

**5th European Conference on Social Media
ECSM 2018
Limerick Institute of Technology, Ireland
21-22 June 2018**

Limerick Institute of Technology (main entrance), Moylish Park, Limerick, V94 EC5T

Wednesday 20 June 2018

14:00 - 16:30 Room: 3A01
Pre-Conference Workshop Big Social Network Analysis
Led by: Jari Jussila, Tampere University of Technology, Finland

18:30 Welcome drinks and pre-conference registration (Until 19:30)

Thursday 21 June 2018

09:00 Registration and Coffee at the Millennium Theatre Foyer

09:30 Welcome and Opening by the Conference and Programme Chairs: Prof. Vincent Cunnane and Dr Niall Corcoran

09:45 Keynote presentation: Stephen O'Leary, MD of Olytico, Ireland
Listen to Learn: 7 Steps to learning about your audience using social listening

10:30 Conference splits into streams

	Room: 3A01 Stream A: Education Chair: Stuart Palmer	Room: 3A02 Stream B: Evaluation Chair: Victoria Uren	Room: 3A03 Stream C: Business Chair: Wybe Popma	Room: 3A04 Stream D: Privacy and Security Chair: Thomas Eberle
10:45	Effects of a Social Media Network Site on Student's Engagement and Collaboration: A Case Study of WhatsApp at a University of Technology Basitere Moses, Cape Peninsula University Of Technology and Ntsundeni Mapatagane, University of Zululand, South Africa	An Evaluation of the Social News Aggregator Reddit Zimmer Franziska, Haydar Akyürek, Dennis Gelfart and Hafssa Mariami, Katrin Scheibe, Regina Stodden, Kaja Fietkiewich and Wolfgang Stoc, Heinrich Heine University Düsseldorf, Germany	The Contribution of Enterprise Social Media to Transformational Leadership Peter Gerhard, Festo AG & Co. KG, Esslingen, Germany	Warfare in a Hybrid Environment: Reflexive Control as an Analytical Tool for Understanding Contemporary Challenges Huhtinen Aki-Mauri, Mikko Streng and Saara Sarma, Finnish National Defence University and Noora Kotilainen, University of Helsinki, Finland
11:15	My Social Curation Experience: Preservice Teachers' Learning Insights Gadot Rivka and Alona Baruch, Tel Aviv University, Israel	Social Media and Knowledge Sharing – What Do We Know So Far? Mladenović Dušan, Anida Krajina, Masaryk University, Czech Republic and Wioleta Kucharska, Gdansk University of Technology, Poland	Characteristics of MTurk Workers and their Consequences for Research and Practice Osterbrink Lars, Phillips University of Marburg, Germany	Angler Phishing: Criminality in Social Media O'Hagan Louise, Queen's University Belfast, UK
11:45	Using Facebook and a Student Developed Quiz Game in Higher Education Vold Tone, Per Anders Løvsletten and Linda Kjøgnig, Inland Norway University of Applied Sciences, Rena, Norway	The Methodological Basis for the Management of Social Media Burlöv Viacheslav, Saint-Petersburg Polytechnic University, Russia	Barriers to Social Media and How SMEs Can Overcome Them Roy Andrée, Claude Dionne, Université de Moncton, Canada, Marsha Carson, University of Central Arkansas, USA and Otoniel Sosa, Universidad de Colima, Manzanillo, Mexico	An Analysis of the Dimensions Inherent in the use of Electronic Social Media Among Young People: Empirical Research St-Pierre Marjolaine, University of Montreal, Canada

