thematic content which results in neglecting the interactive nature of social media. We present a preliminary approach to mapping the multidisciplinary research literature on Twitter in crisis situations. This approach can be employed as a guide when traversing the volumes of social media research, as well as, and, perhaps even more importantly, prior to commencing research involving social media data.

Overcoming SME Barriers to Gaining Competitive Advantage Through Social Media

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Abstract: Large scale enterprises (LSEs) successfully adopt social media to gain competitive advantage through creation of brand awareness, promotion of customer satisfaction and loyalty, and increased website traffic and sales. SMEs, on the other hand, are often hampered by financial and other resource constraints, which potentially limits their ability to gain competitive advantage though social media. Despite these limitations, research has shown that SMEs do have the potential to successfully integrate social media into their business practices, particularly in their marketing activities. However given the significant role of SMEs in modern economies, more needs to be done to understand what social media strategies are suitable for SMEs to adopt in order to gain competitive advantage, and how SMEs can overcome the factors that limit their ability to deploy these strategies. In developing this understanding, it must be recognised that SMEs are highly heterogeneous in nature, with business practices dependent not only on

industry but also on the size of the enterprise. For example, while a new five-person software company headed by a young entrepreneur and an established fifty-person family-run furniture manufacturer would both be considered SMEs, their approaches to using social media to gain competitive advantage will likely differ. However, both these types of enterprises may still need to overcome similar barriers of management, finance, technology, staff and/or environment. This paper will review existing research into how SMEs are currently using social media to gain competitive advantage, and identify what are the common characteristics of successful business practices. From this review, the potential SME-specific barriers to success will be identified, and a conceptual framework proposed which can be used to develop both government-based and enterprise-specific initiatives to overcome these barriers.

Keywords: SMEs, social media, technology adaptation, social media marketing, competitive advantage

The Adoption and use of Social Media by Micro and Small Enterprises

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Abstract: In Europe there is a very high concentration of small enterprises operating not only in local but also in international markets. In the past, these firms have shown a lower propensity to invest in information and communication technologies (ICT), when compared with larger companies. The main reasons were technologies' high prices and small firms' inability to fully understand and exploit the strategic potential of new technologies. Recently several factors have encouraged small firms to adopt digital technologies, mainly web 2.0 tools, like social media. Social media offer plenty of opportunities for small enterprises: they can interact with their stakeholders and can receive opinions/suggestions to improve their products/services. In this paper we analyse the adoption and use of social media by a sample of 48 small firms. The analysis allows to identify some specificity in the way small firms use social media and to assess their ability to exploit technologies' potential. Data has been collected by websites' analysis, a questionnaire survey and interviews with entrepreneurs and/or ICT/Marketing managers. Results show that social media open a wide range of opportunities for small firms, because they are cheap and don't require high-level technological competences. Small firms are starting to realize the importance of virtual channels to achieve

business goals and are gradually learning to take advantage from the use of such technologies, although often introduced as an element of curiosity or because they are considered "fashionable". Small enterprises using social media are open to relationships with external stakeholders (customers, suppliers, sponsors, partners) and willing to share business information. This way of doing business represents a breakdown of traditional organization models. Micro and small enterprises, which are usually deep-rooted in their local environment, may take advantage of web 2.0 technologies and e-commerce sections to operate in a global market.

Examining the Influence of Social Media-Infused Teacher Education Courses on Pre-Service Teachers' First Teaching Practices

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Abstract: It is increasingly being acknowledged and accepted in both formal and informal learning contexts, that learning, i.e. cognition, evolves and is sustained through human interaction. This acknowledgement has resulted in growing research interest in examining collaboration and the technologies that support such connections, such as Social Media (SM) tools. Yet despite encouraging signs that point to the effectiveness of SM for learning, emerging empirical data is indicating that teachers, especially novice ones, remain reluctant to conceptualize and implement these tools in their practices. The responsibility for this lack of uptake, although complex, is being placed squarely in the hands of teacher educators. This study aims to advance our understanding of this issue through examining the experiences of a group of 23 pre-service English-as-a-foreign-language (EFL) teachers, in their final semester of their teacher education program. The inquiry is based on a sociocultural perspective and theories of power and identity, which are used to frame our understanding of the various levels of SM uptake by the participants. Working within a qualitative paradigm, the data sets included questionnaires and individual and group interviews of the pre-service teachers, teacher supervisors and classroom mentors to determine the influence of social-media-infused teacher education courses on the student teachers' formal instructional teaching practices over a 3-month academic semester. Our aim in conducting this research was not only to determine the connection between teacher modelling of social-technology-infused practices on these novice teachers but also to add further research support for a teacher–training model developed in a previous study. The findings of the study provide both important micro and macro evidence for

the challenges that teacher training pedagogies, based on social-media technologies, had in shaping this group of pre-service teachers' identities and their shifting epistemological beliefs and practices.

Why do People Talk? A Comparison Between Offline WOM and Online WOM

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Abstract: Word of Mouth has always played an important role in addressing consumers 'decision making about the purchasing of products and services. Moreover it represents one of the main demonstrations of customer's empowerment, through which consumers can provide a direct feedback to other consumers about a previous experience with a product exerting a power over the company. WOM has increased in volume thanks to the advent of Internet, with the proliferation of User Generated Contents and online communities. Within this context the purpose of this paper is to investigate the behaviour of Generation Y within the online context compared to the offline environment, understanding the activity and the motivations of WOM generation and wide spreading. In particular we focused on positive WOM. Empirical data were collected from 223 students through a nationwide survey considering those people who were member of Facebook fan pages of Italian universities. Data collection was realized on January 2014 and a link to the survey was supplied within these fan pages. Participants were asked to fill in questions about the evaluation of the intention to widespread word of mouth in the online and in the offline contexts and the motivations leading them when providing WOM. Data analysis was conducted through descriptive statistics and two linear regression models. Results show that the majority of respondents have shared their travel experience in the last few months. Relating to which context they preferred to share their opinion, the average intention to share the opinion in the UGC platform is 4.98 to 7 point Likert scale. This is less than the average mean of the willingness to widespread WOM in the traditional context, with a 6.06 to 7 average mean. Regarding the motivations, we found that the main drivers that lead respondents to provide their travel experience to others are mainly related to leisure and entertainment motivation and to advice/help other customers. This is true for both traditional word of mouth WOM and eWOM. However for the former the average means are higher compared with the means of the latter. In this study the focus was on a specific industry in only one country so there is the need to replicate the study in other coun-

tries and industries. The results presented in the paper have important implications for researchers when modelling and measuring consumer behaviour and empowerment within the online context. Traditional versus innovative word of mouth were investigated and compared, exploring the main motivations that lead consumers to talk about tourism products.

Does "Social" Media Work in a Business-to-Business Marketing Context?

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Abstract: A number of research gaps have been identified in the use of social media for business-to-business marketing. Particularly, around the use of social media in the crafting of marketing strategies, building of relationships, and measuring the return on investment. The adoption of social media for business-to-consumer marketing has grown exponentially over the past 10 years; through platforms such as Facebook, Instagram, YouTube and Pinterest. The adoption of social media in business-to-business relationship marketing has been significantly slower, and its adoption has not been uniform across platforms, industries and countries. This study investigates the application of social media marketing in business-to-business relationships through a series of exploratory in-depth interviews, undertaken with Europe organisations in 2014. The adoption of social media marketing was found to be "patchy" and "incoherent". The respondents stated that a lack of strategic understanding and direction resulted in poor implementation guidelines. Barriers highlighted included, the diversity of social media platforms, the adhoc uptake of social media channels by partners, and insufficient tracking tools to evaluate the effectiveness and return on investment. Consequently, the respondents tended to "experiment" with social media marketing. This experimentation was influenced by the skill set within the organisation, the social media competency levels within their industry, and the level of use by their industry partners. The respondents indicated that a lack of research, case studies and examples of successful social media applications, heightened their concerns about its long-term viability. Nevertheless, respondents considered that social media marketing provided an opportunity to build their brand, and strengthen business networks. The findings from the research provide practitioners with some useful insights in the selection, utilisation and evaluation of social media marketing platforms and their uses in various industries. Further research using

case studies and social media data mining will be conducted in order to evaluate the impact of social media marketing on organisations' business relationships.

A Tale of two Banks: Customer Services on Facebook

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Abstract: Purpose: Service encounters have attracted a great deal of interest in the marketing literature. The conventional approach to service encounters limits its scope to human interactions between organisations and their customers. A broader view of the service encounter takes into account all aspects of the service encounter, including human interactions between a service provider and its customers, remote interactions, the service environment and other visible elements of a service, which is labelled as "the total customer experience". We argue that, with the emergence of social media (SM hereafter) platforms as another service delivery and customer services channel, social media service encounters (SMSE hereafter) are likely to make an impact on the total customer experience. However, research into service encounters is largely dominated by traditional service encounter communications. Hence, by focusing on Facebook as a newly emerging SM customer services channel, our research aims to provide an insight into SMSE and present empirical evidence on the following issues: Why do people post a customer services query on Facebook? What is the quality of the interaction between firms and their customers on Facebook? What are customers' expectations of service encounters on Facebook? **Methodology:** The context of this study is the banking industry. The focus is on two leading British banks. The research data consist of customers' initial banking queries posted on banks' Facebook pages, banks relies to these initial posts, and further follow ups by customers and banks. The data collection took place in summer 2013 which resulted in 451 and 492 posts on BankA and BankB Facebook pages respectively. Consequently, 943 posts were analysed by using qualitative content analysis, which was facilitated by NVivo 10 data analysis software. **Findings:** Evidence is presented on the discrepancy between what customers expected of SM and what banks were prepared to offer, which resulted in customer frustration. Customers viewed their bank's Facebook page simply as another banking channel and expected their queries to be addressed to their satisfaction. However, the banks were prepared to deal with basic banking queries only and directed a considerable number of queries to traditional channels. This seemed to cause further tension between the parties since a large number of customer posts were service failure related queries that had

already been raised via traditional channels. In the course of investigating whether such banking policy could be explained due to the regulatory restrictions on the industry, we have identified substantial differences between the two banks, which were working under the same regulation, as well as differences within the banks. **Managerial Implications:** The findings demonstrate that, apart from banking regulation, a bank's own SM policies, and the training and empowerment of its staff are likely to impact on the quality of firm-customer interactions on SM. It is challenging for financial institutions to develop strategies to address customer queries satisfactorily on their SM pages and the same time work within the rules of compliance regulations. Moreover, many customers who put up a complaint on SM are observed to have developed rather negative feelings to their banks and lost their trust, suggesting a lack of clarity about the limited role of banks' Facebook channel among the sample of customers. Service providers need to be very clear about the role of their Facebook channel and communicate this to their customers well; otherwise their customers' level of satisfaction is likely to be threatened.

Keywords: Facebook, social media service encounters, customer services, financial services, textual data analysis by NVivo

Push and Pull Approaches to Using Twitter as a Marketing Tool

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Abstract: Most large companies now use social media platforms for a range of purposes and with varying results. At the heart of many of these efforts is the objective of influencing consumer behaviour. However, the success of these initiatives is very patchy in terms of raising brand awareness and driving sales. This is partly due to the relative novelty of such platforms but also because engaging with customers and prospects in these interactive environments presents new challenges to companies which they did not face with traditional marketing approaches based on a broadcast model of information flows. This paper considers the efforts of the largest 50 UK retail groups and their use of Twitter to promote their retail brands. The research goes beyond simply counting Twitter followers and volumes of tweets as indicators of effectiveness and utilises social authority scoring from the digital marketing analysts, Moz to present a more nuanced analysis of their Twitter activity. The data is examined within the context of the 3-M framework to evaluate the different approaches adopted by the retail brands. The principal contributions of this research are to provide a quantitative method for testing the 3-M framework across company groupings as well as showing the applicability of the model to the UK retail sector.

Keywords: social media marketing, twitter, metrics

SAMi2; a Semantic and Big Data Lever to Enhance Public Safety Using Social Media

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Abstract: Social networking is one of the most popular online activities worldwide transforming OSNs in a mirror of society where both legal and illegal activities are present. Governments and safety and security officials have difficulties to prevent and detect these illegal actions organized through OSNs due to the sheer quantity of available data. In this paper we present the data processing approach for project SAMi2, consisting on a crawling engine, first level filtering of data based on keyword and metadata spotting followed by a semantic analysis which uses context information and models of the domain to go beyond the keyword approach. A prototype data acquisition and analysis engine is discussed and the first results for the system, which gathers and analyzes information from Twitter, are presented. This prototype is to be extended in the remainder of the project into an application for professional end-users (safety providers, government personnel) for a number of use cases which are presented.

Keywords: social network analysis, natural language understanding, security applications, computational semantics, distributed architectures

An Exploratory Analysis of Essential Elements of Content Marketing

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Abstract: The term "content marketing" has been used for many years and is still evolving. The idea of creating valuable, relevant and compelling brand content to share in online media, especially social media, as part of the marketing mix, is generally considered to be a pull strategy in branding and other related disciplines to attract consumer attention. In response to the rising interest in content marketing and lack of a theoretical foundation, an analysis of definitions and related explanations was done to delineate its elements by studying similarities and differences. The purpose of the study was to understand how content marketing is defined and explained in existing literature. Definitions are important and can serve as impetus for changing practices and for moving forward. In addition, a better academic understanding of this concept can also influence how it is practised. The study is guided by literature on content marketing that also included

umbrella terms, which reflect conflict about the nature of the field. In order to capture a snapshot idea of definitions and explanations of content marketing which are varied, this study has set the intention to explore rather than to conclude. The attempt was thus made to document the area currently covered by content marketers to provide a better understanding of the concept. The research method applied for this study consisted of different steps. First, the researcher gathered definitions and explanations of content marketing and its various umbrella terms through a rigorous literature review. Second, elements were identified after a thematic inductive analysis using qualitative computer software. Based on this analysis an overview was obtained of how these definitions and explanations relate to the elements which was also triangulated with practitioners' viewpoints. Six essential elements that encapsulate the field of content marketing became evident to support the proposal of an academic definition. The proposal of a more academic definition can help facilitate a better universal answer to what content marketing constitutes and how it should or could be applied by practitioners in various social media.

Social Media Adoption: Stages of Growth, Paths of Evolution and Dominant Problems

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Abstract: Social media is critical for organisations, as it changes the way they communicate, collaborate, consume, and create. However, there is very little understanding of how organisations manage social media. Stages of growth (SoG) models are a well established research approach to information systems management and a wealth of knowledge has been accumulated in this field. SoG models represent a picture of evolution, where the current stage can be understood in terms of history and future, providing an opportunity to identify the stages, paths of evolution, benchmark variables, and dominant problems experienced by organisations at each stage of adoption. Following a review of seminal SoG model research and a review of existing social media research and practitioner insight, the authors develop and empirically test a social media SoG model. The findings reveal the stages, paths of evolution, and dominant problems experi-

enced by organisations. The paper concludes by identifying key findings, and outlining the ongoing research to further refine the stage model.

Depending on the Kindness of Strangers – Social Media Communities for Those With Rare Conditions

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Abstract: As the use of Social Media has become widespread its use to form online communities has also become increasingly popular. The use of Social Media to form online communities have a number of benefits when compared to offline communities such as any time, any place access, the ability to use synchronous and asynchronous communication and the ability to create communities without geographical boundaries. Characteristics such as these also facilitate the formation of increasingly niche Social Media communities, which allow individuals who have rare or very specific interests to meet other likeminded individuals online. Historically membership of such groups would have been limited by geography or available technology and therefore the creation of such specific interest groups may not have been possible before the availability of Social Media. The manner in which it is possible to find almost unlimited demand for endless choice in this way online is illustrated by the concept of the Long Tail distribution model (Anderson, 2010). One area in which the long tail characteristics of Social Media can be seen is amongst those suffering with rare conditions or illnesses, who seem to have taken advantage of the trans-geographical and asynchronous nature of the Web. This empirical study explores one such group's formation of a social media community for those who are experiencing, or have experienced, Hyperememsis Gravidarum (HG). HG is a condition which affects a very small percentage (1%) of pregnant women and is on the extreme end of the pregnancy sickness spectrum, often confining women to bed or requiring hospital admission and therefore unable to physically attend face-to-face support. This research explores the degree to which individuals seek to join social media communities due to a lack of available support in a face-to-face manner. This paper also demonstrates the degree to which a social media community is effective and whether there are significant benefits to members. Benefits considered include support, authentic voices, empowerment, reduction of isolation and a source of validation This research is centred on a qualitative approach using a case study of a social media community run by an HG support charity Pregnancy Sickness Support (PSS).

