

<div>10th European Conference on Social Media - ECSM 2023</div> <div>Pedagogical University of Krakow, Poland</div> <div>18 - 19 May 2023</div> <div>Programme is in Polish Time (GMT+2)</div>		
Wednesday 17 May 2023		
10:00-11:30	ONLINE WORKSHOP Social Media Data Analysis Using Leximancer & Synthesio: Exemplars from academic research Led by: Dr Violetta Wilk, Edith Cowan University, Perth, Australia	
18:00-19:00	Pre-conference Registration and Welcome Drinks Browar Górniczo-Hutniczy, Witolda Budryka 4, 30-072 Kraków	
Thursday 18 May 2023		
08:30	Registration outside Room A1 Pedagogical University of Kracow, Podchorążych 2, 30-084 Kracow Zoom Room 1 Opens	
09:00	Welcome and Opening of the Conference: Prof. Dr hab. Roman Kochnowski, Dr Wojciech Maciejewski and Dr hab. Dorota Murzyn, Pedagogical University of Krakow, Poland Room A1	
09:20	Keynote Presentation: Dr Katarzyna Bąkiewicz, SWPS University, Poland Disinformation is Everywhere: Why Should we Change our Perspective on this Phenomenon?	
10:05	Conference splits into Streams	
	Room A1 - PHYSICAL Stream A: e-Commerce and Digital Marketing in Social Media Chair: Zinaida Adelhardt	ECSM Zoom Room & 111N - VIRTUAL Stream B: Security Chair: Wojciech Maciejewski
10:20	Facebook moms help! What to buy for Teething? The Impact of Social Proof on Consumer Decisions of Young Mothers Iwona Lupa-Wójcik, Pedagogical University of Krakow, Poland (P)	Modelling Responsible Digital Security Behaviour for Countering Social Media Manipulation Clara Maathuis, Open University, Heerlen, Netherlands and Sabarathinam Chockalingam, Institute for Energy Technology, Norway (V)
10:40	Factors Impacting Intention of Formalisation of Egyptian MSMEs; What about Social Media? Rania Miniesy and Hadia Fakhreldin, The British University in Egypt, Cairo, Egypt (P)	Analyzing the Role of Ukrainian and Russian Diaspora in Disinformation Campaigns Clara Maathuis, Christiaan de Ridder and Sylvia Stuurman, Open University, Heerlen, Netherlands (V)
11:00	Social Media Use and its impact on Egyptian MSME's Growth Hadia Fakhreldin and Rania Miniesy, The British University in Egypt, Cairo, Egypt (P)	How the Internet Got Weaponized: Insights from US legislations and Executive Orders Ada Peter, Covenant University, Ota, Nigeria (V)
11:20	A Triple-Layered Business Model Framework for Social Media Otto Petrovic, Karl-Franzens-University of Graz, Graz, Austria (P)	First Six Months of War from Ukrainian topic and sentiment analysis Clara Maathuis and Iddo Kerkhof, Open University, Heerlen, Netherlands (V)
11:40	Understanding the Motivations of SMEs in South Africa to Adopt Social Media Stevens Mamorobela, Tshwane University of Technology, Pretoria, South Africa (P)	Stories Narratives Scripts in Information Warfare and Domestic Terrorism: An Anticipatory Ethical Analysis Richard Wilson, Towson University, Towson, United States (Presentation only) (V)
12:00	The Image Rights of your Social Media Profile: Whose Identity is Anyway? Nomalanga Mashinini, University of the Witwatersrand, Johannesburg, South Africa (P)	Far Right Accelerationism, White Supremacy and Domestic Terrorism: ethical and anticipated Ethical Issues Richard Wilson, Towson University, Towson, United States (Presentation only) (V)
12:20	Lunch Break	Lunch Break
	Room A1 - PHYSICAL Stream A: Young People, Women and Non-Profit Organisations Chair: Vitor Roque	ECSM Zoom Room & 111N - VIRTUAL Stream B: Influence and Motivation Chair: Hantian Zhang
13:20	Social Media Withdrawal: What Activities Teenagers miss when they are "Switched-Off"? Zinaida Adelhardt and Thomas Eberle, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany (P)	Social Media and Digital Influencers on Instagram: A case study Daniela Esteves and Nidia Salomé Morais, Polytechnic Institute of Viseu, Portugal and Rui Raposo, University of Aveiro, Portugal (V)
13:40	Cyberbullying of Children: the Role of Parental Response Val Hooper, Victoria University of Wellington, Wellington, New Zealand (P)	Literary Communities in Social Networks: the Influence of Motivations on Engagement and Purchase Intention in Women Sara Santos, Polytechnic of Viseu, Viseu, Portugal, Pedro Espírito Santo and Ana Fernandes, Universidade de Aveiro, Portugal (V)
14:00	Social Media for Non-Profit Organisations Svitlana Butova, NGO Girls, Kyiv, Ukraine (Presentation only) (P)	Age Differences in the Spread of Misinformation Online Ifeoma Adaji, The University of British Columbia, Kelowna, Canada (V)
