

**Abstracts  
and  
Conference Materials  
for the  
5th European Conference on  
Social Media  
Limerick Institute of Technology  
Ireland**



**21 - 22 June 2018**

**Abstracts of Papers  
Presented at the**

**5th European Conference on Social Media  
ECSM 2018**

**Hosted By  
Limerick Institute of Technology  
Ireland**

**21<sup>st</sup> - 22<sup>nd</sup> June 2018**

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## Preface

These proceedings represent the work of researchers participating in the 5<sup>th</sup> European Conference on Social Media (ECSM 2018) which is being hosted this year by Limerick Institute of Technology, Ireland on 21-22 June 2018.

ECSM is a recognised event on the international research conferences calendar and provides a valuable platform for individuals to present their research findings, display their work in progress and discuss conceptual and empirical advances in the areas of Social Media Research amongst a diverse range of disciplines. It provides an important opportunity for researchers and practitioners to come together to share their experiences of researching in this varied and expanding field.

The first day will be opened with a keynote presentation by Stephen O’Leary, MD of Olytico, Ireland who will be speaking on *“Social Listening for Good”*. In the afternoon there will be a speech by Eimear McManus owner of Digital Works based in London entitled *“Introduction to growing a loyal community on social media”* Shane McCarthy, CEO of BlueChief, Ireland will then speak on the second day about *“Your Social Media Controls Your Future”*.

With an initial submission of 118 abstracts, after the double blind, peer-review process there are 59 academic Research papers, 4 PhD Research, 2 Masters Research, 1 Non-Academic and 6 Work in Progress papers published in these Conference Proceedings. These papers represent truly global research in the field, with contributions from Australia, Austria, Belgium, Canada, China, Colombia, Cyprus, Czech Republic, Finland, Germany, Greece, India, Iran, Israel, Kuwait, Lithuania, Northern Ireland, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Russia, South Africa, UK and USA.

We wish you a most interesting conference.

**Dr Niall Corcoran**

ECSM Programme Chair

Limerick Institute of Technology

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# Biographies

## Conference Chair



**Professor Vincent Cunnane** joined LIT in September 2016 from IT Sligo, where he had been President since 2014. He was formerly Chief Executive Officer of Shannon Development until its merger into the Shannon Airport Authority Group of Companies. Prior to that, he was Vice President of Research at the University Limerick, where he also lectured and researched. Professor Cunnane is an internationally renowned researcher in the field of physical electrochemistry. He is Chair of the Governing Council of the Dublin Institute for Advanced Studies, and was a member of the board of the National Institute for Bioprocessing Research & Training. He is married to Helena and has three adult sons, Eoghan, Connor and Ciaran.

## Programme Chair



**Dr Niall Corcoran** is a lecturer in information technology systems and management at Limerick Institute of Technology in Ireland. He previously served as Director of Information Technology at the Institute and also has considerable experience in the private sector. He has qualifications in engineering, science and business and his research interests include information systems, knowledge management, social media and enterprise social networks, and communities of practice.

## Keynote Speakers



**Shane McCarthy** is the CEO of BlueChief, a leading social media & content marketing agency. A guest lecturer on social media advertising & strategy in UL and founder of the Social Savvy conference. Shane is a social media strategist who handles the online marketing strategies for some of Ireland's leading companies and consults with some of Ireland's most progressive Higher Education Institutions. His focus is brand awareness, social infrastructure, lead generation & online advertising.



**Eimear McManus**, originally from Limerick is the owner of London-based digital marketing agency, Digital Works. She has worked in digital marketing for over six years and is extremely passionate about social media. She has helped small and large businesses across Europe and the U.S. scale through affective social media

marketing practises. During her talk Eimear will be sharing tips and best practices that will enable attendees to establish, maintain and optimise social media marketing through the top channels, Facebook, Twitter and Instagram.



**Stephen O'Leary** is managing director at Olytico, Ireland's leading social media monitoring and analysis company. As well as an Irish and international client list, research and analysis carried out by Olytico has been used by major national and international broadcasters including RTE, TV3, BBC and The Washington Post.

Stephen is a World Economic Forum Young Global Shaper, serves on the Board of Dublin Chamber of Commerce, the Millennial Board of New Ireland Assurance, and the Board of Anu Productions. He is a highly regarded conference speaker having addressed audiences at events including the Sport and New Media Conference in Paris, the Dublin Web Summit, DMX, and The Dublin Tech Summit. Stephen is a Fellow of Griffith College Dublin, where he lectures in Online Journalism.

## **Mini Track Chairs**



**Phil Davidson** has been teaching online for 15 years for the University of Phoenix. He teaches primarily graduate students in the areas of Information Systems and Technology, but also in Business Leadership and Healthcare, especially as those areas interact with technology. His areas of research focus on technology in online

education, as well as tracking of student engagement monitoring using social media. Because of the size of social media files, research into areas of data visualization and social analytics also play a central role in his research.



**Jari Jussila**, B.Eng., M.Sc., D.Sc. is a Postdoctoral Researcher at Tampere University of Technology, Tampere, Finland. He completed his doctoral thesis on social media use in business-to-business companies' innovation. His research is currently focused on social media, big social data analytics, and health informatics.



**Wioleta Kucharska**, PhD Eng holds an Assistant Professor position at the Management and Economy Faculty of the Marketing Department, Gdansk University of Technology, Poland. She has a 12 years industrial experience at the marketing management and was responsible for many market related processes and projects.

Interested in such areas as general branding, equity and value creation, employee and personal branding. She takes focus on being effective as a manager and as a teacher and being innovative and genuine as a scientist.

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**Basil Alzougool** is currently an Assistant Professor in the Business Department, Arab Open University, Kuwait. He received his bachelor's and master's degrees in public administration from the University of Jordan, Jordan, and his PhD from the Department of Information Systems at the University of Melbourne, Australia in 2010.

**Alsuhaibani Anas** received the B.Sc. degree in information systems from Al-Imam Muhammad Ibn Saud Islamic University, Riyadh, Saudi Arabia in 2013. In 2017 Anas completed his MSc in information systems from University of Sheffield, UK. Currently, Anas is a lecturer at Prince Sattam bin Abdulaziz University, Saudi Arabia and a Ph.D. candidate at the Information School, University of Sheffield.

**Dr Moses Basitere** is Lecturer and Extended Curriculum Program coordinator at the Cape Peninsula University of Technology, Chemical Engineering Department. He is currently lecturing Mathematics and Physics. His research focus area is in treatment of industrial wastewater and he is also involved in engineering educational research in promoting the use of emerging technology to improve teaching and learning in higher education.

**P. Saskia Bayerl** is Associate Professor of Technology and Organizational Behavior at Rotterdam School of Management, Erasmus University, Netherlands, and Co-Director of the Center of Excellence in Public Safety Management (CESAM). Her research focuses on the role of emerging technologies for public safety with special focus on social media and privacy.

**Richard Bex** is a Graduate Research Assistant studying Science Education at the University of Florida and is a former high school science teacher. His research specifically focuses on cyber learning, citizen science, social media, and learning with spatial thinking tools.

**Viacheslav Georgievich Burlov** received the Specialist of Engineering, Candidate of Engineering and Doctor of Engineering degrees in Flights Theory (1972), Cybernetics and System Analysis (1979), and Cybernetics and System Analysis (1999), respectively. Viacheslav is a full professor of Life Safety Department in Peter the Great Saint-Petersburg Polytechnic University (since 1998). He has developed the Theory of System Synthesis on the basis of The Law of preservation of the object integrity.

**Margaret M. Cassidy** is Associate Professor Communications at Adelphi University in the USA. She completed her PhD at New York University (1995). Her main area

of interests are the role of media in public education, the purposes of public education in the contemporary media environment, the role of media in the lives of children and adolescents, the history of childhood and of children's interactions with media.

**Roila (Eleftheria) Christakou** PhD, Panteion University, MA Cultural Management, City University, BA French Language & Literature, National and Kapodistrian University of Athens. Currently working as Communications Manager, Chairman's Office, Eurobank. Previously worked as Communications Officer, European Stability Mechanism (ESM) in Luxembourg. Public Relations and Communications specialist with experience in the EU, Banking, Government and Entrepreneurial sector.

**Susan Craig** is an FCA and currently lectures in fashion business strategy to undergraduates and postgraduates at the Manchester Fashion Institute. Her research interests are the impact of social media on purchasing decisions and the promotion of sustainable shopping habits through improved understanding of personal fit and colour preferences.

**Phillip L. Davidson**, Ph.D., is a member of the doctoral faculty of the School of Advanced Studies of The University of Phoenix. He has oversight of the doctoral business programs and serves as a liaison between faculty and administration. His research focus is on educational technologies and competencies in online education.

**Koen De Maere** is a PhD candidate in Information Technology Governance at the department of Management Information Systems of the Faculty of Applied Economics at the University of Antwerp. He holds a Master of Science degree in IT Governance and Assurance from Antwerp Management School.

**Elizabeth Downs**, Ph.D. is a professor in the Instructional Technology program at Georgia Southern University in Statesboro, Georgia. Her research interests include the use of ePortfolios in graduate instruction, preparing teachers to integrate online learning in K-12 environments, and the impact of social media on cyberbullying among college students.

**Prof. Dr. Thomas Eberle** is a leader of several research units at the Friedrich-Alexander University Erlangen-Nürnberg (Germany) and an overall head of the "Classroom under Sails" project. His doctoral thesis analyzed media use of adolescents and his habilitation was focused on experiential learning outdoors.

**Guanyan (Amelie) Fan**, BA, MA, and currently a doctoral student at the School of Information Resource Management, iSchool@Renmin University of China. She is

interested in digital information management, particularly digital records on social media. Before pursuing her PhD program, she worked on information management projects related to social media in the City of Beijing.

**Kaja J. Fietkiewicz** is a PhD student and research associate at the Department of Information Science of the Heinrich Heine University Düsseldorf, Germany. Her research areas include Information behaviour of social media users, information law, smart cities and entrepreneurship. She also lectures in Bachelor and Master courses including information law, statistics and student research projects.

**Alona Forkosh-Baruch**, PhD, is senior faculty at Levinsky College of Education and a researcher at Tel Aviv University School of Education. Her research focuses on social media in education, technology in K12 and higher education (including teacher education), innovative pedagogical practices using technology, and educational transformations in the information era (e.g., social curation).

**Rivka Gadot**, PhD, is a teaching fellow Tel Aviv University, School of Education, and a faculty member at the departments of Computer Science and Economics and Management at the Open University of Israel. Her main research interests are social media, social curation and technology in education.

**Gerhard Peter** works at Festo since 2001 as Knowledge Management Specialist. He oversees the Connect! program that aims at introducing social networking at Festo.

**Ciara Heavin Dr** is a Lecturer/Researcher at Business Information Systems at Cork University Business School (CUBS), University College Cork, Ireland. Her research focuses on opportunities for information systems in the global healthcare ecosystem. As Co-Director of the Health Information Systems Research Centre (HIRSC), Ciara has undertaken funded research in the investigation, development and implementation of innovative technology solutions in the health domain.

**Catherine Hennessy** is a Teaching Fellow in Anatomy at Brighton and Sussex Medical School, U.K. She primarily teaches anatomy to undergraduate medical students but also teaches pharmacy, sports therapy, radiology and physician associate students. Catherine is also a second year, part-time PhD student investigating how social media has impacted medical education.

**Val Hooper** Associate Professor is Currently Head of the School of Marketing and International Business at Victoria University of Wellington. Previously she was Head of the School of Information Management. Her cross-disciplinary

background situates her ideally to study topics such as social media, which she has researched for many years.

**Dr. Paul Hopkinson** is an Assistant Professor of Marketing in the School of Social Sciences at Heriot-Watt University Dubai Campus. His research interests lie principally in the areas of relationship marketing and the management of customer and intermediary relationships. His research focuses on the management of independent channels of distribution in the financial services sector and has examined, for example: the nature and role of commitment in relationship maintenance; the dimensions, determinants and consequences of relationship quality; and the barriers to successful channel management.

**Frank Houghton** is Director of the HEALR Research Group at Limerick Institute of Technology. As well as holding a PhD in health geography, he also holds four Masters degrees, including one in Computer Science. He has worked in academia in the US, the UK and Ireland, and in Public Health in Ireland and New Zealand.

**Aki-Mauri Huhtinen**, (LTC (GS), PhD) is a military professor at the Finnish National Defence University in the Department of Leadership and Military Pedagogy. His areas of expertise are military leadership, command and control, the philosophy of science in military organizational research and the philosophy of war.

**Matias Ijäs** has studied computer science in Tampere University of Technology. He has experience in multiple software development companies and is currently completing his mandatory military service in Finnish Defence Research Agency. His interests are in the fields of mathematics and engineering. His goal is to improve the quality of scientific research.

**Alexandra Ioanid** is a lecturer at the University Politehnica of Bucharest with background in Information Technology and Business Administration. Her current research interests cover: social media, neuromarketing and open-innovation models. She is author of more than 60 papers on social networks, business strategies and entrepreneurship.

**Christos Karpasitis** obtained his Multimedia Bachelor of Science (BSc) in 2010 from Northumbria University, UK. He holds a Master of Science (MSc) in e-Business and Information Systems from Newcastle University, UK and a PhD in Digital Media and e-Marketing from the University of Central Lancashire, UK. He is currently a lecturer at UCLan Cyprus.

**Tatiana Khvatova**, Dr. of Sc. (Econ.), PhD (Eng.), Peter the Great Saint-Petersburg Polytechnic University, Russia. Currently employed as a professor for Higher School of Management and Business and visiting professor at Leibniz University



(Germany), EDC (Paris, France). Presently the research is focused on knowledge management, networks, new business models. Tatiana teaches Strategic Management, Quantitative Methods. E-mail: khvatova.ty@spbstu.ru

**Johannes Konert** is professor for Web Engineering at Beuth University of Applied Sciences in Berlin. For his Ph.D. he developed solutions to add social media interactions to educational games. Supplemented with his insights gained from foundation of a social media company, his research focuses on networking and optimization of individual learning experiences in social-media applications.

**Kevin Koyce** is currently a PhD candidate of the Business Department, at the Limerick Institute of Technology. Research interests include the legal future of data and data itself, marketing in the digital, and nostalgia. These interests, have led to the pursuit of understanding the phenomenon of big data across a range of perspectives.

**Amy Leh Dr.** is a Professor in Instructional Technology at California State University San Bernardino. She has written more than 30 articles and made more than 100 presentations at international/national conventions. She teaches graduate courses and is also serving as the Executive Director and CEO of Phi Beta Delta, Honor Society for International Scholars.

**Laura Maechling** is 21, she graduated the University of Brighton in 2017 before going back to France to finish her Masters degree. She wrote this paper as a part of her Bsc International Business. The theme of the article reflects two of her main interests: Arts and Entrepreneurship.

