



**Abstracts  
and  
Conference Materials  
for the  
9th European Conference on  
Social Media  
Pedagogical University of Krakow  
Poland**



**12-13 May 2022**

A conference managed by ACI, UK

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**Abstracts of Papers**

**Presented at the**

**9<sup>th</sup> European Conference on Social Media**

**ECSM 2022**

**A Virtual Conference**

**Hosted By**

**Pedagogical University of Krakow  
Poland**

**12-13 May 2022**

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E-Book ISBN: 978-1-914587-31-3

E-Book ISSN: 2055-7221

Book version ISBN: 978-1-914587-30-6

Book Version ISSN: 2055-7213

Published by Academic Conferences International Limited  
Reading, UK

+44 (0) 118 324 6938

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## ECSM Preface

These proceedings represent the work of contributors to the 9th European Conference on Social Media (ECSM 2022), hosted by Pedagogical University of Krakow, Poland on 12-13 May 2022. The Conference Chair is Dr Iwona Lupa-Wójcik and Programme Chair is Dr Marta Czyżewska, both from Pedagogical University of Krakow, Poland.

ECSM is now a well-established event on the academic research calendar and now in its 9<sup>th</sup> year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at Pedagogical University of Krakow, Poland but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Dr Iwona Leonowicz-Bukała, University of Information Technology and Management in Rzeszow, Poland on the topic of *Social Media Today: Platforming Visibility, Recognition and Independence*. On the second day, Anna Miotk, from University of Warsaw, Poland will give a talk on the subject: *Does the Company's Presence on Social Media Platforms Still Strengthen Brand Image?*.

With an initial submission of 103 abstracts, after the double blind, peer review process there are 30 Academic research papers, 4 PhD research papers, 1 Masters Research papers and 3 work-in-progress papers published in these Conference Proceedings. These papers represent research from Austria, Canada, Estonia, Finland, Germany, Hungary, Ireland, Netherlands, New Zealand, Nigeria, Northern Cyprus, Poland, Portugal, Russia, Slovakia, Slovenia, South Africa, Spain, Sweden, UK, USA, and Vietnam.

We hope you enjoy the conference.

Dr Iwona Lupa-Wójcik

Pedagogical University of Krakow  
Poland  
May 2022

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# Biographies

## Conference and Programme Chairs



**Dr Iwona Lupa-Wójcik**, is Assistant Professor at Department of Entrepreneurship and Social Innovations, Institute of Law and Economics, Pedagogical University of Cracow. She gained her Doctor of economic sciences in the discipline of management sciences, with a doctoral thesis entitled „Marketing potential of social media”. Iwona has also been involved with writing three popular science books on social media. She has written several dozen scientific articles on social media as well as implementing many research and practical projects related to social media. Over the years she has been the beneficiary of numerous scholarships and been the main performer of scientific grants dedicated to social media. Iwona is an active participant in numerous nationwide and international conferences devoted to management, marketing and social media. She has run a business for many years related to, among others, social media services for business clients. She is an entrepreneurship trainer, salesman, marketing and business strategy specialist.



**Dr Marta Czyżewska** is Assistant Professor at Department of Entrepreneurship and Social Innovations, Institute of Law and Economics, Pedagogical University of Cracow. She has 22 years of experience as a trainer, lecturer and researcher, who provides training in entrepreneurship, social entrepreneurship, accounting and finance. Marta’s research is focused on entrepreneurship, social entrepreneurship, innovativeness financing and startups development. She is an advisor and consultant for many companies, specialising in helping startups to apply for EU funds, business modelling and planning as well as business process audits. Marta works with different target groups: students, companies' employees, unemployed and entrepreneurs. She is the author of a book on “Startups, innovation and risk” (in Polish language) and many scientific articles on entrepreneurship. Formerly head of the Centre for Innovation and Entrepreneurship at University of Information Technology and Management and the Manager of the seed capital fund “InnoFund”. She also currently owns her own training company called Training, Research & Development Marta Czyżewska.

## **Keynote Speakers**



**Dr Iwona Leonowicz-Bukała** is a Social media expert, an Assistant Professor in the Faculty of Media and Social Communication at the University of Information Technology and Management in Rzeszow, Poland. Her current research interests focus on the issues of the contemporary digital media sphere – mediatization and digitalization of life, especially within the field of social media, and the problems of migration, gender, chronic illness management and higher education. A member of the international research team [Covid G.A.P.](#) PI in the project [Covid Gendered Academic Productivity – Polish Perspective](#). A Deputy Editor-in-chief of the journal „Social Communication. Online Journal” and a Deputy Head of The Committee of Research Ethics at UITM. An individual tutor at the UITM’s School of Leaders and the programme ‘Masters of Didactics’. ORCID: 0000-0003-3164-1209



**Dr Anna Miotk** is an assistant professor at the Department of Social Communication and Public Relations, Faculty of Journalism, Information and Bibliology at University of Warsaw. Her main research areas are the internet (especially social media), relations between the internet and society, and media influence. Since 2007, she has been cooperating with universities as an external lecturer, providing lectures and workshops in part-time and postgraduate studies. She has been working i.a. for SWPS University, Jagiellonian University, SGH Warsaw School of Economics, Kozminski University. She also has practical work experience in media research and business communication. Since 2014, she has been working at Polish Internet Research as the communication director. She is also a business trainer, her competences are confirmed by the certificate of the House of Skills Trainers School. She provides training in the field of marketing and PR. Author of books, book chapters and articles in scientific and industry media, and a blog.

## **Mini Track Chairs**



**Małgorzata Budzanowska-Drzewiecka** is an assistant professor at the Jagiellonian University in Krakow, Poland, where she teaches marketing communications cross-cultural differences, and research methodology. Her research interests centre on consumer behaviours and communication on the Internet, especially in social media. Specific focus is on the persuasiveness of electronic word of mouth communication. Her current research activity includes individuals’ pro-environmental behaviours. Her research has been published in a number of peer-reviewed journals.



**Nuran Öze** is Assoc. Prof. Dr., Acting Dean of Faculty of Communication, Head of Institute of Graduate Studies and Research, Chair of Department of Visual Communication Design in Arkin University of Creative Arts and Design (ARUCAD), Northern Cyprus. She is especially interested in culture, communication, gender, PR and specifically with social media. In recent years she has researched social media usage patterns and its effect on society, social media addiction, identity construction on social media. She is an author and co-author of several articles and book chapters on the above mentioned research areas.



**Dr Joanna Rosak-Szyrocka**, is a Lecturer at Częstochowa University of Technology in Poland, the Vice President of the Qualitas Foundation and a member of the Polish ISO 9000 Forum Club. Joanna has author/co-authored 221 scientific publications in prestigious journals, chapters in monographs and conference materials as well as co-authoring 20 scientific monographs. She has been a participant of the Erasmus + international exchange, during which she conducted a series of international lectures in England, Slovenia, Slovakia and Italy.



**Justyna Żywiółek** is a doctor of engineering at the Faculty of Management of the Częstochowa University of Technology. She deals with the management of information and knowledge, and their security. Justyna is also a personal data protection inspector and an auditor of the ISO 27000 standard. She is interested in the use of Big Data, Internet of Things for security management systems. She is guest editor of many international magazines. Justyna is the co-author of over 150 publications, including articles published in peer-reviewed journals, book chapters, conference materials, and research reports.

## Biographies of Contributing Authors

**Zinaida Adelhardt** is a research fellow at the Friedrich-Alexander University Erlangen-Nürnberg (Germany) and a head of the media withdrawal project. She received her doctoral degree from the Leipzig University (Germany), a Master of Arts Degree from the University of Stockholm (Sweden) and a Master of Journalism Degree from the University of St. Petersburg (Russia).

**Vered Aharonson** is a professor at the Electrical Engineering School, Witwatersrand University, Johannesburg, South Africa and the school of science, the University of Central Lancashire, Cyprus. She co-founded and research leader at Afeka Center

for Language Processing, Israel. She studies signal/image processing and artificial intelligence to solve meaningful practical problems in Health care and education.

**Milla Alaraatikka** is a researcher at the Finnish National Defence University Department of Leadership and Military Pedagogy. Alaraatikka's main focus area is communication studies in which she received her master's degree. In addition, she has studied municipal and regional management and political science.

**Ana Azurmendi**, PH.D. Full Professor of Media Law, since 1991. Associate Dean Research, School of Communication. University of Navarra (Spain). Current research: Hate speech in social media (2020-2023). Member of the Commission on the Project of Reform of Basque Broadcasting (2016), Commission on the Right of Reply, Mexican Senate (2014).

**Jenna Barry** (BA, HDip, PgD, MA) Research aims to support postgraduate student engagement, decreasing isolation and increasing connection, communication, and collaboration using virtual communities of practice at the Technological University of the Shannon. She is the current VP for Postgraduate Affairs for the Union of Students in Ireland and sits on several national educational advisory groups. [jenna.barry@tus.ie](mailto:jenna.barry@tus.ie)

**Darya Bazarkina** is a leading researcher at the Department of European Integration Research, Institute of Europe, Russian Academy of Sciences and a professor at the Department of the International Security, Russian Presidential Academy of National Economy and Public Administration. Darya is an author of more than 90 publications on communication aspects of the counter-terrorism.

**Samantha Bietsch** is currently a Professor in the School of Business at American Public University System in Charles Town, WV. She has an MBA in finance and a DBA in marketing. Prior to entering into higher education, Dr. Bietsch held numerous roles in the financial services industry. Her research interests include social media marketing, communications, and economics.

**Gabriela Ciesielka**, studied engineering before realizing her true interest lays in human studies. In 2020 she decided to start a new and signed up for a Psychology major at the Pedagogical University in Krakow. Interested in academic field, since year one she engaged in research. Privately interested in technological innovations and board games.

**José L. Diego** is an expert-evaluator for the European Commission within 3 different research programmes: Horizon2020, DG HOME and the Radicalisation Awareness

Network. He is Head of Project Management in the Valencia Local Police, where since 2005 he has managed 30 EU projects. He holds Degrees in Law, Criminology and a Master in Human Resources Management.”

**Charmaine du Plessis** is a professor of marketing communication at the University of South Africa (Unisa), South Africa. Her main research area is brand communication with a focus on content marketing. She has published widely on the topic and presented at numerous international conferences.

**Emma Duester** is a lecturer at RMIT Vietnam and principal investigator on a 2-year research documenting the current state of digitization of the cultural sector in Vietnam. Emma received a PhD in Media and Communications from Goldsmiths, University of London, in 2017. She is author of 'The Politics of Migration and Mobility in the Art World'.

**Thomas Eberle** is a leader of several research units at the Friedrich-Alexander University Erlangen-Nürnberg (Germany) and an overall head of the “Classroom under Sails” project. His doctoral thesis analyzed media use of adolescents and his habilitation was focused on experiential learning outdoors.