14:20	Extra time for discussion of the presentations seen so far today	Selfies as Practices of Care-taking (and Giving) Dawn Woolley, Leeds Arts University, UK (V)
14:40	Break	Studying the Influence of Toxicity and Emotion Features for Stress Detection on Social Media Zeyad Alghamdi, Tharindu Kumarage, Mansoor Karami, Faisal Alatawi, Ahmadreza Mosallanezhad, Huan Liu, Arizona State University, Tempe, USA (V)
15:00	Physical PhD Session begins	Break
	Room A1 - PHYSICAL Stream A: PhD Colloquium Chair: Thomas Eberle 10 Minute Presentations with time for Discussion and Feedback 15:00-16:00	ECSM Zoom Room & 111N - VIRTUAL Stream B: PhD and Masters Colloquium Chair: Marlene Loureiro 10 Minute Presentations with time for Discussion and Feedback 15:15-16:30
	Factors Influencing eWOM Review Adoption: an Empirical Evidence from Vietnam Tourism Website Anh Dao Kim and Phi Hung Truong, Tomas Bata University in Zlin, Czech Republic (P)	VoyYVuelvo: Performances of Chilean Identity and Cultural Memory on Instagram after Nicanor Parra's Death María Victoria Guzmán, University of Leicester, UK (Masters) (V)
	Resale HDB Price Prediction Considering Covid-19 through Sentiment Analysis Sriniath Anbu Durai, HEC Paris, Jouy en Jousas, France and Zhaoxia Wang, Singapore Management University, Singapore (P)	All You Need is Love? An Analysis of the Election Campaign of the Green Party in 2021 on Facebook. Tobias Knopf, Karolina Keller and Daniel Michelis, Hochschule Anhalt, Bernburg (Saale), Germany (Masters) (V)
	The Social Media Value Framework: Development and Validation of a Conceptual Framework for Value Creation Kerry Littlewood and Geoff Bick, University of Cape Town, Neale Penman, Wits Business School, Johannesburg, South Africa (P)	#Notextingwhiledriving: The Effectiveness of Social Advertising Videos and Images of Digital Police Communication Erna Uricska, Corvinus University of Budapest, Budapest, Hungary (Presentation Only) (V)
	The influence of TikTok on young generation in Vietnam. Phi Hung Truong and Anh Dao Kim, Tomas Bata university Zlin, Czech Republic (P)	Unethical Practices and Online Business: Perspective of DSMM Users Yawo Edem Saba, Catholic University of Eastern Africa, Nairobi, Kenya (V)
16:00	Close of Conference Day	Factors Influencing Adoption of Information from Social Media Platforms: A case study of health information of COVID-19 by Saudi Citizens Saad Almalki, Victoria Uren and Matthew Hall, Aston university, UK (V)
16:30		Close of Conference Day
19:30	Conference Dinner: Sky&Bar Restaurant – Groble, Plac na Groblach 22, Kraków	

	Friday 19 May 2023	
09:00	Room A1 Opening Messages	
09:05	Keynote Presentation: Magdalena Urbaniak, AGH University of Science and Technology in Kraków, Poland <i>Brain Unconsciously Driven by Social Media. Is it bad or good and what can we do about it?</i>	
09:50	Coffee Break and Poster Presentations	
	Room A1 - PHYSICAL Stream A: Wide Use of Social Media Chair: Dorota Murzyn	ECSM Zoom Room & 111N - VIRTUAL Stream B: Accounting and Marketing Chair: Marta Czyżewska
10:30	Typifying Collective Action on Facebook and Telegram during the Russia–Ukraine War Alexander Ronzhyn , Ana Sofia Cardenal , and Albert Battle , Open University of Catalonia, Barcelona, Spain (P)	The Social Media Manager Career: Accounting, tax, and social security framework for a self-employed person in Portugal. Susana Aldeia & Shital Jayantilal University of the Portucalense, Porto, Portugal (V)
10:50	Can Social Media be Sustainable? Caroline Gans Combe , INSEEC, Paris, France, Jae Yun Jun , Waleed Mouhali and Yves Rakotondratsimba , ECE, France (P)	Accounting and Social Media: a structured Literature Review and Research Avenues Rubina Michela Galeotti , Niccolò Paoloni , Roma Tre University, Rome, Italy, Maria Rita Filocamo , University of Naples Federico II, Naples Italy (V)
11:10	Sovereign Wealth Funds' (SWFs') Social Media Strategies Piotr Wiśniewski , Warsaw School of Economics, Poland	Opinion Aggregator Platforms in the Restaurant Sector Paula Rodrigues , Ana Sousa , Joel Vaz and Paulo Riberio , Universidade Lusíada, COMEGI, Portugal (V)
11:30	Non-Financial Reporting Through Social Media: Evidence From Spanish Local Governments Yolanda Ramirez and Agustín Baidez , University of Castilla-La Mancha, Albacete, Spain (P)	The Moderating Role of Social Media Advertising in Customers' Purchase Intention Paula Lopes , Rui Estrela Fábio Sandes , Lusofona University, Lisbon, Portugal, Rosa Rodrigues , Instituto Superior de Gestão, Lisboa, Portugal (V)
