

**Abstracts of Papers
Presented at the
European Conference on
Social Media**

ECSM 2014

**University of Brighton
Brighton, UK**

10-11 July 2014

**Edited by
Asher Rospigliosi and Sue Greener
University of Brighton
Brighton, UK**

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Papers have been double-blind peer reviewed before final submission to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference.

Many thanks to the reviewers who helped ensure the quality of the full papers.

These Conference Proceedings have been submitted to Thomson ISI for indexing.

Further copies of this book and previous year's proceedings can be purchased from <http://academic-bookshop.com>

E-Book ISBN: 978-1-910309-28-5

E-Book ISSN: 2055-7221

Book version ISBN: 978-1-910309-28-5

Book Version ISSN: 2055-7213

CD Version ISBN: 978-1-910309-30-8

The Electronic version of the Conference Proceedings is available to download from **DROPBOX**. (<http://tinyurl.com/ECSM2014>) Select Download and then Direct Download to access the Pdf file.

Published by Academic Conferences and Publishing International Limited

Reading

UK

44-118-972-4148

www.academic-publishing.org

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Preface

These Proceedings represent the work of contributors to the inaugural European Conference on Social Media, ECSM 2014, hosted in its first year by the University of Brighton, UK. The Conference Chair is Asher Rospigliosi and the Programme Chair is Dr Sue Greener, both from Brighton Business School, at the University of Brighton.

The conference will be opened with a keynote address by Dr Farida Vis from the University of Sheffield in the UK who will be talking about the evolution of research on social media. David Gurteen, well known for the Gurteen Knowledge Community, will give a presentation on Towards Smarter Socially Mediated Conversations and John Traxler, Professor of Mobile Learning from Wolverhampton University in the UK will present Taking Education into Cyberspace – Chaos, Crisis and Community.

The scope of this inaugural conference was deliberately intended to be broad as we were keen to see the range of disciplines undertaking social media research. We have certainly not been disappointed – with mini tracks on e-Participation and Democracy, Social Network Analysis, Social Media Innovation and Social Informatics. In addition tracks have evolved showing the current trend in social media research and areas include social media and marketing, the use of Facebook and social media in business – to name just a few.

With almost 200 people joining this first annual event, we look forward to ECSM becoming a valuable platform for individuals to present their research findings, display their work in progress and discuss conceptual advances in many different branches of social media. At the same time, it provides an important opportunity for members of the social media research community to come together with peers, share knowledge and exchange ideas.

With an initial submission of 266 abstracts, after the double blind, peer review process there are 76 academic papers, 14 PhD Papers and 16 Work in Progress papers in these Conference Proceedings. These papers reflect the truly global nature of research in the area with contributions from some 35 countries including Australia, Bahrain, Belgium, Canada, Czech Republic, Estonia, Finland, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Kazakhstan, Lithuania, Macau, Malaysia, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Turkey, UK and the USA.

Papers published in the conference proceedings will be considered for further development and publication by a number of journals, including the Electronic Journal of Knowledge Management, The Journal of Information, Communication and Ethics in Society (JICES), The International Journal of Social Media and Interactive Learning Environments and The International Journal of Web Based Communities. Additionally extended/advanced versions of papers presented in the mini track on e-Participation and Democracy will be considered for publication in The International Journal of Electronic Governance.

We wish you a thought-provoking and lively conference.

Dr Sue Greener Programme Chair

and

Asher Rospigliosi, Conference Chair

July 2014

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Committee members

The conference programme committee consists of key individuals from countries around the world working and researching in the Social Media community. The following have confirmed their participation:

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Biographies

Conference Chair



Asher Rospigliosi lecturers on digital marketing, e-commerce, management information systems and IS strategy University of Brighton Business School. His research interests range from Graduate Employability to e-learning and innovation in SMEs. Asher is a co-founder of the Business e-Learning Research Group and a member of the CIMER research group.

Programme Chair

Dr Sue Greener is a University teacher: HRM, Business Context, Research Methods and Learning & Development and has received a Teaching Excellence award from the University of Brighton and is Programme Leader for the Foundation Degree in Business. Sue is also the Course Director: online final year undergraduate course with students in diverse world regions, her researcher interests are focused on e-learning strategy, teacher development and reflective learning. Sue is the co-founder of the Business e-Learning Research Group and a member of the CROME research group on employment issues at Brighton Business School. Her Doctoral research focused on exploring students' readiness for online learning. Sue holds a BA, MBA, EdD, FHEA and is a Chartered Fellow of CIPD.



Keynote Speakers



John Traxler is Professor of Mobile Learning, the world's first and a full UK professor since September 2009, and Director of the Learning Lab at the University of Wolverhampton. He is an honorary member of the Interdisciplinary Science, Education, Technologies and Learning group at the University of Glasgow and a Research Fellow at Mobile Studies in the University of Nottingham Ningbo. He is a Founding Director and current Vice-President of the International Association for Mobile Learning, Executive Committee Member of the USAID mEducation Alliance, Associate Editor of the International Journal of Mobile and Blended Learning and of Interactive Learning Environments. He is on the Research Board of the Association of Learning Technology, the Editorial Board of Research in Learning Technology and IT in International Development. He was Conference Chair of mLearn2008, the world's biggest and oldest mobile learning research conference.

He has guest edited six special editions of peer-reviewed journals devoted to mobile learning including Digital Culture and Education, Distance Education, UNESCO Prospects and an African edition of the International Journal of Mobile and Blended Learning.

John has co-written a guide to mobile learning in developing countries for the Commonwealth of Learning and is co-editor of the definitive book, Mobile Learning: A Handbook for Educators and Trainers, with Professor Agnes Kukulska-Hulme. They are now working a second book, Mobile Learning: the Next Generation, due to be published in 2014. He is co-authoring a book, Key Issues in Mobile Learning: Research and Practice, with Professors Norbert Pachler and John Cook, and Mobilizing Mathematics: Case Studies of Mobile Learning being used in Mathematics Education with Dr Helen Crompton, and has written more than 30 book chapters on mobile learning. He is currently developing the world's first online masters course in mobile learning, building a network of African universities interested in innovative teacher development and teacher development and working on the UNRWA ICT for Education Strategy.