**Tiit Elenurm** is the entrepreneurship professor at the Estonian Business School, business angel and mentor for start-up entrepreneurs. Ph. D. in 1980 for the dissertation “Management of the Process of Implementation of New Organizational Structures”. Author of more than 130 research publications. Research interests include knowledge management, innovative entrepreneurship and social media for networking.

**Rubén Fernández** is a Police Officer and Project Manager in Valencia Local Police. He began his career as Law Enforcement Officer in Valencia Local Police in 2005, and since then he has participated in 7 H2020 projects, currently managing 4 of them regarding young cyber criminality and enhanced wearables for First Responders in disaster scenarios.

**Gregor Fischer-Lessiak** is researcher, lecturer and project manager at the European Training and Research Centre for Human Rights and Democracy at the University of Graz (UNI-ETC). His legal research, as well as his dissertation project, revolves around (European) human rights instruments, anti-discrimination, governance of online expression, and online hate speech.

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**Xuefei TANG**, PhD candidate, Department of Culture Studies, Tilburg University, the Netherlands. My PhD project is ethnographical research investigates how a state project of national identity construction in the People's Republic of China is developed through new cultural infrastructures, enabling online actions to construct offline realities.

**Maureen Tanner** has studied a range of topical issues around the social aspects of innovative technology design and usage, as well as social media. Since the beginning of her career in 2009, she has published 25 journal papers, 34 conference papers and 2 book chapters.

**Erna Uricska** is a PhD student in the Doctoral School of Sociology and Communication Science, Corvinus University of Budapest. Her research interest focuses on digital communication and its special features. She is particularly interested in organisational communication, the relation between computer-mediated-communication (CMC) and linguistics, and its educational opportunities in the 21st century.

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**Thomas Wernbacher** is a media psychologist and works as Senior Scientist at the Center for Applied Game Studies at Danube University Krems. In his work he researches the use and effects of playful approaches and emerging technologies in the context of mobility, education and health.

**Hantian Zhang** is a Senior Lecturer in Media at Sheffield Hallam University. With a PhD in Digital Media and Communication awarded by the University of Edinburgh, his research covers multiple aspects of Digital Media including social media, audience engagement, social/(tele)presence, participatory culture and network analysis.

# **Keynote Outlines**



## **Keynote Outlines**

The following are outlines for the Keynote Speeches which will take place at ECSM 2022.

### **Social Media Today: Platforming Visibility, Recognition and Independence**

**Led by: Dr Iwona Leonowicz-Bukała**

For decades, media in Western countries were serving democracies through informing, forming public opinion and educating civic societies. The Internet was perceived as the next step toward making access to the public sphere more equal and giving the voice to anyone who feels that has something worth saying. Now we are in a historical moment of media evolution, witnessing a tremendous digital shift in all areas of life, also these we had not thought of as being possible online. Due, in part, to the pandemic, we are now strongly supported by online tools in education, work, entertainment and everyday life, to the extent of which we are sometimes even not conscious. We may also not be aware how many groups – formerly highly disadvantaged, as minorities of all kinds, refugees, disabled or chronically ill people – have been empowered by the social media platforms. How do they do it? Why? What do they have to say? And who is listening? Let's figure this out!

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### **Does an Organisation's Presence on Social Media Platforms still Strengthen Brand Image?**

**Led by: Dr Anna Miotk**

Social media platforms gave consumers the possibility to both publish their own content and easily share content created by others. They also gave brands the possibility to communicate with their consumers individually and to target marketing content precisely. But the advantages appeared to be also disadvantages. If consumers can publish everything they want, they can also publish hate speech or misinformation (or easily distribute disinformation). Internet advertising, due to a long chain of intermediaries, is also prone to fraud. All these problems can cast a bad light on a brand and undermine its image. Some brands resigned from advertising on social media platforms (advertisers' boycott in the USA), and some, such as British cosmetic company Lush, suspended their

accounts. Will the pressure from the marketing industry be enough to force platforms to introduce changes?

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# **Research Paper Abstracts**



# Netnography of Social Media Addresses on COVID-19

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**Abstract:** Healthcare professionals' harness social media to encourage responsible behaviour during the COVID-19 pandemic. As internet users often struggle assessing the veracity of the information in these addresses, acoustic characteristics of the presenters' speech may play a significant role in their persuasiveness impact. Using a netnographic approach, we studied YouTubers' reactions to explore the persuasiveness attributes of COVID-19 related speeches included in YouTube videos within a South Africa context. The persuasiveness index was computed from the view count, likes and dislikes of 314 speech segments from YouTube interviews related to COVID-19. Standard acoustic features – Mel frequency cepstral coefficients - of the interviewees' voice were extracted through speech processing. Recurrent neural networks were optimized and evaluated the strength of these acoustic features to classify and predict the persuasiveness index. The cepstral feature set yielded a balanced accuracy of 86.8% and F1 score of 85.0%. These preliminary results exhibit the potential of the vocal cepstrum as predictor of persuasiveness in healthcare addresses on responsible behaviour during the COVID-19 pandemic. The results imply that quantitative acoustic analysis of a presenter's voice, independent from text, can explain the impact of social media addresses.

**Keywords:** COVID-19, Public address, Persuasiveness, YouTube interviews, Speech Analytics, Deep Machine Learning

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# If you are late, you are Beyond help: Disinformation and Authorities in Social Media

**Milla Alaraatikka, Pekka Koistinen, Miina Kaarkoski, Aki-Mauri Huhtinen and Teija Sederholm**

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**Abstract:** Fast paced, seemingly vast and ever-growing social media is a challenging environment for public authorities to communicate optimally. One challenge is malicious disinformation, which is intentionally disseminated to deceive and cause harm to citizens and authorities. It is known that exceptional circumstances create opportunities for malicious actors to negatively influence democratic societies. Disinformation is often designed to cause uncertainty towards information that public authorities offer and to decrease the overall trust in public authorities. The aim of disinformation is often to cause polarisation in society and to weaken national security. Furthermore, in a crisis, it is essential that authorities are able to deliver official information quickly, clearly and accurately to citizens. Communication between authorities and citizens in time-sensitive situations is typically online. One challenge to public authorities is how they can mitigate and repair the effects of disinformation and information influencing in complex and time-sensitive circumstances. In this article, our aim is to describe the challenges that public authorities face when communicating in social media spaces where disinformation is present. The empirical data, including 16 government official interviews, was collected in September 2021. The main theme of the interviews was related to how situational awareness about disinformation is formed in their organisations. Our research questions focus on how public authorities detect and counter disinformation in social media and what kind of problems and pressures they have when communicating in such environments. This study follows a qualitative design and the data was analysed using inductive content analysis. This study is part of larger project related to counterforces and the detection of disinformation. The results will provide a broader understanding of how different types of public authorities, from health to security organisations, and from agencies to ministries, communicate in complex environments such as social media.

**Keywords:** social media, disinformation, public authorities, communications, national security

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# **“Smart” Psychological Operations in Social Media: Security Challenges in China and Germany**

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**Abstract:** Artificial intelligence (AI) is actively being incorporated into the communication process, as AI rapidly spreads and becomes cheaper for companies and other actors to use. AI has traditionally been used to run social media. It is used in the various platforms’ algorithms, bots and deepfake technology, as well as for the purpose of monitoring content and targeting instruments. However, a variety of actors are now increasingly using AI technology, at times with malicious intent. For example, terrorist organizations use bots on social networks to spread their propaganda and recruit new fighters. The rise of crimes involving AI is growing at a rapid pace. The impact of this type of crime is extremely negative – mass protests which demand the restriction of the use of technology, the involvement of manipulated persons in criminal groups, the destruction of the reputation of victims of “smart” slander (sometimes leading to threats to their life and health), etc. Combating these phenomena is a task which falls to security agencies, but also civil society institutions, the academic community, legislators, politicians, and the business community, since the complex nature of the threat requires complex solutions involving the participation of all interested parties. This paper aims to find answers to the following research questions: 1) what are the current threats to the psychological security of society caused by the malicious use of AI on social networks? 2) how do malicious (primarily non-state) actors carry out psychological operations through AI on social networks? 3) what impacts (behavioral, political, etc.) do such operations have on society? 4) how can the psychological security of society be protected using existing approaches as well as innovative ones? The answer to this last question is inextricably linked to the possibilities offered by international cooperation. This paper examines the experiences of Germany and China, two leaders in the field of AI which happen to have different socio-political systems and approaches to a number of international issues. The paper concludes that by increasing international cooperation, it is possible to counter psychological operations through AI more effectively and thereby protect society’s interests.

**Keywords:** malicious use of artificial intelligence, psychological operations, social media, Germany, China

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## **Using Social Media for Government Communications: A Closer look at this Popular Communication Outlet and its use in the Local Government Sector**

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**Abstract:** Social media can be a marketer's dream with the ability to engage, collect research and communicate information quickly and to a large number of people. This is likely why so many businesses have jumped on board enjoying this communication outlet after seeing its popularity from a socializing aspect. In recent years, we have found this mode of communication to begin gaining popularity in the government sector. Many politicians are using this platform to communicate, gain popularity and even gauge consumer response. This paper takes an in depth look at government communications and political use of social media focusing on a local government level. This paper explores some of the apprehensions with utilizing this platform and strategies to mitigate problems. Finally, this paper also looks at how to implement a social media policy for local governments who don't currently employ a strategy.

**Keywords:** Social media, Local Government, Strategy, Marketing

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## **A Taxonomy for Higher Education Institutions to Tell Micro-Stories with Content Marketing**

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**Abstract:** The study explored a relatively new area, namely telling micro-stories with content marketing in the context of higher education institutions (HEIs). Although long-form content remains popular, the concept of creating concise content for social media while focusing on what matters to the target audience has

gained traction. The study focused on HEIs because they operate in a multifaceted environment where they must maintain a high level of authenticity with current and prospective students. Additionally, many HEIs face increased competition from education service providers operating in various sectors and a reduction in public funding. Although HEIs have embraced digital marketing, effective marketing on social media requires some careful planning. HEIs need to connect and communicate with them emotionally to resonate with the target audience, using micro-stories. To date, no study has examined which micro-stories HEIs can tell as part of their social media content marketing efforts to capture the attention of their target audience in a cluttered online environment. To take a fresh look at this phenomenon, the social media posts of five HEIs involved in content marketing were analysed and triangulated across four social media networking sites, following a grounded theory approach. The findings indicate that to connect with current and prospective students, HEIs tell micro-stories in an online brand community that are authentic, depicted as a visual experience and meet the long-term needs of the target audience. The proposed taxonomy can stimulate further academic debate and future studies.