11:50	Analyzing Short Term Credit Risk Indicators Based on User Generated Content During the Corona-Pandemic Aaron Mengelkamp Frederik Marinski , Amy Oevermann , and Maximilian Vogelsang , Hanover University of Applied Sciences, Germany (P)	Virtual Influencer Marketing to Engage Young Generations? Carla Rossi and Francesca Rivetti , University of Basilicata, Naples, Italy (V)
12:10	Lunch Break	Manifestations of the Groundswell in the Online Environment and its Impact on Electric Car Sales Peter Krajčovič , University of Ss. Cyril and Methodius in Trnava, Slovak Republic (V)
12:30		Lunch Break
	Room A1 - PHYSICAL Stream A: Health Chair: Alexander Ronzhyn	ECSM Zoom Room & 111N - VIRTUAL Stream B: Social Media Issues Chair: Clara Maathuis
13:00	Predicting Food Safety Violations via Social Media to Improve Public Health Surveillance Carmen Kar Hang Lee , Singapore University of Social Sciences, Singapore (P)	Maximising Social Media Platforms to Enhance Sexuality Education in Rural Schools Ayobami Adekola , University of South Africa, Pretoria, South Africa (P)
13:20	Communication Beyond COVID-19 of Portuguese Health Entities Through Social Media Daniela Azevedo , Ana Isabel Plácido , Fátima Roque , Vítor Roque , Polytechnic of Guarda, and Maria Teresa Herdeiro , University of Aveiro, Portugal (P)	Communication Agencies and Social Media as a Communication Strategy – Portuguese Case Study Marlene Loureiro , University of Trás-os-Montes and Alto Douro, Vila Real, Portugal and Norberto Loureiro , Polytechnic Institute of Bragança, Portugal (V)
13:40	Recurring signs of fake news on social media in Hungary and Romania Kenyeres Attila Zoltan , Eszterhazy Karoly Catholic University, Eger, Hungary (Presentation only, Main) SM-081 (P)	The Military, Police, and the Rise of Terrorism in the United States: An Ethical and Anticipatory Ethical Analysis Richard Wilson , Towson University, USA (Presentation Only)
14:00	Room A1: Summary of the Conference	
14:15	Close of Conference	
	Friday 19th May 9:50-10:30 Poster Presenters stand by their poster to discuss their research	Friday 19th May 9:50-10:30 ECSM Zoom Room 5 minute Presentations with time for Discussion and Feedback
	Physical Posters	Virtual Posters
	TikTok – a playground for identity formation? Investigating its benefits and pitfalls. Daria Dodan and Oana Negru-Subțirică , Babeș-Bolyai University, Romania (Poster Only) (P)	A Case Study of YouTube's use of Twitter for Consumer Engagement Hantian Zhang , Sheffield Hallam University, Sheffield, UK (WIP Paper) (V)
	Young adults' folk theories about government regulation of social media Tyler West , Dublin City University, Ireland (poster only) (P)	Short-term Impact of Instagram on Livelihoods of Artisans at Accra Arts Centre Ayeyi Ohene-Adu , Zanetor Agyeman-Rawlings , Ashesi University, Berekuso, and Gordon Adomdza , Parliament, Ghana (WIP) (V)
	Mediatized Teachers-Students Interactions: How Mobile Social Networks Modify Pedagogical Contact Nadzeya Ilyushenka , European Humanities University, Vilnius, Lithuania (WIP) (P)	The Occult Roots of QAnon: Ethical and Anticipated Ethical Issues Richard Wilson , Towson University, Towson, United States (Poster only) (V)
	How to Customize the Fanpage of Institutes of Law, Economics and Administration of the Pedagogical University of Krakow to the Student's Preferences? Julia Miczek , Joanna Stąporek and Katarzyna Świąszek , Pedagogical University of Krakow, Poland (P) (Invited Poster)	Deep Fakes as Instruments of War Clara Maathuis , Open University, The Netherlands (Invited Poster) (V)
	Emotional Facebook Reactions of the Public to Portuguese Health Entities' Covid-19 Publications D. Azevedo , A.I. Plácido , F. Roque and V. Roque , Polytechnic of Guarda, Portugal and M.T. Herdeiro , University of Aveiro, Portugal (P) (Invited Poster)	Post Modernism, Post Truth, and the Information Warfare on Democracy: Ethical and Anticipated Ethical Issues Richard Wilson , Towson University, Towson, United States (Poster only) (V)
	The Impact of Social Media as a Co-Determining Factor in Choosing a University as a Place to Study Sylwia Janecka , Patrycja Jarząbek , Kamila Kurczab and Dominika Lichoń , Pedagogical University of Krakow, Poland (P) (Invited Poster)	