David Gurteen is well known internationally for his passion for transformative conversation and as the creator of the Gurteen Knowledge Cafe. David is an international speaker and facilitator in the fields of Knowledge Management, Organisational Learning and Organisational Conversation. He regularly runs his Gurteen Knowledge Cafes around the world. He is the founder of the Gurteen Knowledge Community - a global network of 21,000 people in over 160 countries and his monthly Knowledge Letter is now in its 13th year. In June 2010, David won the Ark Group's lifetime achievement award for services to Knowledge Management.



Dr Farida Vis is a Research Fellow based in the Information School at the University of Sheffield. Her Fellowship is on the theme of 'Big Data and Social Change', focusing on social media, data journalism and citizen engagement. As part of her social media work, she is interested in critical methods for better understanding social media, Big Data and algorithms. She has published widely in this area, most recently

as part of a special issue on 'making data – Big Data and beyond' in First Monday (October 2013). She recently presented work on algorithmic cultures at ideas festival Future Everything (talk here) and a follow up to this at Improving Reality, part of the Brighton Digital Festival (talk here). She was recently appointed to the World Economic Forum's Global Agenda Council on Social Media. She is a found-

ing member of Open Data Manchester and currently leads two funded projects (EPSRC and AHRC) on the politics and possible future(s) of urban agriculture in the UK. As part of the 2013 ESRC Festival of Social Science she organized the very popular Researching Social Media conference, bringing together a wide range of researchers from academia, government, industry and the cultural sector. She coordinates the Researching Social Media MA module and her methods textbook, which in part arose from this teaching, co-authored with Information Scientist Mike Thelwall is forthcoming with Sage.

Mini Track Chairs

Darren Mundy is a Senior Lecturer and Interim Head of the School of Arts and New Media at the University of Hull. His research interests focus on security with a particular emphasis on privacy, e-government, and advanced learning technologies.



Tobias Bevc teaches at the University of Augsburg (Germany) Political Theory and Media and Communication. His current research focuses is on the interdependencies of social media, the public sphere and democracy.

Dr Luísa Carvalho gained her PhD in Management from the University of Évora – Portugal. She is Professor of Management in the Department of Management and Social Sciences at the Open University in Lisbon – Portugal. She is also Visiting professor at a number of international universities where she teaches courses on masters and PhDs programs. She is a Researcher at CEFAGE (Center for Advanced Studies in Management and Economics) at the University of Evora. She has authored several publications in national and international journals, books and book chapters.



Dr Irina Purcarea holds a PhD in Business Administration from the Bucharest University of Economic Studies, Romania and a Masters degree in English Language Education and Research Communication for Business and Economics. She is Assistant Professor at the Bucharest University of Economic Studies and Visiting Professor at ESC Rennes Business School, France. She is member of the Research Centre for Business

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Dr Blooma John is a Lecturer at RMIT University, Vietnam. She completed her PhD from Nanyang Technological University (NTU), Singapore in 2011. Her research interest is in the area of Information Retrieval, Text Mining and Social Media. Blooma has published in various International Conferences and refereed Journals.



Dr Sandra Moffett is a Senior Lecturer of Computer Science with the University of Ulster’s School of Computing and Intelligent Systems, Magee Campus. She is a core member of the Ulster Business School Research Institute. Her expertise on Knowledge Management contributes to her being one of the UK leading authors in this field. She has received a number of research awards and citations for her work. External funding has enabled Dr Moffett to undertake extensive quantitative/qualitative research to benchmark KM implementation within UK companies.

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Stanley Adjabeng is a graduate student in the Department of Learning Technologies at the University of North Texas. His major is in Applied Technology and Performance Improvement. Stanley holds a bachelor’s degree in Computer Science and Mass Communication from Principia College and a Master’s degree from University of Illinois. His interest area is process improvement.

Deniz Akcay is Assistant Professor in the Faculty of Communication at the Istanbul Aydin University. She completed her Ph.D in Media Studies Program at Yeditepe University and MA in MBA at Yeditepe University. She actively works in the field of interface design and media studies.

Mona Arslan graduated in 2009 with bachelors of Business Administration and joined the academic career. Her passion for investigating the impact of social media started late 2010. She obtained her Academic MBA in 2012. Today as a teaching assistant, Mona Lectures and conducts training about social media aside to participating in different developmental initiatives fostering change through her membership in different organizations.

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Knowledge Sharing Through Social Media in Higher Educational Institutions of Saudi Arabia

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Abstract: The academic sector today, especially in higher education institutions, realizes the necessity to apply a knowledge management system (KMS) to improve academic services, such as teaching instruction and learning processes. KMS can be a response to the competitive and productivity challenges seen primarily in the business world and, to some extent, in education. In order to capitalize on the knowledge in any organization, it is essential to consider the social aspect of knowledge management while using or reusing it or while sharing knowledge. However, it's a real challenge to get people to share all kinds of knowledge with a wide circle, especially via social media tools, as well as to be able to find useful knowledge from the right resources at the right time and with the right people. One major challenge for the development of KMS is to flawlessly incorporate the tools of social media into the working environment and the user's daily learning to enable the easy sharing of knowledge, enhance its exchange among the contributors to and seekers of information, and successfully manage that knowledge. This study explores the key role that social media play in knowledge sharing in the Saudi Arabian educational sector, specifically in the College of Computer and Information Sciences (CCIS) at King Saud University. For that, an online survey was conducted to study how knowledge exchange through social media takes place in CCIS. A detailed study has been done to examine the possibilities of having a knowledge sharing culture inside CCIS by examining the five dimensions of knowledge sharing. These five dimensions of people, content, willingness and awareness, motivations, and barriers to knowledge sharing are discussed and analyzed.

Keywords: Social media tools, Higher education institution, Knowledge management, Knowledge sharing

The Use of Social Media In Higher Education Learning: Swot Analysis of Using Social Media for Learning

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Abstract: Recently, there has been an extensive interest to explore the capabilities of using different forms of web based learning technologies to support face to face teaching. Despite the great value and effectiveness of e-learning, the realities of the current practice teaching in higher education remain one-to-many lecture. Today, the awareness surrounding social media has generated a lot of thought on exactly how it should be used in a higher education setting. Incorporating this technology; which is user-driven and easy to use; into higher education will be an extra edge in enhancing students' learning. Therefore, the main aim of this study is to develop a conceptual framework based on the past theoretical review in order to cover the gap and contribute to the body of knowledge in expatriate literature. Based on the proposed framework, this paper invites researchers to empirically test the suggested propositions in order to further strengthen and develop understanding about the use of social media in higher education. Design/methodology/approach – The review of past research is used to develop a conceptual framework.