**Keywords:** content marketing, grounded theory, higher education institutions, micro-stories, micro-storytelling, social media

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## **How Non-profit Art Spaces in Hanoi, Vietnam, used Facebook to Communicate, Exhibit and Promote Art and Culture During the Closure of Physical Spaces**

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**Abstract:** The Covid-19 Pandemic has changed the nature and importance of arts communication, exhibition and promotion via social media. However, moving fully online has highlighted global inequalities in digital inclusion and access, with inherent biases towards content from the West and larger cultural institutions with sufficient technical, human and financial resources in order to survive through the Covid-19 Pandemic. This paper investigates how non-profit art spaces in Hanoi, Vietnam, developed their use of Facebook for effective communication, exhibition and promotion of Vietnamese art and culture during the first closure of physical premises. With the shift of all work online due to Covid-19 Pandemic social distancing measures, Facebook provided non-profit art spaces with a viable digital

solution at a time of increased pressure to connect with the audience. Facebook provided a way to overcome challenges faced by non-profit art spaces with lack of financial, human and technical resources, by providing a free and widely accessible social media platform. The current study draws upon a digital ethnography of Facebook posts over 2 months and 50 semi-structured interviews with cultural professionals in Hanoi. The findings highlight changes in the use of Facebook, the digital strategies that were created for working fully online, and how art spaces maintained connection with the audience during the closure of physical premises between March and April 2020. This study identifies changes in social media usage patterns in three main ways: 1) the introduction of using Facebook for digital exhibition and holding live events, 2) changes in type of promotional content, and 3) changes in communication style with the introduction of an effective rhetoric of care. Together, the findings highlight changes in the nature and importance of arts communication, exhibition and promotion via social media in the cultural sector due the Covid-19 Pandemic. Developments over this time could help provide a sustainable solution to overcome challenges faced in the cultural sector in Vietnam and overcome global inequalities in access and inclusion online.

**Keywords:** cultural sector, Facebook, social media, Covid-19 Pandemic, non-profit art spaces

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## Applying Social Media for Studying Challenges of COVID-19 for Students

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**Abstract:** This conference paper contributes to understanding opportunities to use social media for identifying priorities and challenges of students from different countries in online and face-to-face learning and networking activities during the COVID-19 pandemic. The COVID-19 crisis has resulted in more intensive online learning and hybrid learning applications in higher education. When there is a shift from a teacher-controlled class environment to a more learner-controlled social media, the role of the educator becomes more of a facilitator. The main research question in this paper is: How social media activities facilitated by instructors can support international learner-driven online networking and knowledge sharing during the COVID-19 pandemic? Our action research aim was to reveal learning preferences and networking challenges that students do not usually share in a class environment. Despite critics of Facebook and the increasing popularity of

alternative social media among young people, Facebook groups offer tools for discourse between different age cohorts and conduct polls to assess alternative educational tools and COVID-19 administrative restrictions that influence student mobility and socialisation. To study the challenges of COVID-19 for students in online learning and in physical interaction, we applied netnography methods in combination with interventions by educators to study students' preferences in the Facebook group Challenges in online learning – COVID-19. Among the most popular Facebook polls for students were questions about group work and exam arrangements during the pandemic and *work from anywhere* practice implications, cross-border mobility regulations during the COVID-19 pandemic and reasons why some students do not participate in web conferences using their computer cameras. Students shared the view that flexible online *work from anywhere* solutions will be for many organisations among trends that will remain after the COVID-19 crisis is over. Some students, both from Europe and developing countries, believed that this trend would improve job opportunities for the workforce living in low-cost countries. Facebook group enabled international knowledge sharing, where both students and educators could share their views on many issues that influence the rapidly changing online learning and networking environment.

**Keywords:** social media, knowledge co-creation, COVID-19, networking, Facebook group

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## Online Hate Speech: User Perception and Experience Between Law and Ethics

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**Abstract:** 'Governance' of online hate speech (OHS) has become a buzzword in social media research and practice. Inputs from a plethora of stakeholders, international organisations, platforms, governments, and NGOs are discussed by academics, (social) media executives and lawmakers around the globe. In these discussions, the opinions of users remain underexplored, and data on their experiences and perceptions is scarce. The present paper focuses on five case

studies of model OHS postings in the context of the Austrian OHS governance system. For these case studies, 157 respondents assessed in an online survey whether a posting should be deleted according to their own ethical standards, whether they believed that this posting was currently punishable under Austrian criminal law, and whether it should be punishable. Furthermore, respondents indicated how they deal with OHS in their daily lives when confronted with it on digital platforms. Using social sciences, human rights, and criminal law approaches, we found that OHS-awareness among our respondent group was high and that there is a preference for state regulation, i.e., punishability under national criminal law, and for the deletion of OHS postings. Simultaneously, readiness for counter-speech and reporting of postings for deletion remains relatively low. Thus, OHS postings are hardly ever answered directly or forwarded to specialised organisations and/or the police. If OHS postings are reported, it is mostly done via the channels of the respective platform.

**Keywords:** freedom of expression, incitement to hatred, criminal law, user perception, online survey

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## The Contribution of SNS to Social Capital in Times of Restricted Physical Contact

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**Abstract:** Social capital is the collection of social assets and resources that provide value to an individual and on which they can rely in times of need. Social networking sites (SNS) have contributed significantly to the development of social capital. A common classification of social capital is into bridging, bonding and maintained social capital. Often social capital is built and maintained in the online and offline environments together but each environment can foster social capital separately. With the constraints on physical contact and interactivity brought about by Covid-19-related restrictions, the assumption is that there would be greater reliance on SNS to develop and maintain social capital. This research examined whether, in an environment of ongoing restricted physical social contact, the use of SNS contributes positively to the establishment and development of social capital; and whether the use of different SNS exert different influences on the establishment and development of social capital. SNS use was assessed in terms of frequency and

intensity of use; and social capital was assessed in terms of bridging, bonding and maintained social capital. Three SNS (Facebook, Instagram and WhatsApp) were studied. A cross-sectional survey of 282 New Zealand residents was used to gather the data, and regression analyses were conducted to analyse the data. Findings indicated that frequency and intensity of use were key contributors to social capital, contributing mostly towards bridging social capital and the least towards bonding social capital. Additionally, intense and frequent use of Instagram contributed most towards bridging and maintained social capital, whereas intense and frequent use of WhatsApp contributed most towards bonding social capital. The research contributes to the theoretical understanding of the role of SNS, particularly with regard to the building and maintenance of social capital but also against a background of restricted physical social contact. It is furthermore of benefit to managers who have - and can - embraced the use of SNS to build and maintain team cultures, especially in terms of Covid-19-related contact restrictions.

**Keywords:** Social capital, bridging social capital, bonding social capital, maintained social capital, social networking sites, Facebook, Instagram, WhatsApp

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## **Beauty Influencers on the Short Video Platform Kwai: The Postfeminist Media Culture in Rural China**

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**Abstract:** This study explores the postfeminist media culture in rural China. Existing studies mainly focus on subjects of young and single female professionals who work and live in metropolitan areas in China. The cultural symbols and the socioeconomic structure pertaining to urban localities hence become a context for Chinese postfeminism. Responding to a call for opening the postfeminism concept for intersectional and transnational interrogation, this study draws attention to how social media platforms and the state-supported E-commerce industry are complicating the gendered live experiences in rural China. As China's second-generation social media, the short video platform Kwai (TikTok-like platform) attracts an initial user base from smaller cities and rural areas. Many housewives become beauty influencers on this platform where they film makeup transformation videos and sell beauty products. This digital ethnographic study examines the multimodal discursive features of these videos and explores the influencers' business model. The findings reveal that the influencer culture manifests postfeminist sensibilities featured with a discourse of duality. Self-

fashioning and economic independence are expressed as a remedy for and vigilance towards the failed patriarchal marriage. Rural women are suggested to both adhere to traditional family values and maintain autonomy. The influencers' business model provides a seeming solution to such a double requirement. Followers are encouraged to join the influencers' entrepreneur project, however, the multi-level marketing model behind this project only benefits the already established influencers.

**Keywords:** postfeminism, rurality, Chinese social media, short video platform, Kwai, E-commerce

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## **Community Management on Facebook: How to Solve Problems with Negative Reactions and Comments from Groundswell?**

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**Abstract:** Social networks, by their very nature, have not only given people from around the world the opportunity to connect but also have allowed for a collective and global exchange of views and thoughts among all users. Such an exchange of views has a significant impact even on commercial players - on brands, for which presence and communication on social networks have become second nature. Through the functionality of individual social networking sites, users are given a wide range of opportunities to express their views on brands quickly and flexibly. Such a groundswell impact may be both positive and negative, but a negative effect poses a real and serious threat. Today the space of social networks is undoubtedly fuller of negative emotions than ever before. In communication, users blur the boundaries of what is acceptable, they prefer criticism in communication, and some thrive on creating and spreading hatred. This kind of behavior and user communication threatens brands on social networks. One negative remark leveled at the brand, and a negative post not resolved with its author, could trigger an avalanche of criticism, and have a devastating impact on the brand. Criticism that indirectly affected the brand may soon spread to all social network users in the country and around the world. The topic can also go beyond social networking websites and reach other mass media. For this reason, it is crucial that brands not

only know how to communicate proactively in a social network environment but also know how to respond reactively to negative comments, criticism, and hate. The purpose of this article is to develop easy-to-use and generalized communicative approaches and rules, that are useful not only on Facebook and should make it easy for the brands to manage negative reactions of the audience and communication crisis. Brands that acquire a suitable and quick way to respond to such situations can thus be skillfully able to maintain a good reputation, build a brand and equally important, increase their competitiveness in the market.

**Keywords:** community management, social media, groundswell, Facebook

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## **Communicating Eco-Friendly Products on the Social Network Facebook and Groundswell Management**

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**Abstract:** The paper deals with the marketing communication of eco-friendly products on the social network Facebook. It provides an overview of the specifics of marketing communication of eco-friendly products and also tackles the need to raise awareness of eco-innovation. Based on the literature and analyses review the paper provides an overview of the current state of this issue emphasizing the importance of social networks in promoting and communicating eco-friendly products. The paper focuses on key aspects of marketing communication of eco-innovations and eco-friendly products, as well as the use of social networks in marketing communication. The paper also addresses the phenomenon of the groundswell – a social trend widespread on social media which affects marketing communication. Moreover, the paper presents the views of various authors on this phenomenon and also outlines research on the topic emphasizing its individual aspects, in particular the impact the groundswell has on the eco-friendly products marketing communication and its fundamental attributes.