The Case Study is undertaken through content analysis of the community online forum and additionally analysis of a survey of its users to investigate the perceptions, activity and motivations of its contributing members. As well as discussing the ways in which such a community provides support and ongoing interpersonal connection this paper will also address the limitations, issues and frustrations within in the community. It is hoped that this research will provide evidence of the manner in which this community is of benefit to its members and provide an indication of the expectations members have when joining social media communities such as these. It is anticipated that these will be able to be applied to other niche groups and the factors which influence the successful formation and running of social media communities designed to support otherwise disenfranchised groups will be established.

Keywords: hyperemesis gravidarum (HG), online communities, rare conditions, support forums, social media, healthcare professionals

Building Connections: Professional Online Presence and Learning Networks

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Abstract: The focus of this paper is on social media in teacher education in relation to the use of social media for building a professional online presence and learning network.This paper relates experience and insights drawn from my own work as a teacher educator experimenting with social media, and presents a discussion of tertiary teaching practice, ethnographic research in progress and innovation in action. In the context of teacher education, the question posed is: How might social media support professional learning? Recent reports suggest that social media is used in teacher education for sharing content, discussing and collaborating. There are, however, challenges and risks with social media in an academic context. These are explored, along with implications for student learning, professional expectations, policy, research and practice in teacher education. Specific practical illustrations are provided, drawing upon work across several blended teacher education programmes in New Zealand, relating experiences when starting out with social media, integrating coursework challenges for student teachers, and considering feedback and future planning. Finally, issues and challenges are summed up, highlighting attitudes, learning orientations and safety.

Keywords: teacher education, social media, professional online presence, learning networks

Social Media and Trust in North American Local Government law Enforcement

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Abstract: This paper examines the continuing use of social media by local law enforcement agencies in the United States and Canada as a vehicle to ensure public trust and to establish a system of transparency, public participation, and collaboration. It describes the social media response employed by law enforcement agencies in two U.S. and two Canadian cities to significant police incidents, including a terrorist act, an officer death, a sports riot, and a natural disaster. Information was gathered from publicly available sources to develop a social media profile for each police department. Then at least one major event impacting each city was identified by scanning traditional news media and by studying the comments posted to the official police department Facebook page related to that incident. Tweets from the official police department Twitter accounts were captured and a sentiment analysis was performed to determine whether the sentiment expressed was positive or negative during the same timeframe. The content of the messages posted by law enforcement, whether sharing good news or informing citizens of potential or real threats, the content of the tweets by the visitors to the official police department Twitter accounts, and specific community events surrounding noticeable spikes in participation were analyzed. The incidents investigated include the Boston Marathon bombing in April 2013 and the flooding that devastated the City of Calgary in June 2013. The contention that the use of social media can increase the level of trust citizens have in local law enforcement is not definitive but is supported by evidence in the form of increased participation on the social media sites reviewed and the positive comments of participants. Public administrators can use lessons learned from these examples to refine their own social media strategies in order to engage and support the public in the event of similar occurrences.

Keywords: law enforcement, local government, police, social media, trust

Exploring Social Network Analysis Techniques on Decision Support

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Abstract: Managers are increasingly concerned in making timely and correct decisions, using adaptable decision structures, processes and mechanisms. For this purpose, they resort to web discourse capture and analysis to obtain opinions that express different points of view, regarding organizational decision-making. Since communication and interaction among groups are very important in group decision, the exchanged and shared contents, as well as a social network analysis (SNA), can play an important role in this process. Understanding the interactions within a social network and how they can support decision-making is an important issue, representing the main motivation for this work. For the study presented in this paper, to understand how organizations can strategically use online communication as a decision support tool, we chose to use Facebook, where social actors gather around the same focus of interest or affinity (friends, co-workers, etc.) and, additionally, it is possible to create discussion groups for defining a problem, limit group members and context argument. In addition, we chose an ego-centric analysis focused on a single actor, instead of the network as a whole, to get a good picture of the "local" or his "neighbors" networks. The analyzed data were collected from Facebook and afterwards we applied SNA techniques in order to draw some conclusions.

Student use of Facebook for Informal Learning and Peer Support

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Abstract: As the use of Social Networking and Social Media Technologies (SNT) has become pandemic amongst young people (Tess, 2013; Falahah&Rosmala, 2012) there has been an increasing drive amongst educators and researchers to explore the ways in which SNT may be utilized within the classroom (Junco, 2012). Whilst there is therefore an increasing amount of literature available in relation to the use of SNT within the classroom it does not appear that there has been suffi-

cient research considering the manner in which SNT results in the development of a complex, invisible and organic social network amongst students. When these network sexist outside of the classroom they may allow informal learning and peer support to occur. This paper utilises an empirical approach to explore the nature of these invisible networks and the degree to which the use of SNT by students outside of the classroom may provide support for student learning in relation to informal learning and social interaction. Additionally this paper seeks to determine if the use of Facebook by students may provide an indication of the likelihood of student success on their course. This study explores the use of Facebook through the use of a case study of one cohort (90 students) who are undertaking a one-year Foundation in Art and Design course within a specialist art college. This research utilises the technique of Social Network Analysis (SNA) in order to visualise the type of interactions that occur within the online network and the strength of these interactions (Dawson, 2008). Results demonstrate that within this case study the student group created a complex and interrelated network of connections through Facebook with some students clearly placed at the centre of the network and others on the periphery. It is also demonstrated that those students who are more central within the network are more likely to remain on the course and achieve their qualification. This paper demonstrates that SNA provides a useful and insightful way in which to visualize what would otherwise be an invisible network of connections made by students outside of the classroom. Furthermore this paper will provide an insight for teachers and researchers into the benefits of the use of SNT within education, which will have practical implications for the future use of SNT in teaching and learning.

Keywords: social media, case study, Facebook, teaching, learning

Using Social Media for Crisis Response: The ATHENA System

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Abstract: Social media is now prevalent in all aspects of society. Any major news event is now accompanied by a stream of real-time social media posts. The ATHENA system turns this stream of information into a vital resource in crisis and disaster response for Law Enforcement Agencies (LEAs). The ATHENA system scans the social media environment during a crisis, recognises and collects information relevant to the crisis, and synthesises that information into credible and actionable reports. Via an automated process of classification, these reports are delivered by ATHENA to the stakeholders that most need the information: from the LEA Command and Control Centre managing the crisis, to the first responders on the ground, and to the citizens themselves via a mobile application. The auto-

matic extraction of location data from social media posts allows ATHENA to pinpoint crisis activity and resources on a map-based user interface. The citizen, via a mobile device, is provided with fast and reliable alerts of danger, the location of medical help and vital supplies, and direct communication with emergency services. The first responder is given the same intelligence along with additional information pertinent to their search and rescue actions. Command and Control have the ultimate access to all information being processed by the system, where their decision making is supported by computer generated estimates of priority and credibility. Command and Control have the responsibility of validating crisis information before it is disseminated to the public. Social media are also key to the dissemination of crisis information. Dedicated social media entities on the most popular sites are maintained by Command and Control to provide a focal information, advice and instruction broadcasting presence as a trusted source. These social media presences are designed to encourage collaboration between the public and first responders and to provide a channel for communication between all the crisis stakeholders. Thus ATHENA empowers the LEA and the public with a collective intelligence, enabling both to safeguard themselves and others during a crisis.

Keywords: social media, crisis response, ATHENA system

Responsibilities and Norms of Behaviour of Networked Citizens

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Abstract: There is a tendency to discuss networks as if they were a new social phenomenon. As a matter of fact networks are as old as mankind itself, however they have become significantly more powerful, especially since new technologies have made it easier for people to connect and collaborate. This has, as a result, made it theoretically easier for individuals to get closer to information, people and resources, facilitating new kinds of exchange. This article is an attempt to discuss how social media are shaping everyday life, and influencing people's thinking and behaviour. We will try to analyse 1) the ways in which networked citizens construct their identities; 2) how they are responding to the increasing importance and visibility of social networks; 3) and how far they are being induced to identify with dominant social and political ideologies, positions, and representations.

Keywords: new technologies, information, social media, social representations, identity construction

Content Attractiveness in Enterprise Social Networks

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Abstract: Users of Enterprise Social Network Sites (ESNS) consume ESNS content
by means of online social streams. They do so, to seek or share information, doc-
uments or contact information relevant for their tasks at work. Further, they aim
to manage their online reputation and social network in the working context. Be-
fore being displayed, contents are automatically pre-selected based on infor-
mation filtering algorithms and recommendations from other users. Information
filtering algorithms are challenged to address the growing diversity of ESNS con-
tent, but also the needs of individual users. In this study we investigate factors
influencing the attractiveness of ESNS content. Distinct knowledge about the
preferences of users for different kinds of ESNS content can efficiently improve or
complement established information filtering techniques, tailored to the enter-
prise context. We have developed our results based on a grounded theory study
founded on 26 qualitative interviews with ESNS users from 14 multinational en-
terprises.

Shopping and Socialising: Online Journey to Product Evaluation and Purchase in Fashion Retail

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Abstract: The online customer journey is becoming essential for online retailers in
the United Kingdom (UK) because more then 74% of adults purchased products
and services online with clothes being the most popular online purchase in 2014
purchased by more then 49% of adults. Understanding this customer journey in-
volves a deeper understanding of the customer activities between social network-
ing platforms and ecommerce sites. These social networks are interactional plat-
forms through which customers interact with themselves and online retailers.
Facebook in particular is the largest social networking platform in the world and
therefore presenting an opportunity for online companies to interact with poten-

tial customers 24 hours a day and 365 days a year. Fashion retailers are both one of the largest sectors and also recognise the value of these social networking platforms. This research aims at exploring customer journey origination on social networking and finishing at the online fashion retailer. The main objective of this research is to explore customer interactions (touchpoints) between social networks and ecommerce sites, and their contribution to this product evaluation phase. Consequently, to understand and explore this journey, we combined the theoretical foundation from the Socio-Technical Theory, linking users to online systems, with the Purchasing Decision model. We have developed an initial theoretical framework from the critical review of the literature. This framework has been extended further into an Ecommerce Customer Journey framework thanks to the primary data from 615 survey participants and 64 focus groups participants. This paper shares emerging key themes from our review of relevant ecommerce and social networking literature and linking this with an online survey and follow up focus groups exploring customer journey attitudes. The findings show the importance of creating this customer journey framework. Particularly, those aspects of external influence that help assure customers' understanding of product compatibility. Ultimately from the retailer perspective, this customer journey framework helps directly in the development of online strategies.

Social Media use in Indian Businesses: Inputs for Appropriateness

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Abstract- The purpose of the paper is to contemplate guidelines for appropriate social media strategies by businesses in India. Any social media platform predominantly exhibits one or two of the seven functional blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. Each of the blocks support different business functions. Depending on the need of the businesses, listening to customers or advertising, an appropriate social media needs to be adopted. For a successful social media strategy, implementation processes should incorporate mindful adoption, community building, and absorptive capacity. India is one of the fastest growing economies in the world and its business houses are increasingly aspiring to be global players. The extant knowledge on social media use by the Indian business houses seems to be inadequate. We conducted a two stage secondary data analysis on nature of social media use and adoption by Indian business houses. Top hundred corporate

houses were chosen on the basis of revenue. An inventory was used to capture the use of social media by content analysis of secondary data – visiting all the company webites and seacrching for the companies in all social media platforms. This database helped in generating a descriptive account of the social media use of businesses in India. In the second stage, we undertook a case study of five firms representing different industrial sectors. The preliminary analysis showed that extant uses of social media by businesses are not differentiated, despite operating in the different industrial sectors. The usage is different for Indian and American businesses. On the basis of the findings and the taken theoretical framework, the paper suggests appropriate implementation strategies. The brief case studies of five companies shows adequate mix of dfferent social media platforms. Further exploration of social media use by different industrial sectors and linkage with the fucntional blocks is needed.

Language Learners' Perceptions on Using Information Communication Technologies

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Abstract: As the Internet use has been growing and attracting more and more people, the use of Information Communication Technologies (ICTs) has become popular among people, especially young people. Young people are not only keen on using ICTs for communicating with their peers but also for their education because they are more computer literate than their teachers and parents. Thus, they prefer to have fast and instantaneous communication and reach information quickly. Although teachers and students are far from each other physically, they communicate thanks to information and communication technologies, learn new information about their lessons, repeat this information, and reinforce what they learn in class. The developments in the use of ICTs also affect language education since language education cannot be thought without ICTs. Students who learn a language do not only use their textbooks, but also join Facebook groups, use digital learning materials, communicate with their friends and teachers via Skype and Whatsapp, listen to podcasts, and watch videos on Youtube. Keeping in mind the importance of ICTs in education, this study aims at exploring the perceptions of language learners on the use of ICTs and mobile applications in education, especially in language learning. Participants of this study are 137 students at Modern Languages Department who are learning English, German, French, Italian, Spanish, Chinese and Russian at the School of Foreign Languages, Anadolu University.

Necessary data for the study were collected via a questionnaire. The question-naire consisted of questions seekingparticipants' demographic information and some pre-determined open-ended questions exploring participants' use of ICTs. Emerging themes in open-ended questions were found using Constant Compari-son Method. The results of the study served to establish models in innovations in language teaching, new methods to make lessons more attractive, recommenda-tions for educational institutions and teachers. Based on the results, certain impli-cations were drawn from the study in order to organize future language teaching practices that utilize ICTs.

Social Media and Negative eWOM, and Impact – Current Research and Implications

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Abstract: Social media such as Facebook, Twitter, Pinterest, and Tumbler along with Klout are expected to influence the consumer decision-making process. The engagement of participants with these media is being monetized extensively by organizations. There has also been an increase in the research of transferring tra-ditional (offline) word-of-mouth (WOM) influence models to electronic word-of-mouth (eWOM or online) models. From the currently available research, it is ex-pected that there is a ratio of 6:1 amount of positive WOM interaction offline compared to negative WOM interaction. Many of the studies currently are being conducted in translating and leveraging such knowledge in social media based eWOM. As organizations which are familiar with the impact of traditional WOM, have started to understand the influence of eWOM, they have responded through a variety of social media strategies in supporting their brands, products and ser-vices. Scholars have started studying these eWOM influences and have tried to come out with variety of conceptual frameworks, models, and case studies to get a better understanding of these technologies. The growth and the speed of social media interactions, and a variety of innovative technologies and applications are making the study of such influences and their impact challenging. These frame-works and models are being contemporaneously evaluated and updated. Howev-er, there is lack of research on negative eWOM. In this study, the particular inter-est isin existing frameworks and models to study **negative eWOM** in leading social networks,and its impact on organization's brand, products and services. There are many case studies used to understand such impact and develop frameworks and prescriptive models, so organizations can respond to such rapidly and virally influ-

encing negative remarks about their brands, products and services. Authors in this study will research, document, evaluate and present the survey and models on the topic as input to the development of more effective models in the future.

Lessons Learned From Four Years of Using Social Media to Support Transition to Higher Education

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Abstract: Social media afford a wealth of opportunities within higher educational contexts. This paper shares lessons learned from four years of using social networking technologies to support students in their transition into higher education. For the past four years, the Learning Development Unit at Bucks New University has used a range of social media tools (Knight and Rochon, 2012; Knight and Rochon, 2013) to supplement and enhance existing pre-sessional face-to-face transition and induction activities for new students. Initially, these involved the use of a bespoke social media platform created in Ning. More recently, existing technologies have been used, including: Twitter, Facebook, Pinterest and Tumblr, as part of a wider range of welcome and induction activities. This paper reflects holistically on four iterations of this programme of social media usage. Drawing on research based on user analysis, questionnaires and interviews in juxtaposition with current theory, findings are expressed in terms of 'lessons learnt' and recommendations are made on the basis of experience for others interested in the use of social media for transitional and other educational purposes. An interest in establishing connections with other students was evident as was accessing practical information and engaging with subject-related issues and learning. Successful academic engagement was subject to certain conditions relating to staff presence and activity within the environment. However, connectedness and communication were found to be central to students' engagement with each of the transitional domains of social, practical and academic issues. While the use of a bespoke social media platform in initial iterations was motivated by reported concerns about protecting student privacy, the recent use of existing social media tools suggests that students may be less concerned about privacy issues than has been reported. Finally, students themselves should be actively involved as partners in the use of social media for transitional and wider learning and teaching purposes. However, simply being 'good' with social media is not enough to ensure its effective use: while a minimum level of technical and creative know-how is

important in students' ability to contribute effectively in projects of this kind, organisational and time management skills are of greater significance.