Keywords: Social media, Web-based learning, Higher education and Students' learning and engagement

Egyptian Youth; Social Networking Sites and Civic Participation

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Abstract: An increasing number of young Egyptian adults continue to use and rely on Social Networking Sites such as Facebook and twitter. This trend contributes to a brand-new culture in our society quite popular as the "Digital Culture". The amplified use of social networking sites by youth in many nations requires further research and investigation on the matter. This "Digital Culture" had great consequences on societies in transitions to the extent that it is believed to be the backbone of the Egyptian revolution of Jan 2011 by empowering youth and citizens' collaboration through social networking sites. Consequently emphasizing the need for an investigation to discover *what happens when youth go online*. It is quite notable that the series of events that sparked Egypt in 2011 generated a rapid social change. Thus, this paper attempts to investigate what really causes

young adults in Egypt to rely on social networking sites and if their reliance would have an effect on their civil participation. Surveying a sample of young adults aged 18-29, which make up more than half of the Egyptian population and represent the majority of users of social networking sites, this study attempts to extract the dimensions that yield to young adults' reliance on social networking sites and measuring its effect on civic participation. Through sequential mixed methodology, this paper starts with qualitative data analysis through focus groups and ends with a quantitative data gathering through questionnaires. Thus this research mixes qualitative and quantitative data analysis and gathering at more than one level, which accordingly yields to better contribution to theory and literature. The unique value of this paper stems from its contribution to understanding the behavior and attitude of a major segment of the population, the Youth. It also adds up to the body of literature regarding Web2.0 and its most popular services social networking sites. Moreover, it contributes to theories of political marketing and political science. On the other hand, this study offers the best practices in tackling practical implications by founders of civil initiatives and NGOs as well as to political candidates, public policy makers and the government. Conclusively, after the revolution burst in Egypt, the idea of political participation seemed novel to many Egyptians and specifically the young adults. Along with the novelty of political participation, new opportunities for the civil society have been unleashed. This paper argues that the reliance of young adults on social networking sites would positively affect their participation in projects and an initiative that addresses community needs and demands that would foster development by the Egyptian civil society. Lastly, this paper attempts to answer the following question: "Will the new phenomena of young adults' reliance on Social networking sites contribute to empowering the Egyptian society and bring about social change while in transition?"

Keywords: Social networking sites, civic, participation, youth, egypt and social media

Virtual Risks of e-Participation in Online Learning Environments and Dialogue

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Abstract: As technology and workplaces change and evolve, new policies, procedures, and participation are changing also for today's workforce. While many organizations are starting to realize the value of their intellectual capital, especially their human capital, they have discovered that better communication and interaction skills are necessary in order to increase productivity, morale, and par-

ticipation in one's organization. The levels of participations for some employees can vary greatly, but human resource professionals are realizing that the use of technology might add yet another layer of obligation on the part of the employee, but it may also provide a powerful tool to engage and motivate them as well. In particular, there are three types of participation in today's workplace: in-person participation; online participation, and social media participation. Each of these form of participations require more activity and interaction from employees than in previous decades, but they also help to fill in a void for some individuals in terms of socialization in the workplace. Thus, this paper will focus on employee participation in both "work" activities and meeting of organizational goals, but also, it will also examine how the communication and engagement of employees have changed with the use of technically, specifically, the use of social media.

Keywords: Virtual risk, e-Participation, Social Media, Workforce, Social Capital, Networking

Using Twitter for What? A Segmentation Study of Twitter Usage During Gezi Protests

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Abstract: This study reports results from a segmentation analysis of Twitter usage patterns during the Gezi Protests that took place in Turkey in 2013. This segmentation analysis reveals the existence of four distinct groups of Twitter users: 1) "update hubs", who use Twitter for learning about updates and sharing these updates with others; 2) "update seekers" who use Twitter to get information about the protests; 3) "opinion followers" who were oriented towards learning about opinions rather than information via Twitter; and 4) "voice makers" who used Twitter primarily to share their opinions about the protests. The Twitter usage segments were predictive of key differences in types of activities performed on Twitter during the protests, trust in Twitter as a source of information, and information verification techniques utilized by the users. First, while all segments were equally motivated to use Twitter for a surveillance function, *Update Hubs* and *Voice Makers* were also more likely to be motivated by using Twitter for connectivity (i.e., to expand one's network). Second, in terms of different types of Twitter related activities, *Voice Makers* and *Update Hubs* were more likely to Tweet and Retweet about the protests than members of other segments. Also, *Voice Makers* were more likely to reply to other people's Tweets. Third, the only segment that avoided using Twitter for informational purposes, *Opinion Seekers*,

were less trusting of Twitter than other segments. Finally, *Update Hubs*, who aimed to act as a conduit by spreading information, were most active in terms of cross-checking information with multiple sources to verify the information they came across online before distributing it further.

Keywords: political crises, twitter, social media, uses and gratifications, segmentation

Who Wants Police on Social Media?