Lunch - Green Room Restaurant

	Room: 3A01 Stream A: MT Brand Management and Social Media Chair: Wioleta Kucharska	Room: 3A02 Stream B: News and Fake News Chair: Andrée Roy	Room: 3A03 Stream C: PhD Colloquium Chair: Niall Corcoran and Dan Remenyi	Room: 3A04 Stream D: Online Harassment Chair: Tone Vold
13:15	Celebrities' Personal Brand Authenticity in Social Media: An Application in the Context of Football Top-Players. The Robert Lewandowski Case Kucharska Wioleta, Gdańsk University of Technology, Poland, Federico Brunetti and Ilenia Consente , University of Verona, Italy and Dusan Mladenovic , Masaryk University, Czech Republic	What is Truth? Fake News and Their Uncovering by the Audience Zimmer Franziska and Annika Reich , Heinrich Heine University Düsseldorf, Germany	13:15-13:25 Artificial Neural-Network-Based Emotion Classification in the Online Media for Tourism Businesses Starosta Kejo, Sonia Budz and Michael Krutwig , Bucharest University of Economic Studies, Romania 13:30-13:40 How do CIO's become skilled leaders? An Examination of their Social Media Profiles De Maere Koen and Steven De Haes , University of Antwerp, Belgium	Using Twitter: How Cyberbullying may Determine what Adolescents share Online Pereira Nádia, Ana Margarida Veiga Simão , Paula Ferreira , and Sofia Oliveira , University of Lisbon, Portugal (Presentation only)
13:45	Consumer Engagement: The Amplifying Effect of Comments Machado Ana, Ana Cristina Antunes and Sandra Miranda , Escola Superior de Comunicação Social, Portugal	Fake News and Social Media: The Role of the Receiver Hooper Val, Victoria University of Wellington, New Zealand	13:45-13:55 Social Media Mentor Club: Co-Investigating Social Media Professionalism for Medical Students Hennessy Catherine, Claire Smith , Gordon Ferns and Sue Greener , University of Sussex, UK 14:00-14:10 Creation and Crowdfunding: The Marketing of Arts Maechling Laura, University of Brighton, UK 14:15-14:25 Changing Understandings of Online Privacy: Profiling Millennials Bayerl Petra, Denisa Fidlerova and Anne-Kathrin Klesse , Rotterdam School of Management, Erasmus University Rotterdam, Netherlands	"Post and Trauma": The Use of Social Media by Sexual Assault Victims Peleg Anat, Hadar Dancig-Rosenberg , and Ariel Bendor , Br-Ilan University, Givat Shmuel, Israel (Presentation only)
14:15	Measuring and Managing Quality of Social Media Based Customer Relationships Singhal Aishwarya, Paul Hopkinson and Sherif Fattah , Heriot Watt University, Dubai, UAE and Rodrigo Perez Vega , Henley Business School, UK	The 2016 US Election Campaign: Analysing Trends Using the Method of almost-Periodic Functions Zhukov Dmitry, Moscow Technological University MIREA, Russia and Tatiana Khvatova , St.Petersburg Polytechnic University, Russia	14:30-14:40 International students and Social Network Site Preferences for Conducting Group Assignments Sleeman Jade, La Trobe University, Melbourne, Australia Discussion and Feedback 14:45-15:15	Social Media and Relationship Harassment Downs Elizabeth, Bryan Griffin and Terry Diamanduros , Georgia Southern University, Statesboro, USA (Round Table)
14:45	Does Hedonic Content of Brand Posts Affect Consumer Sociability Behaviour on Facebook? Vaiciukynaitė Egle, Ligita Zailskaite-Jakste , Damaševičius Robertas and Rimantas Gatauis , KTU, Kaunas, Lithuania	Combating Racism in an Era of Fake News Houghton Frank, Limerick Institute of Technology, Ireland (Presentation only)		Technology and Social Media Changing Life in China Leh Amy SC and Eyda Guo , California State University San Bernardino, USA
15:15	Refreshments - Millennium Theatre Foyer			
15:35-16:20	Keynote presentation: Eimear McManus, Digital Works, London Introduction to growing a loyal community on social media			
	Room: 3A01 Stream A: MT Brand Management and Social Media	Room: 3A02 Stream B: Social Media For Health Issues Chair: Petra Bayerl	Room: 3A02 Stream C: MT Social Media and Online Teaching Chair: Phillip Davidson	
16:30	Personal Brand Authenticity and Social Media: The Top 5 Football Players' Case Kucharska Wioleta and Agnieszka Firgolska , Gdańsk University of Technology, Poland	Analysis of Three Twitter Hashtags for Discussion of Personal Electronic Health Records Palmer Stuart, Deakin University and Bronwyn Hemsley , University of Newcastle, Australia	Online College Students Engagement and Social Media in Higher Education Davidson Phillip, University of Phoenix, USA	
17:00	Electronic Word of Mouth and Banks: A Qualitative Analysis of a Reputation Measurement Model Christakou Roila (Eleftheria), Eurobank Ergasias SA, Greece (Presentation Only)	Seeing is Believing: User Awareness of eConsent on Health Social Networks O'Connor Yvonne, Wendy Rowan and Ciara Heavin , University College Cork, Ireland	How Can Utilizing Social Media and Gamification Enhance Learning Outcome Vold Tone, Linda V. Kjøning , Per Anders Løvsetten , and Cecilia Black Fylking , Inland Norway University of Applied Sciences, Norway	
17:30	Close of Conference Day		Close of Conference Day	
18:30	Bus to dinner from the Strand Hotel - Ennis Rd, Limerick, V94 03F2			
19:00	Conference Dinner - Bunratty Castle			
21:30	Bus returns from dinner to the Strand Hotel			