Keywords: lessons learned, social media, transition, higher education, students as partners

What are Iranians Doing in Global Social Media and why?

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Abstract: The present paper discusses the situation where social media are used in Iran and the reason for the situation. Iranians seem to be very interested in global social media. Facebook, Twitter, Instagram, WhatsApp, SMS and some other words are among frequently heard words in Iranians' everyday speaking. Although the youth are the largest user group of these social media, nevertheless these media are not limited to the youth, but are also used by the elder Iranians. Thousands of messages and photos are transmitted among Iranians daily, in spite of the fact that Iran does not seem to be good in terms of internet speed and availability. The slow and not-always-available internet in Iran is usually filtered because Iranian government considers some of its content unethical and harmful for the youth. Filter breaks are therefore used to make accessible the sites that are usually filtered. The paper, after briefing some materials on social media use in Iran, and individualism/activism in relation to social media, considers the sites such as Alexa; Annenberg School of Communication, University of Pennsylvania official site; and Innovation is everywhere website, well enough to be chosen by present authors to give a brief account of what Iranians are doing in global social media, and as the bases for analyzing in some detail the reasons for the present situation. Information such as most frequently used websites; membership statistics in sites such as Facebook, Twitter, Instagram, and the use of some other media such as Viber are described and analyzed. The emphasis will be placed on analyzing why the social media scene in Iran is so interesting compared to global scene.

Keywords: social media, Iran, Viber, Facebook, Twitter, Instagram

Predicting Influence of User's Twitter Activity

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Abstract: The micro-blogging social platform Twitter is being increasingly used nowadays for real-time sharing of news related to a wide range of events, such as elections, protests, disasters, and other news-intensive incidents. In the recent past, the social activity of twittered with sympathies to different political causes has played a major role in several well-known socio-political events, such as the Arab Spring. In a different context, users' twitter feed has helped in a humanitarian disaster relief and rescue in the wake of the 2012 earthquake in Japan. Vast amounts of real-time as well as historical twitter data can be analysed to monitor targets of interest, identify trends in twitter activity, and predict actions on them. In this paper, we consider a case study related to the on-going large- scale and prolonged anti-government protests marches and demonstrations organized by PTI (Pakistan Tehreek Insaf). We analyses the data on twitter activity to identify key hash-tags and propose a model to identify key influences resulting from user's tweet activity.

Keywords: social media, Twitter, social network analysis and mining

Exploring the use of Facebook in the Classroom: A Malaysia Case Study

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Abstract: With the evolution of social media, including major social networking sites that came into existence in the 21st century, social media has burgeoned into one of the most used channels of communication in the society. As it becomes well recognised for its potential as a social communication channel, recent years have witnessed an increased interest of using social media in higher education. The Social Media Survey 2013 by Pearson shows that 41% of higher education faculty in the U.S. population has use social media in teaching in 2013 compared to 34% of them using it in 2012. The survey results also show the increase use of social media for teaching by educators and faculty professionals because they see the potential in applying and integrating social media technology to their teaching. Many higher education institutions and educators are now finding themselves

expected to catch up with the world of social media applications and social media users. This creates a growing phenomenon for the educational use of social media to create, engage, and share existing or newly produced information between lecturers and students and among students. However, the use of social media technologies in higher education is not an easy and straightforward process. Some educators perceived social media tool as an effective educational platform, some perceived that it was not useful at all. Some claimed that it allows them to make the classes more interactive, and some stated that the use of social media can help or hinder the achievement of student learning outcomes. Although there is a growing body of empirical research on the use of social media in higher education in the developed countries, there is not abundance in literature in Malaysia context. This study aims to examine the educational use of Facebook by lecturers and students in a private university in the Klang Valley, Malaysia, and to gauge their attitude towards adopting Facebook in the classroom. The research objectives include 1) investigating the use of Facebook for teaching and learning as well as a communication tool between lecturers and students, and 2) exploring the perception of lecturers and students on the usefulness and ease of use of Facebook in the classroom. Using both qualitative and quantitative research methods, this study will achieve two objectives set and the outcome will provides useful insights for academics interested in using social networking sites for teaching and learning and for researchers interested in pursuing social media in higher education research.

Keywords: social media, Facebook, higher education, private university, Malaysia

MediaLit: Engaging Faith and Media in a Digital age

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Abstract: MediaLit is a week-long conference held at St John's College (Durham), designed for those training for Christian leadership and those already engaged in Christian ministry. The course explores Christian ministry and the media, encouraging media literacy amongst those who (will) hold public positions within and related to the Christian church. This intensive conference, deliberately kept small, has attracted 18-30 delegates per year since 2010, with delegates including ministerial students, ordinands, ministers, media professionals and diocesan and district communications officers. The course addresses media as a whole, including mass media, broadcast media, social media and community media. Delegates are reassured that they do no need to know how to 'do technology' to partake in the course, but are encouraged to engage with the learning opportunities provided via social media, through both discussion and practice. For the last five years, a hashtag based Twitterfall (wall of tweets) has run in the sessions, which has en-

couraged a large number of delegates to develop their own (on-going) Twitter profiles, as well as conversation as to the nature, purpose, benefits and drawbacks of both the Twitterfall's presence in the classroom, Twitter's reach beyond the classroom, and what this means more widely about digital culture, and our contemporary age. The overall structure of the programme is focused upon learning and teaching outcomes. Students are expected to gain an understanding of media theory, theology, and practice within a digital age through interaction, participation and engagement, especially facilitated peer-to-peer conversation. The majority of students are mature students with life experience from a range of sectors to share. Using an andragogical approach, the learner's background is viewed as an essential component to both what they learn, and what they can contribute to the cohort's learning. Feedback from 2014 included: If you want to be challenged in your thinking; be at the cutting edge of thought in media literacy, experience discussion and practical sessions on creativity and broadcasting you need to be at MediaLit15! Social media also offers scope beyond the immediate classroom, including live blogging sessions as reflective practice and/or to reach a wider audience, opportunities to collate outputs via Storify or Epilogger, lists of wider reading and films, and the opportunity to continue conversations for group alumni via a Facebook group. This session will reflect upon the course, and how it has developed in order to provide the strongest learning outcomes for each cohort, as media continues to change.

Keywords: social media, learning and teaching, mature learners, digital age, CPD

Investigating the Reasons of Hiding Personal Relationships in SNS

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Abstract: This paper investigates the factors that influencing the non-disclosure of personal relationships in social network sites (SNSs). Previous research mainly focuses on identifying the hidden relationships using data mining techniques, but none of them explain the rationale behind this behavior. In this study, this behavior is explained using the psychological and impression management theories. Psychological factors such as risk perception, privacy concerns, and crime psychology with guilty conscience as well as the others' impression towards the SNS account owner are considered. A questionnaire survey with 85 samples is administrated. The result shows that impression management and risk perception are the key reasons of the hiding behavior. People are quite concern about their own image in general.

Keywords: social network site (SNS), nondisclosure relationships, impression management

Request 4 Learning: A Connectivism Inspired Social Media Learning Environment

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Abstract: In this paper we will present the theoretical framework for learning with social media, core concepts of the developed tool Request4Learning, the social media interactions that are used to stimulate connectivism-based learning and present the results of the conducted evaluation. So far comparatively few attempts have been made to use social media concepts to enhance collaborative learning and active resource creation. Therefore we created the prototype Request4Learning, which is a web-based social media community and learning platform. Its didactical concept is strongly inspired by the Quest to Learn concept used in a prototype school in New York, USA. The game-based concept behind provides pupils with missions, which they can take over and try to accomplish. Missions cover several subjects and are structured into smaller quests. In this concept, the teachers become mentors and learning is characterized by highly individualized activities. Our proposed Request4Learning social media application provides a community platform where users see an overview about activities related to the currently active missions that are offered by the system. The quests of missions can be of different types. These types are didactically inspired and range from material collection to jigsaw sessions. Users can share web content or type solutions to quests, can see, vote up, vote down and comment others' solutions thereafter and earn badges in the end, if their solution got the most votes. Teachers can create missions, quests and badgets and manage the user accounts. In general, users gain points for each activity. Leaderboards present most active users and/or badge owners. Overall, such modern social media-based learning environments may be able to change the way learning and teaching takes place in a connectivism-inspired environment. Students of an international class used Request4Learning during a full-day seminar and were offered with two missions. Each mission consisted of several quests for resource collection. Thus they were strongly involved in searching the web for resources and answers and commenting, voting and discussion the results within Request4Learning (and within class). The evaluation results show strong acceptance of the system and give hints for future research.

Keywords: Quest to Learn, user-generated content collection, Request4Learning, CSCL, connectivism, learning quests

Developing the Social Media Value Chain: A Conceptual Framework for the Measurement of Social Media

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Abstract: While social media continues to grow, the greatest challenge for companies remains measurement; few companies are able to show the impact of social media from a qualitative or quantitative perspective (Hoffman &Fodor, 2010; CMO Council, 2014; Valos, et al, 2014). Literature suggests this challenge is partly due to the lack of strategy and objectives as well as a lack of understanding around the value of social media. The purpose of this research is to develop a social media value chain that will ultimately provide companies with a conceptual framework to measure and evaluate social media. Through a review of social media and traditional marketing measurement frameworks, the report advocates a value-based approach to performance measurement. Using a two round Delphi approach, 18 social media experts from Johannesburg and Cape Town were interviewed to develop the social media value chain. Near consensus was reached by the panel of respondents, accepting the social media value chain framework. The social media value chain framework developed from this study highlight the importance of three key areas: firm investments (customer engagement activities), community management (listening and online monitoring of communications by the social media community), and return (metrics to measure social media effectiveness). The framework also incorporates the integration of traditional and social media communications, and the drivers of success of social media campaigns. Findings from the research also highlight the shifting focus of social media programs from pure marketing to include relationship management and social business. The research confirmed the importance of setting strategies and objectives in order to measure returns including word of mouth, trust and loyalty and authentic business. While measurement of social media continues to evolve, the focus remains on customer engagement and building relationships through the use of social listening. Social media requires time and investment to maximise the value from social media and the final recommendation to companies is a 5-step framework to successfully implement social media into the business. This research is of value to both academics, who are seeking measurement theory methodologies to understand the intricacies of measuring the impact of social media, and to practitioners, who are striving to develop ROI measures of their investment in social media programmes.

Keywords: social media value chain, social media measurement, social media ROI, conceptual framework of social media, customer engagement, relationship building with social media

Digital Anthropology and Youth Culture in Favela Areas: Digital Activation in Cantagalo, Pavão and Pavãozinho, Rio de Janeiro, Brazil

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Abstract: This article is based on a research about youth culture and digital activation in the favelas of Cantagalo, Pavao and Pavaozinho - slum areas in Rio de Janeiro, Brazil. It focuses on digital activation as a socio-cultural mediation system. The theoretical perspective has been appointed as digital anthropology proposed as a sub-discipline by Miller and Horst (2013). The hypotheses is that digital culture is based on dialectic: the symbolic exchanges are processes that democratize social relations and produce negative effects as surveillance or social control. Another principle refers to its authenticity. In this sense we follow, Miller and Sinanan (2014) who broaden the debate with a theory of attainment when analysing webcam phenomena, and argued that the principle of mediation is an intrinsic condition of human beings. Our figures show that the quality of digital activation in the favela keeps a strong correlation with the cultural dynamics of the territory. We suggested that the favelas digital activation reveals a strong atmosphere of sociability, a sense of religiosity, a cheerful and relaxed lifestyle, and also shows the struggle against stigmatisation and the general opinion of the favela as a place of violence and marginality.

Keywords: social media and Favela (slum area), digital anthropology, Favela Museum, Facebook and favela, digital activism

Assessing Influence on Social Media: Reputation Risks in Networks

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Abstract: Assessing influence on social media is at the heart of a new trend in social media studies. Our paper is about assessing users' influence on social networks. We do it in the context of reputational risks. While getting additional followers may provide insight of an increasing popularity, it does not necessarily translate into a more influential position. Four metrics are studied in our paper: (1) the number of followers, (2) the number of messages sent by a unique user,

(3) the number of different users who have retweeted them and (4) the betweenness centrality. Our results suggest that the number of followers is an indication of what is considered to be influential, but no one can differentiate himself by following this kind of users. The number of messages sheds light on what can be described as noisy users. The third construct gives access to a more refined reputation value, which is based on the number of different users retweeting a message. From social network analysis, the last method provides privileged information to anyone following these users. These new methods of assessing influence on Twitter leverage the management of reputation risk for firms in a social media era.

Keywords: Twitter, social network analysis, reputation risks, influence on Twitter

Tweets and Scientific Conferences: The use Case of the Science 2.0 Conference

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Abstract: Microblogging activity as supported by Twitter has rapidly gained a lot of attention within the scientific community. For example, the organizers of scientific conferences started exploiting Twitter for various reasons, e.g., engaging customers via backchannel, or providing awareness support for stakeholders. We assume that there is no equal distribution of Twitter activity over time. Instead we argue that there are particular events or occasions that lead to peaks in the number of tweets. Clearly distinguishable peaks can be used by conference organizers to promote or announce information. This might be helpful because many people use Twitter during these moments and Twitter awareness is presumably high. Our testbed is the Science 2.0 conference which took place from 26th to 27th March, 2014 in Hamburg, Germany. 1,879 conference-related tweets (including retweets) were collected between 14.03.2014 and 14.04.2014. The tweets were analyzed separately: 1) for 153 registered conference attendees, and 2) for people that attended the conference remotely. We manually compared the complete participant list (email addresses and names included) with Twitter accounts which sent conference-related tweets. In total 822 tweets (68%) came from conference attendees versus 392 unique tweets (32%) from external contributors who were also more likely to retweet (24% vs. 74%). Additionally, we conducted a content analysis of all tweets by using a self-provided codebook that contained three classes: purpose of tweet, target of web link (if embedded in the tweet), and topical relation to "Science 2.0". The purpose of over 80% of the tweets was to share conference content or resources. Pictures and the conference website were the

most often tweeted link targets (65%). The top four content categories occurred in 11% to 15% of tweets and were "scientific working methods," "web topics," "projects & research programs," and "open science & open data" reflecting what the audience was most interested in. These results help to understand Twitter behavior regarding time and content, in order to support the construction of an algorithm for the automatic detection of important conference events to assist for the conference organizers needs. This study provides a threefold additional value: 1) conference organizers know when to announce important conference-related information to the audience via Twitter, 2) the first two classes of the validated codebook are transferable to studies in a similar vein and can be easily reused from the community, and 3) supports recording of user feedback to conference topics and highlights.

Keywords: Twitter, user engagement, conference backchannel, conference tweets, scholarly communication

A Content Analysis of Customer Support-Related Tweets

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Abstract: As Twitter has grown in popularity, there has been a massive growth in the number of organisations attempting to leverage the service in order to create a brand community (Zhang et al. 2011). The organisation-customer relationship on Twitter has been researched from many perspectives, for example how organisations use Twitter for marketing (Thoring 2011) or how an organisation's Twitter behavior affects user engagement on Twitter (Zhang et al. 2011). However, one area that has seen little investigation is the use of Twitter for customer support. Customer support is defined here as referring to the 'Range of services provided to assist customers in making cost effective and correct use of a product.' (WebFinance, Inc.). This paper describes an analysis of customer support Twitter accounts using the case study method. 38,976 tweets sent to the customer support Twitter accounts of 20 organisations from the United States of America, Europe and Asia were analysed. Accounts were chosen from organisations from a variety of domains including AT&T, Microsoft, Comcast etc. In order to determine what users are tweeting to these customer support accounts Named Entities and Hashtags mentioned in tweets were identified and examined. Named Entities were identified using the AlchemyAPI Named Entity Extractor, while hashtags were identified using a purpose-built program written in the Python programming language. The most commonly mentioned Named Entities were organisations and locations. The organisation that owned the customer support account was the most commonly mentioned organisation for the majority of the customer support

accounts. However, mentions were also found for organisations that offered complementary products/services. For example, HBO was mentioned in tweets to the Comcast customer support account. Favorable and/or unfavorable comparisons between the organisation that owned the account and competing organisations were also found. The location entities mentioned in tweets to an organisation's Twitter customer support were found to be influenced by the country in which the organisation was headquartered. This influence was strongest for national organisations, with the overwhelming majority of location entities being regions of the organisation's headquarter country. In multinational organisations this effect was less pronounced, with mentions for regions of the headquarter country being found alongside mentions for other countries and regions. The most frequently mentioned hashtags related to the organisation that owned the customer support account. These often consisted of a variation of the organisation's name e.g. #att, but in other cases referenced specific user issues, e.g. #throttling. This analysis provides insight as to how users use Twitter for customer support, and the significance of this use for organisations. The findings allow organisations to identify the factors that influence customer support-related discussions on Twitter. This information can be used by organisations to improve the quality of their product(s)/service(s).

