

8th European Conference on Social Media - ECSM 2021
University of Central Lancashire, Cyprus (UCLan)
1 - 2 July 2021
All timings are GMT+1 - UK Time

Wednesday 30 June 2021		<p align="center">Zoom Login Details Password for all rooms ECSM21</p> <p>Room1: https://us02web.zoom.us/j/81669230666</p> <p>Room 2: https://us02web.zoom.us/j/83472583925</p> <p>Room 3: https://zoom.us/j/93053051633</p>
14:00-15:30	Pre-Conference Workshop <i>Collaborative Learning Objective Design for Blended Environments</i>	
Thursday 1 July 2021		
08:30	Zoom Room Opens	
09:00	Welcome and Opening by the Conference and Programme Chair: Christos Karpasitis, UCLan, Cyprus	
09:15	Keynote presentation: Dr Nikolaos Dimitriadis, Optimal HR Group, Athens, Greece <i>Our Brains on Social: Neuro Research Insights on Social Media Usage</i>	
10:00	Conference splits into Streams	
	Room 1 Stream A: Education Chair: Ana Cristina Antunes	Room 2 Stream B: Social Media and Government and Politics Chair: Abbas Aljuboori
10:10	How Online Collaborative Learning leads to improved Online Learning Experience in Higher Education Tobias Knopf , Stefan Stumpp and Daniel Michelis , Anhalt University of Applied Sciences, Germany	Holistic Perspective of Globally Accepted Research on Social-Media Marketing on SME Perspective Aydan Huseynova and Najam UI Zia , Tomas Bata University in Zlin, Czech Republic
10:30	Digital Storytelling as an Opportunity for Non-Profit Organizations - Implementing storytelling on Social Media for Charity. Simone Mang , FH Burgenland, Alexander Pfeiffer , Danube University Krems, Austria and Stephen Bezzina , Ministry of Education Malta, Malta	Revolutionary Movement of Social Media Political Power and Participation Tariq Rehan , Government College University Faisalabad, Pakistan and Izzal Asnira Zolkepli , Mahyuddin Ahmad , Universiti Sains Malaysia, Malaysia,
10:50	Three Institutions, Three Platforms, One Goal: Social Media for Holocaust Memory Martin Rehm , University of Education Weingarten, Germany and Stefania Manca , National Research Council of Italy, Italy	Becoming Neoliberal Subjects: "Morning Routine" Vlogging and Everyday Life Qian Chen , Hong Kong Baptist University, China
11:10	Developing a Learning Community: Students Use of WhatsApp in an Academic Context Martina A. Doolan , University of Hertfordshire, UK	The Role of Social Media in Realizing 7I Smart City Model Konstantin Semyachkov , The Ural Branch of Russian Academy of Sciences, Russia
11:30	Edutainment on Youtube: Tom Scott Channel Fernando Morant and Luisa Magalhães , Catholic University Of Portugal, Portugal	Religion as a Refuge: Finding Meaning in Social Media During Covid-19 Silvia Pascual and Miriam Diez , Blanquerna Observatory on Media, Religion and Culture, Spain (Presentation Only)
11:50	Towards Handshape Identification for Automatic Gesture Recognition Using Sign Notation Systems Philipp Achenbach , Yasmin Göksu , Timo Kullmann , Thomas Tregel and Stefan Göbel , Technical University of Darmstadt, Germany	Political Campaigns, Fluency Bias, Media Infocalypse: An Ethical and Anticipatory Ethical Richard Wilson , Towson University, USA
12:10	Lunch Break	Lunch Break
	Room 1 Stream A: Mini Track on Change in Social Media Usage Patterns with Covid-19 Chair: Nuran Oze	Room 2 Stream B: Social Media for Businesses Chair: Christos Karpasitis
13:00	Research on Covid 19: Change in Social Media Usage Patterns and Change in Interpersonal Relationships in Northern Cyprus Nuran Öze , Arkin Creative Arts and design, Northern Cyprus	Micro-Targeting and Non-Profit Marketing: Loss of Serendipity or Effective Strategy? Chiara Bernardi University of Stirling, UK and Carlos Mendieta , SA Consulting, London, UK