	Friday 22 June 2018			
09:15	Room: The Millennium Theatre Opening Messages			
09:20	Keynote presentation: Shane McCarthy, CEO of BlueChief, Ireland Your Social Media Controls Your Future			
10:05	Introduction to ECSM 2019 in Brighton, UK			
10:15	<i>Refreshments - Millennium Theatre Foyer</i> <i>Poster contributors stand by their posters for others to discuss the research</i>			
	Room: 3A01 Stream A: MT Big Social Data Analytics Chair: Jari Jussila	Room: 3A02 Stream B: Music and Art Chair: Val Hooper	Room: 3A03 Stream C: Retail Chair: Frank Houghton	Room: 3A04 Stream D: Developments in Social Media Chair: Moses Basitere
11:00	The Challenges of Using Big Data Effectively: A Critical Analysis of the Phenomenon of Big Data Koyce Kevin, Limerick Institute of Technology, Ireland	The Role of Music in Viral Video Advertisements Karpasitis Christos, Irene Polycarpou , UCLan Cyprus, Pyla, Cyprus and Antonios Kaniadakis , Queen Mary University of London, UK	How Mobile is Changing Social Behaviour and Reinventing the Retail Landscape in an Omni Channel Environment Remhof Raphael, Vienna, Austria	Social Networks: Friend or Foe? Ioanid Alexandra, Cezar Scarlat and Gheorghe Militaru , University Politehnica of Bucharest, Romania
11:30	A Sentiment Analysis of Miley Cyrus' Instagram Accounts Scheibe Katrin, Julia Philipps , Linda Schaffarczyk , Janina Nikolic and Wolfgang Stock , Heinrich Heine University, Düsseldorf, Germany	Arrvu: A Mobile Social App for Regional Artistic Services Konert Johannes and Philipp Frisch , Beuth University of Applied Sciences, Berlin, Germany	The 'Chelfie' Phenomenon: A Qualitative Study to Ascertain the Essentials of Usage in Youth Fashion Retail Environments Craig Susan, Rebecca Mitchell and Kenneth Wilkinson , Manchester Metropolitan University, UK	Social Augmented Reality Stevens Renée, Syracuse University, New York, USA
12:00	An Investigation of Sentiment and Themes from Twitter for Brexit-2016 Anas Alsuhaibani, University of Sheffield, UK	Gender Differences In Preference Of Participation In Facebook Pages: A Comparative Study in High Fashion Retail, Jewellery, Mobile Phone and Mutual Fund Segments Srikant Poornima, K Sathyanarayan , University of Madras, Chennai, India	Factors Influencing Consumers Online Shopping Decisions: Present And Future Evidence from Lithuania Skaržauskienė Aelita, Živilė Bauboniene and Gintarė Gulevičiūtė Mykolas Romeris University, Vilnius, Lithuania	Historical Perspectives on Teens and Social Media: When Old Media Was New Cassidy Margaret, Adelphi University, New York, USA
12:30	<i>Lunch - Green Room Restaurant</i>			
	Room: 3A01 Stream A: MT Big Social Data Analytics Chair: Jari Jussila	Room: 3A02 Stream B: Going Viral Chair: Marjolaine St-Pierre	Room: 3A03 Stream C: Addiction Chair:	
13:30	Scalable Algorithm for Computing Influence Spreading Probabilities in Social Networks Ijäs Matias, Janne Levijoki and Vesa Kuikka , Finnish Defence Research Agency, Riihimäki, Finland	Giving and Taking Gratifications in a Gamified Social Live Streaming Service Scheibe Katrin, Julia Göretz , Christine Meschede , and Wolfgang Stock , Heinrich Heine University, Düsseldorf, Germany	Complaints on 'Social Media Addiction' by Its Users Öze Nuran, Near East University, Nikosia, Cyprus	
14:00	Systematic Literature Review on Customer Emotions in Social Media Madhala Prashanth, Jari Jussila and Anu Suominen , Tampere University of Technology, Finland and Heli Aramo-Immonen , University Jyväskylä, Finland	A Critical Reading of the Jedi Knight Internet Phenomenon in Ireland O'Rourke Scott Lisa and Frank Houghton , Limerick Institute of Technology, Ireland (Presentation only)	Facebook Addiction Among Ordinary Users in Jordan Alzougool Basil, Arab Open University - Kuwait Branch, Kuwait	
14:35	Room: The Millennium Theatre Summary of the Conference Award to the winner of the Best PhD Paper and Poster			
15:00	Close of Conference			