Keywords: Twitter, customer support, named entity, hashtag

Research Information Management in Organizations: Researcher-Based Digital Shelves

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Abstract: Social network sites (SNSs) and digital libraries (DLs) are two significant phenomena of networked world, and combining them can improve information and knowledge management in the information explosion era. Participation of users and creation of collaborative content, that are characteristics of SNSs, are crucial elements that can open doors to self-managing DLs. Therefore, linking SNSs with DLs can lead to better managing digital information and knowledge resources and the goal of this paper is to define an appropriate model of this integration for organizational purposes. Generally, this linkage can be investigated from two points of views. The first one, which has been the dominant one, is to integrate SNSs features and capabilities in DL platforms. The second one, which has received less attention and this article is intended to highlight that, is to inte-

grate DLs features and capabilities in SNSs. The challenge of the first approach is that users' interactions and participation are low and the emphasis is mostly on delivering library services. On the other hand, due to the relatively increasing development of SNSs and positioning them as platforms, it seems features and functionality of DLs can be implemented in SNS platforms in an effective way. In this paper, the linkage between SNSs and DLs is studied through the second approach. Therefore, impacts of DLs on academic-oriented SNS platforms are investigated; accordingly, researcher-based digital shelves model for research information management is proposed. Advantages, limitations, capabilities, and challenges of this model are also discussed. These shelves can be used by organizations to enhance the management of their employers' explicit knowledge, such as articles, reports, books, etc.

Relationships of Student Experience and Student Characteristics in a Graduate-Level Flipped Classroom

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Abstract: The instructional design of flipped courses often require students to learn the course content in advance through the use of social media-based learning materials. To learn more about the effective use of this recent teaching approach, this case study measured some metrics on the instructional design of a flipped classroom, and used surveys on student experiences and student characteristics (such as thinking styles and locus of control), and evidences of learning using participants' reflection papers to determine any relationships among these factors. These relationships were analysed, and their impact on learning and instructional design that uses social media in flipped classroom was discussed.

Managing Your Digital Footprint: Possible Implications for Teaching and Learning

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Abstract: This paper introduces current research taking place at the University of Edinburgh, which examines students' use of social media and how they manage their digital footprint. The work engages all student cohorts (undergraduate, postgraduate and PhD, and including online students) and aligns with the innovative cross-University 'Digital Footprint' campaign (2014-2015) in order to conduct a systematic programme of research aimed at building our institutional and sectoral understanding of how students are managing their digital footprints, where such management is lacking, and what this might mean for future institutional planning to build student competence in this area. This paper will outline the rationale for this work, including theoretical and practical contexts and challenges associated with running a digital footprint (social media awareness) campaign on this scale, as well as providing some initial insights arising from activities to date. It will also look ahead to ongoing and future activities, including further research work and a planned impact analysis of the social media awareness campaign. The "Managing your digital footprint" campaign is a collaboration between the University of Edinburgh Institute for Academic Development (IAD), EDINA, Student Information Portals, Information Services, Careers Service, and the Edinburgh University Student Association. The research is funded under the University of Edinburgh Principal's Teaching Award Scheme and is being led by researchers from the IAD, the Moray House School of Education and EDINA. It is anticipated that research findings for this project will feed into University of Edinburgh policy, provide evidence-based guidance to colleagues with responsibility for embedding digital social media in learning and teaching, provide evidence to enable support services to meet students' needs and use of social media, and give a rich picture of the current 'state of play' among our diverse student body which will be useful equally for students and staff of the University.

Keywords: digital footprint, social media, students, managing digital footprint, social media risks

Social Media-Integrated Collaboration Systems for Business use

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Abstract: This paper presents a concept for integrating social media functionality into existing collaboration systems and using this functionality to also integrate the collaboration systems themselves. Social media functionality is used in the areas contents, contacts and communication to support knowledge sharing and knowledge maturing. Using a micro-service architecture, our concept allows for social media functionality in every collaboration system.Users benefit from a better overview due to a central activity stream with entries of all systems, as well as a consistent UI. They don't have to chose a certain tool but can use the desired functionality like rating, tagging or commenting everywhere. We further provide information about a technical implementation of the concept with popular open source software like Liferay and OpenXchange.

An Exploration of how Networked Citizens Play the Main Role in Outsourcing: a Method of Creating Digital Collections of Malaysian Cultural Artifacts

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Abstract: Since independence, not many of Malaysia's popular print publications such as magazines, newspapers, comics, books are recorded or stored extensively in the national archives or libraries. They are not accorded significance as historical records in Malaysia. Only in the beginning of 2010, the archiving of the popular print culture such as magazines and cartoons began to be collected but the collections mainly contain artifacts from the 1990s onwards. In some other countries, the popular print artifacts have gained recognition as important cultural artifacts and have been allocated their own space in libraries, national archives, and even in some museums. This is because through these historical print artifacts queries about the cultural histories and social evolutions may be discussed and answered. Preserving and archiving the popular print artifacts is a challenge in Malaysia. As pop-print artifacts are mainly considered as ephemeral artifacts, most of the early print has disappeared and cannot be retrieved even with the help of the publishers. Scholarly communities, concerned citizens, publishers and personal collectors

are beginning to be engaged in the efforts to resolve the problems associated in preserving these artifacts in another kind of common resource: digital archiving. Such information is a critical priority, especially for libraries and other institutions that have borne responsibility for collecting the country's elements of design, cultural and heritage records. This paper will first present an overview of Malaysia's archiving status and then will discuss a case study as example of the Malaysian popular prints. Finally, this paper will engage into further discussion in proposing the implementation of the crowdsourcing as an effective method to capture the missing information.

Technologies of Voluntary Servitude (TovS): A Post-Foucauldian Perspective on Social Media

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Abstract: This paper aims to offer a new theoretical framework for thinking surveillance and submission in social media. Two attitudes have been dominant in this context until now. In the first wave of Internet studies, academicians used to consider virtual environments as "technologies of emancipation". With the birth of the social web, scholars started to treat social media as "technologies of surveillance". Surveillance and Panopticism found breeding ground in Internet and social media studies. Our hypothesis is that this perspective, although interesting and valuable, is today unsatisfactory, because it fails to give an account of what we consider as evidence: despite an increasing critical literature, and despite the fact that people are more and more aware of the surveillance exercised by social media, not much seems to be changing in prosumer's (producers and consumers) practices. Our thesis is that this happens because individuals are not forced or cheated by the sociotechnical system, but rather they voluntarily submitted to it. In the first section, we are going to introduce La Boétie's notion of "voluntary servitude". According to a minimal definition, four aspects characterize voluntary

servitude: (1) *disadvantageousness* – submission is a form of uncertainty because it depends upon power's arbitrariness; (2) *abstainability* – if the serfs choose submission, than freedom is just a matter of abstention; (3) (*collective*) *subalternity* – servitude presupposes a condition of submission to a form of power, a submission that singles out a collective dimension; (4) *awareness* – the submission cannot be reduced to a form of deceit of the power or to a miscalculation of the subjugated. In the second section, considering the paradigmatic case of Facebook, we are going to make the notion of voluntary servitude operative in the context of social media.

Understanding Stakeholders' Expectations of Organisational Crisis Communication by Social Media

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Abstract: Due to the high levels of user interactivity and lack of control mechanism on social media (Coombs 2014), it is important for organisations to know how to communicate with stakeholders via social media as a crisis unfolds (Eriksson 2012). Since such communications can adversely affect organisational reputation if mishandled (Dean 2004). Gaining understanding of how stakeholders expect organisations to communicate on social media during crises can help organisations to communicate more effectively in crises. However there is little guidance from the literature to assist organisations in that regard. This paper explores the factors that stakeholders expect organisations to consider when communicating about a crisis via social media. The paper provides findings from a qualitative content analysis of 17000 Facebook and Twitter messages posted by stakeholders of seventeen large Australian organisations during crises over a twelve month period. The research findings suggest that stakeholders expect organisations to provide updates proactively and reply to their messages in a timely manner. They also expect organisations to be honest, take responsibility for the crisis, show understanding toward the affected stakeholders, be authentic and avoid deleting unfavourable messages to the organisations. The paper makes several key theoretical and practical contributions. First, it increases scholarly understandings of the use of social media for crisis communication. Second, it gives a better understanding to organisations about stakeholders' expectations of organisational use of social media during crises by identifying the factors that organisa-

tions are expected to consider in that communication. This can help organisations planning for appropriate social media crisis communication. Third, it contributes to the social media and crisis communication literature and responds to the call for more systematic studies in this area (Ki & Nekmat 2014). Key implications from the findings are discussed.

How SMEs Evaluate Their Performance in Reaching and Attracting Customers With Social Media?

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Abstract: Social media offers many opportunities to consumers and businesses. However, these opportunities, though promising, also bring challenges. How is social media used by smaller businesses? How will the results be analyzed? What is the return on investment? The need to prove the effectiveness of social media for smaller businesses is important. The purpose of this study is to research, through a multiple case study, how small and medium-sized enterprises in Atlantic Canada use social media to sustain their day-to-day operations and how they evaluate their performance in reaching and attracting customers with it.An additional purpose of this study is to examine the social media platforms used by these small and medium-sized enterprises to reach customers. Results from this research indicate that small and medium-sized enterprises in Atlantic Canada use social media to sustain their businesses in a variety of ways. Facebook is the primary social platform used by small and medium-sized enterprises as well as larger businesses. It appears that they encountered some problems in evaluating their ability to use different social media platforms. They also faced some problems in evaluating their performance in reaching and attracting customers with social media.

Determining the Receptivity to the Bluetooth Marketing by the Portuguese Consumer

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Abstract: With increasing technological innovation, the concept of marketing and its applications become more functional and wide. Today, we witness a steady growth in the development of mobile marketing campaigns, i.e., marketing campaigns targeting mobile devices (mobile phones, Smartphones, PDAs, tablets). Among the several mobile technologies available (Bluetooth networks, Wi-Fi, WAP, SMS service, MMS), Bluetooth seems to have the biggest potential for the least invasive consumer mobile marketing strategy. This study seeks to answer the question "what factors may motivate the Portuguese consumer to accept Bluetooth marketing?." We propose a conceptual model capable of investigating the relationships between the several responsiveness factors to Bluetooth marketing. The development of a set of hypotheses supported by an online questionnaire to a valid sample of 755 participants, demonstrates that there is a relationship between factors such as expanded knowledge of the technology, and Bluetooth marketing receptivity. Additionally, we find that the information value of mobile advertising messages, such as entertainment value and personalization, relates well to responsiveness. The ability to accept/dismiss promotional messages sent to mobile phones and other safety features also correlated well with Bluetooth marketing receptivity.

Social Media as new Arenas for Intangible Cultural Heritage

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Abstract: In 2003, recognizing the risks emerging from globalization and social transformation, the UNESCO decided to endorse the new label of Intangible Cultural Heritage (referred to as ICH onwards) in order to protect the practices, representations, expressions, knowledge, skills that communities recognize as part of their cultural heritage. By issuing the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, the UNESCO acknowledged the importance of oral expressions and traditional practices as well as the urgent need for their preserva-

tion.In order to ensure such preservation, the Convention called for an international system of safeguard, analogous to the one that, since 1972, had protected tangible heritage through the *Convention concerning the Protection of the World Cultural and Natural Heritage*. Yet, while granting intangible practices the same status accorded to material legacies, the UNESCO experts recognized that the two types of heritage require radically different preservation systems. Intangible heritage is, by definition, a living heritage, a heritage that is nurtured by the communities that initiated it and continue to recreate it over and over. Preserving the intangible heritage primarily entails assuring that such communities of practice both live and survive, a goal that calls for bottom-up and decentralized approaches.Consequently, one of the main issues that this Convention raised is the need for new preservation tools that are suitable for transcribing oral cultures by respecting their living and bottom-up nature.This paper presents a case study related to this topic, the Luminara Feast in Pisa (Italy). This study postulates that social media provide promising new solutions for the preservation of ICH by respecting the specific nature of such heritage. Indeed, these tools offer not only the possibility to gather different translations of a cultural element into a unique space of fruition (by respecting the 'bottom-up' nature of ICH), but also the possibility to leave transcriptions open for further transformation (by respecting the 'living' nature of ICH). Thanks to their multimedia, networked and shared nature, social media are expected to overcome two major problems in traditional preservation: the constraint of a top-down organisation such as that imposed by the heritage institutions, and the simplification and fossilization inherent to transcription.

Keywords: intangible cultural heritage, Web 2.0, web community, UNESCO, nomination

Personal Information Disclosure and Perceptions About Data Usage by Facebook

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Abstract: Usage of consumer data for marketing purposes is considered by companies to be a valuable business process, however recent technological evolution, and the web 2.0 phenomenon invites user-consumers to share personal information on a new level. Social Media usage continues toincrease. Facebook, for instance, surpassed 1.300 million active users in June 2014, with around 830 million accessing every day(Facebook, 2014a). To understand user perceptions about how their personal information is used and its impact on disclosure is a relevant challenge to understand the sustainability of such business models, which highly depend on personal information disclosure. In order to study the relationship

between perceptions and behaviour, a survey was carried out, which led to the collection of 519 individual responses. The results show that there is a massive lack of awareness of this process by Facebook users, and indicate that the perception that users have about data usage for marketing purposes negatively impacts on personal information disclosure. Furthermore, users who admit to be unaware of the information usage process, disclose less than those who believe that they know how it works. he more information is perceived to be used for marketing purposes, then the more users consider the negative factors. Those who believe that only some information is used, tend not to be influenced by Privacy Concerns, and only positive influencers were found for people who do not know whether Facebook uses information for this purpose. he results also suggest that business models that depend on users' information disclosure are dependent on users' perception of information usage for marketing purposes. Ongoing social debate on this subject could lead to greater consumer enlightenment about the use of collected data, which could well be a challenge to business goals.

Keywords: personal information disclosure, perceived data usage, social media self-disclosure

Social Media and Microblogging: Expanding Boundaries in MOOCs, Conferences and Content Curation

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Abstract: There is now a wide variety of forms and communication tools and online publication, which has built and nurtured what has been called, among other designations, the social web. However, many of these ways require a considerable investment of time and attention, both regarding the preparation / production of what is published and shared, as well as regarding the interaction (reading, viewing, scanning) of what is shared by other users. The advantage of tools or services such as Twitter or Pinterest or Scoopit provide has to do, on the one hand, with the relatively low investment of time and effort in terms of production and publication, and, on the other hand, with its good integration into mobile platforms (phones and tablets). The combination of these two variables contributes to lower the barriers to publishing and consumption of shared information, making both easily available and enforceable at anytime and anywhere. In terms of learning, these forms of publication and interaction expand and diversify the possibilities of content creation and interaction with these, as well as contribute to the development of a PLN (Personal Learning Network), through the connections that are established by these socialmediatools. Thus, these "forms"

or "formats" can withstand and stimulate in a very significantly way the emerging perspective of a ubiquitous learning largely based on mobile technologies. This paper is intended to present and discuss the results of research of three study cases concerning the the integration and use of social media and content curation tools - microblogging and Scoopit - in non-formal and informal learning scenarios related with higher education: a) an european MOOC - the iMOOC; b) an academic conference - myMPeL; c) a content curation scenario - Scoopit. In all the three cases, the results obtained show a great potential of social media, in general, and particularly the microblogging tools and content curation, for educational innovation in higher education settings, as it supports teaching and learning process, promotes interaction, engagement and social presence between the learners and activate collaborative learning, both in open and massive scenarios (MOOCs and Scoopit), and in blended and ubiquitous scenarios (conferences).