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Abstract: More and more government functions and public organizations move online – and police forces are no exception. World-wide police forces are creating social media presences on popular services like Facebook and Twitter. The purposes range from improving relationships with the public to operational considerations such as the solicitation of information for solving crimes or the better handling of crises. In our current work we aim to better understand how police social media services (PSMS) should be designed to be effective. Crucial in this regard is the question of what impacts citizens' willingness to use and trust them. We conducted a survey with 859 citizens across four European countries: Czech Republic (n=306), Macedonia (n=209), Romania (n=109) and United Kingdom (n=235). Overall, willingness to use PSMS was positively associated with trust in police, but not related to perceived police performance. In contrast, trust in PSMS information was positively related with trust in police and higher perceived performance. We further found interesting group differences. Firstly, women tended to be more willing to use PSMS than men, although they did not differ in their overall trust towards police. Also, members of ethnic majorities showed higher willingness compared to minority members, although trust in information did not differ. Intriguingly also, members of the public tended to be more willing to use PSMS and also put higher trust in information, if they did not have direct experience with police. This trend was particularly visible for UK-citizens. Of all four countries UK-participants also demonstrated the lowest willingness to use PSMS and the second lowest trust in PSMS information after Macedonia. The highest values were found for citizens in the Czech Republic and Romania. Political orientation in contrast had no significant influence on willingness and trust in PSMS information nor did own social media use by citizens. The findings in our study provide first indicators of who may use or trust PSMS. The country-differences as well as systematic differences among citizen groups suggest that broad acceptance of PSMS may require closely targeted designs and multiple social media

strategies across and within countries. Our study thus addresses some of the fundamental aspects of government agencies engaging with citizens in social media settings based on the example of police social media services. It deepens our understanding on issues around trust, technology acceptance and technology adaptation for citizen engagement, including a view on national differences. Our study further provides important additions to current theoretical frameworks on public acceptance of online services. Current frameworks concentrate primarily on the relationship between user and technology. Our observation that pre-existing attitudes of users towards the organization offering the services had an important impact for service acceptance introduces issues of organizational image and legitimacy as important factors in technology acceptance. We therefore argue that the relationship between user and organizations requires more serious consideration in models of technology acceptance and adoption.

Keywords: Social media, technology acceptance, police, European public, eGovernment

Exploring Non-experts' Preconceptions on the use of Crowdsourcing as an Innovative Tool

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Abstract: Crowdsourcing can be defined as taking a function traditionally performed by employees and outsourcing it to the crowd, in the form of an open call. Crowdsourcing as a type of open innovation process is challenging the idea of innovation in companies which is a closed, almost secret, process. The goal of this research is to explore preconceptions associated to crowdsourcing in companies. We wanted to understand how employees perceive the use of crowdsourcing in their company and whether these perceptions fit or not a reality based on professional and academic literature. In this exploratory research, we choose to study the opinion of non-experts in marketing, who have never used crowdsourcing, but are susceptible to manage a crowdsourcing campaign in a near future. We wanted for them to have a stake in this practice, but we expected that their inexperience would highlight preconceptions. In order to obtain a diversity of points of view, we interviewed ten non-experts from different companies in different industries. Globally and as expected, non-experts perceptions do not really match reality. They tend to underestimate the effort to manage the crowdsourcing process and they tend to express fears and reluctance to use it. More precisely, non-experts tend to neglect human aspects associated with crowdsourcing. For them, monetary reward is the main motivator for contributors; whereas studies empha-

sis fun as the key motivation. They agree that SMEs and start-ups are probably the best to benefit from crowdsourcing. They have trouble evaluating the added value of the work produced, but they expect to obtain a high quality work. They tend to over-evaluate problems and limits, which in return might slow down companies in launching a crowdsourcing project. By comparing perceptions to what we know of this phenomenon, this research should help marketers reflect on their own points of view on this topic, which in return might help them to be better prepared. Finally, by presenting preconceptions, this research also highlights the importance of managing this type of innovating process as a change process. It will enable companies to anticipate possible employee misconceptions and possible resistance.

Keywords: crowdsourcing, preconceptions, innovation, change management, non-experts, employees

How the Social Media Contributes to the Recruitment Process?

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Abstract: Nowadays the Web represents a significant component of the recruitment and job search process as many Websites and social platforms allow recruiters to seek candidates for a specific job position while, on the other side, they enable candidates to find the job they are looking for. In such a scenario, one may wonder whether social media can support companies in recruiting good job candidates. This actually represents a challenging issue at both academic and industrial level. Indeed, social recruitment sites provide a huge mass of unstructured or semi-structured heterogeneous data, which requires statistical and information extraction techniques to turn unstructured data into structured information suitable for being analysed. In this paper we analyse the job demand trends on the Web by exploiting a significant sample of job vacancies concerning the Italian labour market domain. Our work is aimed at improving the recruitment process by allowing the matching between job demand and supply. In particular, we investigate two research questions. First, how we can statistically analyse unstructured data retrieved from the Web? Second, what contribution can unstructured data give to the knowledge of a phenomenon that has been traditionally studied using statistics or analyzing administrative data?. In addressing the questions we defined a methodology to extract and manage information from unstructured texts (i.e. job vacancy descriptions on the Web) and to turn the descriptions into data useful to perform quantitative and qualitative analysis. One of the most valuable results of this research is the identification of the most required skill levels and professional competencies in the job vacancies. In fact, the skills represent the

added value that Web data may provide to the knowledge discovery process in the Italian labour market domain. Their identification inside the recruitment Web-site contents may solve the qualitative skill mismatch issue and improve the job-matching activity supported by social media.

Keywords: Social recruitment, Social Media, Business Intelligence, Unstructured data, Statistical models

Motivating Participation in Citizen Science

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Abstract: Citizen science is a process in which ordinary citizens contribute to scientific projects. Encouraged by the Internet and smart phone technologies, thousands of citizens across the world contribute to scientific projects covering topics ranging from astronomy, to protein synthesis, to species distribution. These citizen scientists solve global challenges, or draw on community knowledge to address local concerns. Citizen scientists sometimes work alone, but frequently collaborate in real-life networks, or through online platforms. Through such projects science is becoming increasingly democratized. However, a major challenge for many projects is motivating diverse citizens to participate and contribute, not just once, which is relatively easy, but continually over long periods of time, which is much more difficult. This paper reports on research that investigates what kinds of motivation factors are effective, why, and when and different factors are needed. Our research includes three studies. The first used surveys and interviews to investigate citizen scientists' motivations for initial and continued participation in three countries: USA, India, and Costa Rica. Our results suggest that initial motivation tends to be egocentric; people contribute because they are interested in a topic, enjoy learning, or receive professional benefits. Volunteers continue participation for more complex reasons. Appreciation, recognition, involvement and interaction with scientists are some of the ingredients needed to encourage sustained commitment. Cultural norms may also play a role, as in Costa Rica, where nature conservation is a strong component of the national culture and heritage. Building on this foundational research we have also investigated two specific motivational strategies: gamification, and feedback provided by scientists. Our second study, an ongoing mixed-methods assessment of gamifying a mobile application, shows that certain types of participants are motivated to compete in order

to improve their score, or to gain badges that signify the value of their contribution. Additionally, participants who are not intrinsically interested in nature may be engaged through gamification. However, gamification must be carefully designed to appeal to all potential users. The third study, a field experiment, explored how feedback from scientists impacts citizen scientists' desire to continue participating in projects, and their aspiration to provide more and higher quality data. During this research we also learned that contribution level is influenced by task difficulty and the condition of working alone or collaborating with a peer. The paper concludes with general guidelines for designing projects that motivate volunteers to contribute content, both within the specific context of citizen science and for broader projects in social media.