**Christine Meschede** studied Mathematics and Information Science & Language Technology in Berlin and Düsseldorf (Germany). Currently, she is a researcher at the Department of Information Science at Heinrich Heine University Düsseldorf. Her main research interests are Gamification, Altmetrics and the role of ICT for environmental sustainability.

**Rebecca Mitchell** is a lecturer in fashion buying and merchandising at Manchester Metropolitan University in the faculty of arts and humanities. Rebecca is an early career researcher who joined academia in 2015, with interests in consumer shopping habits and social media.

**Dusan Mladenovic**, currently a PhD Candidate (6<sup>th</sup> semester) at Faculty of Economics – Masaryk University, Czech Republic. Thesis defense due in 2019. Currently enrolled into project regarding consumer behavior in digital environment. Areas of interest digital and online marketing, word of mouth

marketing (offline and online). Blogger ([balkanmarketingstories.com](http://balkanmarketingstories.com)) and passionate traveler ([myseveralwords.wordpress.com](http://myseveralwords.wordpress.com)).

**Sahar Najafikhah** is a master's degree student in IT Management at the University of Tehran. His research interests are Data mining.

**Seán Nevin** is a researcher with the State Street Advanced Technology Centre in UCC. Mr. Nevin is currently undertaking a PhD in Financial Technology, with particular interest in crowdfunding. His research explores investor behaviour, and relationship building on crowd investment platforms. Mr. Nevin's work has been published in the European Conference of Information Systems, and The International Symposium on Open Collaboration.

**Louise O'Hagan** Ba Hons in Psychology and MSc is Cyberpsychology. Currently a PhD student at Queens University, Belfast. Interested in the human element of cybersecurity, specifically data transfer. Investigating individual differences in reaction to accepting terms and conditions, clickbait and phishing, all of which collect data legally and illegally.

**Prof. Celina M. Olszak, Ph.D.** is a dean of Faculty of Economics, a chair of the Department of Business Informatics as well as Deutsche Akademische Austausch Dienst and Swiss Government scholarship holder. Her research focuses on decision support systems, management information systems, business intelligence and big data.

**Lars Osterbrink** is a Research Associate and PhD Student of the chair for Information Systems at the Philipps University Marburg. From 2014 until 2016 he completed his master's program in Marburg with emphasis on innovation & information and market-oriented management. Prior to that, he completed his bachelor studies at the Philipps University Marburg.

**Nuran Öze**, Assistant Professor Dr., Head of Department of Public Relations and Advertising, Department of Public Relations and Advertising, Faculty of Communication, Near East University. She is especially interested with culture, communication, PR and social media.

**Dr Stuart Palmer** is an Associate Professor in the Faculty of Science, Engineering and Built Environment at Deakin University in Australia. His research interests include frequency domain image analysis, the effective use of digital/online technologies in learning and teaching, and social media data analysis and visualisation.

**Dr. Anat Peleg:** Director of the center for the study of Law and the Media and Lecturer at the faculty of Law, Bar-Ilan University. Former Legal Affairs Reporter for the Israeli Radio. Main research interests: Mediatization of the Judicial Process, Litigation Communications, Crime victims and the mainstream media, Use of social media by sexual-assaults' survivors.

**Nádia Salgado Pereira** is a clinical psychologist, has a PhD in Educational Psychology, and works at the Faculty of Psychology of the University of Lisbon. She has developed a Socio-Emotional Learning program in the Portuguese educational context. Currently, she is developing an application to help adolescents regulate their behavior in situations of cyberbullying.

**Dr Rodrigo Perez-Vega** is a Lecturer in Marketing at Henley Business School. His research interests are in digital marketing, online consumer behaviour, social media marketing, social CRM, and applications of AI to marketing. Rodrigo holds a PhD in Management, where he looked at the role of immediacy as a determinant of Facebook fan page engagement. He also holds a Master of Research, an MSc. in Strategic Project Management and a BA (Hons) in Marketing. Rodrigo has been invited to deliver workshops and conferences at the SME World Summit and the Social Media Summit. He actively engages with industry in the UK, UAE and Mexico for his research projects and he was awarded best literature review at the Doctoral Colloquium of the Academy of Marketing in 2014.

**Wybe Popma** is Principal Lecturer Marketing at Brighton Business School. He also teaches at the University of Montpellier and has held positions at Sussex University, Erasmus University, ETH Zurich and Twente University. His main research interests revolve around "Marketing and Innovation in relation to Competition" as well as "Ethics in relation to Corporate Social Responsibility".

**Andrius Puksas** is a doctor of law. In 2014 he defended his doctoral thesis, "An Appreciable Effect on Competition and Trade Provision. The Problems of Agreements of Minor Importance." He is a member of the Lithuanian Radio and Television Council, the head of Social Innovations Doctoral School at Research and Innovation Support Centre of Mykolas Romeris University, the director of the Institute of the Lithuanian Scientific Society. He also is a member of the Council at Lithuanian Society of Young Researchers and Lithuanian Scientific Society.

**Raphael Remhof**, MBA multi-faceted professional, who grew up in America and is co-founder of one of Austria's first omni-channel-marketing agencies, with over 12 years of experience living, studying, teaching and working in international environments. Specializing on omni-channel-marketing, cross media storytelling,

New customer behaviour and it's implications.

**Andrée Roy** is an engineer and a professor of Management Information Systems at the Université de Moncton. She has written several articles on social media, e-learning and small and medium-sized enterprises. Ms. Roy is also an e-learning consultant and the owner of a business specialising in the field of e-learning.

**Katrin Scheibe** is a research associate at the Department of Information Science at Heinrich Heine University Düsseldorf, Germany. Her research topics include social media systems, especially social live streaming services.

**Aishwarya Singhal** is a Ph.D. candidate at Heriot Watt University, Dubai campus. Her research interests include digital marketing, social customer relationship management and integration of artificial intelligence in field of marketing. She graduated from Heriot Watt University (UK) with Bachelors in Business Administration and Heriot Watt University (Dubai) with M.Sc in Marketing.

**Aelita Skaržauskienė** Initiator, scientific leader of priority research program for “Social technologies” at Mykolas Romeris University (MRU). Researches new technologies in different fields of society focusing on innovative co-creation approaches. Research based on principles of collective intelligence, system theory, scientific research publications covering networked structures, clusters and innovation management. Led Project for development of Self-managing teams in EU Parliament, Luxemburg and Brussels with DEMOS Group Belgium ([www.demosgroup.com](http://www.demosgroup.com)).

**Jade Sleeman** works with international students teaching academic English programs and pre-service teacher education at La Trobe University, Melbourne, Australia. She is currently a PhD candidate in the School of Education at La Trobe University, researching international students' social media practices.

**A S Poornima Srikant** Bachelor of Engineering (Industrial Production) and MBA (Department of Management Studies) at National Institute of Engineering Mysore. UGC Net Scholar. Currently pursuing PhD at Department of Management Studies, University of Madras, under guidance of Dr K Sathyanarayan, Associate Professor, Department of Management studies, University of Madras. Faculty with teaching experience teaching at school of Management, D G Vaishnav College, Chennai.

**Kejo Starosta**, M.Sc. in computer science, is an independent researcher interested in computational text analysis and the large-scale retrieval of unstructured text data from the web. He uses his qualitative text data for econometric modeling to

nowcast, forecast, and model various aspects of the economy. He is especially interested in modeling international relations.

**Renée Stevens** is an award-winning interactive designer and educator from Syracuse, NY. Her creative work focuses on how augmented reality design can help overcome learning disabilities. She is an Assistant Professor of Design at the S.I. Newhouse School of Public Communications at Syracuse University. She was named a 2017 Educator to Watch by GDUSA.

**Marjolaine St -Pierre**, Ph.D. is currently Associated Professor at the Faculty of Education Sciences at the University of Montreal. She is also an honorary professor at the University of Quebec at Montreal (UQAM). Specialized in educational administration she works on the training of teachers and principals of schools in the area of management.

**Dr. Victoria Uren** Current Position - Senior lecturer at Aston University and a member of the Operations and Information Management Group in Aston Business School. Work History - Senior researcher on several collaborative projects and information scientist. Current Research Concerns - Social Media, Games in Education, and Value Creation from Data.

**Tone Vold Ass. Prof.** lectures at The Inland University of Applied Science, Norway, in courses within knowledge management, organizational learning, informatics and systems engineering. She is currently working on a PhD within the area of Enterprise development and worklife research, doing research on involving students in their own learning process to prepare for worklife in organizations.

**Murdoch Watney** is a professor at the University of Johannesburg, South Africa. She is Head of the Department: Private Law. Murdoch is an NRF rated established researcher. She contributed to four textbooks and has published on the law of criminal law, and cyber law and has delivered peer-reviewed papers at national and international conferences.

**Kenneth Wilkinson** was awarded a PhD for research into risk management in Chinese supply. His research interests are international business management and marketing, operations management, logistics, and supply chain management, all of which he has taught to undergraduates. He currently teaches fashion supply chain management at Manchester Fashion Institute.

**Ligita Zailskaitė-Jakštė** is a PhD student at Digitalization Research Group, Kaunas University of Technology (KTU) and an assistant at Faculty of Informatics at the same University. Ligita's research areas include consumers engagement behavior

in social media, communication, public relations in the context of education and the impact of communication on brand equity. Ligita's newest field of interest is social media analytics.

**Hantian Zhang** is a Ph.D. candidate at the Edinburgh College of Art, University of Edinburgh, United Kingdom. With a background in design and digital media, his research focuses on the relationships between social media, content, context, presence and vlogger's audience engagement achievement.

**Franziska Zimmer** is a Master student and research associate in the department of information science at Heinrich Heine University Düsseldorf Germany. She researches in the thematic area of social media, especially social live streaming services.



# Keynote Outlines





## **Keynote Outlines**

The following are outlines for the Keynote Speeches which will take place at ECSM 2018.

### ***Your Social Media Controls Your Future***

**Shane McCarthy, BlueChief Social, Limerick, Ireland**

Your Social Media Controls Your Future - We take a closer look at the impact of social media and why it needs to be embraced and managed in both personal and business life.

We have the world's newest communication tool, shorter attention spans, media manipulation and ageing population and most of us walk around with a laptop (Your Mobile) in our pocket, bag or hand. If we don't consciously control it, it will subconsciously control us and the big data is there to prove it. The talk will be engaging, practical and we're excited about the Q & A to conclude it.

Threads the talk is relevant to and would have impact in:

- Social Media and Entrepreneurship
- Social Media and Online Teaching
- Social media in business
- Social media in education
- Social media in the present knowledge economy
- The networked citizen
- Monitoring and evaluating social media
- Big Social Data Analytics
- Brand Management and Social Media

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### ***The importance of quality over quantity when it comes to growing a loyal social media community***

**Eimear McManus, Digital Works, London, UK**

Most of us know we should be using social media, but a lot of companies aren't sure where to begin when it comes building a loyal community and creating relationships with their customers and potential customers. During this talk I will be sharing tips and best practices that will enable attendees/businesses to build the foundations for a loyal community, create strong relationships and capitalise

on those relationships. I will be sharing essential information and quick wins that can be actioned right away.

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***Listen to Learn: 7 Steps to learning about your audience using social listening***

**Stephen O’Leary, Olytico, Dublin, Ireland**

Customer feedback is centuries old, but the advent of social media has led to significant increases in the volume of feedback now available to us.

It has also marked a shift in how we get customer feedback – you no longer need to ask for it, instead you can simply listen to what customers are telling you, publicly online.

In his keynotes address, Stephen O’Leary will take attendees through seven key pillars of social media listening – with relevance to those at beginner, intermediate, and advanced levels of social media strategy. As well as providing benchmarks for their current social listening activity, the presentation will be heavily focused on actionable takeaways – allowing the audience to immediately start implementing what they have learned.

# **Research Paper Abstracts**



# Facebook Addiction among Ordinary Users in Jordan

**Basil Alzougool**

Arab Open University-Kuwait Branch, Kuwait

**Abstract:** Facebook has become the most popular social networking site with more than 2.07 billion monthly active users. However, this popularity has its pains too reflected by some addictive behaviour among its users. Although researchers have recently started to examine Facebook addiction, available studies that explored the issue of Facebook addiction mainly concentrate on students. Also, little research has explored this issue among general public in general and among people in Jordan in particular. This study therefore employed the Bergen Facebook Addiction Scale to investigate Facebook addiction among ordinary users in Jordan. A sample of 397 ordinary users is employed to achieve the study objective. Results showed that 38.5% of the participants were addicted to Facebook. No significant differences were observed in Facebook addiction based on respondents' gender, age range, marital status, and education level, device used to access Facebook, place of residence, and years using Facebook. The only considerable differences were observed in both the duration and frequency of use per day.

**Keywords:** Facebook addiction, social networking sites, Jordan

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# An Investigation of Sentiment and Themes from Twitter for Brexit-2016

**Alsuhaibani Anas**

University of Sheffield, UK

**Abstract:** Observing debate and discussion within sources of social media is being increasingly used to monitor peoples' opinions and views across topics. For example, on 23 June 2016 Brexit voters in the UK decided to depart from the EU, with 51.9% voting to leave. The topic was debated on Twitter with #Brexit becoming one of the most widely used hashtags across the globe in 2016. This study investigates the sentiment and themes of a random sample of 1,304 tweets with the hashtag Brexit in the period 10 June to 7 July 2016. Data were coded manually into two code frames (sentiment and themes) and the reliability of coding assessed for both codes. Sentiment analysis of the sample showed 45.6% of tweets conveying negative emotion; whilst only 10.4% conveyed positive emotion (29.4% of tweets were factual with no sentiment conveyed). With respect to theme, around 23.4% of tweets discussed the economy and business

within the UK and effects on stock markets; the UK current government and Related to Campaign themes had the most negative sentiment. The main contributions of this work are the classification schemes; however, the results of the study also support the use of social media in analysing public opinion around major topics or themes.