A Process Perspective on the Evaluation of Enterprise Social Software

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Abstract: Many organizations use enterprise social software (ESS) to support, for example, communication, knowledge and innovation management. Companies are increasingly realizing benefits and competitive advantages from using ESS. However, as with any other type of information systems (IS), assessing this value on an organizational level is an extensive challenge. Several models have been proposed to measure IS success. Many of these models disregard that IS success is not a static concept, but rather a temporary status which varies depending on its stage in the IS lifecycle. However, considering different success definitions at certain times in the lifecycle is crucial to produce significant results. In addition, IS theories, such as models for success measurement, are not one-to-one transferrable to ESS. The peculiarities of ESS have to be taken into account when it comes to develop valid measurement instruments. Consequently, the development of an approach with which to evaluate ESS, considering different stages of the ESS lifecycle on the basis of well-founded evidence still lies in the future. With our research we want to bridge this gap. Theoretically founded on the process theory of Soh and Markus (1995) and data gained from two qualitative studies our results are able to explain ESS success depending on the time within the ESS lifecycle. This process perspective assumes that ESS investments lead to organizational

performance through a chain of three processes: (1) Within the conversion process ESS expenditures are transformed into usable ESS assets. (2) The potential of assets to change work procedures is exploited in the ESS use process. (3) In the competitive process the ESS impacts that materialize during the ESS use process are exploited and, eventually, transformed into improved organizational performance. Our results can help to gain a deeper understanding of ESS success and its meaning in every phase of the ESS lifecycle. Indicators are identified with which to evaluate an ESS in a concrete organizational setting. Furthermore, measurement barriers are examined so that they can be considered in the planning. This study also has implications for future research since we were able to show how the process theory can be applied in an ESS context. The indicators identified in the study might serve as measures to quantitatively test its validity.

Keywords: enterprise social software, IS success measurement, system lifecycle, qualitative research, process theory

The Role of Visualisations in Social Media Monitoring Systems

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Abstract: Social-Media streams are constantly supplying vast volumes of real-time User Generated Content through platforms such as Twitter, Facebook, and Instagram, which makes it a challenge to monitor and understand. Understanding social conversations has now become a major interest for businesses, PR and advertising agencies, as well as law enforcement and government bodies. Monitoring of social-media allows us to observe large numbers of spontaneous, real-time interactions and varied expression of opinion, often fleeting and private. However, human, expert monitoring is generally unfeasible due to the high volumes of data. This has been a major reason for recent research and development work looking at automated social-media monitoring systems. Such systems often keep the human "out of the loop" as an NLP (Natural Language Processing) pipeline and other data-mining algorithms deal with analysing and extracting features and meaning from the data. This is plagued by a variety of problems, mostly due to the heterogenic, inconsistent and context-poor nature of social-media data, where as a result the accuracy and efficacy of such systems suffers. Nevertheless, automated social-media monitoring systems provide for a scalable, streamlined and often efficient way of dealing with big-data streams. The integration of processing outputs from automated systems and feedback to human experts is a challenge and deserves to be addressed in research literature. This paper will establish the role of the human in the social-media monitoring loop, based on prior

systems work in this area. The focus of our investigation will be on use of visualisations for effective feedback to human experts. A specific, custom built system's case-study in a social-media monitoring scenario will be considered and suggestions on how to bring back the human "into the loop" will be provided. Also some related ethical questions will be briefly considered. It is hoped that this work will inform and provide valuable insight to help improve development of automated social-media monitoring systems.

Social Media Within Business: Furthering the Maturity Model Discussion

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Abstract: Various maturity models exist for the use of social media (Kiron, et al., 2013) (Overby, 2012). However, this paper argues that they are not without limitation and draws from the strengths of two to present a new cohesive model. The purpose of this work is to develop a social media maturity model that represents the phases or stages of the use of social media and evaluates how organisations can effectively utilise social media to further their aims and objectives. Four objectives were pursued, namely to: Examine the main drivers for businesses engaging with social media; Critically evaluate literature related to maturity models as well as best practice for organisational use of social media to inform the proposal of a new maturity model; Investigate the current state of social media within businesses as well as the depth to which they are being used through the application of the proposed model; and recommend how businesses can apply the proposed maturity model and strategies for how they can progress through the various stages. To achieve these objectives an interpretivist, inductive philosophy was used to carry out an initial scan of the use of social media within the top 30 growing social enterprises as well as case studies with two of these organisations. We find that the primary objective for these organisations using social media is for improving engagement with customers and stakeholders. While the organisations that were selected were seen to be two of those frequently and effectively utilising these technologies and though there is disparity in the level of resources available to them, the work finds that both of these organisations mostly fall within the development phase of the proposed

model and areas for growth remain. Finally, recommendations are made for how businesses can improve their use of social media and are presented in the form of an additional model.

"There's Something not Quite Right About *not Quite Right*": The Role of Humor in Individual and Community Resilience in Crises

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Abstract: During emergencies and disasters, the safety of individuals and communitiesis paramount. In nations such as Australia, formal communications channels have traditionally been the key or official information source concerning the crisis. Yet information delivered via these channels is not only unidirectional, it can also lag behind the fast-paced changes in the crisis situation. By contrast, informal 'backchannel' communications assist those 'on the ground' in gathering and disseminating crucial up-to-the-minute localised information. Social media is one technological conduit that has been utilised for the multidirectional sharing of backchannel communications. Further, social media is the site at which formal and backchannel communications are now becoming blurred. An examination of the use of social media use during crises can give insight into personal and community resilience in times of disaster. This paper examines a particular case study posted on *Facebook* during an earthquake in south eastern Australia. It exemplifies the use of humour as a positive psychological trait in coping with stress during a crisis situation. This paper adds to the field of social media for public safety, and to resilience in dealing with trauma and crises.

The Valuation of Social Media Public Companies: There is a Method to this Madness!

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Abstract: The valuations of exchange listed social media companies have for long defied established corporate finance metrics and (in many instances) common

sense. Besides highlighting theoretical and practical challenges related to valuing social media companies, this paper revisits the valuation metrics of all the global social media companies making up the most established social media benchmark (the Solactive Social Media Index, "SOCL"). The paper also reviews the investment case for social media against the backdrop of other equity markets. Thus far, global social media stocks have underperformed both the broad U.S. equity index (the Standard & Poor's 500) and its technology subset (the NASDAQ Composite), while demonstrating a relatively high degree of volatility. Despite ongoing convergence with the broad U.S. equity universe, SOCL's valuations indicate substantial premia over the Standard & Poor's 500. This leads us to believe that any successful investment strategy focused on social mediashould be highly selective (based on stock picking rather than composite exposure to the industry).

Technology-Push and Need-Pull of Online Social Network Citizen Engagement on Instagram Crowdsourcing

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Abstract: The emergence and popularity of online social network platform has greatly transformed the way businesses work in terms of collaborations, communications and crowdsourcing with the boom of Web 3.0 technology. Crowdsourcing is regarded as voluntary participative group behaviour engaging in company activities within online social networks. Previous studies have identified some basic characteristics of crowdsourcing initiatives including defined crowd, clear goal, benefits received by the crowd, online task assigned process and more. However, motivation for such participative behavior is still not well researched. Finding the right type of motivation in order to establish this behavior is essential for the success of crowdsourcing. Two primary motivation categories described in the literature are extrinsic and intrinsic motivation. To understand this requires an exploratory study that discloses the psycho-social motivations of crowdsourcing, since currently there is no established unitary and shared knowledge on consumer engagement on crowdsourcing or is referred as online social network citizen (OSNC) in this research context. For this research, crowdsourcing is examined through the Instagram platform. Instagram is an online mobile photo-sharing, video-sharing and social network service that enables OSNC to take pictures and videos, and share them on Instagram as well as on other social networking platforms. Instagram's simple design allows images and short videos to fill the screen

with nothing to clutter the experience of viewing. Similarly, images and short videos of brand posted on Instagram gives equally compelling visual experience that inspire followers to share, post comments and encourage conversations. Instagram taps into the collective intelligence of their followers, the followers receives benefits from crowdsourcing in terms of personal and social recognition. In this regard, this research will explore on motivating factors underlying OSNC behaviour on crowdsourcing. This research will help with understanding relationship building between the consumer and the brand through crowdsourcing, and in return adds value to the brand in long run.

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Using Social Media for Supporting Decision-Making in Managing Public Relations: The Case of Abu Dhabi Police

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Abstract: Social media are increasingly becoming platforms of choice for communication among people, and hence organisations are interested in engaging with the public through this form of media along with the use of analytics to gain information from such engagements to be able to make more informed decisions. Yet, organisations are missing on realising the full value from using social media to support their decision-making processes. In this paper, we report on part of a research into a practical framework for using social media to support decision-making processes, specifically in public relations as the domain of practice. The research is carried out in collaboration with and the full support of Abu Dhabi Police (ADP) Department, United Arab Emirates. The data collected is based on a survey questionnaire to assess experience of the public in Abu Dhabi with the use of particular social media such as micro-blogging using Twitter for example in engaging through public relations with ADP and their views and expectations on how decision-making processes ADP benefit from their engagements. The research uncovered key concepts and insights into how Abu Dhabi Police can realise benefits from social media. These concepts and insights are further compared and contrasted with those identified by other researchers and practitioners to develop a practical framework for using social media in supporting decision-making processes in organisations within the domain of public relations. The research contributes to both theory and practice through offering a practical, validated framework for using social media in supporting decision-making processes in managing public relations. The framework addresses a gap in the literature for research into using social media in supporting decision-making processes particularly in managing public relations. In addition, the framework offers police organisations practical directions from our application of a target operating model using social media as a tool for supporting decision-making in managing public relations.

Fashion in Actions on Social Media – Spanish SME Fashion Brands Case Studies

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Abstract: Fashion is one of the most vibrant sectors in Europe and important contributors to the European Union (EU) economy. In particular, Small and Medium Enterprises (SMEs) play a major part in European fashion industry (EU 2012). Just like fashion, where people´s style has inherently meant to be shared as it is foremost a representation of one´s self-image, social media allow the reflection of ones' personality and emotions. Although fashion practitioners have embraced social media in their marketing activities, it is still relatively few known at an academic level about the specificities of fashion industry when approaching social media marketing (SMM) strategies. This study sets out to explore fashion companies' SMM strategy and its activities. From an exploratory approach, we present case studies of two Spanish SME fashion companies, anonymously named hereafter as Company A and Company B, to deepen our understanding on how fashion brands implement their SMM strategy. Company A offers high-end fashion products while Company B produces medium fashion products. We analyzed the case studies using qualitative (interviews to companies' executives) and a mix of qualitative and quantitative (content analysis of companies' social media platform) methods. Public posts data of both companies' Facebook brand pages were used to perform the content analysis. Our findings through case studies of the two companies reveal that branding-oriented strategic objectives are the main drivers of their SMM implementations. There are significant differences between both companies. The main strategic action employed by Company A is engaging customers to participate into brand's offline social gathering events by inviting them through social media platform, while Company B focuses its effort on posting product promotion related contents and engaging influencers such as fashion bloggers. Our results are expected to serve as a basis of further investigations on how SMM strategy and strategic actions implemented by fashion brands may influence marketing outcomes.

Keywords: social media marketing strategy, social media marketing activities, social media marketing action, SME fashion

Evolving Sounds: Exploring the Relationship Between Enterprise Social Networks and Employee Voice

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Abstract: This paper examines the role of the Enterprise Social Network as an enabler of employee voice and argues that established conceptualisations of voice have limited explanatory power in the online arena. This is because traditional concepts focus primarily on one- or two-way communication up and down the organisational hierarchy and tend to overlook the multidirectional nature of Enterprise Social Networks. These networks impact on the development and expression of individual (and collective) voice in the workplace, but the pace of technological development has outstripped academic research on its implications for employee voice. There is therefore a pressing need to re-evaluate our conceptual approach. Only by reconstructing employee voice to take into account peer-to-peer communication will we be able to advance our understanding of the role of the Enterprise Social Network as a mechanism for voice from both an academic and practitioner perspective. The Enterprise Social Network is an emergent phenomenon which has huge potential to transform workplaces by changing the way employees collaborate, communicate, organise work, and voice their opinions and expectations. Employees' increasing desire to use social media in their working lives means that over the next few years many organisations could be wholly reliant on their network, with the platforms becoming as essential as telephones and email. Yet since McAfee's seminal paper (2006) on Enterprise 2.0 there has been a lack of research in the area. This paper draws upon extant literature in both Enterprise Social Networking and Employee Voiceto propose a framework which reconceptualises employee voice as a multidimensional, multidirectional conceptand provides conceptual clarification on its link to Enterprise Social Networking.

Keywords: enterprise social networks, employee voice, Enterprise 2.0, knowledge-intensive work

Building Context-Rich Mobile Cloud Services for Mobile Cloud Applications

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Abstract: Today's mobile applications require more computational by intensive capabilities such as natural language processing, computer vision and graphics,

machine learning etc. These demands cannot be met just by production of more powerful mobile devices. Therefore, mobile applications will have to become more personalized, context aware, and able to recognize not only the location of the user, but also their cognitive preferences. To support these demands, the future mobile computing applications will be built in environments that provide a set of context-rich support services. These applications will leverage the mobile and cloud computing technology in order to deliver mobile cloud applications or mCloud applications. Developers will use these context-rich support services as building blocks to realize a large class of basic mobile cloud services or mCloud services in short. Therefore, the main contribution of this paper is to propose a model of context-rich mCloud services that can support the development of mobile cloud applications. The proposed model will be verified by many use cases identifying the most appropriate services to generate custom-made multimedia output. The essence of the proposed model will consider the different aspects and influencing factors that are part of the Quality of Experience (QoE) process and metrics.

Keywords: mobile cloud applications, context-rich services, mobile cloud services, data mining

Field Disruption Through Emerging Online Media

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Abstract: This paper builds on the notion of "Tech bloggers" (Vaast, et al. 2014, p.2) as an emerging actor category within online environments where they "create and disseminate news, opinions, reviews, advice, and other information developments via the internet using blogging and associated technologies". The main objective is to examine the ways in which they create content in order to assess how they promote and build their reputations online. Berger & Ieyngar (2013) identified significant implications between online communication channels which are still underrepresented in research. Schmidt (2007) claimed that a limitation of most studies is the incorporation of technical aspects in the examination of online communication. Consequently, this study tries to empirically examine what is new and different about them with a focus on their platforms and resulting activities. Due to the prominent focus of content analysis in existing blog studies, this study focussed on actor's practices by integrating a qualitative research approach. With a purposive sample based on audience size and a clear focus on consumer electronics, this study aimed to get a further insight into the practices of these emerging actors. A total of ten bloggers have been interviewed resulting in fifteen in-depth interviews. The study investigated the communication process in three levels (sender, message and channel) where it has been found that actors emerged out of traditional practices such as involvement or product knowledge.

They form a new form of expertise due to their transformation from information replicators to information producers. Thus, they cannot rely on existing sources and have to develop own metrics to justify their evaluation. As part of expertise development we see actors as a judgement device resulting in a development of practices to form arguments in which those aggregated arguments are then summarised as a judgement.

Keywords: eWOM, new media, blogs, influencer marketing

A Mixed Methods Research Scheme for Identifying the Contextual Success Factors of Social Network Sites

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Abstract: Social network sites (SNSs) are especial kinds of virtual communities that can provide a space, of specialized and professional type, for researchers and academics. Due to the widespread use of these sites for different purposes, each country has developed local social network sites, considering the context and user of these SNSs. Anjoman is one of these sites, which has been created in Iran with the purpose of synergizing scientific interaction and communication among researchers across the country. Due to the contextual nature of the implementation of information technology applications, it is essential to understand the factors that would affect the success of social network sites in some real-life contexts. Adopting an exploratory case study and survey, this study aims to explain a mixed methods research schema to explore factors affecting the creation and success of Anjoman as the major SNS of researchers and academics in Iran. This article reports on the design and process of this study as a work in-progress. This study can be of value to the researchers who are willing to contextually conceptualize social network sites, in general, and professional and academic social network sites, in particular, and to identify contextual factors affecting their success.