**Keywords:** Eco-friendly products. Groundswell. Marketing communication. Social networks.

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# Is TikTok a Public Sphere for Democracy in China? A Political Economy Approach

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**Abstract:** This study aims to investigate whether TikTok can be regarded as a new public sphere for democracy in the Chinese media context. Previous studies focused on the investigation of Weibo (a Chinese counterpart of Twitter) as a public sphere. However, Jia and Han (2020) argue that Weibo is not an online space for public discussion anymore but a platform for marketing and advertising. With the commercialization of social media, plenty of researchers paid attention to TikTok's commodification and its commercial implications, while research on the role of TikTok as a public sphere is still limited. By adopting theoretical frameworks from "public sphere" and "political economy", this study questions: 1) why users participate in public issues on TikTok? 2) how do citizens use TikTok to participate online? 3) does TikTok contribute to the creation of a public sphere? Empirical method, 20 semi-structured interviews around China, is utilized to understand citizens' views and participation behavior. This study argues that the reason why users participate in public issues on TikTok is entertainment. Users are attracted by the platform which offers creative and humorous videos to disseminate public information. Getting interested in its entertainment feature, users utilize TikTok to view public-related videos. According to respondents of interview, 18 out of 20 users indicate they seldom use the "search button" or "create button" on TikTok, rather, they merely browse videos there. In this sense, TikTok is not a public sphere because of lacking critical interactions. In contrast to Habermas's claim that social media is a "pseudo-public sphere" (Habermas, 1989), this study describes TikTok as a "limited public sphere" which do, to some extent, generate public discussions and debates about socio-political issues directly or indirectly. Nevertheless, the social impact of this sphere is restricted, that is, online public engagement is confined to liking, sharing, and short commenting lacking in critical discussions and is ineffective in transferring online political engagement to offline participation (Kim and Ellison, 2021). Thus, TikTok facilitates citizens' political engagement superficially and it is harder for that engagement to have any subversive impact on democracy.

**Keywords:** TikTok, public sphere, political economy, video users, participation

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# Social Networks Clothes Shopping and the Influence of Brand Image and Perceived Benefits on Purchase Intention

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**Abstract:** The research around social networks have become increasingly important in recent years because they are a powerful means of communication between different generations, especially the younger ones. Social networks are occupying a privileged place in the marketing and communication of brands, which has been reflected in the increase in sales in various sectors of activity. The present investigation aims to analyze how the relationship between Brand Image and Clothing Purchase Intention is mediated by the Consumers Perception benefits that this purchase provides them. The study used a quantitative methodology with questionnaire survey which had the participation of 947 subjects p in the study, aged between 18 and 55 years ( $M = 28.69$ ,  $SD = 9.16$ ), who during the period of confinement, caused by the pandemic situation, bought clothing through social networks. The results revealed that Brand Image has a significantly positive impact on Purchase Intention, but when Perceived Benefits enter in the model, the effect diminishes, although it remains positive and significant. It is verified that there is a partial mediation of the Perceived Benefits, which indicates that it has an indirect effect on consumers Purchase Intention. This research is important for marketing professionals to deepen their knowledge about Brand Image importance and the Perception of its Benefits has on consumers Purchase Intention, in order to develop Marketing and Advertising effective strategies to reach the target audience.

**Keywords:** Brand image, Purchase intention, Perceived benefits, Social networks, Clothing sector, Lockdown

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# The Impact of Music on the Effectiveness of Facebook ads

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**Abstract:** Facebook is the most popular social media platform in Poland. As a result, it is often used in advertising campaigns by various types of organizations. The effectiveness of these campaigns depends on many factors, including advertising creation. Video ads are dynamic and may contain music. Music in advertising can be aimed at audience attention, persuasion, user interest and sales. Music influences the emotions of the audience, and these are an important factor in making a purchase decision. It can also increase the rememberability of an ad. Its beat is important, as well as content matching. On the other hand, social media audiences may not play music in ads, which often happens when quickly browsing applications such as Facebook, especially on mobile devices. The lack of background music in the video can therefore also make a difference. The aim of the article is to determine the impact of music on the effectiveness of Facebook ads. As a research method the test of four advertising campaigns was used. The video ads differed only in the background music (the remaining settings and the creation of the ads were identical): the first had no musical background, the second had rock music timed with the video beat, the third - the same rock music not timed with the video beat, and the fourth one had a calm music as background music, less suited to the content (the video required rather dynamic music). It has been hypothesized that music or the lack of it in the video ad, its type and timing (or not) with the beat of the ad's video have an impact on the effectiveness of the Facebook ads. It affects, among others on the reach metric, impressions, post engagement, number of clicks on the ad, cost of clicks, click rate, video plays and video plays costs.

**Keywords:** music, advertising, social media, Facebook ads, ads effectiveness

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# Who wants to grow old in Welfare Sweden?

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**Abstract:** The research presented in this paper focuses on social media usage, specifically Facebook, in times of the Covid-19 crisis when some Swedish citizens lost trust in their official institutions. Once Sweden decided not to comply with WHO recommendations, the great majority of the Swedish population rallied around the flag in support of that move. For those who questioned this approach not much support was available, so they turned to social media. We ran a survey of 371 Facebook users gathered around the “Dr Whistleblower oxygen for all” group. Combining quantitative and qualitative analysis, in this study we analyse the role of social media in situations when people lose trust in public institutions and are left out. The most interesting and surprising result of this study is the discovery of fear for Dr Whistleblower’s future, and fear for participants’ own lives. We argue that in times of grave crisis, when we need reliable information the most, we turn to social media not only due to its immediacy but also due to its ability to connect us with a much wider circle of people than our close circle of friends can do. Then, more than ever, we look for trustworthy information, we express our fears and look for help online, thus seriously disrupting the traditional news landscape.

**Keywords:** Sweden; trust; social media; whistleblower; fear; social support

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## Creating Sentiment Dictionaries: Process Model and Quantitative Study for Credit Risk

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**Abstract:** Since textual user generated content from social media platforms contains valuable information for decision support and especially corporate credit risk analysis, automated approaches for text classification such as the application of sentiment dictionaries and machine learning algorithms have received great

attention in recent user generated content based research endeavors. While machine learning algorithms require individual training data sets for varying sources, sentiment dictionaries can be applied to texts immediately, whereby domain specific dictionaries attain better results than domain independent word lists. We evaluate by means of a literature review how sentiment dictionaries can be constructed for specific domains and languages. Then, we construct nine versions of German sentiment dictionaries relying on a process model which we developed based on the literature review. We apply the dictionaries to a manually classified German language data set from Twitter in which hints for financial (in)stability of companies have been proven. Based on their classification accuracy, we rank the dictionaries and verify their ranking by utilizing Mc Nemar's test for significance. Our results indicate, that the significantly best dictionary is based on the German language dictionary SentiWortschatz and an extension approach by use of the lexical-semantic database GermaNet. It achieves a classification accuracy of 59,19 % in the underlying three-case-scenario, in which the Tweets are labelled as negative, neutral or positive. A random classification would attain an accuracy of 33,3 % in the same scenario and hence, automated coding by use of the sentiment dictionaries can lead to a reduction of manual efforts. Our process model can be adopted by other researchers when constructing sentiment dictionaries for various domains and languages. Furthermore, our established dictionaries can be used by practitioners especially in the domain of corporate credit risk analysis for automated text classification which has been conducted manually to a great extent up to today.

**Keywords:** sentiment dictionaries, credit risk, Twitter analysis, user generated content, text mining

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## **A Different type of Influencer? Examining Senior Instagram Influencers Communication**

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**Abstract:** The aging of the population, the advance of ICT, and the opening of social networks have allowed the reception of massive phenomena led by the so-called digital immigrants. Indeed, despite the digital divide and a lesser predisposition of older people to deal with technology, it turns out that the market for senior digital influencers begins, gradually, to be marked by its growth, revealing specificities,

and differentiating elements. This means that in addition to the traditional role of content receivers, older people are now active content creators, occupying a space that for a long time was restricted to younger generations, contributing to the building up of a vast audience and a wide range of interested, engaged and interactive followers. Using an exploratory approach, this research aims to study the Instagram profile of the top ten most popular elderly influencers and compare the posts of the top two digital influencers (man and women, each). For this purpose, a qualitative methodology was carried out, we examined and compared the posts of @Baddie Winkle, @Iris Apfel, @ George Takei and @dinneranddance, using several dimensions of analysis such as the topics covered, the tone of communication, and the audiovisual and multimedia resources used to create interaction and engagement with followers. The results show that fashion is one of the central themes, punctuated by a communication full of humor, fun, and eccentricity, challenging the paradigm and negative stereotype related to aging and breaking with the traditional image of decline, frailty, and disability associated with old age.

**Keywords:** Elderly, Senior Digital influencers (SDI), Social Media, Instagram

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## **I love to hate! The Racist hate Speech in Social Media**

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**Abstract:** It is undeniable that, nowadays, hate speeches have flourished, they have become every day, banal and available to everyone. The interaction allowed by the use of devices, the potential of ICT and Social Media, formed a new participatory culture and contributed to rethinking social dynamics. The supposed illusion of anonymity and the rapid dissemination of narratives and images opened space for the proliferation of p hateful discourses against minority groups, such as those of a racist nature. This research intends to study, from the Digital Social Networks (DSN), the communicational flows of racist hate speeches in Portugal. Specifically, we propose to diagnose racist hate speech in the DSN; understand and characterize the narratives that support the spread of racist hate speech in DSN; and analyze which content and hate narratives generate more engagement in DSN; In this study, a mixed convergent methodology will be adopted. The quantitative

approach will combine the use of digital methods with the analysis of social networks and graph theories. There will be 2 panels of 2 social networks (Facebook and Instagram), totaling 24 months of data collection. The qualitative approach will resort to the content analysis of the comments. In terms of results, we intend to strengthen scientific production in the area and develop a barometer on racist hate speech in Portugal.

**Keywords:** Hate speech, racism, digital social networks, engagement

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## **Activation of the Groundswell in the Segment of Bicycle Manufacturers**

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**Abstract:** In addition to the massive home office, the COVID-19 pandemic has brought an enormous increase in the popularity of outdoor activities. This was also reflected in the very high demand for bicycles and accessories for cyclists, which led to the groundswell effect and an increase in fan interaction and engagement within the social media profiles of bicycle manufacturers. The research design in the present paper contains a consistent and synergistically balanced share of qualitative and quantitative methods. Within the theoretical background, methods of analysis of sources from leading authors are used, especially from articles based on leading scientific journals and proceedings. The practical part uses quantitative methods in the form of data collection through the tools Zoomsphere and Socialblade. The selection of assessed business entities consisted of a ranking of profitability and evaluation according to the leading portal designed for the segment of cyclists. The findings point to the content structure of profiles on social media in the segment of bicycle manufacturers. They also point to the content structure of the best contributions on these social media and to the recommendations in the form of categories for the bicycle manufacturers segment. The authors also define the best types of posts for future content in that segment. Domestic and global businesses in this segment require knowledge of the laws on social media in the form of user behavior and the groundswell effect. The limits of the findings are in the selection of business entities, which were selected on the basis of profitability and evaluation according to the leading cycling portal, also within the limits of social media analysis and management tools. Despite the above

facts, the added value exceeds the limits within the author's contribution. The originality of the paper is based mainly on the fact that the selected segment from the point of view of the groundswell effect is unexplored. It is important to examine this segment, especially due to the high demand for products in this segment and the relentless interest in the form of user interactions.