**Keywords:** Sentiment analysis, Thematic analysis, Twitter, Brexit, Social media

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## **Effects of a Social Media Network Site on Student's Engagement and Collaboration: A case study of WhatsApp at a University of Technology**

**Moses Basitere<sup>1</sup> and Ntsundeni Mapatagane<sup>2</sup>**

<sup>1</sup>Chemical engineering Department, Cape Peninsula University of Technology, Cape Town, South Africa

<sup>2</sup>Institutional Research Office, University of Zululand, Kwazulu Natal, South Africa

**Abstract:** Social Media Network Site (SNS), WhatsApp, enjoys high popularity among learners, in South African universities and colleges, who use technology to create a community of practice inside and outside the classroom. The study investigated the impact of the use WhatsApp (SNS) messenger on students learning and its promotion of engagement and collaboration among learners enrolled in an Engineering Physics course who were using WhatsApp messenger closed group as a platform for various academic activities over a period of six months. The researchers used both Vygotsky's social development and learning ecology perspective framework to investigate the potential of WhatsApp as a tool to promote interaction and engagement in learning. Both quantitative and qualitative analysis of data analysis on the semi-structured questionnaire, which was administered to the students to measure the impact of WhatsApp, was conducted. A significant finding of this study was that WhatsApp was used effectively as a learning tool to enhance student's engagement in course discussions and collaboration in an Engineering Physics course inside and outside the classroom. The study offers opportunities for future researchers, particularly researchers, that seek to investigate the extent in which SNS increases students peer learning and collaboration and also, to an extent, that universities and colleges can use SNS to encourage students' active participation in the course.

**Keywords:** Collaboration, Technology, WhatsApp, Social Media Network Sites

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# The Methodological Basis for the Management of Social Media

**Viacheslav Georgievich Burlov**

Life Safety Department, Peter the Great Saint-Petersburg Polytechnic University, Russia

**Abstract.** This paper considers social media (SM) - as the consequences of human activity. According to this, the human decision is based on his activity. Social media is the main tool for communicating information now. Regulation and management of social media are necessary in the context of information warfare. There is a risk that the results of management do not meet expectations. For guaranteed control, it is necessary to build an adequate model of human decision. To manage a complex system, this work described the methodological basis for solving the management problem. To build an adequate management model, the law of preserving the integrity of the object was used. The developed model allows achieving the goal of social media management in a guaranteed way, since it takes into account the conditions for the existence of the management process.

**Keywords:** System, integrity, management, model, synthesis, Law of conservation of the integrity of an object.

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## Historical Perspectives on Teens and Social Media: When Old Media was New

**Margaret Cassidy**

Adelphi University, Garden City, NY, USA

**Abstract:** Digital media are having a powerful impact on the experience of childhood and adolescence. These media change and expand the types of people and information that children and teens can access without the knowledge of adults. While digital media have a lot to offer young people in the areas of information, entertainment, and social interaction, they also generate a variety of concerns about children's physical, emotional, and social well being. It is interesting to note, however, that digital media are only the latest in a long history of new media disrupting the existing media environment, capturing the interest of children, and generating anxiety in adults. This paper examines some of the new media of the nineteenth and twentieth centuries and the way adults reacted to children's embrace of the new media of their time.

**Keywords:** children, adolescents, media history, mass press, social media

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# The 'Chlefie' Phenomenon: A Qualitative Study to Ascertain the Essentials of Usage in Youth Fashion Retail Environments

**Susan Craig, Rebecca Mitchell and Kenneth Wilkinson**

Manchester Metropolitan University, UK

**Abstract:** Fashion consumers are using smart-technology to upload 'chelfies' ('selfies direct from the changing rooms') to crowdsource opinion about proposed purchases, using social media to replace 'physical friends' with 'digital friends' (Soar and Torn, 2015). This suggests a shift in consumer shopping habits, with less importance being placed on the shopping experience. Despite the recognition that social media usage by consumers is extensive, relatively little attention has been paid to the motivations for consumers engaging in the sharing of 'chelfies' and the impact this has on their purchasing decisions. This purpose of this study is to analyse qualitative data to present the 'Chelfie' phenomenon and examine how users of social media platforms are using these changing room selfies to crowdsource opinions. Based on the findings, we hypothesise the following: that companies can gain sales from the exploitation and harnessing of this phenomenon; that this phenomenon is currently not accounted for in current literature; and the exponential growth in social media, will necessitate technological innovations and customer experience enhancing adaptations by fashion retailers.

**Keywords:** Social Media, Crowd Sourcing, Hyper-social shopping, Changing Room Selfie, Chelfie, Shopping Patterns

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## Online College Students Engagement and Social Media in Higher Education

**Phillip L. Davidson**

The University of Phoenix, School of Advanced Studies, Arizona, USA

**Abstract:** Colleges and universities are investing significant financial and human resources in the creation of school-specific social media platforms. In some schools, student use of social media is often the primary metric for determining student engagement, with the belief that student engagement is linked to student persistence and student persistence is correlated to retention. Colleges and universities want students to return year after year. The desire to measure student retention is understandable as it allows for better strategic planning. Increased student retention also improves the school's financial picture.

Additionally, research has demonstrated that students in traditional class settings, who persist in attending the same school, tend to perform better in their academic classes. Most colleges and universities now offer some form of online education, and the question is whether the same dynamics around student engagement and retention also apply to the online environment. Much of the current research does not consider online students and their use of social media, so models of student persistence and student engagement based on social media may not apply. This descriptive case study involved interviews and a survey of approximately 700 online college students from multiple U.S. colleges and universities. The findings suggested that most students do not participate significantly using the formal social media tools of their colleges or universities but prefer more informal applications to communicate and collaborate with peers. The findings brought into question the costs and time resources being spent by colleges and universities in the creation of formalized social media platforms.

**Keywords:** social media, online education, student engagement, student retention, student persistence.

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## **My Social Curation Experience: Preservice teachers' Learning Insights**

**Rivka Gadot<sup>1,2,3</sup> and Alona Forkosh Baruch<sup>1,2</sup>**

<sup>1</sup>Levinsky College, Israel

<sup>2</sup>Tel Aviv University, Israel

<sup>3</sup>Open University of Israel

**Abstract:** This study is focused on “content curation”, which is the process of gathering information relevant to a certain topic or field of knowledge. In the digital era, innovative new technologies have extended curation to include digital information items and "smart" objects rather than exclusively concrete objects, giving rise to the term "digital curation". Social curation in education is a directed process of creation of a personal ontology by the learner, in which the essence is the learning process and not only the product. In our research we examined preservice teachers' digital curation activities and insights in social media, its outcomes and potential in education. The study included 78 preservice teachers, which produced altogether 45 summaries and insights regarding their experience throughout the B.Ed. course “Digital Curation” in the year 2016-17. Data was collected from preservice teachers' “knowledge exhibitions” and analysis of their activities on Scoop.it, a digital curation platform used for this course, as well as from reflections written by them at the end of the course. Findings indicate that

preservice teachers' activities focused on four major activity types: social, personal, content and exposure. Their reflections focused on these activity types as well. The conclusions of the study highlight social curation as an educational activity that promotes 21st century skills, exemplifies deep learning, and is highly connected to motivational aspects of the learner.

**Keywords:** social curation, social media, ontology, deep learning, pre-service teachers

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## **Fake News and Social Media: The Role of the Receiver**

**Val Hooper**

School of Marketing and International Business, Victoria University of Wellington, New Zealand

**Abstract:** Communication theory indicates that the process of communication typically consists of the source/ the sender, the message, the communication medium, and the receiver. Social media have become prominent communication media, covering socializing messages, marketing messages and news messages. New messages include both “legitimate” news and fake news. Fake news has gained significant prominence recently. The spread of fake news has been attributed particularly to social media with the latter’s role in the process receiving considerable attention because of the hugely damaging impact fake news can have. Even the World Economic Forum’s 2018 meetings in Davos, have focused on fake news, the process of communicating it via social media, and the role of social media in addressing/halting the dissemination of fake news. In terms of communication theory components and this issue, while the source/the sender, the message, and the communications medium have all come under the magnifying glass, very little attention has been paid to the receiver who, after all, is the target of the fake news message. Without the receipt and “consumption” of, or willing belief in, the fake news by the receiver, the fake news is rendered powerless. What is it then, within the receiver, that makes them either willing or unwilling recipients of fake news? To address this question, I examine the role of the receiver in the dissemination of fake news. A literature review was undertaken to explore the nature of fake news, and our, the receiver’s, understanding of the concept. The various types of social media and the suitability of some more than others, for the dissemination of fake news, are unpacked; and the relationship of the receiver with social media, the receiver’s motivation to engage with social media, their attitudes, their biases, their engagement behavior and the influence of their reference groups are explored. Finally, a model is proposed which depicts the pivotal role of the receiver in the

communication of fake news via social media, and the factors that influence the receiver.

**Keywords:** Fake news, social media, communication, receiver, motivation, engagement

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## **Warfare in Hybrid Environment: Reflexive Control as an Analytical Tool for Understanding Contemporary Challenges**

**Aki-Mauri Huhtinen<sup>1</sup>, Mikko Streng<sup>1</sup>, Saara Särmä<sup>1</sup> and Noora Kotilainen<sup>2</sup>**

<sup>1</sup>National Defence University, Helsinki, Finland

<sup>2</sup>University of Helsinki, Finland

**Abstract:** “Hybrid warfare” challenges the way of waging military operations. The hybrid threats are unconventional, fast, multiple and often unclear. The threats do not respect any boundaries, either between national and local authorities or different levels of decision-making. Such threats often present unprecedented problems to security agencies and political decision-makers. Policymakers still expect precise control of military force during operations to prevent unexpected casualties. Military doctrinal manuals serve to standardize military action by performing clearly defined functions and task shared language and methodology. Military technologies and practices together support the vision of centrally controlled weapon systems, sensors and communication lines. Thus, hybridity is seen to pose new challenges for the ways in which military operations are conducted, but yet it is also seen to offer new possibilities for communications operations, for example practising military strategic communication (StratCom). In this paper, we set out to discuss the phenomena of hybrid warfare in contemporary rhizomatic society and hybrid media environment. Furthermore, we consider how reflexive control functions and can provide historical perspective to often ahistorical accounts of hybrid warfare and thus help us to better understand the contemporary challenges and threats of hybrid warfare, particularly coming from Russia. Furthermore, we argue that in order to effectively face the new challenges hybrid environments throw at security organizations, they need to move from systemic thinking towards rhizomatic thinking. We seek both historical perspective and new tools for understanding contemporary challenges by turning to the concept of reflexive control as a means to get a better grip of the logics and phenomenon of hybrid warfare.

**Keywords:** Networks, Social Media, Hybridity, Hybrid Warfare, Reflexive Control, Rhizomatic thinking

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## Scalable Algorithm for Computing Influence Spreading Probabilities in Social Networks

**Matias Ijäs, Janne Levijoki and Vesa Kuikka**

Finnish Defence Research Agency, Riihimäki, Finland

**Abstract:** We introduce an efficient algorithm for computing spreading probabilities in social networks of different sizes. The algorithm is based on efficient memory usage and minimization of computing operations. Results of the algorithm have a wide range of applications, e.g. detecting communities, influential spreaders, recipients and mediators. It is possible to process large amounts of data, e.g. Big Data, because of the speed of the algorithm and efficient usage of the memory. The computational cost of the algorithm with complexity  $O(LN)$ , where  $L$  is the maximum path length,  $E$  is the number of edges and  $N$  is the number of nodes, is based on computational operations from every node to all other nodes. The spreading probability from a single source node to all other nodes or the accumulated probability from all nodes to a target node has complexity  $O(LE)$ . Compared to other spreading probability algorithms, the advantage of this algorithm is the adaptability, e.g. by adjusting maximum path length and time of inspection. We have developed a program that is used to compute e.g. social media networks practically. We investigate the suitability of the algorithm in three social media services and verify the validity of the results. We use large datasets from Facebook, Twitter and Google+ to compute cohesion in random sub-groups, and measure the influence of users. The algorithm's applications are extensive in the fields of research and mathematical modeling. The algorithm is suitable for other applications such as finding isolated nodes in a group, propagating viruses in a network, or spreading electrical impulses between neurons. The focus of this algorithm is to describe real world phenomena more accurately than previous algorithms and handle at least the equal amounts of data as implementations of other models published in the literature.

**Keywords:** Social Networks, Algorithm, Influence Spreading Probability, Big Data, Social Media, Data Analysis

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# Social Networks: Friend or Foe?

**Alexandra Ioanid, Cezar Scarlat and Gheorghe Militaru**

University Politehnica of Bucharest, Romania

**Abstract:** The importance of the information and communication technologies (ICTs) lies less in the technology itself, but rather on the *technology-human interaction* for creating greater access to information, facilitating communication and online transactions. In this respect, the purpose of this paper is to propose a discussion related to dual facets of the ICT explosive development. Nowadays, especially with the development of smartphones, internet is closely connected to almost any activity, from sending emails and chatting with friends to uploading videos or photos on (ICT-based) *social networks* platforms, from online banking transactions to searching for information on websites rather than in books, from shopping online to looking for a mate on dating websites. The social networks development – from long distance communication to data exchange to marketing research to local or global survey and even espionage, as well as their use for political purposes – is paralleled by the development of cyber-attacks and cyber-crimes in cyber-environment (from individual hobby to credit card theft to government-coordinated hacking) as well as terrorism. There is no secret that cyber-weapons are tools of the “modern war.” *Cybersecurity* becomes a key issue. In other words, it is obvious that life wouldn’t be the same without new internet technologies and ICT supported social networks, but this doesn’t mean there are no negative effects together with the positive ones mentioned above. Technology-based social networks have influenced the world for the better, with the spreading of ideas, possibilities to communicate cheaper and faster, making life easier in many ways, but, at the same time, created new potential dangers (do not forget pornography). In conclusion, the new ICTs give a lot of power, but come together with corresponding responsibility in using them: metaphorically speaking, owning an “internet driving license” is mandatory on the highways of the future.

**Keywords:** Information & Communication Technology (ICT), Social networks, Cyber-environment, Cybersecurity, Life-Work balance, Technology addiction, Human alienation.

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# The Role of Music in Viral Video Advertisements

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**Abstract:** Drawing on theoretical insights from multidisciplinary research in the fields of Advertising, Digital Media and Internet Marketing, this research paper is set out to explore the role of music in viral video advertisements. More specifically, this paper investigates the effect that music fit and music popularity have in driving large numbers of Social Media users to share the same video advertisement in social networks and consequently improve the video's virality. In order to investigate whether music fit and music popularity impact a Social Media user's decision to share a video advertisement in social networks, it was decided to develop three new versions of a video advertisement that already went viral and examine whether they could be as shareable as the original video if the background music was different. The results suggest that music fit has an impact on the decision of a Social Media user to share a video advertisement in social networks. Moreover, background music being popular alone does not significantly increase the likelihood of sharing the video advertisement. However, when the background music used is popular and it also fits the video advertisement's plot and visuals, then the Social Media users' likelihood of sharing the video advertisement in social networks is significantly increased. Overall, by taking into consideration the conclusions drawn by this study, online media producers and marketing practitioners can start developing online video advertisements that are more likely to go viral. Consequently, this will improve the possibility of creating online "buzz" while also assisting them in meeting other key Viral Marketing objectives.

