

7th European Conference on Social Media ECSM 2020 a Virtual Conference Supported by University of Central Lancashire, Cyprus (UCLan) 2 - 3 July 2020 ALL TIMINGS ARE UK TIME (GMT+1)	
Thursday 2 July 2020	
08:45	Zoom room opens
09:00	Welcome and Opening by the Conference and Programme Chairs: Dr Christos Karpasitis, UCLan, Cyprus
09:15	Keynote presentation: Adam Jonsson, Thèque Marketing How to Engage and how to sell through Social Media
	Room 1 Stream A: Facebook Chair: Sue Greener
10:00	Borrowed interest and social media language usage in advertising Tenescu Alina , University of Craiova, Romania
10:30	Exploring the Importance of Facebook post Writing as a Museum Engagement Tool Agostino Deborah , Michela Arnaboldi , Melisa Diaz Lema and Paola Riva , Politecnico di Milano, Italy
11:00	Uses and Gratifications of Generation Z within Social Networks: A Dialectical Investigation into the Facebook Domain O'Carroll Ryan and Tara Rooney Technological University Dublin, Dublin, Ireland
11:30	
12:00	<i>Lunch Break</i>
	Room 1 Stream A: Social Media Networking in Government and Education Chair: Stefania Manca
12:30	Private Citizen Perceptions of Fake News, Echo Chambers and Populism Pickering Brian , Steven Taylor and Michael Boniface , University of Southampton, UK
13:00	Emotions aroused by the most popular content on Facebook and their virality on the example of selected industries Lupa-Wójcik Iwona , University of Krakow, Cracow, Poland
13:30	Peer support among doctoral students: #docconnect Greener Sue , University of Brighton, Brighton, UK
14:00	<i>Break</i>
14:15	Editorial Panel on Publication Options and Oportunities Chaired by Dr Dan Remenyi in the Panel Room with Prof Shaun Pather (EJISE), Dr Martin Rich (EJBRM) & Prof Rembrandt Klopper, Special Issues Editor - Alternation
	<i>The conference continues in Room 1</i>
15:00	Social Media Quiz
15:15	Networking in Small Groups for Future Collaboration
15:45	<i>Close of Conference Day</i>

Zoom Room details

Password to all Rooms: ECSM20

[Stream A/Room 1](#)

<https://us02web.zoom.us/j/86062242704>

Meeting ID: 860 6224 2704

[Stream B/Room2](#)

<https://us02web.zoom.us/j/88989153160>

Meeting ID: 889 8915 3160

[Panel link](#)

<https://us02web.zoom.us/j/84254198766>

Lunch Break

Room 2

Stream B: PhD and Masters Colloquium

Chair: Dan Remenyi

Please be present for the entire session, Presentations will be 10 minutes each with time for discussion

Participation and the role of social media affordance in open access repositories
Power Virginia, University of the West of England (UWE), Bristol, United Kingdom

Device and Social Media Usage in a Lecture Theatre in a Saudi Arabia University: Students' Views
Alsharif Moudi, and **Maria Limniou**, School of Psychology, University of Liverpool, UK

YouTube Viewers' Comments On The Opioid Epidemic Coverage By CNN And Fox News
Bacon Leeza, **Elina Erzikova** and **Lana Ivanitskaya**, Central Michigan University, Midland, USA

Using Blogs as an Instructional tool to Enhance the Digital Skills of 21st Century Learners at University Settings
Miliou Ourania, and **Charoula Angeli**, University Of Cyprus, Nicosia, Cyprus

Company's Customer Behaviour Initiatives on Social Media Platforms: Consequences
Vaiciukynaite Egle, Kaunas University of Technology, Lithuania

Pinterest - a unicorn among social media? An investigation of the platform's adaptation and specifications
Kasakowskij Regina and **Thomas Kasakowskij**, Heinrich-Heine University, Düsseldorf, Germany (Masters Research)

Break

	Friday 3 July 2020 ALL TIMINGS ARE UK TIME (GMT+1)
09:00	Room 1 Opening Messages
09:05	Keynote presentation: Pantelis Vladimirov, Webarts Web Design & Digital Agency How Consumers are becoming influencers of a Brand
09:50	Introduction to ECSM 2021: Dr Christos Karpasitis, UCLan, Cyprus
	Room 1 Stream A: Health and Marketing Chair: Ryan O'Carroll
10:00	Misinformation in the 2019 Samoan measles epidemic: The role of the influencer Hooper Val , Victoria University of Wellington, New Zealand
10:30	Covid-19 Mis-infodemic Myth-busters: Optimising Effective Health-Related Pandemic Messaging on Social Media Platforms Awofeso Awoniyi , Hamad Bin Mohammed University, Dubai, UAE
11:00	Impact of Social media marketing on customer relationships and subsequent purchase: A case study of High fashion retail Srikant Poornima A S , Sri Ramachandra Institute Of Higher Education and Research, Chennai, India
11:30	Age 2.0: motivations and brand engagement Miranda Sandra , Ana Teresa Machado , Ana Cristina Antunes , and Ana Gama , Escola Superior de Educação de Lisboa, Portugal
12:00	Lunch Break
12:30	Room 1: Knowledge Cafe led by Prof Shawren Singh How will Covid-19 effect the research agenda for Social Media Research
	Room: Stream A: Postitives and Negatives of Social Networking Chair: Brian Pickering
13:30	Deep Fakes, Fabrication, and Social Media Influence: An Anticipatory Ethical Analysis Wilson Richard , Towson University/Hoffberger Center for Professional Ethics, Towson, USA (presentation only)
14:00	Social Media: A Social Engineer's Goldmine Collier Henry , Norwich University, Northfield, USA
14:30	Room 1 Summary of the Conference, Quiz Results and Award to the winner of the Best PhD Paper
14:45	Close of Conference
	Posters have been uploaded to the facebook group where we invite participants to view them and comment/discuss the work
	Posting for Dollars: How University Social Media Content Influences Alumni Giving. Peruta Adam , Syracuse University, NY, and Alison Shields , Ithaca College, USA
	An Anticipatory Ethical Analysis of Cyberbullying and Social Media Wilson Richard , Towson University/Hoffberger Center for Professional Ethics, Towson, USA
	Social Media, Events, and Case Based Analysis: A Methodology for Social Media Ethics Wilson Richard , Towson University/Hoffberger Center for Professional Ethics, Towson, USA