**Keywords:** Groundswell, social media, bicycle manufacturer segment, content strategy on social media

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## The Level of Social Media Addiction of Y and Z Generation in North Cyprus

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**Abstract:** As technology has advanced, daily interpersonal communication has also altered and shifted to a different level. With the widespread use of the internet and personal technological gadgets hitting the market, social web and social media settings became the essential field of communication for humankind. Now, mostly people use internet-based social communication webs to communicate instead of having face-to-face interaction. This study will focus on the subject of social media addiction in North Cyprus. Our main focal point is the purposes of social media usage, the habits of social media usage and addiction of social media, ranging from the vast majority of the current population, who have experienced technology from a young age, Y generation, and those born into technological innovations, Z generation. During the research it has been used Aylin Tutgun-Ünal's "Social Media Addiction Scale" (SMAS) in order to analyze the social media addiction of Y and Z generations. SMAS consisted of 41 articles and was approved as constituting validity and authenticity in 2015. Besides Facebook, SMAS measured other addictive social media applications in use. It has attempted to find answers for our research questions by comparing and analyzing Y and G generations scores. By the end of this research, results enabled to determine that the Y and Z generations were on a low-scale addictiveness to social media. In any case, it has been noticed how the socially addictive scale was low with occupation, mood adjustment and differentiation on the levels of repetition and conflict. According to the research

findings, participants' social media engagement was on a medium level of addictiveness; women spend more time on social media than men, receiving emotional support; social media is mostly used for interpersonal communication; and Y generation has passing more time on social media compared with the Z generation.

**Keywords:** Interpersonal Communication, Social Media, Social Media Addiction, Y Generation, Z Generation

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## **Terminology Management for Social Media Communication During Covid 19 Pandemic: A Case Study with a Portuguese Higher Education Institution**

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**Abstract:** The process of attracting new students is a constant challenge for Portuguese Higher Education Institutions (HEIs). It is challenging because it implies the definition of a communication strategy that uses both traditional and digital tactics to promote the institution and its educational offer. Considering the constraints resulting from the COVID-19 pandemic, HEIs had to change their strategies and, in a short period, create digital communication mechanisms to facilitate new students' access to relevant information about the institution. This paper intends thus to determine and evaluate which are the predominant factors in seeking information about a degree in business sciences, specifically regarding the Porto Accounting and Business School in Portugal. To do that, we will consider the various factors that tend to influence the decision-making process of choosing a higher education degree, namely: the institutional website, social networks (Instagram, Facebook, Twitter and YouTube), other contact mechanisms (live chat, e-mail, text messages, ZOOM videoconference) and alumni testimonials. This study will also consider the role of terminology and positive language to obtain a successful communication strategy for social media. The analysis of these factors, combined with research developed with a focus group of high school students' graduates to assess their online preferences, will allow the presentation of a digital communication proposal whose purpose is to attract and retain new students. This proposal will consider the role of a strategic terminology management approach to

capture students' attention when responding to their social media preferences. This paper results from the perception that being aware of the students' online preferences and communication skills and needs is essential to enhance the quality of the digital communication that HEIs promote in social media channels, especially in a time frame as specific and multifaceted as the one that we are currently experiencing.

**Keywords:** social media, terminology, digital communication, HEI, covid-19, information

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## **Roma Cultural Influencers: Social Media for Identity Formation**

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**Abstract:** In the 'Societies and Lifestyles' project, 2006-2009, 10 post-communist countries analysed values of so-called fringers: small ethnic groups living on the fringes of society. One of them, the Hungarian Roma appeared to have a rich cultural heritage that had been exploited without its integration into an authentic and empowering cultural presence. (Forray & Beck, 2008). Roma heritage, representing about 10 % of Hungarian population, is not exhibited permanently, rarely appear in social media and isn't recognised even by the socially challenged Roma community. Stakeholder meetings indicate that educational poverty is more threatening for youth than financial needs: it is cultural immersion is needed to build healthy identity. As part of the HORIZON2020 AMASS - Acting on the margins – Arts as social sculpture research project, we developed a training and mentoring program for aspiring Roma cultural influencers. We assumed that social media can be an agent to fight educational poverty and can be used as an arts-based intervention to promote the development of socially challenged youth. Influencers of the Roma community, predominantly male, focus on celebrities and scandals or raise their voice against negative prejudices. Their attitudes do not encourage majority youth to read their messages. Our young Roma girl influencers show cultural values of Roma heritage in witty, youthful voice that is convincing and popular. This paper presents their emergence and shows their unique voices. After two semesters of training in Roma culture, media skills, legal regulations, and online journalism, nineteen girls have successfully established themselves in social

media. When disadvantaged minorities try to raise their voices, the response is often characterised as hostile and biased (Glucksman, 2017). We identified psychological traits needed for successful cultural media presence through pre- and post-course measurement. Our training program enhanced skills in all areas with digital competence showing the greatest improvement. The process-folios (documentation of growth during training, cf. Gardner, 1999) showed increased self-assurance and commitment to Roma roots. Those who opted out of the course were threatened by the aggressive tone of social media and / or found regular presence irreconcilable with daily duties (Kárpáti and Somogyi-Rohonczy, 2021). We analysed the social media iconography (Drainville, 2018) of the Roma on Instagram and TikTok in Hungary and on the international scene and identified the scarcity of authentic cultural content. Through cultural immersion, they appropriated ancient motives and symbols that often-assumed new meaning. Not hiding gloomy reality, their intention was to show beauty in their environment and highlight cultural achievements and personal growth against all the odds. The Hungarian Roma Cultural Influencers are not only content providers – they are role models also for their communities.

**Keywords:** cultural identity, Roma heritage, social media presence, Instagram, YouTube.

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## **Social Media about Grandparents as Childcare Providers: Evidence from Russian Region**

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**Abstract:** Social media and the internet are proving more and more popular, even among older people. While still providing child care, grandparents become active users of social media. This research aims to estimate whether publications mentioning grandparents explore the topic of raising grandchildren and whether the increasing activity of older people on social media results in more proactive grandparental labour. The paper analyses socio-political communities—including the mass media ones—of the largest social media in Russia—Facebook, VK, Instagram, Telegram, and Odnoklassniki. The location of the publications analysed is the Sverdlovsk Region. The sample included posts mentioning grandmothers and

grandfathers. The analysis identified main topics which the publications mentioning grandparents are associated with and tried to find a correlation between their activity on social media and contribution to childcare. The research shows that the publications analysed are mostly related to the topics of safety and accidents. Education and childcare rank third in terms of the frequency of posts mentioning grandparents. The publications mention grandmothers more than three times more often than grandfathers. On the one hand, social media facilitate a better understanding between the younger and the older generations. On the other hand, social media may replace face-to-face communication with grandchildren. Grandparents are becoming less involved in raising grandchildren because of the increasing retirement age and state programmes that support social activity of the older generation, which is proved by their activity on social media and results of this study. However, in the Russian Federation, the state and information support for grandparental labour (i.e., grandparents' activity while raising, educating, and taking care of grandchildren) may become one of the tools to promote fertility. The paper suggests several possible mechanisms to integrate grandparental labour in the economic subsystem of the society.

**Keywords:** social media, grandparents, childcare, grandparental labour, older people, communication

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## **Racialised Digital Dating Experiences of Mobile Dating Application Users**

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**Abstract:** With the emergence of mobile dating applications like Tinder, people have changed how they pursue romantic relationships. However, real-world issues pertaining to race and ethnicity that often emerge as people interact are still being experienced in the virtual world. Given the increased popularity of mobile dating applications, there is a pressing need to explore how racialised digital dating are manifested online. The study therefore explored the racialised digital dating experiences of users of the mobile dating application Tinder as well as the influence of Tinder's affordances on these experiences. Through a qualitative study based on 25 semi-structured interviews, the study identified three categories of racialised digital dating experiences: Matching Experiences, Communication & Interaction as well as Fetishism & Stereotypes. The study also revealed how Tinder affordances

of Locatability, Multimediality, and Visual Dominance could be actualised by users to achieve their preferred racialised digital dating experiences.

**Keywords:** Ethnicities, Race, Mobile Dating, Tinder, Racialised Mobile Dating, Affordances

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## Regulation of Social Media Intermediary Liability for Illegal and Harmful Content

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**Abstract:** The discussion focuses primarily on the manner in which the distribution of social media content needs to be governed in ensuring illegal and harmful content is limited (e.g. not accessible to children) whilst ensuring freedom of expression and speech. Closely linked to intermediary liability is the manner in which social media platforms self-regulate harmful content on their platforms. Since the European Union (EU) and the United States of America (US) implemented legislation pertaining to intermediary liability, technologies and business models have evolved to such an extent that legislation will have to be reformed to provide for the changes in the way users communicate today and the manner in which social media companies deal with content, especially harmful content. Whilst the United Kingdom (UK) is considering implementing the Online Safety Bill, the EU is considering updating the e-Commerce Act of 2000 by means of the Digital Services Act (DSA) and the US is re-evaluating section 230 of the Communications Decency Act (CDA) of 1996. The discussion explores the impact the proposed legislation will have on intermediary liability and self-regulation of content.

**Keywords:** social media intermediary liability; illegal and harmful content; Digital Services Act (DSA); Online Safety Bill; section 230 of the Communications Decency Act (CDA); social media self-regulation

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# E-MINT: A Gamified App for Empowering Parents in Their Role as STEM Gatekeepers

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**Abstract:** When it comes to initiatives engaging children - especially girls - in STEM education or careers, parents are often a neglected group, despite being regarded as the most important gatekeepers in this field because they can have an impact very early on. They frequently feel under-informed and, as a result, lack the self-confidence to take on this role. The E-MINT project starts here and aims to motivate parents and equip them with the skills to serve as role models and mentors to their children. The Science Capital approach, a proven successful framework for creating awareness, fostering motivation and imparting knowledge in the context of science education, serves as the structural basis of the E-MINT app. This especially applies to the content and functionalities of the app, which is divided into four areas: “What you know”. In this section, parents are encouraged to explore their own knowledge of STEM professions, gender stereotypes, career choices, educational pathways and future technologies. “How you think”. In this part of the app, career aspirations, behaviour in different situations or thoughts about the future are told in short picture stories. “What you do”. The app provides free access to virtual E-MINT Makerspaces. Parents can use the app to complete projects on 3D printing, environmental technology and upcycling at home. “Who you know”. In this section of the app, parents are encouraged to use their own personal social network to improve their skills as STEM gatekeepers for their children. They are guided step by step through a social network analysis with the aim of visualising their personal STEM networks and finding ways to expand it. The pre-survey showed parents to be well informed. Parents were most likely to lack information about new technologies and STEM education. In the post-survey, the usability of the app was

rated as very good. The comparative survey on parents' STEM knowledge showed slight changes. Parents in the post-survey knew more about training opportunities for STEM professions, about the disproportion of men and women in technical professions and the importance of gender stereotypes for career decisions. Parents' views also changed slightly in the post-survey. Specifically, their attitudes towards computer games, which they now see as having more potential to increase children's digital curiosity, and they see computer games more as a gateway into technical professions.