Keywords: Citizen science, crowdsourcing, scientists, culture, motivation, gamification, feedback

The Small Business Social Media Web Presence: An Australian Snapshot

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Abstract: When compared with their larger counterparts, small businesses are typically affected by resource poverty (limited time, funds and skills) when using information and communications technologies such as social media. This results in mainstream small business typically adopting these technologies at a lower rate, or taking longer to adopt them. These days, small businesses rely on more than just their website to form part of their web presence. Many also have a presence on a combination of third party websites: business directories, web portals and various social media platforms. One way of examining online activity is by the use of Angehrn's (1997) ICDDT framework, which classifies these activities according to four 'spaces': one-way (I)nformation delivery from business to customers; (C)ommunication with customers; (T)ransactions with customers and online (D)istribution of goods. With social media, one would expect activity in the communication space. This article reports on a study of 153 Australian small businesses across ten industry sectors, their associated web presence and particularly any evidence of the use of social media: classifying these activities according to ICDDT spaces. The study revealed that almost two-thirds (64%) of the small businesses had a website, and virtually all (99%) of the businesses had a presence on third party websites. The proportion of small businesses with websites and the extent of the presence on third party websites differed across industry sectors. Social media activity was examined in three ways: social media activities on the

business website; third party websites that allowed visitors to place product reviews (typically business directories) and businesses with a presence on a dedicated social media website (such as Facebook). There was little evidence of social media activity in business websites, with 4% of businesses having a feature that included active 'noticeboards' or blogs where visitors could contribute content. Nearly half of the businesses (46%) had engaged a third party website (usually a business directory), that had a facility for customers to post a *review* of the business. This review typically involved written comments, but many also provided an option for customers to rate a business' products and/or services. The activities described thus far were in Angehrn's information and communication spaces. Some 26 businesses (18%) had a presence on a dedicated social networking website, typically Facebook. However, most of these (15) offered only basic information and images of the business. In other words, there was no evidence of Angehrn's communication space. Only seven of the businesses had what could be described as an active social media presence, with information and photos, but also customers posting comments and reviews and rating the businesses. Another three of the businesses had this facility, but there was minimal evidence of customers posting comments.

Keywords: Small business; social media; web presence; analysis

Exploring User Behavior and Needs in Q & A Communities

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Abstract: One of the difficult challenges of any knowledge centric online community is to sustain the momentum of knowledge sharing and knowledge creation effort by its members through various means. This requires a clearer understanding of user needs that drive community members to contribute, engage and stay loyal to the community. In this paper, we explore the applicability of Abraham Maslow's theory (1943) to understand user behavior and their latent needs using Exploratory Factor analysis. Results show that users are largely driven by four main needs: social interaction, altruism cognitive need and reputation. Our results further indicate that users with high reputations are more likely to stay longer in the community than others, and that socially motivated users are responsible for increased content creation.

Keywords: Online Communities, User behavior.

Using and Creating Augmented Reality in Education

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Abstract: According to the 2012 New Media Consortium's Horizon Report 2012 K-12 Edition (Johnson, Adams, & Cummings, 2012) Augmented Reality is an emerging technology that will be adopted by educators within the next four to five years. From augmented reality applications used through mobile devices to the evolving development of Google Glass, augmented reality is becoming mainstream in social media and marketing; however, one of the most promising aspects of augmented reality is that it can be used for visual and highly interactive forms of learning. Combining the use of a camera, the Internet, rich media, and in some cases global positioning systems (GPS), augmented reality applications integrate the use of multiple technologies to create interactive and engaging media. Virtual imagery information is overlaid on top of real imagery as viewed by a camera (Lee, 2012). Mobile devices such as iPads, tablets, and smart phones, have provided a portable, affordable, and accessible medium for these technologies to converge, thus increasing the accessibility of augmented reality application use. Currently, augmented reality applications are used for social media and marketing purposes. An example includes a corporation sending out promotional postcards via postal mail. The postcard has a picture of a new car model. When the user installs a specific application on the mobile device and views the picture with the camera, the car comes to life through a video advertisement about the new model. There is much potential, however, for the use of augmented reality in both corporate and educational settings for teaching and learning purposes. New textbooks could have interactive elements requiring a student to download a mobile application to use in conjunction with the textbook. When the student encounters a picture or diagram, he or she can use a mobile device camera to view the picture. The mobile device then shows enhanced media in the form of overlaid graphics, video or other rich media, as well as perhaps, interactive hot spots or links to additional resources. This paper will provide background information about augmented reality as well as discuss current uses of augmented reality, potential uses for education and training, as well as how to create augmented reality applications for education.

Keywords: augmented reality, education, social media, new technologies, emerging technologies

IT Based Communication in Professional Service Firms: the Long and Winding Road.

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Abstract: Purpose: The purpose of this paper is to investigate the development of marketing practices toward the online context in professional service firms (PSFs). PSFs' new marketing practices are not well understood, despite their increasing importance to economies worldwide and recognition of their unique characteristics and the marketing challenges they face, particularly related to internet-based tools, such as social media. The aims of this article are: a) Do professional service firms adopt e-marketing practices, particularly innovative tools (e.g. social media)? b) If yes, how these tools can create value for these firms (e.g. helping firm to attract new customers, improving internal/external communication, etc.)? c) Are there any relationships between the intention to adopt or to better develop e-marketing tools and the potential increase of value perceived by firms? .