**Keywords:** viral videos, viral marketing, viral advertising, video advertising, Social Media, digital marketing

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# Arrvu: a Mobile Social App for Regional Artistic Services

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**Abstract:** Based on literature research and analysis of the existing related work, like the applications Avant Arte or DeviantArt, it is evident that needs of artists offering their work to art enthusiasts and interested regional parties are not addressed satisfactorily. Based on results of a self-conducted user study with both target groups, artists and interested parties, a thorough concept of a new mobile social application, named Arrvu, has been developed. Main unique aspects are the visual design of users' profiles, possibility to present visual arts artifacts and the functionality of a regional search in categories to find offers and like-minded users nearby. To support the core functionality, the focus is on the social media interaction concepts and graphical design of the application. The conducted evaluation of the developed prototype clearly states the strength of the regional search functionality and the implemented social interactions. These include commenting, contacting and connecting (in the meaning uni-directional following). To the best of the authors' knowledge, Arrvu is the first application designed with the focus on social interactions and connecting artists and interested parties taking distance- and category-based filtering into account. This contribution discusses state of the art, after illustrating the unique needs of the target groups (based on the user study results). Of the proposed solution Arrvu, the architectural model and interactions addressing these needs as well as the user experience, interaction design and screen design are described. Key findings of the following conducted user study include the satisfied need of artists to offer their services regional as well as interested parties want to find local service offers. A critical reflection of the achievements leads to recommendations for further development. This includes more focus to regional aspects in mobile applications and consideration of the uniqueness of art works in marketplace applications.

**Keywords:** social application, artistic services, art works, social interactions, regional search

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# The Challenges of Using Big Data Effectively: A Critical Analysis of the Phenomenon of Big Data

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**Abstract:** The purpose of this research is to critically evaluate the modern phenomenon of big data in the context of industry use, the end user, and future legal implications. The need to conduct such research, was borne out of the ambiguity that currently exists within the field. The area of big data is primarily viewed and examined as a standalone concept and from a technical perspective. Due to its growing relevance and use in the modern world, it was deemed necessary to understand how companies use it, where the data is being sourced and what impact does this have on the end user. The paper considers each area across three common themes; key concepts, environmental factors and an author's analysis which puts forward an individual conceptual framework for each section. The findings of the secondary research purport that big data needs to introduce an added layer of validation before its output is implemented. Furthermore, there a number of future legal considerations set out under EU Regulation 2016/679 that must be considered and implemented by all companies that collect user sensitive data. It was also discovered that at present, there are concerns relating to the level of privacy that end users have and whether informed consent is being effectively practiced. In the event that the new EU regulations do not address such concerns, there may be a need to incorporate new sanctions. A final discovery originating from an analysis of social media user data is that a unique relationship exists between big data and nostalgia.

**Keywords:** Big data, privacy, data validation, social media, informed consent, GDPR

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# Celebrities' Personal Brand Authenticity in Social Media: An Application in the Context of Football Top-Players. The Robert Lewandowski Case

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**Abstract:** The aim of the study is to explore personal brand authenticity in social media through sentiment analysis. A survey has been conducted in the context of football players with respect to Robert Lewandowski – the most valuable Polish football-celebrity brand. Authors first assess antecedents of his brand authenticity basing on an international sample of social media users, made of 219 cases from 22 countries (intentionally excluding Poland), adopting the structural equation modelling method (SEM) for the data analysis. Next, the results obtained with the sentiment analysis at the same time are compared. This study is the first assessing the authenticity of a football star. Findings lead to interesting implications for the authentic personal brands' creation of football celebrities online.

**Keywords:** human brand, personal branding, brand authenticity, sentiment analysis, Sentione, social media, football

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## Personal Brand Authenticity and Social Media: The Top 5 Football Players' Case

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**Abstract:** The authenticity is a key factor which attracts the interest of young consumers in the more and more dominant virtual world full of “fake news”, “fake images”, and “fake impressions”. The celebrity authenticity is also important when it comes to gain the positive attitude of the audience and the success in the long term. The unique talent is crucial for all stars. According to football stars, the authenticity of their personal brands next to the extreme talent also brings greater financial success to the player due to the cooperation with media and advertising industry. The aim of the presented study is to explore the antecedents of the personal brand authenticity of the TOP5 most valuable football celebrities in the social media. To do it, the authors conducted a study

among 496 Polish social media users. The presented study is the first sector analysis which assesses the authenticity of football celebrities' brands. The data have been analyzed by the structural equation modeling method (SEM). The findings suggest that consistency and candidness are the factors which to the greatest extent determine the authenticity of football celebrities in the social media.

**Keywords:** personal branding, Sentione, sentiment analysis, relational capital, social media, brand authenticity

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## **Technology and Social Media Changing Life in China**

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**Abstract:** The purpose of this research study is to gain a deeper understanding of how people in Mainland China use social media and how social media impacts people's life in China. This research study is more qualitative than quantitative research in nature. Data collection involved two sets of data: (1) observations, field notes, and informal interviews during a professional trip in Kunming (with a population of 6.6 million inhabitants) and Chenggong (a city district in Kunming), Yunnan province, China, and (2) survey and semi-structured interviews that took place after the professional trip. The first set of data consisted of observations (conducted at local markets, shops, restaurants, attractions, and a university) and informal interviews with seven blue-collar workers and three white-collar professionals. The second set of data consisted of survey responses from 32 white-collar professionals and semi-structured interviews with eight of the professionals. The researchers used coding scheme and content analysis to analyse the narrative data, and used percentage and counts to analyse the survey data.

The results indicated that smart phones and social media have become necessary tools for many Chinese in their daily lives. The tools have helped them to learn anytime anywhere, and learning via mobile phone has become very popular among Chinese people. The tools have enhanced communication and interaction among Chinese but, at the same time, brought challenges to them, for example, reducing face-to-face communication, negatively affecting the relationship among family members and close friends, and forcing them to balance time spent on social media with real life. Additional drawbacks from smart phones and social media included, but were not limited to, personal information leakage and safety issues. Chinese are not alone when facing such life change issues due to the use of social media, but Mainland China is unique with its vast land and its enormous

economic and technology development during the past years. In spite of this progress, the rapid development has increased the gap between the rich and the poor. Mainland China now has a unique opportunity to use the new technologies to help every citizen in the nation to improve the quality of life.

**Keywords:** social media, technology, China, quality of life, Internet, smart phone

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## **How Can Utilizing Social Media and Gamification Enhance Learning Outcomes**

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**Abstract:** Combining what many present students know best; social media and games, in education, is a take on education that several universities have embraced. In this paper we will present our take on using both social media and a quiz game to support the learning process with the students. The social media in question is Facebook and the quiz game is Kahoot!. The study program is a 3 year bachelor program in Real Estate Agency at The Inland Norway University of Applied Sciences. The students have formed groups on Facebook where they cooperate on guessing prices of properties based on a picture and a short description. The paper will present the results from the gaming and a group interview with the students with focus on how they have perceived this with regards to their learning outcome.

**Keywords:** social media, gamification, interaction, communication, learning outcome

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## **Consumer Engagement: the Amplifying Effect of Comments**

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**Abstract:** Facebook brand pages have become a major channel through which consumers are able to interact with brands in a direct way by liking, sharing and/or commenting on brands' posts and messages. In fact, these liking, sharing and commenting functions of Facebook enable anyone to respond to a brand post easily. Thus, one brand post can receive thousands of comments from Facebook users interacting with the brand and other commenters, providing a platform for

dialogue on social media from which it is easy to solicit information, gain feedback and better understand the consumer. Customers can increasingly integrate and act as co-creators and multipliers of brand messages and are now empowered to get in contact with each other, as well as engage and participate actively in brand communication on Facebook brand pages. These activities strengthen the bonds that consumers have with companies by turning them into engaged fans. It is vital for brands to understand this engagement to successfully develop their social media strategies, and thus achieve their desired outcomes. It is our purpose to address some of these issues. Brand fans can comment either positively, neutral, or negatively on brand posts and we postulate that the valence of comments have an impact on the Consumer Engagement with Facebook brand pages. For the purpose of our study we selected the Facebook pages of Cubanas, Paez, Havaianas and Fly London, four fashion brand shoes with high levels of awareness that ranked on the top position RankUPT, a statistics website aimed at the analysis and measurement of Facebook's Pages in Portugal. Postings and respective data were collect automatically from the 1st of March 2015 until the 31st of December 2017. Results indicate that positive comments are predictors of sharing and commenting activities on Facebook brand pages while negative comments did not prove to be a statically valid antecedent of those variables. The academic and business implications of the study are examined, in particular for branding and relationship marketing.

**Keywords:** branding, consumer engagement, E-Word-of-mouth, Facebook pages, social dialogue, relationship marketing

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## **Systematic Literature Review on Customer Emotions in Social Media**

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**Abstract:** Customers are human beings who express their emotions openly on social media platforms. There is a wealth of social media data that companies can make use of to improve their business decision making and tailor their marketing strategies. In order to benefit from this, organizations need to apply computational methods, which can save time and effort rather than applying traditional consumer research approaches, such as surveys or interviews. The purpose of this study is to investigate existing computational studies on detecting

consumer emotions from social media data. We conducted a systematic literature review on articles published in ScienceDirect, IEEE Explore, ACM Digital Library, and Emerald Insight from the period 2009-2017. The aim was to discover how social media data was extracted, how large datasets were used in detecting emotions, the type of computational methods used, and the accuracy of the results obtained from the existing studies. Most of the studies were focused on sentiment analysis and different machine learning algorithms. The computational methods were applied in business decision making and marketing functions. Practical scenarios included emotion detection in customer reviews and sentiment analysis of retail brands. Based on these studies, we have uncovered situations where the results of the analysis are either sufficiently accurate or supportive for decision making. We provide recommendations for organizations and managers on developing their resources to make use of different computational methods for emotion and sentiment detection. Finally, we present the limitations of these methods and provide recommendations for aligning future research studies toward big social data analytics on customer emotions.

**Keywords:** Social media, big data, emotions, consumer behavior, sentiment analysis

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## **Social Media and Knowledge Sharing – What Do We Know So Far?**

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**Abstract:** The aim of this paper is to examine previous studies on topic of social media and how it influences knowledge sharing online and thereafter establish respective body of knowledge. The background investigation has been organized as a theoretical review with qualitative premises. The multi-layered Systematic Literature Review process has been utilized and carried out to fetch the most relevant peer-reviewed researches in the past. To the best of authors' knowledge no such a study has been performed earlier. It is intended that this review should determine research frontier and provide overview of what exactly, in what fashion and how profound has been investigated. This study may have not assured full coverage of the topic in question. However, based on the chosen methodology authors do assume that study covers large portion of studies available. The predicted benefits for academia are mainly two-fold. Firstly, it might lead to further researches by pointing out the places whereby such an additional research is desired. Secondly, it will consolidate findings from articles

and present them in comprehensive conceptual manner together with all accompanying details.

**Keywords:** social media, knowledge sharing, online sharing, literature review

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## **Examining the Motivations of LinkedIn Users and Their Demographics**

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**Abstract:** Social networking sites can have countless benefits for researchers, practitioners, or even owners of these websites. One of these social networks is LinkedIn in which users have professional motivations to participate. There have been several studies that have been performed to explore why LinkedIn users use this website. This paper identifies the importance of the motivations of LinkedIn users and their demographic differences. An online survey was conducted to gather the data, and a total of 488 valid questionnaires were collected. Data analysis was then performed using cross tab (chi square test) and correlation. Results show that (1) more than 50% of users have motivations of checking page of professionals, networking and following companies; (2) a higher percent of male users compared to female users report motivations of networking and marketing themselves; (3) single users want to access to internships and find friends, while married users want to grow their professional networking; (4) American users tend to networking and marketing themselves, Germanic participants want more to find internship and Iranian users tend to find friends; (5) older users tend to read articles, share knowledge, and network, while youngers search for jobs and internships; and (6) as the number of friends of a user increases, users are more inclined to read articles, network, check who sees their profile, and market themselves.

**Keywords:** Social Networking sites, LinkedIn, Motivation, Demographic Factors

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# Seeing is Believing: User Awareness of eConsent on Health Social Networks

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**Abstract:** The “clickwrap” option of electronic consent (eConsent) on Health Social Networks (HSNs) is known to impede users from fully understanding the Privacy Policies (PP) and Terms and Conditions (T&Cs) of these services when choosing to join. By creating an animated version of PP and T&Cs for eConsent on a hypothetical registration page, this research sought feedback on the effectiveness of this new form in terms of users’ immediate drivers for decision-making. A quantitative approach was taken, which included an online questionnaire assessing the users’ experience (UX) of a new eConsent animation. Provisional results suggest that users were more informed about the implications for their data from the animated version of the PP and T&Cs. This provided participants with an accessible, honest and trustworthy interpretation of how their data will be used. This resulted in a desire to understand the policies of these services. By investigating the UX of the registration process, this research provides valuable insight for the future design and development of eConsent options. As transparency is a key requirement of the General Data Protection Regulation (GDPR), the findings from this study will be of assistance to developers of various software solutions in the future.

**Keywords:** eConsent; Decision-making; Privacy Policies; Terms and Conditions; Health Social Networks (HSNs).

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## Angler Phishing: Criminality in Social Media

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**Abstract:** The Internet and advances in modern technology have greatly enhanced people’s ability to interact worldwide. Furthermore, social media has radically transformed communication and changed the behaviour of society. This has led social media to become an important platform for businesses to interact with customers, build brand communities and market their products and services. It also provides customers with information exchange, reviews and support. Overall this has improved and advanced long-term relationships between brands and customers. However, these advantages have come at a cost that largely stems



from cybercrime, which has become a major concern. Norton (2011) reported that there are 14 cybercrime victims a second, and with the increase in internet use, that figure is likely to have risen since 2011. Recent studies have found an increase in cybercrime on social media, particularly phishing, which saw a 500% increase the fourth quarter of 2016 (Proofpoint, 2016). Phishing is a form of online fraud initially done through email in which criminals pose as someone else using deception facilitated by online anonymity. A new development in social media phishing emerged in 2015: angler phishing. This type of phishing differs from traditional email phishing, as it involves the cybercriminals creating social media accounts that mimic well-known businesses to gain information. This form of phishing is particularly insidious due to the ease with which brand impersonation can be carried out on social media, the lack of effort required by the criminal, the potential reputational damage to the brand and the social media platform. Additionally and importantly, the damage caused to the victim where there are, for example, cases of identity fraud. The primary research for this paper identified a gap in the literature and sets out to investigate parts involved in angler phishing, why criminals have adopted angler phishing, and it outlines how these attacks differ from traditional phishing techniques. The paper also touches on the specific challenges faced when dealing with social media angler phishing. Suggesting that solutions must be collaborative and include multiple agencies such as government and industry for better outcomes. Specifically, it is argued that social media and brands must take responsibility in dealing with angler phishing and promote greater user awareness.