**Keywords:** STEM, Gatekeepers, Science Capital, Nudging, Gamification, Maker Space, Gender

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## **Linguistic Characteristics of Social Media Messages Spreading across Geographic and Linguistic Boundaries**

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**Abstract:** Social media enable messages to be exchanged beyond geographic constraints. Some of the messages could be shared and forwarded by people with different cultural backgrounds across different geographical regions. Studying the content of messages that can reach diverse populations is important for practices such as movement propagation and global marketing. Existing studies mainly investigated the characteristics of messages that are popular, i.e., shared or forwarded by more users. As the diffusion of information is prone to be echoed inside certain geographical and linguistic boundaries, popular messages are not always to be shared and spread across geographical and linguistic boundaries. We investigated the linguistic characteristics of social media messages that can reach and be disseminated by people across nations, and across geographic and linguistic boundaries in the MeToo movement. Specifically, we analyze the diffusion paths of messages according to the geolocation of tweets and conducted statistical analysis to compare the linguistic characteristic of tweets that spread across geographical or linguistic boundaries with those that do not. We focus on the linguistic characteristics from three aspects: 'emotions', 'social relations', and 'economics,

politics, and religion'. Our findings reveal that popular messages tend to contain more negative emotions, however, messages with negative emotions are unlikely to be disseminated across geographical or linguistic boundaries. On the other hand, messages on economic topics or non-adults' issues are more probable to be disseminated universally. The findings provide insights on the content that is more probable to be shared and disseminated by people with different cultural backgrounds across geographical regions.

**Keywords:** Information Diffusion; Twitter; Transnational Movement; Content Analysis

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## **Communication of Slovak Eco-innovation Companies with Social Media Users**

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**Abstract:** Social media is widespread worldwide and firmly defined in today's communication. Available resources point to dynamic changes in consumer behavior, to which even ecologically oriented business entities must respond. Therefore, it is appropriate and necessary to look for innovative solutions that will contribute to improving the communication of eco-innovative businesses with their followers on social communication platforms. The aim of the paper is to map and describe the current state of communication of the responded Slovak eco-innovation companies with social media users. The communities that are emerging on social media are the driving force behind today's market environment. Communities can be talked about in connection with the pressure they exert on eco-innovation businesses, entities and other business areas. At the core, the authors focus on the interpretation of partial results from their own pilot survey, which serves as an input survey for mapping the current communication and will be a key basis for subsequent research. The interpreted findings from the survey come from a quantitative survey using a standardized questionnaire, which was answered by a total of 142 respondents, who represent representatives of Slovak eco-innovation business entities. From the author's research, we can define which digital platforms use subjects to communicate with their followers, how often they communicate with them, through what type of contributions and with what

frequency they publish contributions. The results indicate reserves in the given issue. For this reason, further research and education of subjects is important. The limits of the investigation are in a smaller number of business entities and in the possibility that business entities did not provide true information. The authors of the article did not come to the conclusion that someone would carry out a similar survey within the Slovak eco-innovation entities, and therefore they point to the results of their own pilot survey. Eco-innovation entities do not currently have information on the communication process with their followers on social media. The authors consider the interpreted results from the pilot survey to be original and necessary due to the absence of marketing statistics, which would subsequently help businesses to set up the right online marketing strategy.

**Keywords:** Eco-innovation Performance of Slovakia. Online marketing communication. Social media marketing. Social Media as a Communication Channel. Social media users. Types of Social Media

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# **PhD Research Papers**



# Virtual Communities of Practice for Research Postgraduate Students: Determining Needs and Reducing Isolation

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**Abstract:** Postgraduate research is considered a lonely endeavour with students frequently experiencing social and intellectual isolation. Research offices in many higher education institutions have developed programmes to support supervisors and students undertaking research studies and supervision. These programmes include instruction on research techniques and methodologies but are often lacking in community-based approaches such as creating support and peer groups where students can share information and ideas directly. This study explores the use of online communities of practice as a support tool for postgraduate researchers in a university in Ireland. The research questions seek to determine the antecedents for successful implementation, the dominant problems associated with using online communities, and the motivators for, and barriers to, participation in communities of practice in this context. The study facilitates student collaboration by implementing a community of practice on an enterprise social network (ESN) platform. These platforms are increasingly used in industry to facilitate online community groups that collaborate professionally and socially. Professionally, ESN can be used as a platform to host virtual communities of practice (vCoP), where members can engage in sharing knowledge of their practice domains and experiences. The promotion of ESN and vCoP for this study is a joint initiative of the Research Support Office, the Students' Union, and the Postgraduate Society, who advocate for a strong peer to peer support system for postgraduate students. The study adopts an Action Research design and a mixed-methods approach, and data collection includes system use metrics, surveys, focus groups and interviews. The practical objective of the project is to manage the implementation of the virtual community as a peer-to-peer support environment, and success is determined primarily from usage statistics. This may lead to developing a framework for implementation that is generalisable to other higher education institutions.

**Keywords:** communities of practice, student isolation, enterprise social networks, postgraduate research, knowledge sharing, action research

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# Flagging Controversies: The Effect of Flagging Mechanisms on the Zhihu Platform

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**Abstract:** This empirical study explores the formation and configuration of public opinions on Zhihu, a major knowledge-sharing social media platform in contemporary China. Though recent studies examined the impact of flags on citizen journalism, how users make meaning of flagged content and how flags affect public opinions largely lack contextualized explanation and investigation. Thus, this research takes the flagging mechanisms of Zhihu as a vantage point to analyze how public opinions are configured in a flagged controversy. This study focuses on a posted question on Zhihu: *“How to understand Greta Thunberg’s advice for Chinese to stop using chopsticks for the environment’s sake?”* This study probes the interplay between users, platforms, and public discourses in the ad hoc controversy. The finding suggested the frontpage and backstage of the flagging activity structure an unequal relationship among Zhihu users. Significantly, the flagging mechanisms broaden the circulation of controversy rather than intervening in spreading rumors. Besides, this study found a frame of newsworthiness employed by Zhihu users. In addition to the framing, there is a pattern of prioritizing information sources in public discussions.

**Keywords:** Chinese platforms, Zhihu, flagging, knowledge, ad hoc public, content moderation

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## Political Discourse in the Knowledge Economy: Edutainment as a Genre

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**Abstract:** In the socio-political context of a strategic transformation of public diplomacy in China, non-governmental discourses such as intellectual discourses have been showing increasing visibility both online and offline, at home and

abroad. Through a digital ethnographic approach, this study investigates the meaning-making of the political discourse that uses edutainment as a genre by foregrounding the media activities of a commercial media company branded by Guan Media and the media discourse of an involved intellectual. Social media are changing the normality of knowledge production and distribution and the traditional media communication logic. Whether it is market-based filter bubble and echo chamber, politically controlled censorship, or spontaneous grassroots engagement, what is important is why and how mainstream discourses are constructed because of these factors through social media as a new form of political communication. To show the complexity of media communication of political messages in China, micro-level close observation on highly visible forms of news production and distribution by non-government actors is necessary. There are two levels of analysis in this study: self-branding of researchers in the knowledge economy, and edutainment as a genre of political discourse. Multimodal discourse analysis is adopted to discover the specific discursive and media strategies through the theoretical lenses of knowledge-power structure and semiotics. The cooperation of commercial media companies and intellectuals from higher education is found to be promoting a new form of political communication, in which edutainment works as a genre for better media presentation. In the context of the knowledge economy, edutainment content adjusts to the ideological dynamics of the socio-political reality in China in the tide of globalization and digitalization. This study contributes to understanding the participation of non-governmental actors in political communication and public sentiment on politics when political communication has become more dynamic and better organized by adjusting to the new media age.

**Keywords:** knowledge economy; political discourse; self-branding; social media; edutainment

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## **Police\_hu as a best Practice: Online Reputation Management of the Hungarian Police on Instagram**

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**Abstract:** The findings of studies carried out by Google show that 22 percent of the organisations and companies searched for themselves online in 2001. The figure

was 56% in 2013, so it can be assumed that this proportion will be even higher in 2021. In the digital age a new concept, an essential professional and social skill is emerging – *online reputation management*. It is not indifferent what type of digital footprint has been left behind in online space, and it is not only true for citizens, but also for companies and organisations, and for the police as well, nowadays. The aim of reputation management is to make the overall picture of the organisation well-known and influence it positively. The use of policing social networking sites is applied between the police as a service provider organisation and the members of the community, and there is a chance for sharing and getting real time information. As a result, policing social networking sites bear utmost importance for citizens, journalists and press officers as well. Police officers not only seek to share information but persuade the citizens to cooperate. The limited importance of textual content can be seen and in parallel, the visual content has become more important. It can be stated that the members of community do not expect a quantitative, but a qualitative presence. Thus, it is the number and quality of comments that reveal how deeply users have been involved in the topic and its imagery content. This study deals with the Instagram profile of the Hungarian Police (police\_hu) between July 3, 2019 and July 3, 2020. Applying the method of discourse analysis, the research characterises the most popular and most commented entries during the one-year period. As a result, it can be said that the process taking place on the Instagram of the Hungarian Police implements a kind of brand building, which can be considered a positive example of police communication, while the characteristics of *policing digilect* can be well observed and analysed.

**Keywords:** social media, Instagram, Hungarian Police, online reputation, policing digilect

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# **Masters Paper**



# Social Media Analysis and Strategic Recommendations for a Non-Profit Organization in Germany

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**Abstract:** Nowadays it is impossible to imagine life without social media - Facebook, Instagram and Co. have become important platforms for public discourse, political communication and opinion-forming. Not only for companies, but also for nonprofit organizations (NPO), networking via social media creates potential. On the one hand, they offer a cost-effective dialog opportunity to address many interested parties and new target groups. On the other hand, the interaction of high-quality content and strategically planned social media posts not only gains reach, but also members and donations for the organization. At the same time, social media opens up space for hate speech, discrimination and racism, which is why a strategy to steadfastly counter negative reactions online is becoming increasingly important for nonprofit organizations as well. The purpose of this paper is to examine how the regional nonprofit organization in the welfare sector – German Red Cross district association in Leipzig and the surrounding region – is targeting social media communications to achieve its established goals of recruitment and fundraising. Unlike previous studies that focus on single social media platforms, this study examines the use of multiple social media platforms. This study included a qualitative analysis. We used qualitative content analysis (Mayring, 2015) to gain in-depth findings into the social media work of the NPO and its competitors. In the first step, competitors of the NPO were selected for the analysis based on their activities on the social media profiles on Facebook, Instagram, Twitter and YouTube. For the selection of the competitors, own selection measures were chosen in order to make a suitable sample selection. Content categorization was used to interpret information within the social media profiles. The focus was on the textual and visual design of the social media accounts and individual posts of the competitors. For this purpose, the period of data collection included the months of June and September 2020. In summary, posts from 17 social media profiles were considered in the analysis, and we analyzed 21 Facebook posts, 12 Instagram posts, 15 tweets, and 20 YouTube videos. Based on the results, a strategic approach for the social media work of the non-profit organization could be developed in the form of recommendations for action. In addition, more donation campaigns are to be included in social media. Emotional

storytelling leads to more interactions, which can generate a higher willingness to donate.

