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| | 9th European Conference on Social Media - ECSM 2022 A Virtual Conference hosted by ACI and Pedagogical University of Krakow, Poland 12 - 13 May 2022 Conference runs to UK timings (GMT+1) | |
| | Thursday 12 May 2022 | |
| 08:30 | Zoom Room Opens | |
| 09:00 | Welcome and Opening by the Pedagogical University of Krakow, Poland | |
| 09:15 | Keynote presentation: Anna Miotk, University of Warsaw, Poland Does the Company's Presence on Social Media Platforms Still Strengthen Brand Image? | |
| 10:00 | Conference splits into Streams | |
| | Room 1 Stream A: Education and Young People Chair: Zinaida Adelhardt | Room 2 Stream B: Marketing, Identity and Community Chair: Thomas Eberle |
| 10:10 | CC-Driver and RAYUELA projects: understanding online behavioural patterns and young cybercriminality Ruben Fernández Bleda & Jose Luis Diego , Valencia Local Police, Paterna, España (Presentation only) | The Impact of Music on the Effectiveness of Facebook and Instagram Ads Iwona Lupa-Wójcik , Pedagogical University of Krakow, Poland |
| 10:30 | The Level of Social Media Addiction of Y and Z Generation in North Cyprus Nuran Öze , Arkin University of Creative Arts and Design and Sonuç Zorali , Near East University, Northern Cyprus | Beauty Influencers on the Short Video Platform Kwai: Postfeminist Media Culture in Rural China Mingyi Hou , Tilburg University, The Netherlands |
| 10:50 | Social Media about Grandparents as Childcare Providers: Evidence from Russian Regions Daria Saitova , Ural Federal University, Yekaterinburg and Marina Bahtina , Ural Institute of Management, Branch of RANEPa, Russia | Roma Cultural Influencers: Social Media for Identity Formation Márton Rétvári , Andrea Karpati and Lajos Kovács Corvinus University Budapest, Hungary |
| 11:10 | E-MINT: A Gamified App for Empowering Parents in Their Role as STEM Gatekeepers Thomas Wernbacher , Natalie Denk , Alexander Pfeiffer , Simon Wimmer , Danube University Krems, Krems, Sabine Zauchner-Studnicka , Moves, Vienna and Martin Hollinetz , Otelo eGen, Vorchdorf, Austria | Racialised Digital Dating Experiences of Mobile Dating Application Users Maureen Tanner , University of Cape Town, South Africa |
| 11:30 | Using Social Media for Government Communications: A closer look at this popular communication outlet and it's use in the local government sector Samantha Bietsch , American Military University, Chambersburg, USA | Who Wants to Grow Old in Welfare Sweden? Jasmina Maric , Chalmers University of Technology, Göteborg, Sweden |
| 11:50 | Applying Social Media for Studying Challenges of COVID-19 for Students Tiit Elenurm , Estonian Business School, Tallinn, Estonia | Community Management on Social Media: How to Solve Problems with Negative Reactions and Comments from Groundswell? Vladimíra Jurišová and Igor Piatrov , University of Ss. Cyril & Methodius, Slovakia |
| 12:10 | Lunch Break | Lunch Break |
| | Room 1 Stream A: Mini Track on the Change in Social Media Usage Patterns with Covid-19 Chair: Nuran Öze | Room 2 Stream B: PhD and Masters Colloquium Chair: Iwona Lupa-Wójcik & Marta Czyżewska 10 minute presentations with time for discussion and feedback |
| 13:00 | How Non-profit Art Spaces in Hanoi, Vietnam, used Facebook to Communicate, Exhibit and Promote Art and Culture during the Closure of Physical Spaces Emma Duester , RMIT University, Hanoi, Vietnam | Virtual Communities of Practice for Research Postgraduate Students: Determining Needs and Reducing Isolation Jenna Barry and Niall Corcoran , TUS, Ireland (PhD) |