Method: Empirical data were collected from 1406 professional service providers through a nationwide survey particularly related to the accounting consultancy industry. Data analysis was conducted through descriptive statistics and a regression model. **Findings:** Results showed traditional marketing tools were still the most common professional service providers' marketing practices. Relating to e-marketing practices, most of the firms declared to have a website while very few of them used at least a social network for professional purposes. Not only actual but also the future intention to adopt or to improve innovative e-marketing tools have been investigated. Results highlighted a positive relationship between the likelihood to adopt/improve the adoption of social media and the related increase of value perceived by firms. **Research Limitations/Implications:** This study focuses on a specific industry in only one country. There is the need to replicate the study in other countries or professional services, for instance banking, financial services, etc. **Originality:** The results presented in the paper have important implications for researchers when modelling marketing practices and for professional service managers when undertaking marketing activities. Innovative e-marketing practices literature was investigated and enriched, exploring the impact of e-marketing tools on firm's value perception.

Keywords: Professional services, Marketing practices, E-marketing, online marketing, social media, service marketing, accounting firms

Social Media and Open Innovation – a Systemic Approach to Commercialisation of Socio-economic Solutions

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Abstract: This experimental case describes an example of a public-private partnership (PPP) to develop a collaborative model for open innovation using social media, with the purpose of addressing socio-economic challenges in the context of a developing country. Open innovation postulates the notion that ownership of processes should be acquired from other enterprises that can afford such levels of research investment, as well as utilising licensing and joint ventures to commercialise internally-generated innovations. However, this multiple channel process is often fraught with mistrust and lack of commitment amongst the participants. This project proposes a systemic model that optimises innovation through social media and minimizes conflict in the commercialisation of open innovation. Although PPP is a fairly common and advocated approach to challenge complex socio-economic challenges, using social media adds to the complexity of dealing with intellectual property (IP) and/or commercial rights. In an experimental process entitled “CodeJam 2013”, PPP stakeholders (representing business, government, communities and academia) co-designed a collaborative process to develop and commercialise solutions for specific socio-economic challenges. Ascribing to the notion of open innovation, social media was used as the primary source of ideation. The premise for this experiment was that CodeJam 2013 could provide a safe, commercially non-threatening environment in which competitive and concurrent stakeholders could co-design optimum innovative solutions in collaboration with external (social media) and internal ideators, with the ultimate objective of establishing new paths to the market, i.e. commercialisation. This process consisted of two distinct phases, namely a defined, neutral and shared intellectual property realm referred to as the co-creation phase, followed by a demarcated incubation phase during which partners negotiated for product development (and thus commercial/IP rights). From the perspective of business (as a PPP partner/stakeholder) a number of outcomes related to the use of social media for open innovation have been identified, inter alia: limiting business risks typically associated with open innovation; the agreed “safe space” promoted optimal innovation as a result of reduced focus on IP rights; radical transgression of internal business boundaries as a benefit from “out”ternships; benefits for external ideators through learning that occurs as a result of intimate business engagement; realisation that problem complexity can be minimised through team participation; the diffusion of the innovation process across PPP boundaries; introducing the essence of “warm bodies” in the clinical processes of open innovation with

social media; successful open innovation based on social media is reliant upon extensive co-creative collaboration, networking and shared responsibility from all stakeholders. In essence, this systemic approach to open innovation based on social media proved to be a viable model and alternative for the development and commercialisation of socio-economic solutions.

Keywords: Open innovation, social media, public-private partnerships, intellectual property, socio-economic challenges, commercialisation.

Customer Complaints and Service Recovery on Social Media: An Investigation into Barclays Bank Facebook Page

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Abstract: Purpose: The services marketing literature recognises the importance of technology in improving service quality, customer satisfaction and providing efficient service recovery tactics. There is evidence on how technology affects consumer complaints and recovery strategies. However, academic research on social media, as an emerging technology platform, is rather scant. This is surprising since many businesses have extended their service provision to include social media platforms. The purpose of this paper is to extend the research on social media and provide insights into customer complaint behaviour and service recovery strategies using social media. In turn, research on outcome and process related service failures and resource-exchange theory are used to form the theoretical framework of this paper. **Methodology:** The context of this study is the banking industry. It serves as a valuable means by which to understand social media customer services because banks are using social media platforms as part of in their multi-delivery channels. The focus is Barclays Bank Facebook page which provides rich data for observing customer firm interactions. There were 255 customer complaints (and subsequent comments) posted in June-July 2013 that were analysed using qualitative data analysis methods. **Findings:** Evidence is presented on the overwhelming number of outcome-related service failures. This suggests that customers are more likely to place a complaint on firms' Facebook pages when there is a problem with the delivery of a core service. Moreover, the data extend the applicability of resource-exchange theory to social media customer services. There was a fit between the type of service failure and recovery efforts. More customers with process-related service failure received an apology and empathetic response than customers with outcome-related service failures. Finally, there were inconsistencies among Facebook teams in terms of the way they responded to customer complaints, which we call the "*social media lottery*". Depending on the people who were working, some customers received a faster and more empa-

thetic response, and some received privileged treatment such as the Bank's Facebook team calling the customer's branch to book an appointment on behalf of the customer. **Practical Implications:** The findings demonstrate the need for frontline social media staff to receive appropriate training and empowerment that enables them to work effectively to address service failures in a consistent way. **Originality / Value:** This research improves understanding of social media customer services by presenting empirical data on how customer complaints are managed on Facebook. More specifically, Facebook offers a good opportunity to observe the different parties interacting. In comparison with traditional service encounters, social media encounters are more transparent involving multiple actors. In this study, there is a critical examination of how customer complaints and recovery strategies are affected in the new social media context.

Keywords: social media, service failure, service recovery, customer services, financial services, resource-exchange theory

Using Social Networks in Smart City: organizational challenges, synergies and benefits

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Abstract: The opportunities and challenges implied by the use of Social Networks to enable government initiatives have been only partially investigated by e-government and e-participation studies so far. In this paper, we suggest that the potentially strategic role of Social Networks in the creation of public value could be better understood by analyzing the possible synergies between these systems and Smart City strategies. The Smart City approach, in fact, considers the citizen's quality of life as the final performance indicator, ^{and} is particularly suitable to exploit the interactive, collective, collaborative and bottom-up nature of Social Networks. We identify two key aspects of Smart City Social Networks: performance measurement issues and organizational issues. Then, by proposing a three-steps model for Social Network adoption in Smart City programs, we suggest the conditions under which these systems can contribute to improved municipal services, enhanced civic engagement, and better reciprocal awareness between the citizens and the public or private organizations in charge of Smart City initiatives. The contribution of this paper and its novelty resides on the specific focus on the role of Social Networks in Smart City initiatives. To our knowledge there are no scientific papers till now facing this topic of using Social Networks to enhance Smart City strategies.