**Keywords:** Social Media Strategy, NPO, Non-profit Organizations, NGO, Fundraising, Facebook, Instagram, TikTok

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# **Work in Progress Papers**



# YouTube as a Source of Educational Content in Teenagers' Learning Practices

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**Abstract:** YouTube is one of the most popular online social spaces nowadays combining features of both a huge repository of information and a social networking service. Millions of people use this video-sharing platform daily. Entertainment (sports, comedy, music, movie trailers), information seeking (missed news, product reviews, research on a specific topic), and educational purposes (how-to videos, learning math, or tactics for video games) were discussed as main motivational aspects for watching YouTube videos (Lagger et al. 2017). Usage of YouTube for educational purposes became particularly relevant for teenagers as a support for their home-schooling. Our goal is to find out what strategies teenagers use to find relevant educational content on the service and how important this content was for their everyday learning practices before and during the COVID pandemic. We analyzed online behavior of 34, 14 to 15-year old teenagers (47% male) who took part in a long-term adventure trip with digital media left aside. We gathered quantitative data seven months before the trip (March 2019), just before the trip (October 2019), on the last day of the trip (April 2020), and five months after the trip (September 2020). We also conducted in-depth interviews with nine teenagers, who named YouTube as their favourite online service. Our intention is now to conduct nine additional interviews with the same teenagers to see whether their everyday learning practices changed within the last year. Implications drawn from this study, further research perspectives, and limitations will be presented and discussed.

**Keywords:** YouTube usage patterns, educational benefits of YouTube, social media overuse, teenage usage of social networks, online learning

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# Youth Participation and Social Media: Potentials and Barriers

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**Abstract:** This work-in-progress-paper presents the multi-layered research design of the Austrian team in the U-YouPa project. First, we give a brief overview of Social Media use in Austria. After a short description of our research design at a glance, we focus on our methodological considerations for four case studies. Our research approach can be used to explore youth in its diversity and to prevent limited perspectives.

**Keywords:** youth participation, social media, case studies, participatory research, diversity

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## Contextual Factors behind Audience Engagement Behaviours of YouTube Vloggers: A Case Study

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**Abstract:** YouTube as a social media site for online videos has become a major platform for the distribution and consumption of video blogs (vlogs). Famous YouTube video bloggers (vloggers) can obtain large audiences and become important for product marketing. The success of vloggers can be related to the achievement of audience engagement, manifested by viewers' participation and consumption on YouTube. Existing studies have explored vloggers' audience engagement behaviours (AEBs) in their videos. This work-in-process research shifts focus from content to the vlogging "context" - situational factors involved during the production of vlogs. Context has been studied in subjects including human-computer interactions (HCI), television and language use, but rarely in vlogging. Previous research unveiled that context could affect bloggers' written content.

Research in marketing suggests the effect of context on brands' engagement strategies towards consumers. However, the relationships between vlogging context and vloggers' AEBs in videos have rarely been explored. This study explores the question "How can vlogging context affect vloggers' audience engagement behaviours in videos?" This study implemented a qualitative analysis of videos from two famous UK YouTube vloggers. The analysis currently focuses on exploring how three key types of context (vlogger, audience and environmental context ) may affect the two AEBs – interaction and self-disclosure. The results propose that the three contexts affect vloggers' AEBs through multiple contextual factors within each context. This highlights the importance of the vlogging context regarding its impact on vloggers' implementation of AEBs. The study contributes to establishing a further understanding of AEBs of vloggers by taking context into account in addition to content. It provides another angle to evaluate vloggers and social media producers' practices for building audiences.

**Keywords:** vlog, audience engagement, context, YouTube, social media, behaviour

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# Late Submission



# Dissemination of Fake News on Social Media: A Demographic Analysis of Audience Involvement

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**Abstract:** Social media users continue to threaten privacy with the spread of fake news thus impacting people negatively. This study seeks not just to reveal the predominant demography of Nigerians who spread false information, but also to access how the decision to verify and share such information is made. The cluster and systematic sampling method were used to select respondents from selected geopolitical zones in Nigeria. The study revealed that adults between ages 21-35 and 36 – 50 spread misinformation on social media platforms, and those in the latter age range would not verify before sharing on *Whatsapp* and *Facebook*. It recommends that the public needs to be educated on information verification, and the government and concerned organisations need to enforce laws necessary to discourage the spread of misinformation.

**Keywords:** social media, fake news, demography, misinformation, and verification

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# **Abstracts Only**



# CC-Driver and RAYUELA Projects: Understanding Online Behavioural Patterns and Young Cybercriminality

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**Abstract:** The internet has become an integral part of children and young people's lives. The increased time spent online is prompting questions about whether they are in control of their internet usage. The low level of awareness of cyber threats and their potential impact is a serious issue that translates into the proliferation of incidents due to human mistakes. 51% of EU citizens feel not at all or not well informed about cyber threats and 86% of Europeans believe that the risk of becoming a victim of cybercrime is rapidly increasing. On the other hand, Law enforcement has noted that more and more teenagers and young people are increasingly committing cybercrimes. This is an international problem which has considerable cost implications; it is estimated that crimes in cyberspace will cost the global economy \$445B annually. Understanding the behavioural and developmental aspects of cyber criminality is becoming increasingly important and underlies the necessity of a shift in focus from sanctions to deterrence and prevention. On the other hand, a free, democratic and open EU provides endless opportunities for its people. However, growth is not without risk, especially in cyberspace, in the ubiquity of connected devices and rapid technological change. Criminality is also adapting, seeking opportunity and taking on new forms. While Europol's IOCTA report described a number of positive legislative and technological developments, for example, the General Data Protection Regulation (GDPR), the Network and Information Security (NIS) directive and 5G technology, it also highlighted that "all will in some way impact on the ability of law enforcement agencies to effectively investigate cybercrime". In this sense, CC-DRIVER and RAYUELA projects, which are funded under the H2020 programme, are using a multidisciplinary approach to investigate, identify, understand and explain drivers of new forms of criminality, with Valencia Local Police acting as Liaison Officer. These projects focus on human factors that determine criminal behaviours such as cyber juvenile delinquency and adolescent hacking. Scientific investigation of drivers into cybercrime, impact of online disinhibition and the effect of youth decision-making processes will inform our evidence-based intervention, mitigation and deterrence strategies.

**Keywords:** young, cybercrime, drivers, online, behaviour

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# How States Around the World Censor the Internet?

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**Abstract:** “The Internet has now become one of the principal means by which individuals exercise their right to freedom to receive and impart information and ideas.” (European Court of Human Rights, cited in *Cengiz and Others v. Turkey*). Are these rights merely window dressing for some countries? How is this connected to censorship? Perhaps the most crucial question is what lies behind this so-called Potemkin village that is very much in evidence? For example, in 2019, there were at least 213 documented internet shutdowns worldwide, with the number of countries experiencing shutdowns increasing from 25 in 2018 to 33 in 2019 – or 17% of the countries in the world today. In this respect, Russian and Turkey are standouts as landmark cases that have come before the European Court of Human Rights (ECtHR). Moreover, the question is not only examinable on a European level: in 2020, a court in India finds indefinite restrictions in Kashmir illegal, and shutdown also happened in Africa and Latin-America. Here, the fundamental issue is blocking access to the Internet, regardless of the methods (collateral blocking, excessive blocking, wholesale blocking, slowing down internet traffic, or a combination of the above) used by each State. The presentation examines the use of shutdowns worldwide in recent years intending to understand how these States, in particular, are responding to the propagation of fake news, hate speech, content that promotes violence, and how to balance drastic measures with the need to ensure public safety and/or national security and freedom of expression.

**Keywords:** freedom of expression, media, human rights, internet shutdown, collateral blocking, excessive blocking, wholesale blocking, throttling

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# Health Information Behaviour of Recent Immigrants to Québec on Sociodigital Networks During the COVID-19 pandemic

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**Abstract:** COVID-19 generated an explosion of false news on sociodigital networks. Recent immigrants use these networks as a primary source of information, notably for their health needs. With limited knowledge of the information environment of their new country, they often rely on closed information circles (Chatman, 1996) within their ethnocultural communities, including on sociodigital networks (Lee et al., 2015) where information quality isn't assured. Several studies show that marginalised and minority groups are the most exposed to false and unverified information (van Prooijen et al., 2018). This can compromise the ability of governments to stop the spread of a virus. High rates of COVID-19 contamination are seen in multicultural and low-income neighbourhoods. This raises concerns about the reliability of health information consulted (Case and Given, 2016), and about its impact on individuals' trust in health institutions and adherence to public health guidelines. My research project aims to describe the health information behaviour of recent immigrants to the province of Québec, Canada, on sociodigital networks during the COVID-19 pandemic, by specifically investigating the personal and contextual factors surrounding information needs and information seeking, and the consequences of using the information found on sociodigital networks. As such, a qualitative descriptive research design based on virtual ethnography was chosen, using a two-phase data collection approach: non-participant observation of a private Facebook group for immigrants, followed by individual semi-structured interviews with members of such groups. The project methodology will be approved by my institution's ethics review board. This poster showcases the conceptual framework (based on the literature review) and methodologies proposed to examine the distinctive features and impacts of health information behaviour of recent immigrants on sociodigital networks during the ongoing pandemic. It will present the planned social outcomes, to support (1) healthcare stakeholders in adjusting their communication strategies with recent immigrants, particularly during a health crisis; (2) information professionals in improving the information literacy of recent immigrants; and (3) information science and health sciences program directors in providing increased training in and awareness of intercultural competencies.