**Keywords:** Social media, angler phishing, cybercrime, online trust, social engineering, brand communities

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## **Measuring Performance and Efficiency on Social Media: A Longitudinal Study**

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**Abstract:** A few years back organizations were rushing into social media environments following the worldwide trend to create a social presence in multiple channels and / or to explore their potential. Currently, after having gone through a period of experimentation and consolidation of that presence, it is important to understand and to report on how the performance and communication efficiency of organizations has evolved. On previous studies, where we focused on the public higher education sector, we have identified a set

of organizations that presented behaviour which was typical from yearly social media adopters, with very low relative performance and communication efficiency. Using data and text mining tools, and techniques, we showed that these organizations revealed very low frequency of publication of messages and very low engagement among their audiences. At the time, the analysis of this sector posed challenges to the confirmation of whether these content strategies were representative enough and if they were a result of an effective and permanent organizational behaviour on social media, or just a result of a stage of social media adoption. In this paper, we present a longitudinal study that portrays the evolution of the organizational behaviour of these organizations on social media, concerning their relative performance and their communication efficiency after a four-year period. Our analysis is based on how and if they have evolved from that stage by fine-tuning their social media communications. We also present findings concerning the content strategy structure evolution along the past four years, concerning the type of content used in higher education institutions' social media strategies, to obtain the best possible return on engagement from the publics (fans), demonstrating how these organizations have either dropped Facebook or optimized their type of content to foster higher return. Thus, on this longitudinal study we present and benchmark the current state of performance of public higher education institutions, concerning the path they undertook in the past four years.

**Keywords:** social media performance, benchmarking, social media KPI, perceptual map, ROI

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## **Big Data in Analysis of Social Media Based on the Example of Twitter**

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**Abstract:** Contemporary organizations in order to meet increasing customer's demands seek new data sources describing their behaviors and preferences. In recent times, Internet and social media became important customers data repositories. Social media contain various information concerning customer's behaviors and their shopping preferences. Simultaneously development of various instruments for Big data processing caused social media to become subject of numerous analyses. The main goal of this paper is to present an idea of Big data analysis. The subject of this analysis is Twitter social network. Frequency of clients posts regarding chosen companies and their products is investigated. Six

thousand tweets on Samsung and Apple products are explored. The exploration is conducted with the usage of text mining techniques, and sentimental analysis. It is performed in the environment of twitterR, tm, wordcloud, dendextend, ggplot2, and Sentimentr packages. This study contributes to the emerging literature on social media analysis. It demonstrates how text mining and sentimental analysis can be used to discover new knowledge about customers. The obtained findings and outcomes of this study should be useful for any managers and organizations willing to use social media analysis in customer recognition.

**Keywords:** Big data, social media, text mining, sentimental analysis

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## **Characteristics of MTurk Workers and their Consequences for Research and Practice**

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**Abstract:** The online microtask crowdsourcing platform Amazon Mechanical Turk (MTurk) is used by many companies to outsource well-defined work and get it done fast. Since many workers use it, it has also become a popular tool among researchers in social sciences to conveniently recruit participants for surveys and experiments. Studies that are based on samples drawn from this population have been published in top journals in many research disciplines (e.g., information systems, consumer research, psychology), but there are still some concerns regarding workers' characteristics and representativeness. Demographic, socioeconomic, relationship, attitudinal, and personality characteristics can have major impacts on research results and their proper interpretation, esp. generalization to the general public. Many studies use a microtask for the specific purpose of discovering the characteristics of microtask workers. Usually, the studies use self-selected participants so a bias may occur based on the microtask offered, its payment and reputation. Further, major worker fluctuations on MTurk complicate the assessment of worker characteristics. This paper systematically summarizes characteristics of MTurk workers across multiple studies and evaluates them regarding consistency. It concentrates on studies about U.S. workers since this is by far the biggest group of studies with a relatively culturally homogenous population. Based on this summary, an assessment is made which worker characteristics are consistent and based on strong evidence and which are controversial or only based on one or a few studies. Possible explanations for variabilities and their potential impact on research and practice are given. This helps researchers to better prepare for situations with unexpected distributions of worker characteristics. For example, some characteristics are relatively

consistent (e.g., mean age), while others seem to vary (e.g., employment status) across studies. Therefore, researchers need to be careful with generalizations and employers need to know who might execute the microtasks.

**Keywords:** Amazon Mechanical Turk, MTurk, crowdwork, social sciences, worker characteristics, data collection

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## Complaints on 'Social Media Addiction' by its Users

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**Abstract:** In today's world, every aspect of our lives is being influenced by the internet based applications on our mobile devices. People's interaction styles amongst each other have changed substantially, with the growing use of smart phones across the world. Smartphones make it possible to have internet access 24/7. In addition to that feature of smartphones, practicality and mobility are other attributes of mobile phones. Social media sites have been designed to create platforms for people and businesses; firms and individuals get together on these platforms. Whilst each social media platform has its own features, all are continuously trying to widen their influence area by following a horizontal growth pattern. This article has focused on the understanding of how people's social media usage has become a new communication practice and has changed everyday life practices rapidly. Study will be conducted by using the deep interview method and will comprise of interviews with people who complain about social media addiction. Deep interview will be conducted as a research method, to get detailed information from the person who believes that social media is a kind of addiction. People interviewed will be selected in a careful manner, ensuring that they represent different generations. Technological developments have a potential to affect each generation differently, hence the need to implement the study across a range of different age groups. The research was conducted on thirty people who live in Northern Cyprus. The research was held between the 15th of December 2017 and the 15th of February 2018. Within the scope of this study, the first hypothesis was based on those social media users who would expect to be discomforted by their own social media usage patterns. The second hypothesis was based on older people who would be uncomfortable with behavioral social media usage patterns of the younger generation. The last hypothesis is based upon the potential of social media as an addiction.

**Keywords:** Internet Addiction, Northern Cyprus, SNSs Addiction, Social Media

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# Analysis of Three Twitter Hashtags for Discussion of Personal Electronic Health Records

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**Abstract:** Electronic health records (EHRs) are an important e-health technology and have the potential to greatly improve the efficiency and quality of health services. However, the implementation of EHRs has had mixed success internationally. Increasingly, governments, health service providers and the public are turning to social networking systems (SNSs) for communicating about EHRs. Social media, including Twitter (twitter.com), have also been used in relation to EHR implementation. Thus, Twitter provides a useful case example for an exploration of the ways that SNSs are being used to communicate information about EHRs. The Australian personally controlled electronic health record, My Health Record (MyHR), is a repository of summary health information about patients which is stored online, and which patients can choose to share with their health providers. In this paper, an investigation of the representation of Australia's MyHR on Twitter via a data set of 6191 tweets associated with three specific hashtags related to the EHR and reflecting its official names since 2012 (i.e., #PCEHR, #MyHealthRecord and #MyHR) is reported. Time sequence analysis, text analytics and network visualisation were employed to characterise the Twitter activity and content, and to identify influential users and their relationships. The text content of tweets using these hashtags spanned positive/supportive, neutral/factual and negative/opposing themes regarding EHRs. Text visualisation highlighted six accounts that were active and also mentioned frequently in tweets. In particular, three of these accounts were always ranked in the top ten on several measures of activity and interactivity, so could be considered highly influential. Network visualisation of the connections between accounts, represented by tweets from senders to those mentioned, revealed associations between some prominent accounts and their publicly-stated stance on EHRs. This information could be used to inform future use of SNSs, and optimal use of Twitter in particular, in the propagation and distribution of information relating to EHRs and their implementation.

**Keywords:** Electronic health records, Social media, Twitter, Hashtags, Text analytics, Social network analysis.

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# How Mobile is changing Customer Behaviour and reinventing the Retail Landscape in an Omni Channel Environment

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**Abstract:** Few technological innovations have had such an impact on humanity as the mobile device, changing the way humans interact with each other, creating new social patterns, habits and behaviour, where one can always be connected. Rapidly reinventing the marketing and retail landscape while gaining more attention from practitioners and the science community in recent years, additionally with the rise of social media, mobile-enabled social word of mouth will increasingly be trusted by consumers, leading providers of retail services to adapt and offer value and thus differentiate themselves from competitors“ (Andrews, Goehring, Hui, Pancras & Thornswood 2016, p 23). Recent developments still leave many grey areas requiring more in depth research to provide retailers, marketers and practitioners with a better overview on how to reach their clients while strategically executing retail marketing. This article focuses on evaluating how mobile (smartphones) can be facilitated into the omni channel marketing processes, building on consumer behaviour.

**Keywords:** omni channel marketing, location based marketing, social media, mobile marketing, customer behaviour

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## Barriers to Social Media and How SMEs Can Overcome Them

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**Abstract:** Social media has become an important tool for larger businesses because it offers them many opportunities to reach, attract, influence and retain customers. However, these opportunities, though promising, also bring challenges, especially for small and medium-sized enterprises (SMEs). The purpose of this descriptive study is to research the barriers encountered by SMEs in North America when using social media and how they deal with these barriers.

Another purpose of the study is prescriptive and consists of proposing some solutions to alleviate these barriers. In this context, a multiple case studies of twelve SMEs operating in the hospitality and tourism industry was conducted. The findings revealed the existence of severe barriers in SMEs' use of social media such as lack of resources and knowledge. They also indicate that these barriers limit SMEs' marketing efforts and their growth, and that concerted action should be undertaken by governments, policy makers and others stakeholders in order to promote technological adoption by SMEs and help them to use social media in order to foster growth.

**Keywords:** action plan, barriers, solutions, small and medium-sized enterprises (SMEs), social media, travel and tourism industry

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## **Giving and Taking Gratifications in a Gamified Social Live Streaming Service**

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**Abstract:** Introduction. The use of game design elements in non-game contexts has already attracted attention from many companies and organizations. This phenomenon called “gamification” is known for increasing one’s engagement, motivation and activity. Even social media platforms have already applied it. One emerging kind of social media that applies gamification elements are social live streaming services (SLSSs). On SLSSs, users are able to broadcast their own program while interacting with spectators via chat messages. This investigation has the SLSS YouNow as a case study. On YouNow, viewers are able to bestow streamers with certain gratifications (e.g. gifts). Are users motivated by the function of receiving and giving gratifications? Are these functions considered as funny, useful, motivating and as a reward? Is there a difference between the action of giving and receiving something? Method. The uses and gratifications theory by Blumler and Katz as well as the approach of differentiation between gratifications sought and gratifications obtained by Palmgreen, Wenner and Rayburn were applied to a model of information behaviour on social live streaming services. Additionally, we made use of the Technology Acceptance Model (TAM) as well as the Information Service Evaluation (ISE) model. Based on the different theoretical backgrounds, an online survey was conducted on umfrageonline.com. It was available in five different languages and had 211 YouNow users as participants. Results. The users of YouNow enjoy the gamified functions of receiving likes, getting fans, and gifts more than giving likes, gifts etc.

The most motivating element to continuously apply YouNow is getting fans. Every element is at least considered as neutral but mostly they are highly positive. The game mechanic of capturing moments is the least popular. Discussion. YouNow offers many gamification elements, which are well received by the users. Obviously, users of YouNow are highly motivated and amused by the gamified functions. They rather like to get gratifications for their efforts than to gratify someone else.

**Keywords:** Gamification, Social Live Streaming Service, Uses and Gratifications, User, YouNow

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## **A Sentiment Analysis on Miley Cyrus' Instagram Accounts**

**Katrin Scheibe, Julia Philipps, Linda Schaffarczyk, Janina Nikolic and Wolfgang G. Stock**

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**Abstract:** *Introduction.* Do haters' or admires' comments "Come in Like a Wrecking Ball"? In order to answer this question, a sentiment analysis of comments in Miley Cyrus' Instagram accounts was performed. The social media-sharing service Instagram gained popularity in the recent years. Every registered user is able to comment on the uploaded media and express one's sentiment about it. Especially celebrities seem to attract attention from mostly anonymous haters and admires. This investigation focuses on cyber hate and cyber love on a polarizing celebrity – Miley Cyrus. She gained fame as a teenage girl in the TV show Hannah Montana in 2006. She wanted to change her image and earned negative response for her performance at the MTV Video Music Awards in 2013 and her music clip of the song "Wrecking Ball". Does a polarizing celebrity like Miley Cyrus get positive or negative response on social media for her behavior? Additional research includes a time series on the sentiment towards Miley Cyrus' posts. Are there differences between the sentiments expressed on the official Miley Cyrus account and fan-based accounts? *Methods.* To discover what amount of sentiments (negative, positive, neutral) prevail in the comment section of a well-known celebrity and whether there is more negative or positive feedback, a dictionary-based sentiment analysis on more than 660,000 filtered comments of media concerning to Miley Cyrus has been performed. First the data has been collected through the Instagram API from the official as well as fan-based Miley Cyrus accounts. Afterwards the comments were preprocessed by a python script. The comments have been translated, words without any impact have been replaced with a general term (e.g. usernames or links), and comments with no



sense (e.g. “first”), advertisements, as well as chain mails have been deleted. Finally, the sentiment of each comment has been computed. *Results.* The official Instagram account of Miley Cyrus has the least positive comments and is more susceptible for negative comments. Miley Cyrus gets more positive than negative feedback for her critical behavior; and the sentiment value decreases over time as she acts less polarizing and more unappealing.

**Keywords:** Sentiment Analysis, Social Media, Big Data, Instagram, User Comments, Miley Cyrus

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## Measuring and Managing the Relationship Quality of Social Media based Customer Relationships

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**Abstract:** The need to manage *socially mediated customer relationships* effectively is growing as social media platforms have emerged as a dominant digital communication channel where companies share information and interact extensively with consumers. Increasing emphasis is being placed on use of this channel to facilitate relationship development and maintenance and with the emergence of the concept of Social Customer Relationship Management (SCRM), more research is needed to understand the determinants that affect the measurement and management of relationship quality. This paper identifies and evaluates the determinants of relational quality (RELQUAL) of social CRM activities in 3 online brand communities employing Social Aspects theory a collective term which includes all social factors, first is social influence that comprises of social identity and second is social capital that consists of social interaction ties. This framework extends previous studies on Relationship Quality in context of brand communities in social media. The paper evaluates and measures which of the identified determinants have the most influence on the relationship quality by testing the modified RELQUAL model. A survey was conducted from 142 members of 3 online brand communities in the UAE and India. Descriptive statistics and regression analysis were used to analyse the data and test the hypothesis. Our findings reveal that the drivers of relational quality in brand communities with social CRM show significant influence in the dimensions of the modified RELQUAL scale. We also found a positive and direct impact of the relationship quality dimensions on loyalty, referrals, and e-WOM. This paper

contributes to the incipient literature on social CRM and relationship quality, advancing previous works on RELQUAL in new and advanced contexts such as social media. Unlike previous studies, this research uses social capital perspective which consolidated social behavioural elements to measure relationship quality and develops a new scale. The main managerial implications are that the study provides deeper insights into relationship building and management processes on social media, enhancing the quality of customer relationships amongst members of brand communities in social media. Our findings also support that SCRMM can have a positive impact on long-term behaviours profitable for the company e.g. loyalty

**Keywords:** relationship quality, social media, brand communities, social customer relationship management, social capital theory.