Posters will be displayed from noon on Thursday until Noon on Friday and will be presented by the authors on Friday morning from 10:15-11:00

Poster with a WIP Paper	Invited Posters	
<p>The Influence of Social Media on Purchase Decision-Making by Young Nigerians Mohammed Danjuma Khadijah, and Victoria Uren, Aston University, Birmingham, UK</p>	<p>Augmented Learning Stevens Renée, Syracuse University, New York, USA</p>	<p>Finding Outcasts in Social Networks Ijäs Matias, Finnish Defence Research Agency</p>
<p>Six months of "Digital Death": Teenagers' Reaction on Separation from Social Media Adelhardt Zinaida, Stefan Markus and Thomas Eberle, Friedrich-Alexander University Erlangen-Nürnberg, Germany</p>	<p>The Power of Rewards & Humour on e-WOM Machado Ana, Ana Antunes and Sandra Miranda, Escola Superior de Comunicação Social, Lisbon, Portugal</p>	<p>Social Media and Digital Divide in China Leh Amy and Qi Guo, Phi Beta, California State University, Saint Bernardino, USA</p>
<p>Designing for Public Participation in Paleontology Through the Development of an App Bex Richard, Lisa Lundgren, Kent Crippen and Bruce MacFadden, University of Florida, Gainesville, USA</p>	<p>The Spread of Viral Videos on Social Media: Emotional Involvement of the Audience with the Combination of Comedy and Parody Öze Nuran, Near East University, Nicosia, Cyprus</p>	<p>Open Virtual Mobility - A Collaborative Learning Hub for Virtual Mobility Skills Konert Johannes, Beuth University of Applied Sciences, Berlin, Germany</p>
<p>Vlogger's Engagement via Facebook: A Case Study of UK Beauty Vlogger Zoella Zhang Hantian, University of Edinburgh, UK</p>	<p>RED Alert: Moving Towards Smart, Dynamic Consent for Health Social Networks O' Connor Yvonne , Ciara Heavin, Wendy Rowan and Laura Lynch, Cork University Business School, University College Cork, Ireland</p>	
<p>Jumping the Fence: How Consumer Sentiment on Social Media Changes after Crowdfunding Nevin Seán, Rob Gleasure, Philip O'Reilly and Joseph Feller, University College Cork, Ireland, Shanping Li, Zhejiang University, Hangzhou, China and Jerry Cristoforo, State Street Corporation, Hangzhou, China</p>		