Keywords: social network sites (SNSs), success factors, contextual research, mixed methods research, exploratory case study, survey

Personal Learning Networks as Emerging Environments in a Researchers' Community

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Abstract: With the evolution of the internet, the Web 2.0 is a platform for creating, sharing and constantly modifying content, facilitating interaction, communication and networking. This evolutionary phenomenon has changed some fundamental aspects in how individuals act and behave in a network: how they connect, interact, share information, socialise, learn and work. Within this background, there are several emerging environments that define new practices and behaviours of individuals in an academic context. Furthermore, the Web 2.0 and social media has an increasing use by the academic community - teachers, students and researchers - to create, stimulate and expand learning informally, even when knowledge is acquired in a formal context. This research project addresses issues related to researchers' digital identity in the field of Online Distance Education and eLearning and their Personal Learning Environments, regarding the creation, management and dynamics of the Personal Learning Network (PLN) of each member in a community of researchers. To effectively contextualise the problem, the study involves the analysis of three concepts: digital identity, personal learning environment and personal learning network. It seeks to answer the following main question: How does the researcher create, manage and stimulate his/her digital identity to build his/her Personal Learning Network (PLN)? We intend to address the following objectives: To identify the PLN of researchers in a research community, in order to identify how they handle its creation, management and dynamics; To identify the researchers' digital identity; To define how researchers identify and create the online relationships for their PLN; To identify the structural factors that enable a collaborative learning through a PLN. The methodology involves the combination of two research paradigms - quantitative and qualitative - and social network analysis (SNA), based on the objectives and research questions. Initially, a questionnaire will be applied to the researchers who are members of the doctoral programme in Education, Specialisation in Distance Education and eLearning at Universidade Aberta – Portugal. A second phase will be carried out using a Social Network Analysis methodology, to obtain a representative group of each edition, in the number of three representatives per edition. This SNA will be based on the answers given by researchers to the questionnaire, specifically on the issues addressing the Web 2.0 tools used and the social networks where they are more active. Thus, the social networks of the selected researchers will be analysed through suitable SNA software. A third stage includes a semi-structured interview to the group of the nine selected researchers, with the objective of deepening some themes addressed in the questionnaire and the collec-

tion of data from their PLN. Learning is usually associated to a formal context and institutional platforms, but in the digital age, where there is a strong participation in the web and researchers seek to connect among them and with experts in their field of interest, learning at an informal level can be promoted. Thus, the contribution of this study is to understand how researchers create, maintain and stimulate their PLN.

Predicting With Twitter

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Abstract: Twitter is an extremely popular microblogging website where users read and write millions of short messages, each one containing a maximum of 140 characters. With more than 500 million users as of December 2014, this social network generates millions of messages (known as *tweets*) on a wide variety of topics every day, ranging from personal information to political opinions or social events information, providing an enormous and varied collection of data freely available. Twitter has been considered by many researchers an optimal data source to be used in studies related to text and data mining, sentiment analysis and opinion mining in social networks, looking to extract from user messages useful knowledge to apply to big data problems. One of the most popular lines of research among the variety of studies related to Twitter is the use of messages of this social network as data sources to predict offline events (phenomena that happen outside of the social network). In this particular line of research, tweets related to a particular topic are collected, preprocessed and then used, after some data and opinion mining techniques are applied, as input to some prediction models, alone or with data coming from *traditional* sources such as statistics databases.This paper presents a review of the current state-of-the-art of this specific line of investigation, focusing its analysis on the prediction of the following five events: political elections outcome, crime risk prediction, disease spread and syndromic surveillance, stock market forecasts, and prediction of the outcome of National Football League (NFL) games. The use of Twitter in the prediction of these problems will be described throughout this paper, results obtained in several researches will be analyzed and conclusions will be extracted from these results to give a global view of the current state of the use of Twitter for prediction problems.

User Generated Content and the Changing Business Environment

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Abstract: Social Media [SM] and User Generated Content [UGC] are rapidly and ubiquitously shifting power into the hands of the end consumer. Literature has so far captured the impact as isolated variables,[For e.g. Impact of 'Electronic Word of Mouth [EWOM]' on Sales; 'Facebook (FB) Like' on Consumer Behaviour], thus presenting a fragmented understanding which we attempt to consolidate, by asking the question: 'What dimensions of change are being observed by organisations, due to the advent of Social Media in general, and the power of UGC in particular? We analyse the impact under three categoriesnamely: Changes to organisationalContent, Changes to organisational Business Processes and Changes to organisational Business Model components. We test the categories empirically using qualitative case study methodology. Our findings unsurprisingly reveal that organizations view Social Media as an opportunity to be exploited. In particular, marketing function is the most extensive user of SM, though currently most SM initiatives are being conducted in parallel to regular activities. UGC, which is the heart of SM, is being tapped through a three stage process, wherein customer facing processes and transactions are found to be impacted the most due to changing customer preferences. On the content front, on the one side, UGC provides customer engagement and an access to a gold mine of ideas, on the other, it challenges organisations in churning out daily content, keeping the social conversation continuous and interesting, and making use of customer networks to spread and share the content. Capturing and interpreting varied new types of content is becoming common place but linking this understanding to organisational outcomes like profitability and cost are yet to be resolved.

Keywords: social media, user generated content, business process, business models, change, integration

Synthesising NGOs' use of Social Media in the Context of Development

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Abstract: This paper provides a short literature review on the organisational use of social media by NGOs in the context of international development. How social

media is used in the area of development is a key issue for development NGOs. The key concepts addressed in the literature review are: social media as forms of Information and Communication Technologies (ICTs), concepts of international development, and the context of NGOs operating in international development. Together this encompasses the research subject of social media for development.

Crisis Communication by Police Through Twitter: Effect of Message Tone and Content on Message Acceptance?

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Abstract: This study aims to provide insights in how the police can optimize crisis communication through Twitter in order to fulfill the needs of people at risk. The police is tasked to secure the safety of citizens and is therefore generally involved in the crisis communication process. Crisis communication aims to normalize a threatening event and its success depends on different message aspects, including tone (formal vs. informal) and content (informative vs. non-informative). These factors were included in six designed police Twitter timelines, each with tweets incorporated concerning a simulated crisis. 213 participants evaluated the timelines on a general level as well as for different attitude components. Our results show that participants had no clear preference for a formal or informal tone of police tweets during crises. However, when participants were specifically asked about tone, the informal timelines were evaluated significantly higher. Further, timelines with exclusively informative tweets did not score lower than timelines with combined tweets. Thus, informative timelines seem equally satisfying than informative as well as emotional-supportive timelines. However, exclusively emotional-supportive tweets were evaluated more negatively. Finally, results show that message content has a stronger influence on different evaluation aspects than the message tone. These findings provide guidelines for the police and their crisis communication strategy through Twitter.

Master's Research Papers

Facebook has Been Smacked Down. The Russian Special way of SNSs: Vkontakte as a Case Study

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Abstract: Nowadays, Facebook is the standard in the social network world but not in Russia and nearby countries. Here, Vkontakte, the domestic social network service (SNS), dominates. What are the reasons for this success of the regional SNS and the failure of the global giant? We are going to answer this research question while we empirically studied both social network services, Facebook as well as Vkontakte, among Russian users. This investigation applies the Information Service Evaluation (ISE) model in terms of perceived information system quality and the systems acceptance of both SNSs. The ISE model is a modified version of the Technology Acceptance Model (TAM), the DeLone and McLean model as well as the Jennex and Olfman model. There are a lot of studies that use these true „classics," but no research has evaluated these SNSs and their acceptance in this context. The theoretical framework of our study is the ISE model, because it entails all aspects of the other models and adds some crucial aspects as e.g. impact and diffusion (including network effects). Therefore, the main purpose of this study is to explore the reasons of success or failure of the SNSs, Facebook and Vkontakte, and the perception of their quality defined among Russian users. The evaluation of both SNSs ultimately results in a discovery of some useful factors for the following marketing strategy on the Russian SNSs´ market. We found out that Vkontakte is perceived as more useful than Facebook, is much more trustworthy, and more enjoyable to use. Furthermore, the study highlights that it seems to be impossible to set up another SNS on the Russian network market nowadays.

Keywords: SNS, TAM, ISE, perceived quality, acceptance, Facebook, Vkontakte, case study, Russian users

Somebody That I Used to Know – Unfriending and Becoming Unfriended on Facebook

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Abstract: Using social networking sites (SNSs) such as *Facebook,* it is very easy to become friends with lots of people. But as easy as making friends is the act of unfriending (or defriending): you just have to click on Facebook's "Unfriend" button. This paper highlights the role of unfriending in connection with emotions and reasons for unfriending others and being unfriended by someone. It also concen-

trates on contact avoidance after the unfriending act. At first we determinate the online and offline reasons which lead people to unfriend some of their Facebook friends. Unfriending seems to have a negative effect on the emotional response of individuals. Based on this fact, the emotional response of the individuals who were unfriended and those who unfriended others was investigated. It was also researched if the emotional response is dependent on the length of a friendship, the number of friends and the type of friend. Some unfriended Facebook users tend to avoid contact with this person. Based on this phenomenon the act of contact avoidance was researched, to see whether individuals avoid future contact with the person who they unfriended or by whom they were unfriended. For exploring our research questions, 2,201 individuals with Facebook accounts completed an online survey. The survey link was posted on different Facebook groups. The investigation revealed that too many posts, frequent game requests and unimportant topics are the main online reasons for unfriending someone. Offline reasons for unfriending someone on Facebook are alienation, personality and abuse of trust. Generally, people do not mind when they are unfriended by a person they consider as "unimportant friend". However, participants stated that they mind being unfriended by a person they consider as "important friend" and often felt surprised, offended and bothered in those situations. The emotional response depends on the type of friendship (important vs unimportant friend) and the length of their friendship. The active unfriending action (unfriending others on Facebook) triggers more positive emotions than passive unfriending (being unfriended). Those who unfriend others feel neutral, safe in their privacy, free and relieved. The contact avoidance of victims of passive unfriending is similar to individuals who unfriend actively. Most survey respondents stated that they do not care about meeting former Facebook friends after unfriending.

Keywords: Facebook, unfriending, emotional response, contact avoidance, unfriending reasons

The Narrative Configuration of Identity Through Social Media: An Empirical Example

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Abstract: The aim of this paper is to present a philosophical inquiry about social media and the configuration of self-identity. The analysis will make use of narrative methods to interpret social media mechanisms, showing the usefulness of the narrative approach in describing processes of self-representation on social media. We claim that, by providing occasions of self-exposition, the Internet triggers

practices of writing and rewriting personal identity in a way that is consistent with classical theories about *narrative identity.*

Non Academic Paper

Understanding Health Behavior Using Social Network Analysis

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Abstract: Health of a person plays a vital role in the collective health of his community and hence the well-being of the society as a whole. But, in today's fast paced technology driven world, health issues are increasingly being associated with human behaviors – their lifestyle. Social networks have tremendous impact on the health behavior of individuals. Many researchers have used social network analysis to understand human behavior that implicates their social and economic environments. It would be interesting to use a similar analysis to understand human behaviors that have health implications. This paper focuses on concepts of those behavioural analyses that have health implications using social networks analysis and provides possible algorithmic approaches. The results of these approaches can be used by the governing authorities for rolling out health plans, benefits and take preventive measures, while the pharmaceutical companies can target specific markets, helping health insurance companies to better model their insurance plans.

Keywords: health behaviors, social network analysis, directed graph, breadth first search

Work
In Progress
Paper

Social Media: A Paradox for Increasing European Community Preparedness

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Abstract: Social media (SM) is widely recognised as a tool for improving the immediate response to large-scale disasters. Increasingly, SM is being used by authorities across Europe to increase long-term community preparedness and enhance response capabilities. However, there has been a lack of discussion concerning the challenges of using SM to increase preparedness. This paper addresses this gap by examining SM's potential to increase community preparedness for terrorism related incidents. The authors draw on a case study focusing on community preparedness for terrorism developed for the TACTIC (Tools, methods And training for Communties and society to better prepare for a Crisis)project. The case study examines the complexities of increasing community preparedness for terrorism, compared to other types of hazard. Whilst increasing community preparedness for natural hazards through SM is more straightforward, this paper discusses how human intent, uncertainty and fear associated with terrorism presents challenges for using SM to increase community preparedness for this type of risk. Highlighting the paradox in SM's application to increasing community preparedness for terrorism, the authors argue how SM could also simultaneously increase the risk of future terrorist attacks by acting as a tool for terrorists to achieve their aims. This paradox should be addressed by authorities when using SM to communicate the risk of terrorism.

Keywords: social media, community preparedness, risk, terrorism, emergency management

Cross-Cultural Perspective on Customer Engagement With Firm-Generated Content on Social Media: The Study of Nordic and Eastern-European GLOBE Clusters

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Abstract: With many companies failing to engage their customers on social media, this study aims at developing a deeper understanding of the role of culture in customer engagement on social media. As studies of this phenomena are still relatively sparse, the study has explorative and qualitative character and will lead to the propositions regarding how cultural dimensions influence customer engagement behaviour on social media, as well as, which appeals in firm-generated con-

tent stimulate customer engagement with social media in different cultural clusters. Even though for the last few years social media and its effective utilization for marketing purposes have been debated also in academia, there are several challenges that the researchers did not address. Little is known about how firm-generated content shapes customer engagement which is understood here as consumers' behaviour of consuming, 'liking', commenting and sharing firm-generated content. While social media researchers focus on consumer-to-consumer communities and user-generated content, the firm-created content is also important for practitioners, therefore, it becomes vital to investigate how companies can stimulate engagement with it on social media. This will be achieved by adopting interpretive approach and building on the Cognitive Response Theory and Affordances Approach in order to explain engagement with firm-generated content. The GLOBE cultural framework will be utilized to investigate differences and similarities in engagement on social media in different countries. The study will apply event-contingent unstructured diary as data collection method, and researched subjects will consist of countries representing two GLOBE cultural clusters: Nordic cluster (Finland, Sweden) and Eastern-European cluster (Poland, Hungary).

MIT-MUT: Encouraging Girls to Engage in ICT and Entrepreneurship Through Social Learning and Gamification

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Abstract: In Austria and throughout Europe women are still underrepresented in the field of information and communication technologies (ICT), and this is particularly true for female entrepreneurs. At the same time, according to economic forecasts, an increasing skill shortage is to be expected in the Austrian ICT sector within the next few years. This paper describes the efforts of the ongoing MIT-MUT project to encourage girls to engage in ICT and entrepreneurship. MIT-MUT wants to address this issue before girls make a first decision and take initial steps towards their future vocation. Entrepreneurial skills should be promoted early, ideally in school, to enable easy progression to entrepreneurship, but existing projects are mainly aimed at older girls who have already chosen a technical or job-specific school or training scheme. The target audience for MIT-MUT is girls of twelve to fourteen.In order to motivate these girls to choose career paths in the ICT-sector and to encourage them to be active as entrepreneurs, individuals who take part in the project are supported in realizing and developing two key compe-

tences defined by the European Union for lifelong learning (2006/962/EG) – computer skills and entrepreneurial skills. At the core of the project is the development, testing and evaluation of an internet platform ("Social Enterprise Network"). Social learning, game-based learning and gamification will be embedded in the platform. On the Social Enterprise Network (S.E.N.), participants are involved in a game while being guided through various topics regarding entrepreneurship, and are encouraged to reflect on their own ICT skills. These skills will be focussed on through mini games (along with other methods). Beyond that there will be space for the girls to bring in their own ideas and realize them in teams, which is an important aspect of entrepreneurship. Another significant element will be the involvement of female role models who already are entrepreneurs in the ICT-sector. The S.E.N. will provide both contact channels to these role models and information about working in the ICT sector.

Negative Feelings and Their Role in Word-Of-Mouth Disclosure in Social Media

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Abstract: Negative electronic word-of-mouth (eWOM), also known as online or mouse word-of-mouth, is negatively affecting companies all around the world (Henning-Thurau et al., 2004; Tripp & Grégorie, 2011) due to the impact word-of-mouth has on the way consumers behave (Brown et al., 2005). Consumers are increasingly providing unsolicited feedback to companies and to each other (Prahalad and Ramaswamy, 2004) and negative information about brands and companies is prevalent in the market place (Ahluwalia et al., 2000). This eWOM spreads rapidly over the internet as a result of the increase on social media utilization, (Sun et al., 2006; Jansen et al., 2009). In a similar fashion, emotions and sentiments tend to spread rapidly in social networks (Hill et al., 2010) due to the tendency of people generally having only significant contact with others similar to themselves (McPherson et al., 2001). These sentiments and emotions importance is known as they play a crucial role on consumer behaviour (Gardner, 1985). Although the importance of word-of-mouth is now acknowledged, its antecedents were neglected until very recently (Andersson, 1998). Recent research has shown that the motivation for disclosing word-of-mouth is not only dependent on satisfaction but on other characteristics of the consumers (e.g. Brown et al., 2005) and it is becoming clear that the role of emotions as antecedents of eWOM should receive more extensive direct attention. Even though some researchers (e.g.