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## **Gender Differences In Preference of Participation in Facebook Pages: A Comparative Study in High Fashion Retail, Jewellery, Mobile Phone and Mutual Fund Segments**

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**Abstract:** This research takes a contemporary look at the gender differences in social media context in a cultural diverse country such as India. The academic community has shown tremendous interest in analysing the gender differences in the overall Internet use. Needless to say, the results have displayed contradictions. Some asserted men used it more than women, while others asserted there was no gender difference. Both groups concluded that men and women differed in their motivation and utilization of time spent online. However, very few studies have investigated the gender differences in social media usage. This research investigates whether the social role theory holds good in the social media context especially in the era which is marked by growing economic independence of women. Using a self-administered questionnaire with 18 items, a survey was conducted by providing the visual stimulus of facebook pages. Using the social role theory as a basis, a set of hypotheses was developed. The hypothesis was that Women would interact to get information, (Information value), spend more time on facebook pages (Engagement value) ,and network

with like-minded individuals as well as the brand ( Networking Value) with Facebook brand pages that deal with the external appearance or Avatar such as high fashion retail and jewellery. It was also hypothesised that Men would interact to get information, (Information value), spend more time on facebook pages (Engagement value) ,and network with like-minded individuals as well as the brand ( Networking Value) with Facebook brand pages that are task oriented, such as Mutual fund facebook pages and Mobile phone facebook pages. Data was collected using a sample of 817 questionnaires and analysis was done using SPSS.Three factors namely Information value, Engagement value and Networking value emerged dominantly while conducting exploratory factor analysis.. Validity and reliability tests were conducted. Cluster analysis and subsequently chi-square test were used to analyse the results. Our results proved that the Social role theory still holds good in a social media context, economic independence of women notwithstanding.

**Keywords:** Gender differences, Social role theory, Information value, Engagement value, Networking value

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## **Factors Influencing Consumers Online Shopping Decision: Present and Future Evidence from Lithuania**

**Aelita Skaržauskienė, Živilė Baubonienė and Gintarė Gulevičiūtė**

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**Abstract:** The purpose of this article is to acquire an overview of the factors, which influence consumers' decision-making to shop online, and envisage future perspectives of e-commerce. There is a set of shopping online decision factors which should be taken into consideration. This article focuses on highlighting four factors groups such as (1) customers satisfaction, (2) operational, (3) logistic and (4) technological factors, which are proposed in conceptual framework. This research utilizes a quantitative and qualitative methods to test the conceptual framework of consumers online shopping decision. Research design is based on a two-step research process. The first stage reveals the factors, which influence the choice of consumers shopping online decision according to demographic - social factors. Factors are detailed by application of a quantitative study and organisation of an online survey. The survey respondents are 182 Lithuanian consumers shopping online. The second stage involves a qualitative study and interview of 9 experts (e-commerce developers) through provision of structured open-ended questions aiming to determine the factors, which stimulate consumers shopping online decision based on personal experience. The obtained empirical findings demonstrate that such factors as convenience, simple approach

and better pricing have impact on online shoppers. The performed expert survey revealed important areas of emerging applicability: drones, product presentation as allowing to “touch” products and “try them on” online, personalised offers. Those practical implications on how to apply the factors important for the online shopping process could be useful for website designers and owners of electronic shops.

**Keywords:** Online shopping, Consumer Behaviour, Gender, Lithuania.

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## Social Augmented Reality

**Renée Stevens**

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**Abstract:** My creative research looks at how Augmented Reality (AR) can help overcome Learning Disabilities. This focus has directed me to develop a number of ideas and concepts that seek to understand how the addition of information in an augmented view could help tackle some of the challenges different Learning Disabilities present while, at the same time, appealing to a larger audience. This concept was the foundation for creating the immersive mobile application tagAR™, which adds a digital name tag into your augmented view, replacing the traditional “Hello, my name is” sticker version. It allows you to see the names of people around you hovering above their heads at all times. Currently, the app is reliant on the user holding up a mobile device to use the camera so that the application can add the name tags to the view on your screen. As mainstream technology continues to advance, this app will work for wearable devices, eliminating the need to hold up your phone, which is a bit socially awkward. The target audience of the app is those who have trouble remembering people’s names, those who will benefit from having a visual of the names of people around them and for those who want to network and meet new people at social and educational events such as conferences or workshops. Through the design and development of this app, I have been exploring how the social aspect can be extended beyond just the name display and user search features to include a digital business card feature so users can share contact information as well as connect with others on multiple social media platforms. I will discuss the research, design and developmental processes that influenced the concept and functionality of this social app using AR.

**Keywords:** Augmented Reality, Learning Disabilities, Dyslexia, UI/UX design, mobile app, name tag

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# **An Analysis of the Dimensions Inherent in the Use of Electronic Social Media among Young People: Empirical Research**

**Marjolaine St-Pierre**

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**Abstract:** In the 21st century, electronic social media (e-SM) is both technological and symbolic. It is based on electronic platforms (Facebook, Twitter, LinkedIn, etc.), which require the skillful use of technology and the Internet. Furthermore, it is part of the world of symbolic communication as it enables users to transcend social, cultural and national borders through the creation of global social networks. The purpose of this paper is to present the results of a qualitative, empirical study in education on electronic social media in schools. Based on the findings of this empirical research, it was possible to establish a configuration of many areas related to electronic social media in schools with respect to the symbolic scope of these communication networks (e-SM) in education. Entitled *La roue de compréhension des e-médias sociaux* (the wheel of understanding of electronic social media), the paper seeks to illustrate the size of the spectrum of electronic social media in schools. This large spectrum consists of nine dimensions stemming from electronic social media addressed in the study. These nine dimensions are as follows: 1. Ethics as a whole, 2. The role of individuals and key figures, 3. Disruptions in how the institution functions, 4. The pedagogical relationship between students and teachers, 5. The emphasis on the emerging social philosophy, 6. Professional development, 7. The psychological aspects of this type of communication, 8. The relational processes set up and finally, 9. The technology required for this virtual communication. This paper aims to introduce these nine dimensions related to electronic social media and to demonstrate how they exert both a symbolic and a communicational influence. As such, electronic social media is leading us unwittingly toward global virtual communication and possibly a transformation in sociability (Mercklé, 2011), resulting in a major, unavoidable societal shift. The real question is: Are we individuals conscious of this symbolic communication and its impact or are we merely classified as consumers of technology?

**Keywords:** e-social medias, communication, symbolic communication, virtual communication.

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# Does Hedonic Content of Brand Posts Affect Consumer Sociability Behaviour on Facebook?

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**Abstract:** Brand posts play a major role in engaging and maintaining social relationships with their consumers on Facebook company pages. Indeed, brand posts include many types of content and possess diverse types of media (e.g. text, photo, and video). Existing literature suggests there are some attempts to broadly categorise characteristics of brand posts, but still lack empirical studies about a brand post from the consumer perspective. This paper aims to examine how the hedonic and utilitarian style of brand posts influence consumer sociability behaviour on Facebook brand pages. A linear regression was employed to empirically test the model using data collected from Lithuanian users of Facebook (n = 320). The study provides new insights into the relations between the hedonistic and utilitarian style of brand posts and consumer sociability behaviour on brands' Facebook pages. The results reveal that hedonic content of brand posts leads to consumer sociability behaviour regarding liking while utilitarian content leads to consumer linking and commenting behaviour. However, differences in consumer social responses exist along with various types of brand content. The findings suggested a new way to study the classification of brand posts and to provide new implications for practitioners and researchers.

**Keywords:** consumer sociability behaviour, brand posts, content type, hedonic content, Facebook, social media, utilitarian content

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<sup>1</sup> †Died March 03, 2018

# Using Social Media in University Studies

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**Abstract:** Educational processes have been changed by the emergence of Web 2.0 technologies and their applications such as social media. The multiple discourses on social media use in university studies are often contradictory and include various views ranging from enthusiastic ones to the critical perceptions of social media as disruptive technology. Nevertheless, social media is penetrating into educational arena including university studies and research is carried out on social media educational use in university studies. Educational problem tends to persist as variability of education technologies seems to pose a challenge to the teaching staff, university teachers that may still be grappling with new appearing technologies of social media. The question of human factor seems to be marginalized. Attentiveness, pedagogical relationship, human being in the study environments saturated with technologies of social media cannot be easily counted but they are also important in education. The research object is social media use in university studies and the research investigates the phenomenon of social media use in university studies with the particular focus on the meaning of the „lived experience“ of the participants of university studies. This investigation is an inductive qualitative research with phenomenological approach and the aim of the present study is to investigate how university study participants: teachers, students and administrators make sense of social media use in university studies through their own lived experience. The meaning is revealed through exploration of teacher, student and administrator personal stories of social media use in university studies. Pursuing the research aim the following research objectives have been set: to briefly overview the discourse of social media use in education including university studies; to describe in a structural way the lived experience of the research participants: teachers, students and administrators while using social media in university studies; to disclose the multifaceted nature of the phenomenon of social media use in university studies.

**Keywords:** social media, university studies, education, qualitative research, phenomenological approach, lived experience

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# Using Facebook and a Student Developed Quiz Game in Higher Education

**Tone Vold, Per Anders Løvsletten and Linda Kiøgnig**

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**Abstract:** In the 3 year Bachelor Program in Real Estate Agency at The Inland Norway University of Applied Sciences, there were developed a student support consisting of a quiz game (Kahoot!) and the students were to cooperate in groups coordinating their answer as to what they assumed was the listed pricing of a property. The lecturers developed the quiz used. Then the students were to organize and develop the quiz themselves. This paper describes the reasoning for and the work on this development process. The students were interviewed after the development and then again after gaming. The paper also present the result and analysis from these qualitative interviews. The paper presents the results from this process with a focus on how the two elements; social media and game. Combined with the co-creation element, we elaborate on if and how this has contributed to the students learning outcome.

**Keywords:** Social media, game, co-development, student support, learning outcome

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## Evolution of Illegal Social Media Communication Regulation

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**Abstract:** Cyberspace is inhabited by netizens who are increasingly communicating by means of social media. Although social media communication may be an integral part of daily life, not all social media communication is legal. This discussion is based on the premises that most countries are of the opinion that communication in cyberspace cannot be without consequences. Speech must be regulated otherwise cyberspace may be abused for terrorism propaganda and recruitment, incitement to commit a crime and hate speech. Governments face many challenges and controversies pertaining to illegal social media regulation. Worldwide governments are deliberating the regulation of illegal social media content for law enforcement and national security purposes. It must be decided which social media communication constitutes illegal communication and how illegal communication can effectively be regulated. In this regard, a government must decide whether a social network has a corporate responsibility to self-



regulate illegal communication or whether a law outlining the duties of an intermediary pertaining to illegal communication should be implemented. In the latter regard, the German government indicated that self-regulation has proven to be insufficient and has opted for control over the regulation of illegal communication by means of legislation. The latter illustrates that the legal position of the social media intermediary is evolving. Germany is the first country in the world that adopted legislation, namely the Network Enforcement Act (NetzDG) which makes an intermediary liable for not deleting illegal communication within a specific time frame. The NetzDG may serve as a model to countries deliberating this issue. For example, Russia is implementing similar legislation modelled on the German law. The discussion focuses on the manner in which some countries are regulating illegal communication and whether it is effective. Irrespective of the form of regulation employed, social media networks are key to regulation as they provide the social media platforms for social media services. The main aim of regulating illegal social media communication is to ensure a safe and secure cyberspace in which speech and access to speech are protected.

**Keywords:** social media; social media intermediary; illegal social media communication; criminal law enforcement; self-regulation; free speech

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## The 2016 US Election Campaign: Analysing Trends Using the Method of Almost-Periodic Functions

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**Abstract:** Researching the trends in opinions and preferences of individuals during group choice processes and how these are influenced by social and other mass media is important because of the need to develop methods to forecast individual behaviour. It becomes even more vital at the moment, when new trends, such as sudden changes of electoral preferences, are appearing, manifesting themselves in examples such as the US 2016 elections. In this paper, analysis of the dynamics of shifts in preference of the electorate during the USA presidential election campaigns in 2016 is carried out, adopting a novel almost-periodic function approach. An almost-periodic function is a function of a real number that is periodic with a certain level of accuracy within well-distributed ‘almost-periods’. An almost-period differs from a regular period as its length in days is not strictly defined, but lies within a certain numeric interval; the almost-period itself is an average value for this interval and is measured from one minimum level of

popularity to the next. It is proven that this approach is well-suited to fuzziness, uncertainty and non-determinacy of process characteristics. The analysis shows that successful election strategies were those wherein the electoral candidate demonstrated a minimal number of almost-periods shifting electoral preferences. For example, Donald Trump had only one half-period of 86 days, while Hillary Clinton had three: 50, 86 and 134 (weakly represented). The existence of one major half-period in the dynamics of the preference indicator proves that Trump had a more well thought out election campaign. The second component of success, as the present election campaigns analysis shows, is the increase in the oscillatory amplitude of electorate preferences which enables the candidate to win the election if this amplitude reaches its climax on voting day. Applying the almost-periodic function approach to the data on electoral preferences for the presidential elections in the USA in 2008 (Obama and McCain) and in 2012 (Obama and Romney) confirms the findings. The present research compares almost-periods and electoral preference variations over time, influenced by the information space such as advertising, interviews, appearances in mass-media, TV, social networks, etc. Using Google and filter tuning enabled us to identify connections to certain dates and news messages which reflected the key statements of candidates, and key events around them. Juxtaposing half-periods and changes in preference with factors influencing the electorate in the media space enabled us to identify those major information events which had an effect on the dynamics of shifts in preference for each candidate, either increasing or decreasing their support. At the end of the paper, two scenarios of idealized election strategies are proposed.

**Keywords:** election campaign, electorate preferences, social media, almost-periodic function, trend elimination, shift function.