| 13:20 | The 21st century online-offline teaching and learning MET model Erna Uricska , Corvinus University of Budapest, Budapest, Hungary and Nóra Barnucz , University of Public Service, Hungary (Presentation only) | Political Discourse in Knowledge Economy: Edutainment as a Genre Xuefei Tang , Tilburg University, Netherlands (PhD) |
| 13:40 | Terminology Management for Social Media Communication during Covid-19 Pandemic: A Case Study with a Portuguese Higher Education Institution Susana Pinto , Célia Tavares and Manuel Silva , CEOS.PP - ISCAP - P. Porto, Portugal | Flagging controversies: The Effects of Flagging Mechanisms on the Zhihu Platform Chen Li, Tilburg University, The Netherlands (PhD) |
| 14:00 | The Contribution of SNS to Social Capital in Times of Restricted Physical Contact Tayla Duffy-Bregmen and Val Hooper , Victoria University of Wellington, New Zealand | Police_hu as a Best Practice: Online Reputation Management of the Hungarian Police on Instagram Erna Uricska , Corvinus University of Budapest, Hungary (PhD) |
| 14:20 | Break | Break |
| | Room 1 Stream A: Mini Track on The influencer in social media. Who is that? Chair: Justyna Zywiołek & Dr Joanna Rosak-Szvrocka | Room 2 Stream B: Social Media Issues Chair: Hantian Zhang |
| 14:40 | A Different Type of Influencer? Examining Senior Instagram Influencers Communication Sandra Miranda , Ana Antunes , Escola Superior de Comunicação Social and Ana Gama , Escola Superior de Educação de Lisboa, Portugal | Is Tik Tok a Public Sphere for Democracy in China? A Political Economy Approach Hui Lin , King's College London, UK |
| 15:00 | Netnography of Social Media Addresses on Covid-19 Vered Aharonson , Taliya Weinstein , Gershon Koral , University of the Witwatersrand, Johannesburg, South Africa and Christos Karpasitis , University of Central Lancashire, Cyprus | I Love to Hate!: The Racist Hate Speech in Social Media Sandra Miranda , Branco Di Fatima , Escola Superior de Comunicação Social, Lisbon, Portugal, Fábio Mallini, Universidade Estadual Espírito Santo, Brasil and Jorge Cruz , PUCE, Ecuador |
| 15:20 | Creating Sentiment Dictionaries: Process Model and Quantitative Study for Credit Risk Aaron Mengelkamp , Kevin Koch , Hanover University of Applied Sciences and Arts, Hanover and Matthias Schumann , Georg-August-University of Goettingen, Germany | Social Networks Clothes Shopping and the Influence of Brand Image and Perceived Benefits on Purchase Intention Paula Lopes , Rosa Rodrigues and Miguel Varela , Instituto Superior de Gestão, Lisbon, Portugal |
| 15:40 | Instagram, Social Media Influence and Teen Suicides: An Ethical and Anticipatory Ethical Analysis Richard Wilson , Towson University, Towson, United States (presentation only) | If You Are Late, You Are Beyond Help: Disinformation and Authorities in Social Media Miilla Alaraattikka , Teija Sederholm , Pekka Koistinen , and Aki-Mauri Huhtinen , National Defence University, Finland |
| 16:00 | Virtual Networking in Small Groups to Catch up with Colleagues and build New Connections for Future Collaboration | |
| 16:30 | Close of Conference Day | |

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| | Friday 13 May 2022 |
| 09:00 | Room 1 Opening Messages |
| 09:05 | Keynote presentation: Dr Iwona Leonowicz-Bukata, University of Information Technology and Management in Rzeszow, Poland Social Media Today: Platforming Visibility, Recognition and Independence |
| 09:50 | Introduction to ECSM 2023 |
| | <div> Room 1 Stream A: Social Media Networking and Government Chair: Jasmina Maric </div> <div> Room 2 Stream B: Poster Presentations Chair: Aaron Mengelkamp 5 minute presentations with time for discussion and feedback </div> |