Keywords: Social networks, social media, e-government, e-democracy, e-participation, smart city

Conceptualising Brand Consumption in Social Media Community

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Abstract: The emergence of social media is challenging the conceptualization of the brand. This paper develops a conceptual model of the consumption of brands in *Social Media Community (SMC)*. The research triangulates a social media focus group and face-to-face interviews. This study identifies five core drivers of brand consumption in a *SMC* articulated in the Five Sources Model. Managerial implications are discussed.

Keywords: brand, consumption, focus group, interviews, motivation

How to Develop Social Media Skills in Vocational Education

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Abstract: The appropriate use of social media is an important multiplier for transporting information efficiently; either for education as for communication purposes. Hence, particularly the e-learning community would benefit from tools that assist media usage, both from a teacher and a student perspective. Information sharing and co-creation changed the shape of collaboration in the web. All these influences make the right use of social media a complex topic (e.g. usage rights, finding the right media for the appropriate channels or target groups, etc.). Simple media search is not enough, as competence-related knowledge is crucial to use social media in the most effective way. This paper analyzes this problem field from a design science perspective and derives requirements for an appropriate recommender system which fosters the social media skills of all stakeholders in vocational education such as trainees, teachers, trainers and personnel developers. It presents the design of an IT-based tool that supports users through the integration of media education into vocational education and professional qualification. The tool provides users recommendations about appropriate media con-

tents under consideration of each individual's social media skills. The main goal is to improve the competencies of trainees and trainers in dealing with social and digital media. The tool makes an important contribution to strengthening the learning capacities of each individual and involved training company in vocational education and training through context-sensitive and individually tailored recommendations (e.g. training programs, tools, concepts / methods of education or teaching scenarios). In a first step, the knowledge space is being explored for the resulting concept. Potential use case scenarios show how the recommender system can foster the social media skills of all involved stakeholders of vocational education and training.

Keywords: Personalized learning, recommender system, social media skills, decision support

Filling the Gaps With a Virtual Learning Commons at an Online University

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Abstract: This paper presents a system set firmly in a distance education context but that has applications in a broader context of distributed workplace learning and enterprise knowledge management. Distance education offers advantages over face-to-face education, giving learners freedom of time, place, pace and approach to learning. However, a quality university education (and, by extension, learning in the workplace) is about more than what is taught in courses, and many courses teach more than their measured competences. A physical university or workplace affords manifold non-formal learning opportunities in informal and semi-formal loosely structured reconfigurable spaces like bars, cafes, libraries, corridors, offices and common rooms. As we move online, such spaces tend to vanish, replaced on the one hand by rigid task-oriented systems and on the other by a confused barrage of relatively structure-less email, forum and messaging applications, with little in between. To help address these and other gaps, at Athabasca University we created Athabasca Landing, an Elgg-based social learning commons. The Landing is a walled garden with windows, a safe social space for university staff and students who may, however, choose to make any contribution public. It is designed to fill the gaps between the formal course and an unstructured, fleeting stream of emails, forums, telephone conversations and webmeetings. It is a social construction kit, a soft system for creating, sharing, working and connecting with others. With no innate participant roles and fine-tuned but discretionary access control, it is a self-organizing flexible space built by and for staff and students alike. In this paper we describe the theoretical founda-

tions, the development processes, the challenges overcome over its four years of operation, as well as those still faced in building a fourth place, an organizational Velcro that fills the gaps left in rigid, focused, course-oriented academic systems. We conclude that the Landing is a useful step in the right direction but that a more embedded and ubiquitous model will eventually be needed that involves moving from a monolithic site orientation towards a richer, embedded, service-oriented approach. We observe the wider applicability of the lessons we have learned in other commercial and organizational contexts.

Keywords: social media, distance education, learning commons, personal learning environment

Pro-Am Writing: Towards a Framework For New Media Influence on Old Journalism

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Abstract: Recent years have seen professionalisation of journalism through education, with more courses at universities and more practitioners with a journalism degree. At the same time, more there has been a rise of the amateur information source in the form of web 2.0 blogs, wikis, chat rooms, and social media sites. Professional training and amateur information meet as journalists turn to crowd-sourced new media for story ideas and framing, by checking social media to see what is the current opinion on a topic. Thus professional standards coincide with amateur attitudes even as journalism struggles to establish an identity in a time of upheaval in the industry. To study the interplay between amateur and professional, this paper looks at European and Asian journalism students' engagement with social media while taking part in a travel-writing practicum course. As Cochrane, Sissons and Mulrennan (2012) say, "journalism education needs to respond to the implications of the wave of social media" while Zelizer (2004) points out that facts, truth, and the reality of journalism are called into question by modern ideas of subjectivity. Travel journalism is of interest as it is a form of writing in which a subjective, social media-like personal experience is already favoured over more classical journalistic norms of objectivity. Using in-depth interviews with 18 students, this research explores the influence of amateur social media on professional journalism, and the study examines issues surrounding the use of peer-sourced background information and amateur sources in creating professional journalism

Keywords: journalism, social media, amateur, professional, UGC, travel writing

Combining Social Media and Collaborative E-Learning for Developing Personal Knowledge Management

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Abstract: The paper reflects action research on the learning implications of several social media and e-learning application combinations. It reveals dilemmas related to balancing chaos and order, trainer-driven and self-regulated knowledge sharing, open and closed learning communities, virtual and field projects in collaborative learning. A combination of social media and collaborative e-learning empowers students to be successful networkers and to develop personal knowledge management competencies in order to: (1) define their social and business networking priorities; (2) scan and critically filter information in social media; (3) use weak ties in social networks for increasing the diversity of knowledge sources and for widening their lens for innovative initiatives; (4) create cross-border student teams for using new self-actualisation opportunities, including co-creative entrepreneurship. The paper reflects the experience of the Estonian Business School in applying six such combinations and it discusses their implications for entrepreneurial networking and personal knowledge management development. Moodle discussion forums and commentaries on assignment contributions of other students can imitate some functions of social media, but these tools do not create an open learning space. Tricider combines creativity in open networks and the structured assessment of new ideas. Social media can be used for cross-border team formation and knowledge sharing, which is further channelled to field projects in support of the internationalisation of start-up entrepreneurs. A high degree of self-regulation in networking arrangements can, in some situations however, decrease the diversity of ideas and the innovative impact of social media as students are more used to applying social media for retaining links with their present friends than for creating new types of networks focused on innovative business opportunities in cyberspace. Our experience has demonstrated that critical thinking for finding high-quality content in social media assists students to link their social media involvement to their personal knowledge management priorities.