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## **An Evaluation of the Social News Aggregator Reddit**

**Franziska Zimmer, Haydar Akyürek, Dennis Gelfart, Hafssa Mariami, Katrin Scheibe, Regina Stodden, Kaja J Fietkiewicz and Wolfgang G Stock**

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**Abstract:** Reddit, as being a Social News Aggregator (SNA), is one of the most successful websites in the world and presents a social media service which has not been evaluated as an information service yet. SNAs offer the opportunity to share user-generated submissions and links which can be commented and rated. Former research about Reddit was focused on the readability and characteristics of posts, and the lifespan and propagation of its content, internet activism, and

opinion leadership. We offer the first evaluation of SNAs and close the research gap. We analyzed Reddit and its quality as an Information Service using the Information Service Evaluation (ISE) model, with focus on the two dimensions Information Service (objective and subjective service quality) and the Acceptance of the Service. By applying a survey (N=474), we gained insight into the user behavior, and how users perceive the quality of Reddit. A SERVQUAL experiment (N=10) was conducted, using tasks to understand which steps are troublesome for the user on Reddit. A corpus-driven content analysis regarding the readability and understandability of six selected subreddits with an extracted dataset of 315,376 comments was conducted, using the automated readability index and self-provided measures based on sentence length, word length, and frequency distributions of part of speech tags. The results show that Reddit is perceived as being very enjoyable, useful, and easy to use. The majority of the survey participants were male and between 10 to 64 years of age. The quality of the content is easy to read and to understand. The service is used daily and even multiple times a day. The reasons to quit Reddit are related to too much input and time consumption. Our results implicate that Reddit seems to be addictive to some users, since they spend several sessions a day on it. In the field of social media research, Reddit offers an excellent opportunity to study a widely neglected area of science, namely the systematic evaluation of social media systems and services.

**Keywords:** Social media, Social news service, Social news aggregator, Reddit, User behavior, Content analysis, Evaluation

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## **What is Truth? Fake News and Their Uncovering by the Audience**

**Franziska Zimmer and Annika Reich**

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**Abstract:** News, whether distributed on social media or in the conventional press, carry the risk of being fake news. How to determine the truth (or falseness) of news? Are there exact criteria to distinguish clearly between true and false news? For example, President Trump denounces everything the critical press says as “fake news.” Filter bubbles help the user to stay in their own sense of truth; algorithms only show them what they are interested in. We provide a systematical analysis of fake news and its content in relation to the truth. In the empirical part of our research, a survey (N=448) in German-speaking areas was conducted to investigate how relevant the content versus the source of news is for detecting fake news. Scientific literature about fake news and post-truth was

collected and the different truth theories extracted. We interpreted truth and falsehood in the fake news articles according to the truth theories. The theories that were represented the most often are the *theory of reflection*, *coherence theory of truth*, *consensus theory of truth*, and *evidence theory of truth*. In the survey, four separate groups were formed at random. Each group was presented with four different news (two of them were true, two of them were satire) for which the sources were arbitrarily mixed up. The participants had to discern which news they perceived as being faked. Our take on fake news and its implications for society is that there is no satisfactory answer on what is considered as *the* truth, because each truth theory can negate the other. The survey showed that the influence of the source is much greater than of the content when deciding if something is perceived as being true.

**Keywords:** Fake news, Journalism, Social Media, Truth, Post-truth, Truth theory

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# **PhD**

# **Research Papers**



# How do CIO's Become Skilled Leaders? An Examination of their Social Media Profiles

**Koen De Maere and Steven De Haes**

University of Antwerp, Belgium

**Abstract:** Nowadays Information Technology (IT) has become crucial in the support, sustainability and growth of many contemporary organizations. In this regard, the Chief Information Officer (CIO) plays a pivotal role to ensure that investments in IT produce such expected outcomes. Consequently, the role of the CIO and his desired skills has become an important subject of study in the past decade. A topic which has remained largely unexplored relates to understanding the learning and development process which creates successful and highly skilled CIO's. In this regard, the profile of CIO's on social media sheds light on their most important skills and previous learning and development events such as: functional background, education and work experience. We tested the significance of these events in relation to the development of separate individual skills (e.g. the skill strategic planning, project management, ...) and in relation to the average amount of skills which appeared in the CIO profile. Therefore, we examined social media data of 498 CIO's. This data was analyzed using text mining. We find that CIO's with a higher number of skills are positively associated with the following learning and development events: the MBA background, a large network, working experience in strategic planning, IT governance, information security management, project- and change management, work experience outside the IT department such as in procurement and logistics. Interestingly, we find no significant differences between CIO skills and tenure or professional backgrounds such as engineering, finance and computer science. The results suggest that CIO's acquire their skills through periods of extensive study followed by several repeated trials of hands-on experience. We provide important recommendations for professionals involved with the development of CIO skills.

**Keywords:** CIO, Chief Information Officer, Text mining, social media, Organizational Learning

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# Social Media Mentor Club: Co-investigating Social Media Professionalism for Medical Students

**Catherine M. Hennessy, Claire F. Smith, Sue Greener and Gordon Ferns**

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**Abstract:** The rise of social media has meant that medical students and doctors have to consider how they portray their online professional persona. E-professionalism has been explained as applying the usual standards of professionalism to social media activity and behaviour but is it really as simple as this? The public nature and audience collapse that social media provides exposes the online persona of medical students and doctors beyond what might be presumed. Guidelines on how to use social media professionally are provided to UK medical students by the General Medical Council (GMC) and British Medical Association (BMA). This study used an Active Research approach to co-investigate how medical students at Brighton and Sussex Medical School (BSMS) interpret the guidelines and make decisions on developing a professional online persona. The aim was to foster active learning around professionalism on social media, with a view to participants becoming social media mentors, hence the Social Media Mentor Club (SMMC) was formed. Ethical approval was granted by the Research Governance and Ethics Committee at BSMS. 11 first and second year medical students signed up to the SMMC and met weekly for six weeks. Club members gave written consent for their social media profiles to be searched by other club members and for their social media behaviour to be judged against the guidelines. Club members also studied and summarized the main guidelines provided by the GMC and BMA. Memo notes and reflective pieces on how club members were developing their online persona throughout the club term were collected by the researcher. Members were interviewed at the final club meeting to share what they had learned and suggestions for developing the social media professionalism guidance for medical students. Results suggest that there is a need for more guidance on how to use social media professionally, rather than warning how not to use it. Due to the learning effect of carrying out the peer searching/judging exercise, SMMC participants recommend that all medical students conduct a similar exercise as part of the professionalism component of the medical curriculum, to heighten awareness of appropriate social media behaviour.

**Keywords:** social media, professionalism, e-professionalism, medical education

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# International Students and Social Network Site Preferences for Conducting Group Assignments

**Jade Sleeman**

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**Abstract:** In higher education, social media is increasingly used to facilitate learning in online spaces rather than face to face. In particular, social network sites (SNS) are becoming more popular for their communicative affordances for educational use in contrast to formal university learning management systems. Like teachers, students are also choosing SNSs to conduct learning interactions with each other independent of the classroom, such as taking part in group assignments. In using these informal digital platforms for group work, students are confronted with a hybrid situation of mixing their personal communicative spaces with classmates in an educational context. This blending of formal and informal, and personal and educational spaces can present students with opportunities not only for learning, but also for extending social networks with new classmates. For international students, this social interaction with new peers has benefits for building social capital that can benefit engagement for learning and cultural adjustment. As such, the purpose of this research was to investigate the experiences of overseas students using social media for learning and their perceptions of connection to classmates in order to inform university strategies to improve the international student experience. In interviews with 26 international students at an Australian university during their first semester, this study found that students from China may be more comfortable using home language sites, such as WeChat, to interact with home culture connections for student learning, rather than using Facebook, which was more popular with other demographics of students. Students that held this preference were also less likely to perceive the existence of connection to their new peers.

**Keywords:** international students, higher education, social media, Facebook, WeChat

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# Artificial Neural-Network-Based Emotion Classification in the Online Media for Tourism Businesses

**Kejo Starosta, Sonia Budz and Michael Krutwig**

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**Abstract:** Online media is the most important opinion-former today. Opinions and feelings about a location are the most important factors for travelers to make a travel decision in its favor. While we form our views based on news reports, the characteristics of a travel destination, and the events happening there, not all characteristics and events have the same impact on our opinions. Different categories of events, like terrorism, economic turmoil, and acts of war and violence, trigger different emotions with different impacts on the tourism and hospitality business. This empirical study will create a classification scheme for different types of events based on empirical data picked up from tourist arrival statistics and news reports in the online media. Observation of the sentiment in the media toward destinations helps in estimating the upcoming demand. One of the main issues of this tourism demand model is that not all bad news has the same effect. Even if long periods of highly negative news sentiments of one kind might have just a slight impact on tourist arrivals, negative news sentiments of a different kind might directly lead to a sharp decline in the number of arrivals. To address this issue and to improve sentiment-based demand models, we built a classification scheme that categorizes the types of sentiments. We hope that our research will improve tourism demand models based on sentiments. Our methodology uses artificial neural network software that analyzes the sentiment in the online media. The software rates every news item that refers to a potential tourist destination, either positive or negative. It further classifies the topic of the article to determine its background. We compared this data with the change rate of tourist arrivals to classify which topics have a stronger and which a weaker impact. The classification shows that different types of negative sentiments can lead to different levels of arousal of potential travelers. An improved sentiment index that weighs the severity of the number of published news based on the expected arousal that their content creates can complement the existing explanatory variables of tourist arrival models in a timely manner.

**Keywords:** Tourist Arrivals, Tourism Demand, Sentiment Analysis, Machine Learning

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# **Masters Research Papers**



# Changing Understandings of Online Privacy: Profiling Millennials

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**Abstract:** This study investigates Millennials' understanding of online privacy. As the first digitally native generation, a frequently heard assumption is that their attitudes towards online privacy have shifted compared to previous generations that have not grown up with the Internet and the ubiquitous presence of social media. However, previous studies found conflicting evidence to this claim. Our study aims to address these contradictions leading to a clearer picture of whether, and if so, in which way Millennials' understandings of privacy differ from earlier generations. With this our study offers a glimpse into changing privacy understandings, when being online and connected through social media are natural elements of everyday life. We used Q-methodology as quantitative exploratory approach in combination with semi-structured interviews to profile Millennials' attitudes towards privacy. We included 20 Millennials (mean age: 23.3 years). Our analysis identified three disparate groups, each with a unique perspective on online privacy. According to their respective focus we refer to them as: authenticity-driven connectors, privacy-conscious strategists and unconcerned sharers. The three groups identified in our data represent disparate perspectives on online privacy by Millennials and their ideas of what should be shared or not shared online and for which reasons. Starting points are motivations for being online and with this the main addressees, the type of information as well as the degree of 'truthfulness' or 'completeness' of information individuals seem willing to share. Another dimension differentiating profiles are the extent of general privacy concerns. In addition, we also detail shared elements amongst perspectives. Our findings illustrate that the extent of privacy concerns (i.e., quantity) as well as the reasons for being concerned (i.e., quality) vary considerably within Millennials. Our observations also signal an important distinction between privacy concerns vs impression management as rationales for drawing privacy boundaries by Millennials. Further practical implications are discussed.

**Keywords:** Online privacy, privacy concerns, Millennials, privacy profiles, Q methodology, exploratory research

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# Creation and Crowdfunding: The Marketing of Arts

**Laura Maechling**

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**Abstract:** Artistic expression, while being quite nebulous to most people and often overlooked as an industry, is one of the very first crafts invented by mankind which continues to this day. Even through wars, artists continue to create and share their work with the world. We could consider, therefore, the idea that art is a natural human behaviour, and as an important production that generates offer and demand and should thus be considered as an industry in itself. The evolution of e-commerce is both an opportunity and a drawback for sharing art: with wider access to everything worldwide, any piece of art can gain recognition from the crowd it is aiming for. However, anyone who does not have access or does not know how to use online resources is left out, as are those who cannot get their art online because the format is not adapted to the web. This paper begins with a review of how and why artistic production was financed in the past, including the practices that ensured the functioning of the art business. It recognises that the way we consume art has changed tremendously with the appraisal of a consumerist society. Art itself no longer holds the same meaning or serves the same purpose. Thus, the resources that used to be made available for artists have also been taken away, leaving no choice but to find their own funding, making them entrepreneurs as well as creators. Now in a globalised world, art cannot be separated from business. Social media and, in particular, crowdfunding, have served this purpose. They offer a way to communicate and gain feedback from the public and potential backers, and operate a natural selection on projects thanks to the wisdom of the crowds. The purpose of this paper is to define the transition from old to new funding methods, and finally how to use the Theory of Reasoned Action (TRA) to market artistic creations via social media and crowdfunding platforms. The theoretical conclusion of this paper implies that traditional marketing theories can be used with new communication media, and by a wide range of actors.

**Keywords:** Crowdfunding, Art, Branding, Social media, Entrepreneurship, Project financing.

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# **Non-Academic Paper**





# The Contribution of Enterprise Social Media to Transformational Leadership

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**Abstract:** Transformational leadership models emphasise symbolic leader behaviour, visionary, inspirational messages, feelings, ideological and moral values, individualised attention, and intellectual stimulation. Especially in turbulent times, when enterprises are forced to adapt to their environment continuously, transformational leadership becomes more important. Enterprise social media (ESM) can be defined as Web-based platforms that allow workers to (1) communicate messages with specific co-workers or broadcast messages to everyone in the organisation, (2) articulate a list of co-workers with whom they share a connection, (3) post, edit, and sort text and files linked to themselves or others, and (4) view the messages, connections, text, and files communicated, articulated, posted, edited and sorted by anyone else in the organization at any time of their choosing. These attributes may make ESM attractive for transformational leaders. For instance, to take the role of an author gives leaders the chance to turn directly to their employees and communicate important facts, motivate change, or provide background information. Leaders who get their message across, who are authentic and consistent in their messages, who contribute to the work of others, and who are connected to people with a high reputation may gain in reputation themselves. However, from a research point of view, it can be argued that the exact nature of the relationship between ESM and transformational leadership is still an under-researched area. Based on an analysis of the affordances of ESM and a description of transformational leadership behaviours, the relationship between ESM and the effectiveness of transformational leaders in accomplishing their goals is examined. Situational factors, the hierarchy level, and the target group are considered. A three-step procedure is suggested how to enable a transformational leader to realise the potential of ESM: (1) learning more about a leader and the organisational unit he or she oversees; (2) evaluating how and what for a leader employs ESM; (3) enabling a leader to fully exploit the affordances of ESM. The next step is to request input from transformational leaders as to whether they envision or rate their success based upon the use of ESM, especially in contrast to existing communication channels.