13:20	Exploring the Public Reaction to COVID-19 News on Social Media in Portugal Luciana Oliveira , Arminda Sequeira , Adriana Oliveira , Paulino Silva and Anabela Mesquita , CEOS.PP ISCAP Polytechnic of Porto, Portugal	The Importance of Social Media for Marketing in Small and Medium Companies – Portuguese Case Study Marlene Loureiro , University of Trás-os-Montes e Alto Douro, Portugal and Norberto Loureiro , Polytechnic Institute of Bragança, Portugal
13:40	Operation Infection, Covid 19, and Social Media warfare: Ethical and Anticipated Ethical Issues Richard Wilson , Towson University, USA	The Impact of Social Media on Small And Medium Enterprises(SMEs) In the Service-Based Organizations John Amoah , Zdenko Metzker , Tomas Bata University, Czech Republic and Bayuasi Nammei Luki , Ghana Communication Technology University, Ghana
14:00	Utilization Of Social Media During Covid-19 Pandemic Among Universities Students In Nigeria Aderinsola Kayode , University of Ibadan, Nigeria and Maleshoane Rapeane-Mathonsi , Durban University of Technology, South Africa	The Influence of Social Media on Brand Personality Towards Consumer Purchase Intention in the Telecom Industry: A Conceptual Study Cleophas Attor , Abdul Bashiru Jibril , Miloslava Chovancova , Daniel Edem Adzovie Faculty of Management and Economics, Tomas Bata University in Zlin, Czech Republic and Justice Solomon Korantwi-Barimah , Sunyani Technical University, Ghana
14:20	Break	Break
	Room 1 Stream A: Darker Side of Social Media Chair: Richard Wilson	
14:40	Social Media Misinformation: Human-Machine Decision Making Systems and Human Systems Thinking Joshua Sipper , Air Force Cyber College, USA	
15:00	Blue vs. Red State Tweeters' response to Nike's Kaepernick ad campaign: social justice demanded Lisa Gandy , Elina Erzikova and Zulfia Zaher , Central Michigan University, USA	
15:20	Networking in Small Groups to Catch up with Colleagues and build New Connections for Future Collaboration	
	Room 1	
15:45	Close of Conference Day	Close of Conference Day

	Friday 2 July 2021		
09:00	Room 1 Opening Messages		
09:05	Keynote presentation: Nicolas Ioannides, Cypriot Influencer and TV Personality <i>Influencer Marketing</i>		
09:50	Introduction to ECSM 2022		
	Room 1 Stream A: Children and Young People Chair: Luísa Magalhães	Room 2 Stream B: Not for Profit and Privacy Chair: Marlene Loureiro	Room 3 Stream C: Posters Chair: Christos Karpasitis Time: 10:00-11:15
10:00	Social Media for Different Types of Parents: Evidence from a Russian Industrial Company Daria Saitova , Ural Federal University, Russia	The Cake and Facebook: A case of Social Media, Privacy and Power Val Hooper , Victoria University of Wellington, New Zealand	5 minute presentations with time for discussion and feedback Doctors for Anything but the Truth: Investigating COVID-19 Misinformation on Facebook Joana Milhazes-Cunha and Luciana Oliveira , CEOS.PP ISCAP Polytechnic of Porto, Portugal Using Social Media to Tell a Personal Story and Reinforce Dominant Narratives Larissa Hugentobler , University of Zurich, Switzerland A Graphic Design Framework for Outdoor Advertising to Raise Social Awareness Rafaella Maria Lakeridou , UCLAN, Cyprus When Old is New! Seniors as Digital Influencers Sandra Miranda , Ana Antunes & Ana Gama , Escola Superior de Comunicação Social, Portugal Online Shopping Behavior during COVID 19 Lockdown: The case of Higher Education Students Diana Magalhães and Luciana Oliveira , CEOS.PP ISCAP Polytechnic of Porto, Portugal On the use of Blockchain Technologies and Digital Identity to Safeguard and Verify the Integrity of Source Material Alexander Pfeiffer , Thomas Wernbacher , Danube University Krems, Austria and Stephen Bezzina , University of Malta, Malta