**Keywords:** Information behaviour, sociodigital networks, health information, COVID-19, recent immigrants

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## Virtual Reality Theater or Theater in VR

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**Abstract :**During the poster session, I would like to present the topic of theater in virtual reality. Virtual reality theater is become more and more popular during lockdowns due to COVID-19 pandemic. However, theater directors used VR tools much earlier. Already in 2017 in Poland, director Krzysztof Garbaczewski founded the Dream Adoption Society (DAS), an artistic collective that deals with virtual reality in the context of theater and performance art. In artistic team work: Marta Nawrot and Jagoda Wójtowicz, 3D artists, graphic artists and video designers, Maciej Gniady, intermedia artist, cinematographer Robert Mleczek, designer Jan Strumiłło, composer Jan Duszyński, actor Paweł Smagała and video artist Wojtek Markowski. DAS Studio is one the theater studios in my country, which use new media and technologies in theatre art. Theater is a medium that absorbs and creatively transforms other media (Balme 2007). Thus, VR becomes for the theater a new space for preparation, presentation and participation in the performance. The space used creatively by the directors becomes a neutral place, not just another medium. This allows audience to completely immerse themselves in the spectacle. The VR experience tends to be rather short. For the viewer's convenience, the experience now lasts about 20-30 minutes. Although Garbaczewski also presented longer performances, about 1 hour. For the full experience, the audience needs a vr goggles, linked to a mobile phone or a computer. The performance could be watched in the theater building or at home. In my research, I wonder if virtual reality is a place for theater or whether theater is a stage for VR. Also if such an experience is a threat to building a community, establishing interpersonal relationships, or could creates new opportunities for participation in culture and becomes more attractive to the modern viewers.

**Keywords** theater, virtual reality, immersion, augmented reality

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# 6G, The Digital Silk Road and Network-centric Warfare: Ethical and Anticipated Ethical Issues

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**Abstract:** In telecommunications, 6G is the sixth-generation standard currently under development for wireless communications technologies supporting cellular data networks. It is the planned successor to 5G and will likely be significantly faster. [citation needed] Like its predecessors, 6G networks will probably be broadband cellular networks, in which the service area is divided into small geographical areas called cells. Several companies (Nokia, Ericsson, Huawei, Samsung, LG, Apple, Xiaomi), as well as several countries (China, India, Japan and Singapore), have shown interest in 6G networks. The “Digital Silk Road” (DSR) was introduced in 2015 by an official Chinese government white paper, as a component of Beijing’s Belt and Road Initiative (BRI). For years, it has been less an identifiable set of projects as much as it was a brand for virtually any telecommunications or data-related business operations or product sales by China-based tech firms in Africa, Asia, Europe, Latin America, or the Caribbean — home to the 100+ “BRI countries.” Network-centric warfare, also called network-centric operations [1] or net-centric warfare, is a military doctrine or theory of war that seeks to translate an information advantage, enabled in part by information technology, into a competitive advantage through the robust computer networking of well-informed geographically dispersed forces. It was pioneered by the United States Department of Defense in the 1990s. Anticipatory ethics has emerged and begun to gain attention in the area of information technology ethics. Anticipatory ethics can be characterized as focusing on the problems that can be anticipated as potentially arising because of emerging technologies. Anticipatory ethics can be seen as a necessary development in both ethical analysis and within professional ethics because of the rapid developments related to information technology. This analysis will examine issues related to the use of 6G, The Digital Silk Road and Network-centric Warfare while introducing an anticipatory ethical analysis of potential ethical issues with the future development of 6G and network centric warfare in social media.

**Keywords** 6G, The Digital Silk Road, Network-centric, Warfare, Ethics, Anticipatory, Ethics Issues

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# Anti Vaxxers, The Denial of Science and Information Terrorism: An Anticipatory Ethical Analysis

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**Abstract:** “Anti-vaxxer” refers to people who disagree with the use of vaccines for a variety of reasons. For example, some view vaccines as an infringement on their human rights. Vaccines are one of the safest and most effective health interventions for infectious diseases. They have had a staggering impact on reducing the burden of infectious cases worldwide. However, a minority of people oppose their use, and some actively spread misinformation about the safety and effectiveness of vaccines. According to a recent report in The Lancet Digital Health, around 31 million people follow anti-vaccine groups on Facebook. It also estimates that social media outlets could be making about \$1 billion from advertising every year. Facebook and other social media platforms regularly receive criticism for the extent of misinformation spreading within these communities. Scientific research demands a detached, disciplined search for truth, however inconvenient. For many years now, the overwhelming consensus of serious scientists has held that accelerating climate change, driven by human activity, portends potentially catastrophic consequences. Yet for the first three years of his tenure, President Trump has dismissed that consensus, proclaiming global warming a “hoax,” a “big scam” and “a make-believe problem.” What’s more, the administration has actively moved to thwart the research and counsel of scientists, and bury information that challenges the Trump administration’s policies and priorities. Anticipatory ethics has emerged and begun to gain attention in the area of information technology ethics. Anticipatory ethics can be characterized as focusing on the problems that can be anticipated as potentially arising because of emerging technologies. Anticipatory ethics can be seen as a necessary development in both ethical analysis and within professional ethics because of the rapid developments related to information technology. This analysis will examine issues related to the use of The Denial of Science and Information Terrorism in defense of anti-vaxxing while introducing an anticipatory ethical analysis of potential ethical issues with the future development of anti-vaxxing in social media warfare.

**Keywords** Anti Vaxxers, Denial, Science, Information Terrorism, Anticipatory, Ethics

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# Instagram, Social Media Influence and Teen Suicides: An Ethical and Anticipatory Ethical Analysis

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**Abstract:** It can be argued that Instagram is a social media network like no other. Instead of words, the platform is built almost entirely around sharing images and videos. This visual twist is why Instagram is the cultural powerhouse it is today — "Instagramming" is officially a verb now. With over a billion registered accounts, Instagram, which was bought by Facebook in 2012, has become a part of daily life. WHAT IS A SOCIAL MEDIA INFLUENCER? • An influencer is a content creator with a social media following. • Social media influencers develop a following by sharing quality content that inspires, entertains, informs, and connects them with their followers. • Influencers start social conversations, drive engagement, and set trends amongst a receptive audience, which positions them to work with brands on sponsored content. A social media influencer—someone who has built a sizable following across one or more social media channels. Along with differences in size and reach, the channels, content formats, and categories will also shape the influencer definition to varying degrees. Throughout the evolution of social media, its variety of platforms have continually changed in response to user behavior and expectations. Whether it's YouTube, Instagram, Facebook, or Twitch, these social media channels offer influencers different ways to create, publish, and consume content, as well as engage an audience. Facebook has conducted internal studies that found Instagram is harmful to teen girls and exacerbates body image issues, anxiety and depression — even though the company's executives have publicly extolled the mental-health benefits of social media, a new report says. Facebook for the past three years has been conducting studies into how its Instagram app affects its millions of young users, repeatedly finding that it's toxic for many of them, especially teenage girls, The Wall Street Journal reported, citing internal documents. Anticipatory ethics has emerged and begun to gain attention in the area of information technology ethics. Anticipatory ethics can be characterized as focusing on the problems that can be anticipated as potentially arising because of emerging technologies. . This analysis will examine issues related to the use of Instagram, Social Media Influence and Teen Suicides while introducing an anticipatory ethical analysis of potential ethical issues with the future development of Instagram and Social Media Influence.

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**Keywords** Instagram, Social, Media, Influence, Teen, Suicides, Anticipatory, Ethics

# The Great Replacement, White Genocide and Social Media Warfare: Ethical and Anticipated Ethical Issues

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**Abstract:** The Great Replacement Theory is an ethno-nationalist theory warning that an indigenous European—e.g., white—population is being replaced by non-European immigrants. The Great Replacement concept was popularized by French writer Renaud Camus in his 2012 book, *Le Grand Remplacement* (“The Great Replacement”). Camus postulated that black and brown immigrants were reverse-colonizing native “white” Europeans. The white genocide, white extinction, or white replacement conspiracy theory is a white supremacist conspiracy theory which states that there is a deliberate plot, often blamed on Jews, to promote miscegenation, interracial marriage, mass non-white immigration, racial integration, low fertility rates, abortion, governmental land-confiscation from whites, organised violence, and eliminationism in white-founded countries in order to cause the extinction of whites through forced assimilation, mass immigration, and violent genocide. Social media warfare describes the use of social media as a kind of weapon with the aim of causing lasting damage to certain actors such as governments or companies. Various strategies and tactics as well as technological means are used in order to push through a political, economic, social or cultural agenda. Social media warfare is usually aimed at manipulating the perception and thus also the opinions, emotions and behavior of a specific target group, thereby harming the actual target of the attack. Examples of means in social media warfare include the dissemination of (false) information in social media networks, the use of social bots and the influencing of defined target groups by means of micro-targeting. Anticipatory ethics has emerged and begun to gain attention in the area of information technology ethics. Anticipatory ethics can be characterized as focusing on the problems that can be anticipated as potentially arising because of emerging technologies. Anticipatory ethics can be seen as a necessary development in both ethical analysis and within professional ethics because of the rapid developments related to information technology. This analysis will examine issues related to The Great Replacement, White Genocide and Social Media Warfare while introducing an anticipatory ethical analysis of potential ethical issues related to these concepts in the future.

**Keywords** Great, Replacement, White, Genocide, Social, Media, Warfare, Anticipatory, Ethics

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# **Additional Materials**



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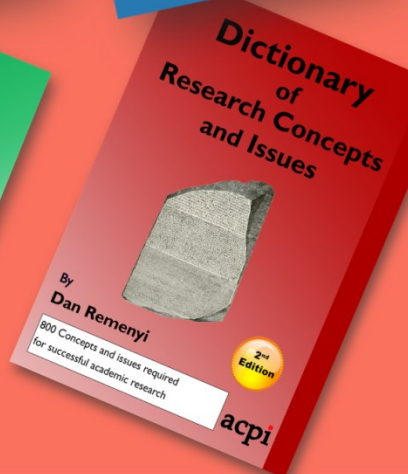
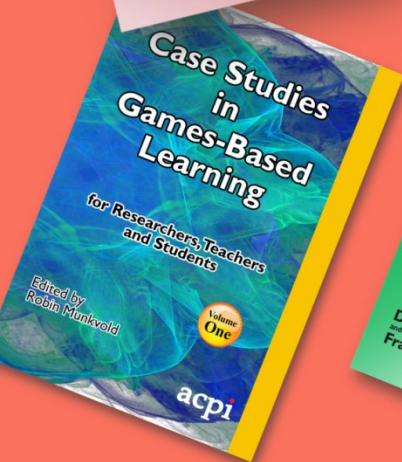
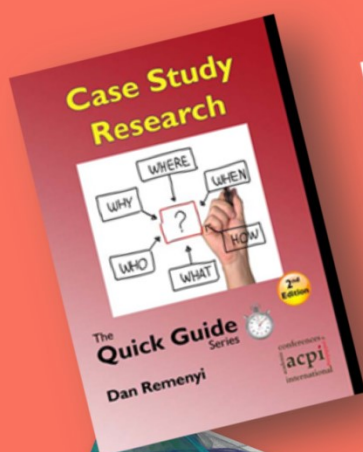
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