**Keywords:** Enterprise social media, transformational leadership

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# **Work In Progress Papers**



# Six Months of “Digital Death”: Teenagers’ Reaction on Separation from Social Media

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**Abstract:** Teenagers’ offline and online lives are tightly bound together. They heavily rely on social media for news and entertainment and manage their offline social networks through online services (Lenhart et al., 2007). Problematic or compulsive Internet use is a “hot” topic (Cheng and Li, 2014). But how do teenagers react on the temporary “digital death” and separation from social media world? A one-day separation was found to arouse the feelings of addiction and failure to go unplugged (Moeller et al., 2012). Our aim is to evaluate both short and long-term effects of the teenagers’ separation from social media on teenage attitude towards the latter and their media usage patterns, as well as to investigate the role of fear of missing out (FoMO) in this process. Each year 34 fourteen to fifteen year-old teenagers sail on the traditional three mast schooner around the globe for six months. During this time they have very limited access to modern communication facilities. We gathered data before the trip and after first three weeks of being totally offline when the ship makes her first longer stop and teenagers get an access to the connected world again. Research methods are standardized questionnaires and individual in-depth semi-structured interviews. Besides it, we asked teenagers to write about their experiences being offline (one week and almost three weeks after setting sails). Research is in progress. First findings show that “digital natives” react on separation from social media very differently depending on their previous experiences. The users with low Internet and smartphone usage, low FoMO and rather negative attitudes towards technology do not miss much social media, and separation is for them “easier than expected”. However, the teenagers who used social media more extensively before the trip, showed various patterns that will be analyzed. Further implications and limitations will be discussed.

**Keywords:** social media usage, Internet addiction, smartphone addiction, separation from technology, attitudes towards media and technology, fear of missing out

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# Designing for Public Participation in Paleontology Through the Development of an App

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**Abstract:** Regardless of online or physical space, including museum exhibits, social media, fossil digs or web sites, people are fascinated by fossils. In this paper, we discuss the initial phase of design for a mobile app that extends the myFOSSIL online space in order to more fully support public participation in scientific research via remote collection of paleontological data and social networking. This initiative, part of the FOSSIL Project in the United States (NSF-DRL 1322725), uses social paleontology to bring together amateur and professional paleontologists into a more formal community of practice. The project includes a public-private partnership between researchers at the University of Florida and a private software development firm, Atmosphere Apps. The FOSSIL App will afford documenting, connecting and conversing about a paleontological find with the established community of approximately 1,000 members. Use of the App is predicted to increase public engagement and broaden participation with fossils and the science of paleontology. We describe a needs assessment based upon a review and evaluation of existing technologies and science specific mobile apps as well as the design framework, which is informed by social paleontology and citizen science.

**Keywords:** Paleontology, Mobile App, Public Participation in Science Research, Citizen Science

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## Preserving Trustworthy Social Media Records under the Open Government Framework in China

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**Abstract:** In recent years, social media becomes one of the dominant platform for information disclosure and citizen engagement in China. Records created by these government social media accounts are valuable to preserve as they are significant evidences demonstrating Chinese government's interactions with its citizens in the open government movement. But considering the large volume, the fragmented and dynamic nature of social media records and the multiple

participators in the activity that creating those records, how can the information with long-term value on the social media be preserved and in what ways can we guarantee the preserved records as trustworthy? This work-in-progress paper intends to answer this question through the lens of records management, especially with the support of Chain of preservation – a preservation model specifically designed by InterPARES 2 for records created using interactive and dynamic computer technology. The paper first offers a brief comparison between microblog and Wechat under the open government movement of China. Then the chain of preservation is introduced to lay as a foundation for further analysis upon stakeholders and their responsibilities concerning social records preservation. The last part identifies a series of key issues to be discussed in further study.

**Keywords:** social media, dynamic records, trustworthiness, digital preservation, Chain of Preservation, open government movement, China

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## **The Influence of Social Media on Purchase Decision-making by Young Nigerians**

**Khadijah Mohammed and Victoria Uren**

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**Abstract:** The uptake of mobile communications in Nigeria has provided a platform for consumers to communicate with brands. This survey investigated the role of social media in the five different stages of the Engel-Kollat-Blackwell (EKB) consumer decision-making process in Nigerians aged 18-35. The factors of trust, gender and region were considered. Social media was used at all the stages of the purchase decision making process. Trust appears to be influential and warrants further investigation.

**Keywords:** Social Media, Nigeria, Consumer Decision-making Process, electronic Word of Mouth, Trust, Gender, Culture.

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# Jumping the Fence: How Consumer Sentiment on Social Media Changes after Crowdfunding

Seán Nevin<sup>1</sup>, Rob Gleasure<sup>1</sup>, Philip O'Reilly<sup>1</sup>, Joseph Feller<sup>1</sup>,  
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**Abstract:** Crowdfunding has helped thousands of entrepreneurs to finance their innovative products by engaging with large numbers of potential investors. The most effective way for fundraisers to engage with potential backers, is through social media. If used in the right way, social media can enable fundraisers to raise awareness of their campaign, engage with potential investors, and will ultimately have a positive impact on a crowdfunding campaign. Through social media, fundraisers are able to gauge how the public feels about their product or company, which is the main focus of this study. This study brings together research around organisational and marketing image, suggesting that as consumers invest, they move from external consumers to investors that are within the boundary of the company. This brings into question whether consumer sentiment towards the company changes after fundraising, as they become stakeholders. Thus, we use social media to investigate the public sentiment towards a company during different stages of their equity crowdfunding campaign.

**Keywords:** Equity Crowdfunding, Sentiment Analysis, Public Image, Social Media

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## Vlogger's Engagement via Facebook: A Case Study of UK Beauty Vlogger Zoella

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**Abstract:** Recent years have witnessed an increasing amount of video blog (vlog) production and consumption. Famous video bloggers (vloggers) can gain millions of subscribers and substantial income from their channel on the video-sharing social media site YouTube. Facebook is a social media site for user-generated content (UGC) exchange, which has been widely used by vloggers to connect with their audience in addition to video products. In addition to YouTube, vloggers' uses of Facebook pages help them to develop "engagement", which is defined as the connections between consumer and companies, beyond product

consumption. “Engagement” benefits providers by building a close, long-standing relationship with the consumer, leading to marketing advantages such as customer loyalty and positive word of mouth recommendations. Facebook has been proved an effective platform for firms to achieve engagement via existing and potential customers. Previous researchers have already developed frameworks for firms to achieve customer engagement via Facebook usage; however, how vloggers use the site to engage their audiences has rarely been explored. This research paper explores the question “How do video bloggers (vloggers) use Facebook to achieve audience engagement?”, by performing a case study on the Facebook presence of UK beauty vlogger Zoe Sugg (Zoella). It first reviews existing literature and identifies factors used on Facebook for achieving customer engagement. Then the author conducted a qualitative investigation by observing activities on Zoe’s Facebook page, to identify whether the elements of customer engagement exist in her social messages. Based on the result, this research argues that vloggers could use interaction, self-presentation, information offers, topical messages, entertainment, and visual stimulus to engage fans on Facebook pages. The research aims to fill the gap in the academic research field between social media engagement and vlogging. The results could help us build, in future study, a framework to understand possible behaviours on vloggers’ social media channels that could enhance engagement.

**Keywords:** Social media, Facebook, Vlogger, Engagement, Audience.

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# **Abstracts Only**



# Electronic Word-Of-Mouth and Banks: A Qualitative Analysis of a Reputation Measurement Model

**Roila (Eleftheria) Christakou**

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**Abstract:** For the needs of the present study, which aims to answer to what extent electronic word-of-mouth (e-wom) impacts reputation and how this can affect the performance of a bank, a research model was created using a Multiple Line Regression process to test the connection of e-wom (blogs and social media) reputation and the financial performance of the three major Greek banks, by using e-wom as an independent variable in a model that measures financial performance. The model shows that there is no statistical dependence/relationship between e-wom reputation and financial performance. The results of the model demonstrate that customers' trust in a bank and, hence, the creation of positive reputation, are not built and are not based on electronic word-of-mouth. The issues of trust in the internet, the characteristics of banking sector clientele, and the particularities of banking products, are among the most important findings examined and analyzed.

**Keywords:** reputation metrics, electronic word of mouth, performance, qualitative findings, trust

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## Social Media and Relationship Harassment

**Elizabeth Downs, Bryan Griffin and Terry Diamanduros**

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**Abstract:** Social media has impacted most aspects of 21st-century life. Information and communications technology has changed the way we learn and attend school, the financial industry, commerce, entertainment, and human interaction. One negative use of social media has been termed cyberbullying. Cyberbullying is a complex construct with debate in the literature as to consensus on a definition but in general terms it is defined as the use of electronic media for intentional aggressive, harassing behavior. One dimension of cyberbullying is social relationship harassment which is defined as attempting to manipulate, control, isolate, or exclude someone; or damage someone's relationship, reputation, or status among friends and peers through electronic means. The use of electronic media to deliver aggressive behavior means that there is a physical disassociation of the bully from the victim; there is no longer the face-to-face confrontation associated with the schoolyard method of bullying. Additionally,

electronic media may also provide anonymity for the perpetrator. These characteristics provide differences from traditional forms of bullying. Another difference resulting from use of social media is that the harassment has the potential to remain active indefinitely. As a result, social relationship harassment may negatively affect the mental health, academic success, and life satisfaction of both victims and perpetrators. This poster will present the results from one element of a study conducted on over 400 undergraduate college students in a mid-size university in rural Georgia, USA. Students were asked to report their experiences of social relationship harassment through electronic means. Data were also collected on various academic and psychological constructs such as academic control, school connectedness, intrinsic motivation for college, life satisfaction, empathy, and distress. Finally, students described mechanisms they used to help them cope with the reported harassment.

**Keywords:** Social Media, Harassment, Cyberbullying, Life Satisfaction, Academic Control

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## **Combating Racism in an Era of Fake News**

**Frank Houghton**

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**Abstract:** Calls of 'fake news' and 'fake media' are rampant in our new Trump era. This environment has facilitated a growth in racism, which has moved from the margins to dominate a more mainstream position. This paper explores two examples of racism in social media, one in more mainstream discourse, and another in an academic setting. The impact of such racist diatribes is discussed as well as an exploration of how poorly positioned many academics are to respond to such invective. The vast majority of academics lack the IT skills, time or institutional support to engage in anti- racist social media efforts. Additionally, many academics are hampered by their training and focus on traditional academic writing style.

**Keywords:** Racism, social media, academia

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# **A Critical Reading of the Jedi Knight Internet Phenomenon in Ireland**

**Lisa O'Rourke Scott and Frank Houghton**

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**Abstract:** The 2001 Census in Ireland was notable as the birth of the Jedi Knight internet phenomenon. Following what is generally accepted as a joke email that went viral, hundreds of thousands of Census respondents in New Zealand, Australia, the UK and Canada recorded their religion as Jedi. Based on George Lucas' Star Wars series, this incident was an example of how the internet has helped create and foster online communities with similar beliefs. Other examples include 'Otherkin', therianthropy, Matrixism, and various 'other than human' beliefs. This paper will examine the use of online media to support diverse belief systems. Using the Jedi Knight phenomenon as an exemplar, this paper will also outline repeated attempts by the Irish Central Statistics Office (CSO) to both hide and stifle such popular new age beliefs. This example demonstrates the increasing difficulty faced by state agencies with traditional cultures in understanding and accommodating contemporary identity politics and the complexities of modern life.

**Keywords:** Internet, Jedi Knight, religion, identity politics, government

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## **"Post and Trauma": The Use of Social Media by Sexual Assault Victims**

**Anat Peleg, Hadar Dancig-Rosenberg and Ariel Bendor**

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**Abstract:** In the last few years social media has created supportive spaces in which sexual assault victims can share their testimonies and describe the ongoing impacts of sexual violence upon their lives. Victims who turn online seem to benefit by having access to advice, information and narratives offered by others in similar circumstances, instilling the feeling that they are not alone and have no cause for guilt feelings and shame. Some of the testimonies are of victims who are reluctant to report the police; Other narratives are of survivors whose perpetrators faced legal procedures; Some participants make use of online technologies to directly expose their perpetrators with the aim of holding them accountable for their actions. Some online responses seem to mimic the functions of the justice system by airing accusations and evidence of wrong doing and mobilizing negative publicity as a form of sanction against the accused. Hence,



through online activities victims can circumvent the former "gatekeepers" of public discourse, such as judges and journalists, ignoring the norms of the presumption of innocence. This study aims to identify the function that the social media plays for sexual assault victims and their attitude towards this new platform vis-a-vis the formal criminal justice as well as the traditional media. We particularly seek to address: What is the typology of victims who are engaged in online groups? What are their motivations, needs and expectations? What is the focus of their criticism of the criminal justice system and which of their subjective needs are being catered by the criminal justice system and which by the Facebook? The study adopts both quantitative and qualitative methods. It is based on over 500 responses to online survey we have recently circulated in Facebook pages of sexual assault victims and of communities of interest in Israel, and on in-depth interviews we have conducted with 20 sexual assaults survivors who had published their testimonies on Facebook.

**Keywords:** Sexual Assaults Survivors, Facebook, Justice System

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## Using Twitter: How Cyberbullying may determine what Adolescents Share Online

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**Abstract:** The impact of social media use on adolescents' development and well-being has been examined in recent research with regards to its benefits in terms of social interaction. However, the literature has also reported several risks stemming from this use, such as cyberbullying. Research has focused on how this phenomenon may be detected on social media networks, such as Twitter, but no studies have examined how cyberbullying may affect the relationship between using social media and what adolescents share online. Therefore, the aim of this study was to understand whether the frequency of use of Twitter predicted what adolescents share online and whether cyberbullying could mediate this relationship. A total of 1078 adolescents (Mage = 13.7, SD = 2.59, 51.3% boys) participated in this study. Participants answered questions about social media use, as well as sharing information online ( $\alpha = .85$ ), bystanders of cyberbullying ( $\alpha = .90$ ), victims of cyberbullying ( $\alpha = .85$ ) and aggressors of cyberbullying ( $\alpha = .76$ ).

All instruments were developed and validated through exploratory and confirmatory factor analyses. Through structural equation modelling, results showed that being a victim or a bystander of cyberbullying incidents mediated the relationship between the frequency of using Twitter and what adolescents shared online. Those who either witnessed or were victims of cyberbullying tended to share less, with a greater effect on sharing one's own photos. This could suggest that both bystanders and victims are more reflective of what they share online after coming into contact with this phenomenon. Furthermore, the mediating effect of being an aggressor of cyberbullying was not significant, which may indicate that these individuals' intentional actions to harm others do not determine the relationship between how frequently they use Twitter and the content they share online about themselves and others. Implications and opportunities for prevention and intervention with social media in educational contexts are proposed, since the well-being of adolescents may be affected at a social, emotional and academic level. Moreover, suggestions for social network design and structure are discussed to better identify cyberbullying among adolescents and aid those who are either victims or bystanders of this phenomenon.

**Keywords:** Twitter, Sharing information online, Cyberbullying, Bystanders, Victims, Aggressors

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# **Additional Materials**



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