10:20	Policy Issues Life Cycles in the Discourse of News Media: A case of children rights protection Jurgita Jurkevičienė , Eimantė Zolubienė , and Arvydas Grišinas , Kaunas University of Technology, Lithuania (Presentation only)	Digital Activism: The Net Generation clicking for a cause Louise Stoch and Sumarie Roodt , University of Cape Town, South Africa, and Carina de Villiers , University of Pretoria, South Africa	
10:40	Gender, Teenagers and the Motivations Behind Identity Construction on Social Media: A Conceptual Study from the Perspective of Czech Republic and Ghana Daniel Edem Adzovie , Abdul Bashiru Jibril , Pham Ngoc Quynh Giao , Tomas Bata University in Zlin, Czech Republic and Rita Holm Adzovie , University of Cape Coast, Ghana	Social Media Use Among Non-Profit Organizations in the UAE: An 'Excellent' perspective Mohamed Ben Moussa , Khayrat Ayad and Bouziane Zaid , University of Sharjah, UAE (Presentation Only)	
11:00	Personality and Individuality of Generation Z on Social Networks Ekaterina Kubina , Marina Bareicheva , Natalia Stepanova , Ural Federal University, Russia and Elena Shlegel , Humanitarian University, Russia	Exploring Social Media Adoption in Australian Not-for Profit Organisations: Does Size Matter? Maka Siwale , Curtin University, Australia	Room 2 Stream B: PhD Research Track Chair: Dr Dan Remenyi Time: 11:15 - 12:00
11:20	Media and Communication for Young People through Collaborative Design Lizzie Jackson and Rachel Phillips , London South Bank University, UK (Roundtable)	The Boundaries of Public and Private in Social Media Marina Bareicheva , Natalia Stepanova , Ekaterina Kubina , Ural Federal University, Alla Drozdova and Snezhana Ramsina , Humanitarian University, Russia	10 minute presentations with time for discussion and feedback Comparison of Social Media and Panel Data Analyses Sven Gehrke , Marek Opuszko , Sandra Niemz , and Johannes Ruhland , Friedrich Schiller Universität Jena, Germany Self-harm: Detection and Support on Twitter Muhammad Abubakar Alhassan , Diane Pennington , University of Strathclyde, UK, Isa Inuwa Dutse, Federal University Dutse, Nigeria, Bello Shehu Bello , Bayero University Kano, Nigeria Microbes and Medical Masks – Mapping the Emoji Indexicals of the Pandemic Jan Dijsselbloem , Tilburg University, Netherlands
11:40		Deep Fakes, Radicalization, and Violent Terrorism: An Anticipatory Ethical Analysis Richard Wilson , Towson University, USA	
12:00	Lunch Break		
12:40	Panel: The Internet and the web as major facilitators of crime Prof Dan Remenyi, Dr Paul Griffiths, Dr Shawren Singh and Prof Joan Ballentine Room 1		
	Room 1 Stream A: Innovative uses of Social Media Chair: Chiara Bernardi	Room 2 Stream B: University Context Chair: John Amoah	
13:40	Livestream Sales: A Breakthrough in the Retail Industry Yanling Li , Cranfield University, UK	The Role of Intercultural Interaction on International Student Enrolment: A Conceptual Study Daniel Edem Adzovie and Cleophas Attor , Tomas Bata University, Czech Republic	
14:00	Can Facebook Support Seniors' Consumer Decision Process? A Qualitative Study Ana Antunes , Sandra Miranda , Escola Superior de Comunicação Social, Portugal and Ana Gama , Escola Superior de Educação de Lisboa, Portugal	Social Media Academic Communities for Learning, Networking, and Career Support Lina Gomez-Vasquez , The University of Tampa, USA	
14:20	Does WhatsApp Influence Mobile Money Adoption? Evidence from Zimbabwe Shallone Munongo , Daniel Makina and Kunofiwa Tsaurai , University of South Africa, South Africa	Case Study - Effects of Implementing a Theme week on Instagram and Facebook to Promote the Information day of Anhalt University of Applied Sciences Julia Hüter , Daniel Michelis , Kim Holzkaemper , Manuel Baumeister and Franziska Geue , Anhalt University of Applied Sciences, Germany	
14:40	Room 1 Summary and Close of the Conference		
14:50	Close of Conference		