| 10:00 | <div>How States around the world censor the Internet? Gergely Gosztonyi, Eötvös Loránd University (ELTE), Budapest, Hungary (Presentation only)</div> <div> Youth Participation and Social Media: Potentials and Barriers Susanne Sackl-Sharif, University of Music and Performing Arts, Graz, Eva Goldgruber, Lea Dvorsak and Sonja Radkohl, FH JOANNEUM - University of Applied Sciences, Graz, Austria </div> |
| 10:20 | <div>"Smart" Psychological Operations in Social Media: Security Challenges in China and Germany Darya Bazarkina, Institute of Europe of the Russian Academy of Sciences, Moscow and Darya Matiasova, Saint Petersburg State University, Russian Federation</div> <div> YouTube as a Source of Educational Content in Teenagers' Learning Practices Zinaida Adelhardt and Thomas Eberle, Friedrich-Alexander University Erlangen-Nürnberg, Germany </div> |
| 10:40 | <div>Online Hate Speech: User Perception and Experience Between Law and Ethics Gregor Fischer-Lessiak, University of Graz, Susanne Sackl-Sharif, University of Music and Performing Arts Graz and Clara Millner, Anti-Discrimination Office Styria/BanHate, Graz, Austria</div> <div> Contextual Factors Behind Audience Engagement Behaviors of YouTube Vloggers: A Case Study Hantian Zhang, Sheffield Hallam University, United Kingdom </div> |
| 11:00 | <div>Dissemination of Fake News on Social Media: A Demographic Analysis of Audience Involvement Tolulope Kayode-Adedeji, Nwakerendu Ike, Ogungbemile Ifeoluwa and Amao Amao, Covenant University, Nigeria</div> <div> Some insights on the personification of Facebook by Iberian older users Sandra Miranda, Ana Cristina Tunes & Ana Gama, Escola Superior de Comunicação Social, Lisbon, Portugal, </div> |
| 11:20 | <div>Communicating Eco-friendly Products on the Social Network Facebook and Groundswell Management Peter Krajčovič, University of Ss. Cyril and Methodius in Trnava, Slovakia</div> <div> Wittery: A Password Training Tool! </div> |
| 11:40 | <div>The Great Replacement, White Genocide and Social Media Warfare: Ethical and Anticipated Ethical Issues Richard Wilson, Towson University, Towson, USA (presentation only)</div> <div> Virtual Reality Theater or Theater in VR Judyta Pogonowicz, Pedagogical University of Krakow, Kraków, Poland </div> |
| 12:00 | <div>Health information behaviour of recent immigrants to Québec on sociodigital networks during the COVID-19 pandemic Asma Minyauoi, School of Library and Information Science, Université de Montréal, Montreal, Canada</div> <div> Online studies on fear of COVID-19 and the related crisis among university students Gabriela Ciesielka, Agnieszka Lasota, Mateusz Bednarz and Sara Rybarska, Pedagogical University of Krakow, Poland </div> |
| | Lunch Break |
| | <div> Room 1 Stream A: Social Media in Business Chair: Richard Wilson </div> |
| 13:00 | <div>A Taxonomy for Higher Education Institutions to Tell Micro-Stories with Content Marketing Charmaine Du Plessis, University of South Africa, Pretoria, South Africa</div> |
| 13:20 | <div>Linguistic Characteristics of Social Media Messages Spreading across Geographic and Linguistic Boundaries Xinchen Yu, Lingzi Hong, University of North Texas, Jemery Boy, UNDP Accelerator Labs and Rene Clausen Nielsen, UN Global Pulse, USA</div> |
| 13:40 | <div>6G, The Digital Silk Road and Network-centric Warfare: Ethical and Anticipated Ethical Issues Richard Wilson, Towson University, Towson, USA (presentation only)</div> |
| 14:00 | <div>Ecological products and the role of influencers and greenfluencers in their promotion Matej Martovič and Martin Klementis, University of Ss. Cyril and Methodius in Trnava, Slovakia</div> |
| 14:20 | Room 1: Summary of the Conference |
| 14:30 | Award to the winner of the Best PhD Paper and Poster |
| | Close of Conference |