Amichai-Hamburger, 2002) have been demanding a research dialogue between Internet designers and psychologists, why some emotions drive sharing, or boost sharing online content more than others, remains unclear (Berger, 2011). More specifically, not much has been written about the effect of negative feelings as motivators or influencers for venting negative eWOM in social media. This conceptual conference paper aims to address this limitation and analyse the role of a negative state of mind as a motivator for disclosing negative eWOM. The aim of this article is twofold: (1) to analyse the existent literature related to the topic and (2) provide an understanding of the emotional antecedents of negative eWOM.

Open-Source Intelligence Monitoring for the Detection of Domestic Terrorist Activity: Exploring Inexplicit Linguistic Cues to Threat and Persuasion for Natural Language Processing

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Abstract: Behavioural science research has shown that individuals tend to transfer their offline behaviour online and that today a vast majority of terrorist activity is organised through social networks, leading to extensive amounts of publicly accessible user-generated content available for examination and suitable for open source intelligence monitoring. Radicalisation towards extremism and the online recruitment to terrorist causes in religious and political contexts, eco-terrorism and single-issue terrorism via various Social Media platforms has become a particular concern to law enforcement and government. This creates a necessity for open source intelligence monitoring practices to be able to incorporate the ability to flag linguistic cues associated with domestic terrorist activity. In a 2013 Prime Minister s Task Force Report on tackling extremism, the UK government sees one particular challenge as lying in the ease by which extremist views can be spread without contravening existing laws on incitement to violence or the glorification of terrorism. In the same report the task force resolve to restrict the online availability of extremist propaganda, seeking to prevent extremist communications from reaching the moderate majority. Social Media platforms pose an exceptionally challenging environment for such activity due to the constant stream of new user generated content, making automated Social Media monitoring tools essential for supporting existing analytic capability for timely response, investigation and intervention. This work-in-progress paper offers an interdisciplinary literature review to introduce the field of Applied Linguistics into Natural Language Processing. Aiming to qualitatively and quantitatively redefine the language of persuasion and inexplicit threat and to identify suitable elements to adapt for use in

the semantic monitoring of Social Media, this paper offers an evaluation of a variety of existing research findings in language form (syntax, semantics, lexicon) and function (discourse analysis, pragmatics). Approaches to the analysis of persuasive discourse, the computational representation of the persuasive argument, the pragmatics of persuasion, and current practices in the field of forensic stylistics are at the centre of this project.

The Role of Social Media Users in Brand Video Virality

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Abstract: The potential of the Internet as a marketing channel that would give businesses the opportunity to reach global audiences has been identified since its early days. However, the emergence of Social Media was a determining factor in engaging those audiences in a more active way with the Internet phenomenon. In comparison to more traditional marketing media, in Social Media, users are not passive consumers and receivers of marketing messages. Instead, they become actively involved in their creation and sharing (Hanna et al., 2011). User-generated content and content sharing are two important (for companies) activities that prove the consumer's empowerment through Social Media. To get a closer look at this phenomenon, my research focuses on brand videos that achieve going viral and investigates the extent to which individual video content characteristics (such as audiovisuals and plot) affect the consumer's decision to create a story about a brand video in Social Media.

Social Media Position in Workplace Communication - Knowledge Management and Leadership Styles

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Abstract: Effective as well as efficient communication in workplace environment is a critical factor for sustainable existence and growth of firms. There are many empirical pieces of evidence that expected performance is highly dependent on the right value creation and such process needs proper knowledge sharing throughout the firm. It is the top management task to build the right communica-

tion infrastructure within (and outside) the firm to capture, diffuse and apply knowledge essential for creating the value. Since communication can be reckoned as one of the crucial competences of managers, formation of proper functioning communication infrastructure should be based on good knowledge of the individual communication tools characteristics and other relevant and influencing elements. Besides of this knowledge there is also concrete top management leadership style that has tight connection with the style and form of communication and the preference of more or less open communication tools and channels. The use of social media among the other workplace communication tools and channels brings many benefits especially for enabling and promoting social interactions; nevertheless there are some barriers as well to utilize the full potential of social media. This paper investigates expected relations among three groups of variables, specifically various communication tools used by managers toward the employees, various leadership styles and chosen knowledge management measures applying empirical quantitative survey to ascertain the general proposition put forth in the research. This proposition assumes: 1. positive association between the openness of leadership styles and the rate of social media utilization in workplace communication; 2. positive association between openness of leadership styles and quality of knowledge management and finally 3. positive association between quality of knowledge management and the rate of social media utilization in workplace communication. While the paper has character of work-in-progress paper, only less sophisticated statistics was applied for analysis of data obtained from survey. Survey was realized during the autumn 2014 among 450 Czech firms and questions in the structured questionnaire that were analysed have character of a seven-point scale. Control variables used for the analysis were the size of a firm given by the number of employees and recoded into four-point scale, certain industry and the variable showing the innovativeness of management measured again on a seven-point scale were included in the analysis. The preliminary findings can add new piece of knowledge and as such they have both theoretical and managerial implications. They incorporate the leadership styles perspective into the workplace communication and especially into the social media communication literature as well as into the knowledge management theory. The findings also stress the role of leadership style in communication for the purpose of knowledge management in the practice of firms.

Investigating Conditions for Consent to Analyze Social Media Data

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Abstract: The rapid growth in online social media and the associated internet mediated research have generated a range of new challenges and concerns related to research ethics. A key issue around the development of protocols for ethical approaches to social media analysis is the question if explicit informed consent should be required when conducting research based on messages that were posted on social media. One of the main arguments against such a requirement is the assumption that obtaining explicit informed consent would be unfeasible or at the very least would heavily skew the resulting data in favour of views that follow perceived 'socially acceptable norms'. In this study we propose a citizen centric approach to the question of identifying which types of social media research should require explicit informed consent from the social media users. We are preparing to run a survey to ask a broad range of citizens for which kinds of research, and under which conditions, they would consent to having their social media data analysed for research purposes. In order to understand if, and how, the process of obtaining consent is likely to bias the population sampling of social media studies the questionnaire responses regarding conditions for consent will be correlated with demographics information regarding the politico-socio-geographic-economic background of the respondents. In hopes of obtaining maximally representative sampling across the UK population the survey will be promoted through news items in the popular press. The goal of this questionnaire study is to obtain practical evidence about the concerns of the social media users whose data is analysed in social media based research. It is our hope that this data will provide insights for the development of practical guidelines for the acquisition of social media data for research purposes. We are especially interested in clarifying the kind of transparency/information that prospective participants desire to know about, so that we might practically improve the success rate of ethical participant recruitment for research studies.

Keywords: informed consent, social media, privacy, anonymity, ethics, internet mediated research, survey

Social Media's Influence and Role on Public's Awareness Regarding Marketing Campaign

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Abstract: Could you name a web page that exists alone, without the direct link to Facebook page as well? Indeed, it seems to be impossible nowadays. Out of the modern age imperatives, population has been served with a world where the success is measured in likes, tweets or shares. Somehow, the practice has grown from being present on the world's virtual platform, to gaining as much likes as possible. Being active participant of social networks is the inevitable scenario which each company needs to have set on their daily tasks list. This applies for those companies who want to be successful in their business. Successful business is not an easy task. Different approaches have brought up a vast of questions. How do social media influence marketing campaigns? How much companies actually need to be active to increase the visits on their web sites? Is it possible to achieve the regular visits and views without social networks? These were the questions which authors have been tackling for some time already. In order to make the set as realistic as possible, for this research, authors have taken their blog as a case study and the platform to run the experiment. Reason being is the information accessibility and the control over the frequencies of updates. The blog M- Factor is the online platform brought up by the authors in order to track and present marketing stories from the Eastern Europe, more precisely the portion of Balkans countries. M-Factor address is: https://emyufactor.wordpress.com/. The blog is connected to Facebook, Twitter, LinkedIn and Google+, which means that when the new post is published, it is widely visible on all four. So far, authors have discovered that there are more visits to blog when the new content is published. There are few or none visits on readers' initiative. This could serve as an example to newly created companies' web sites and help them decide about the amount of new information and regularity of updates. Moreover, the bottom point is that it would be hard or even impossible to achieve the positive goodwill without social networks. Looking from a marketing perspective, it eases the work and gives much more opportunities for updated marketing strategies in digital ages.

Keywords: social media, marketing, campaign, web, awareness

Towards a Framework for Classification and Adoption of Social Media Monitoring Tools

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Abstract: The huge popularity and evolution of the Web in the last decade, and the rapid advances in ICT allowed an exponential growth of the volume and diversity of data produced by social media. The widespread use of social media has encouraged citizens to give their opinions more freely and actively participate in several aspects of modern life. The data provided in this context can have a great impact on business, where often opinions of customers may contribute to the success of a product or service, or destroy the reputation of a brand or a company. The effective and full use of social media by organizations require that they are able to monitor and analyse the high volumes of heterogeneous data that are produced by these media, so as to obtain relevant information and valuable insights for decision making and for conducting their business. Due to the diversity of social media monitoring tools available and wide range of features offered, we propose a framework to classify and guide the process of adoption of such a tool (or set of tools) by an organization. While the design of the framework is still at an early stage, its foundations are presented in this paper.

Keywords: social media tools, social media monitoring tools, framework, thresholds

Insights From a Workshop on Social Media Analysis and Mental Health: Putting People at the Centre of Human Data

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Abstract: In collaboration with the Institute of Mental Health and the Centre for Advanced Studies at the University of Nottingham, CaSMa (Citizen-Centric Approaches to Social Media Analysis) held a thought-provoking workshop to reconsider and reflect upon concerns about social media data, especially in relation to vulnerable adults and minors who may inadvertently be part of the user group.

Held over a single day, the workshop included subject experts such as Monica Whitty (University of Leicester), Karen Douglas (University of Kent), Jens Binder (Nottingham Trent University) and Ilka Gleibs (London School of Economics). The speakers engaged with the audience to illustrate a series of relevant ethical issues (e.g., anonymity and privacy) and their implications not only on Internet-mediated research aspects but for day-to-day Internet-related activities. During the workshop, two hands-on sessions focused on the ethics of personal data in both theory and practice, and how social medial data can be accessed and analysed to: (1) understand the ways people use social media and what this means for individuals and society, (2) understand social phenomena and events expressed in social media by drawing upon social media as a critical, and timely, source of information, (3) develop facilities and approaches that are sensitive to the personal nature of human data: Citizen-centric approaches, (4) promote responsible innovation in the capture, analysis and use of human data. The ultimate goal of the workshop was to further understand the issues that social scientists encounter when accessing and handling personal data, and possible ethical solutions in developing sustainable and reliable 'Citizen Social Science'. This paper presents the most relevant insights as formulated from the workshop discussions on social media data and mental health. These insights were provided by clinicians, researchers, and policy makers interested in understanding the ethical constraints inherent to digital human data generated through the use of online platforms by vulnerable users (e.g., children, young people and adults experiencing mental distress). These groups were of particular interest given that they may often not be fully aware of the terms and conditions accepted when accessing such online services.

Keywords: social media, mental health, privacy, informed consent, anonymity, ethics, internet mediated research

Late Submission

Likes, Links and Tweets: A Business Guide to Navigating the Social Media Maze

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Abstract: Social media has changed how businesses communicate and market themselves and while many recognise the necessity to have an active presence in social media, they do not really understand what social media is about or how to leverage it for their business (Hanna, Rohm and Crittenden 2011, Kietzmann, Hermkens, McCarthy and Silvestre 2011, Durkin and McGowan 2013). Social media has developed at such a pace, intensity and popularity that a company's adoption of social media is often motivated by anxiety and achieving quick gains rather than a well thought out strategic plan (Annabi and McGann 2013, Durkin and McGowan 2013). It is proposed that, before attempting to adopt an active social media presence, firms must firstly understand what changes have occurred in the marketing landscape and how these changes impact the traditional business processes and models (Hennig-Thurau, Hofacker and Bloching 2013, Tiago and Veríssimo 2014). This article will identify the main marketing assets modified by social media; namely communications, consumer empowerment, branding, consumer behaviour and the consumer purchasing process (Hennig-Thurau, Hofacker et al. 2013, Labrecque, vor dem Esche, Mathwick, Novak and Hofacker 2013). Each element is discussed in terms of how social media has facilitated a change and what the impact of that change is for businesses (Malthouse, Haenlein, Skiera, Wege and Zhang 2013, Singh and Sonnenburg 2012, Yadav, de Valck, Hennig-Thurau, Hoffman and Spann 2013). The article can be used as a starting guide for marketing professionals and business owners to navigate the social media maze prior to establishing a presence and becoming active in social media. It provides a framework to help clarify the impact of social media on specific marketing processes as well as outlining the opportunities and challenges of social media. The purpose of the article is also to help justify the use of Social Media Marketing (SMM) for business and portray it as an opportunity, not a threat.

Keywords: Social Media Marketing, Consumer Empowerment, Branding, Social Customer Relationship Management, Social Commerce.

Posters
With Abstracts

Enhancing Advertising Literacy: A Design-Based Research in Primary and Secondary Education

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Ghent University, Belgium

Abstract: Minors are growing up in a society surrounded by an evolving digital media culture. Through media use, children and youngsters are exposed to different forms of advertising every day. They are confronted with advertisements on television, the Internet, social media, radio, mobile phones, during events, in supermarkets and even at school. More and more, minors are exposed to digital advertisements, which differ significantly from classical forms. For example, in digital advertisements the advertising content is more integrated into the media content. This makes it for (young) consumers almost impossible to recognize the commercial message. The undesired effects (e.g. unhealthy eating patterns) of advertising are mainly driven by the fact that minors are not yet experienced or critical consumers who reflect upon the content and purpose of advertising. Little is known about the role of education in the context of advertising literacy. Educational programs are necessary to improve the ability of children to recognize the persuasive intent of advertising, as well as to diminish the effects of advertising on children. Moreover, minors need a critical attitude towards advertising. In order to foster advertising literacy among students, teachers need high-quality educational resources. To this end, the PhD study will focus on four research questions: Which educational approaches are effective to improve minors advertising literacy (RQ1)? Which design guidelines are necessary to develop an educational program to improve children s advertising literacy, and in particular to reach children from socio-economically disadvantaged groups (RQ2)? Which design guidelines are necessary to develop an educational program to improve youngsters advertising literacy, and in particular to reach youngsters from socio-economically disadvantaged groups (RQ3)? And finally, under which conditions can these educational programs be implemented (RQ4)? To answer the proposed research questions, the first phase of the PhD study is formulating a state-of-the-art proposal with regard to the current (inter)national educational situation related to advertising literacy, for example an analysis of existing educative material about advertisement. A second phase of this PhD study will focus on the development and the implementation of self-developed educational material for both primary and secondary education. Different educational options are possible, such as a serious game about advertisements, an app for mobile devices, etc. This product will be created by using a design-based research approach. This methodology is chosen, because it tries to bridge theoretical research and educational practice. Therefore, few characteristics are multiple iterations of testing and refining the educational intervention, the use of mixed methods including a variety of re-

search tools and techniques, a collaborative partnership between researchers and practitioners, etc.

Effects of Social Media on Organizational Behavior in Non-Democratic Countries

Ali Fathi Makvand and Vicenc Fenrandez
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Abstract: Many researchers have suggested the use of social media in companies has several and different positive effects on the behaviors of managers and employees (Johns, 2014; Parveen et al., 2014; Razmerita et al., 2014) however, the majority of these studies has focused their attention on national and international companies hold in developed countries where the democracy is part of the national culture of their citizens (Mossberger et al., 2013; Reilly & Hynan, 2014). But what happens when social media is introduced in companies where the national culture doesn t have embedded the democracy principles? From a theoretical perspective, this study developed a framework based on the current literature in order to suggest several proposals about how the use of social media in this kind of companies affects on some organizational behaviors. Some of these effects on organizational behaviors are the changing in the way how managers lead their employees (Korzynski, 2013; Cho et al., 2012), the new processes to take decisions that managers and employees use (Diga & Kelleher, 2009) and the ways how employees communicate among them and with managers (Kooa et al., 2011; Huanga et al., 2013). The results of this study allow to establish a framework and starting point to research on the effects of social media on organizational behaviors and consequently on the ways how these companies compete in their own countries and in international contexts.

Flexible Vocational Learning and Training: Competing Issues and Perspectives

Olivija Komadina
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Abstract: The main purpose of this paper is to apply educational design research methodology to design, develop and evaluate intervention called Flexible Vocational Learning and Training within a senior high school environment. Out of five integral components identified in relation to the VET flexible learning setting: Curriculum (Training packages), Learners, Organisation, Teachers/Trainers and e-learning theories, the last one is particularly concerned with the employed learning management system (Schoology) and its links with the concept of social media (connection, communication, content management, marketing and advertising). Background and context Between 2005 and 2009 the Australian Federal Government founded 24 senior secondary schools across the country under the Australian Technical Colleges program. The program outcome was to address the skills shortage Australia faced at the time by creating a clear vocational path for senior secondary students (year 11 and 12 only). The program ceased on 31 December 2009 when the majority of ATCs were integrated into existing educational and TAFE (Technical and Further Education) systems. Some, however, have continued to exist as stand-alone independent schools. One of these colleges is the Australian Industry Trade College, located on the Gold Coast, Queensland, Australia. As an independent secular school, AITC provides young students with a unique opportunity to complete a QCE (Queensland Certificate of Education) together with school based apprenticeship or traineeship arrangements (SAT). This means that the education program is created with flexibility and industry needs in mind. School-based apprenticeship or traineeship are defined in the FET (Further Education and Training) Act 2008, where the apprentice or trainee is a school student and their school timetable or curriculum reflects a combination of school studies, and paid work and/or training in the apprenticeship or traineeship, which together lead to the award of a Queensland Certificate of Education or its equivalent and progress towards a vocational qualification. One of the main concerns for the described educational arrangement is that this type of uncertainty and irregularity (attendance, types and volumes of training in ever changing economy) has a strong impact on the effectiveness of teaching, training and learning. However, there is limited research and literature on how to make that combination of teaching, training and learning more effective. Consequently the VET flexible setting needs to be understood and evaluated with critical consideration of the broad range of mediating people and purposes underpinning its design

Keywords: vocational training, flexible, e-learning, social media

The use of ICTs in English Language Learning: What Makes Learners Interested in Them?

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Abstract: Information and Communication Technologies (ICTs) are widely used in various domains in life and English language education is no exception at all with the growing number of ICTs available in the field, which lies the world at hand s reach. Despite all the benefits ICTs offer, some English language learners are still reluctant to use them in their learning process while others are rather enthusiastic users. What are the factors making learners interested in them or vice versa. Keeping this question in mind, this study aims to investigate the motivational (e.g. intrinsic motivation, external motivation etc) and dispositional variables that are internal to the individual (e.g. attitudes and expectations) that determine English language learners' tendency to use ICTs in their learning processes. These include blogs, edmodo, Facebook, digital workbooks, online language platforms and the like. The variables will be investigated under the Self-Determination Theory (SDT) that is concerned with our motives which lead us to behave in a certain way and the Theory of Planned Behavior (TPB) that helps to predict an individual s intention to engage in a behavior. By identifying these variables, the study is thought to shed light into what boosts learners interest and motivation as well as their engagement in ICTs, which in return has a positive effect on their learning. The participants will be the English language learners studying at the School of Foreign Languages, Anadolu University (AUSFL) a state university in Turkey. Because the study also aims at providing background to a larger scale survey with its preliminary findings, the number of participants probably will not be over 100 students. To collect data, the participants will be given a questionnaire and semi-structured group interviews will be done with randomly chosen participants after the data collection. The findings will help us to better understand the student profile in AUSFL and design learning activities accordingly.

Keywords: ICTs in language learning, digital learning materials in language learning, ICTs in education, motivation for using ICTs

Furthering the Four Quadrant Analysis of Social Media as Interactive Sites of Learning

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Abstract: The rapidly evolving context, in which social media can be positioned as interactive sites of learning, continues to challenge institutions of learning including higher education, in coming to terms with the complex implications. Over a sustained period, significant research has been undertaken to explore how social media is used is used in higher education, why social media is used, and how this use can be governed through policy guidelines. Part of that research has explored the presence of social media in higher education, including the pedagogical implications of this use. Analysing its use in higher education in particular, has led to the development of a four quadrant frameworkacross the four quadrants of formal, informal, institutionally led, or student driven (Willems & Bateman, 2011; Bateman & Willems, 2012; Willems & Bateman2013). This analytical framework has been an effective way of explaining phenomena and exemplary cases illustrating affordances and liabilities of social media from an organisational perspective. However, as further research is undertaken, the methodology has changed to delve more deeply into what can be captured as evidence of meaningful and interactive sites of learning. This presentation explores this shift in thinking about the analytical framework, and the notion of interactivity and learning in social media.

Keywords: social media, learning, higher education, policy, interactivity

Abstracts Only

The use of Internal Blogs and Micro-Blogs at Global Technology Vendor Dell: Putting Organizational Social Capital to Work for Innovation

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Abstract: This presentation combines a multi-phased, long-term research study conducted at global IT technology company Dell Inc. on social media use for internal communication with a real-life, experience and best practices-based model for other companies to design, execute and sustain social media communication programs. These programs can lead to increased knowledge sharing, more efficient knowledge management (Lesser, Prusak, Cohen, Davenport), faster task completion among employees and the ability to innovate more efficiently. Effectively bridging academic research and practitioner experience, the presentation will allow social media researchers to build on the multi-method, applied research approach (survey, content analysis, interviews) developed for this study, and leaders of businesses and other organizations to design their own programs based on the model provided. Results of the study show that the use of internal social media platforms (Clark, Gurak and Antonijevic, Lin, Okoli & Oh) can lead to the formation of organizational social capital (Granovetter, Coleman, Putnam, Nahapiet & Ghoshal, Tsai & Ghoshal), i.e. the benefits resulting from network connections among employees, which the literature links directly to a company's ability to innovate, thus to stay competitive in the marketplace. Equipped with the study s results, prior external social media experience, and subsequent buy-in from Dell s leadership, the company was able to expand the internal use of social media to a broader user base and to include HR support and IT tech support via these channels, much to the praise of employees. While launch and understanding of social communication tools in a company are prerequisites for successful internal, social media communication programs, they are merely one aspect. The company has to provide a solid social ecosystem for employees, including manager support, tech support, differentiated training, governance, processes, and drive cultural shifts needed to enable sustainable success. This presentation, drawing on research and practice at Dell Inc., will outline the value of internal social media as well as the pieces needed to build an environment where social media communication among employees can thrive and it will also touch on the need to keep evolving in order to stay successful.

Keywords: social media, social business, social capital, innovation, communication

The Digital Media Phenomenon of YouTube Beauty Gurus: The Case of Bubzbeauty

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Abstract: YouTube was launched in 2005 and has rapidly grown to be the world-wide most visited database of video content. Its partner program, created in 2007, allows more than a million creators from over 30 countries to earn money from their videos. These users and their contributions achieve a considerable high amount of subscribers who regularly follow them. Thousands of channels are making six figures a year and millions of subscriptions happen each day. Structured as a qualitative media and communication case study, the focus of my doctoral dissertation lies on a very popular British Chinese girl ‒Bubzbeauty‒ who has been uploading tutorials and how-to videos on beauty and lifestyle since 2008. The tone of her uploads is usually motivational, offering not only makeup advice, but also positive messages regarding personal development and lifestyle. Since 2010 she is one of the most viewed and subscribed YouTuber in the world and holds the title of UK s most subscribed user. Her more than 300 videos were watched a total of 300 million times and her channel has already achieved the monumental amount of 2.5 million subscribers. With this dissertation I seek to contribute to the understanding of new media practices and dynamics, as taking place on the biggest online video platform. The content and people that generate attention, clicks, views and interactions are useful to understand what is changing and what is staying the same in the cultural landscape. Or, in other words, what is happening in this highly dynamic online environment and how to participate. The specific aim is to achieve an understanding of the online media phenomenon YouTube Beauty Gurus through a case study with an ethnographic research approach, focused on Bubz and her videos. I developed three main research questions, each one leading to an analytic theme: what does it mean to be an online celebrity on YouTube? (meaning), what are the core values of the YouTube beauty community? (content), how is the interaction between the Gurus and their subscribers? (interaction). Exploring the data for categories I found two main themes: the community (Guru-centered) and commercial (Topic-centered) spheres, which frame all of her content. Through the analysis of patterns of uploads and the development of a content typology, four video categories emerged: content-oriented, market-oriented (tutorials), as well as her most personal ones, relational and motivational (vlogs) uploads. I further explore the connections among these content categories and the development of her popularity and visibility on the platform.

Keywords: online communities, Youtube reseach, make up gurus, online ethnography

#savethesurprise: Rethinking Social Media and User Generated Content

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Abstract: While the opening ceremony for the London 2012 Olympic Games was still three weeks away by July 1st 2012, details about the 27 million event ($42 million), including photographs and a music playlist, had already leaked to the press. This presented the London Organizing Committee of the Olympic Games (LOCOG) with the pressing challenge of keeping the remaining details of the opening ceremony a secret, specifically during the two upcoming dress rehearsals, whilst simultaneously continuing to channel the image of being the first real social media Olympics. In turn, LOCOG concocted the #savethesurprise campaign, which successfully encouraged two live dress rehearsal audiences of over 100,000 total spectators to generate buzz about the ceremony on Twitter while keeping the details of its contents a secret. This paper asks how? Through a combination of multimodal content analysis and personal observations the following case study unearths the architecture behind a highly successful social media campaign and taps into a much broader, pressing question for modern organizations; the management of user generated content (UGC). The following paper makes the argument that the #savethesurprise campaign worked so well because its organizers managed to establish the audience as multi-stakeholders, based on shared values. Then, they effectively engaged them in the process of knowledge creation and knowledge management, leading to a co-construction (which does not suggest equality in power) of the event. This allows us to see UGC, in this context, as a form of organizational knowledge, which is co-created and co-managed by the audience members. (It is only co-created, as opposed to fully created by the audience, because the IOC places numerous legal and technical constraints around how the process and product of UGC can occur.) In this sense, it is perhaps, most accurate to call the audience active spectators, who nonetheless, have a stake in the event and not only create but also manage and police other content and users. This study expands our understanding of media events to include the role of the active audience. From the organizational perspective, it may be said that a successful social media campaign empowers and engages audience members with the organization s mission. In the case of #savethesurprise, this role was successfully engineered by the organizers of the Olympic communication team to create a multi-stakeholder relationship and to effectively engineer a system of knowledge management. Furthermore, thinking of UGC in terms of a scale of value for audiences and the organization as opposed to liberating/restraining or empowering/disempowering dichotomies allows us to judge the process of UGC in a more nuanced way and ultimately, more efficiently. Value can certainly take on

many forms, as was demonstrated by the economic and moral markers in this study, and perhaps, the next challenge in hypermedia events and UGC scholarship is to explore further the intricacies of value creation and user motivation.

Keywords: social media, Olympic, knowledge management

Using Blogger and Facebook to Support Student Transition in to Higher Education

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Abstract: Southampton Solent University is a widening participation institution that is seeing increasing numbers of students seeking and requiring pastoral support. In the period from 2012-13 to 2013-14 the number of students supported by the university s counselling service increased from 391 to 441 representing an increase of 50 or 12.8%. The number of students registered with the university s disability service increased from 959 to 1232 or 28.5%. For a tutor with pastoral care responsibilities the workload is ever increasing as the needs of the students become more challenging and for the students they may find they may find it difficult to adjust to university life in an increasingly diverse student cohort. Moreover the new fees regime for U.K students is seeing increased competition in the university sector for applicants. Potential students may also be put off going to university by the high fees and may opt for a vocational careers instead. Could the social affordance of Facebook be used to create a supportive and caring student and staff community to ease the transition to university life for new students and to make the students feel more able to seek support from the teaching staff? Could a blogging platform that shares student and alumni success stories have an impact on student recruitment where interested applicants are converted to enrolled students? This case study looks at how Blogger was used successfully to inspire applicants resulting in an increase in student recruitment and how a private Facebook group was used to create a community tat had a positive impact on the learning and teaching culture of a cohort of students embarking on an undergraduate course of study as Southampton Solent University.

Keywords: student transition

The Social CXO: Experience in Building an Digital Executive Presence

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Abstract: Social media is the new media. Using social media helps C-suite executives build trust in their company and in their own leadership. Conversely, CEOs who opt out of the online conversation are missing a valuable opportunity to not only track trends, but to set them in short, to get their voices heard. About three-quarters of U.S. respondents to a recent 2014 survey said they trust companies more whose top executives are using social platforms to talk about core mission, values, and purpose. In the same survey, by the social-media consulting firm BRANDfog, 77 percent said social media provides a powerful tool for C-suite executives to establish themselves as thought leaders. In a separate 2014 ING survey, 50 percent of journalists said they get most of their information from social media, giving those in the C-suite a greater opportunity than ever before to affect news coverage and analysis. No longer must executives rely on the media to spread the word about their organization s products and services or to shape public perceptions of their company; using social media, executives can reach out directly to target audiences with the messages they wish to convey. Many executives already are aware of this potential: a 2012 survey by the public relations firm Weber Shandwick revealed that, among the 630 executives polled none of them CEOs 75 percent viewed CEO sociability as helping to build good relationships with the news media, and 80 percent saw it as a good way to share news and information about the company with the public as well as employees and stakeholders. In fact, social CEOs earned significantly higher ratings in such qualities as openness and honesty, respectfulness, friendliness, and being people-focused than CEOs not using social media, while non-social CEOs were perceived as more distant, condescending, and closed. Perhaps because social media offers an open, democratic channel of communication, executives in the Weber Shandwick study also perceived their social CEOs as being good listeners 37 percent, as opposed to 29 percent in the non-social group. Given all these benefits, why aren't more CEOs active on social media sites? A 2013 study by CEO.com and the business-intelligence platform company DOMO revealed that 68 percent of Fortune 500 CEOs had no social media presence at all. Among non-social CEOs, more than one-third said social media is a time waster, while nearly as many cited perceived risks. But is it riskier not to be included in the conversation? In the BRANDfog study, 79 percent said social CEOs are better positioned to mitigate risk before a brand reputation crisis occurs. And yet according to an Altimeter Group survey, 62 percent of companies have no social media education program. CEOs using social media effectively and encouraging employees to do the same -- can be a power-

ful tool for helping a company reach its goals. This presentation will explore, through case studies, the experience in building an digital executive presence and present implications for researchers in the topics of trust and leadership.

Attitudes Towards the use of Social Media by Citizens and Emergency Services: Initial Findings From the FP7 Emergent Project

Thomas Spielhofer, Joe Cullen, Kerstin Junge and Matt Gieve
Tavistock Institute, London, UK

Abstract: The convergence of social networking and mobile media technology is shifting the way people communicate, and gain or share information, even in emergency or crisis situations. During recent catastrophes throughout the world, like the 2010 Loveparade disaster in Germany, the 2011 massacre at Utoya or the 2011 earthquake and subsequent nuclear disaster in Japan and hurricane Sandy 2012, social media have been widely used. Indeed, hurricane Sandy generated well over 3.4 million mentions across Facebook and Twitter, including 1.2 million mentions on Sunday 28th October 2012 alone. However, currently, such information is often not used by emergency services to inform their response and overall emergency management processes. Against this background, the main aim of the Emergency Management in Social Media Generation (EmerGent: www.fp7-emergent.eu) project, funded by the European Union s Seventh Framework Programme, is to find new and effective ways of integrating valuable and reliable information from social media into emergency management processes. As part of this, the Tavistock Institute is leading a work package focusing on measuring the impact of social media in general and, more specifically, with reference to novel approaches developed by the EmerGent project. This paper will present initial findings from research carried out as part of the project from April 2014 onwards aimed at exploring the current use and impact of social media on citizens and emergency services before, during and after recent disasters, as well as survey findings on the attitudes of emergency service staff towards the use of social media data. To date, the following tasks have been completed by the research team: a focussed literature review of the methods used by, and main findings from, previous studies focussing on the impact of social media in emergencies   a survey of 696 emergency service staff across 27 European countries exploring their attitudes towards social media for private and organizational use and the levels and main factors influencing their current and likely future use of social media a historical case study of the use and impact of social media during the 2011 London riots. In the coming months, this will be supplemented by additional

case studies of floods in Germany and the UK, as well as a survey of private citizens exploring their attitudes towards social media in general and its use during emergencies. The paper will, therefore, provide evidence of how social media has been used in previous emergencies and what is known to date of its impact on emergency services and citizens. Through the analysis of the survey results, it will also explore the potential for providing stronger links between citizens and emergency services via social media during emergencies, and discuss how the EmerGent project might be able to do this. This will include, for example, exploring the implications of the fact that more than half of survey participants said that they thought it was likely that their organisations would increase their use of social media to provide situational awareness during emergencies over the coming years.

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Research Jotter

Research ideas can happen at any time –
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