Keywords: social media, e-learning, knowledge sharing, networking, personal knowledge management, business opportunities

Civic Conversations and Citizen Engagement – A New Framework of Analysis for Web 2.0 Mediated Citizen Participation

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Abstract: This paper outlines a research agenda that introduces a distinctly socio-logical framework of analysis for understanding the role played by social media (in the English context) in re-shaping the nature of localized political/civic engagement between citizens and local authorities. Amidst heated contemporary policy debates about the shifting roles and responsibilities of local government and subsequent citizen-state relations, it is timely to ask if Web 2.0 platforms such as Facebook and Twitter afford opportunities for new forms of interaction – characterized here as ‘civic conversations’. The critical framework we propose explores the deployment of these platforms in terms of their potential to encourage distinctive forms of participation that might bridge the divide that has emerged in recent years between citizens as consumers of local services and citizens as local democratic actors. This framework has been informed by both initial evidence of such civic conversations in a nationwide survey of English local authorities (Ellison and Hardey, 2013) and also the day-to-day policy and practice challenges emerging from detailed local authority case study scoping (in 2013) with regard to relations between social media use, citizen engagement and localized political praxis. Specifically this framework asks - if such civic conversations exist - what impact, if any, might they have upon stubborn citizen engagement issues such as accessibility, depth of representation, tokenism, poor citizen feedback, consultation fatigue, democratic deficit and inequalities of power within state-shaped platforms of engagement? In this paper we outline: the theoretical debates from which this approach to analysis emerges; the social policy and broader sociological questions that constitute the framework; and finally we highlight themes from initial empirical findings concerning the risks, opportunities and practical implications of this emergent form of citizen-state interaction.

Keywords: social media; citizen engagement; local government; civic conversations

Using Social Media To Inform Policy Making: To Whom are we Listening?

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Abstract: Domination of social media is giving today's web users a venue for expressing their views and sharing their experiences with others. With well over a billion active users, social networking sites (SNS) have become dynamic sources of information on peoples' interests, needs and opinions and are considered an extremely rich source of content to reach out to many millions of people. This is creating a revolutionary opportunity for governments to learn about the citizens and to engage with them more effectively. The potential is there for eParticipation applications to go from simply informing the public to unprecedented levels of interaction and engagement between Policy Makers (PMs) and the community, involving the public in deliberation processes leading to legislation. Despite its great potential, several concerns arise from the exploitation of social media, especially when used to inform policy making. Among these issues we can highlight *the lack of awareness of the characteristics of those citizens discussing policy topics in social media, and lack of awareness of the characteristics of their discussions*. Although some studies have emerged in the last few years that aim to capture the demographics of social media users (e.g., gender, age, geographical locations) they tend not to focus on those specific users participating in policy discussions. Understanding who are the users discussing policy in social media and how policy topics are debated could help assessing how their views and opinions should be weighted and considered to inform policy making. Aiming to provide a step forward in this direction, this paper investigates the characteristics of over 8K users involved in policy discussions in Twitter. These discussions were collected by monitoring, for one week, 42 different political topics selected by sixteen PMs from different political institutions in Germany. Our results indicate that: (i) a high volume of conversations around policy topics does not come from citizens, but from news agencies and other organisations, (ii) the average user discussing policy topics in Twitter is more active, popular and engaged than the average Twitter user and, (iii) users engaged in social media conversations around policy topics tend to be geographically concentrated in constituencies with high population density. Regarding the analysed conversations, a small subset of topics is extensively discussed while the majority go relatively unnoticed.

Keywords: eGovernment, eSociety, Social Media

Comparative Analysis on Personal Learning Environment of Russian and Slovakian Students

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Abstract: Personal Learning Environment (PLE) is defined as software tools, Internet services and the communities, which constitute the individual educational platforms. The learners use these to direct their own learning process and pursue educational goals. PLE is frequently compared with a learning management system (LMS), which tends to be course-centric, whereas a PLE is learner-centric. The concept of the PLE marks a fundamental change in the role of resources (people and media) that play in teaching and learning. The overarching goal of the research is to determine possibilities of using PLE during planning and organization of educational process at the levels of the University and the teacher. Preliminary study made by authors showed the differences in understanding of PLE components depending on ICT landscape in different countries. This paper concerns a number of issues: diagnostic of students' typical scenarios of using PLE; study of the structure and functions of PLE used by Russian and Slovakian students. The results of comparative research achieved through questionnaires and surveys on students' usage of their own PLE, observation and the analysis of students' reflective works. The research included participants consisting of students from Volgograd State Technical University (Russia), Moscow Institute of Physics and Technology (Russia) and Trnava University in Trnava (Slovakia). The benefits of this research outcome will allow the universities to design and plan effectively the implementation of various services that might be used by their students as a part of their PLE. Knowledge on the content and structure of the students' PLE will be helpful for a teacher to plan and organize learning process more effectively. Moreover, highlighting the PLE key tools and services similar in different countries, educators will be able to plan and implement international education projects more effectively.

Keywords: Personal learning environment, Educational social network, Comparative analysis, Web 2.0, E-learning

How Social Media's can Help Universities with Job Placements

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Abstract. The process of interaction between individuals, through the use of social media, is one of the most complex problems that theorists have had to analyse in recent years. Social media tools are becoming an important presence in recruitment processes, transforming them. The rapid changes that the diffusion of social media has had in the communication processes would undoubtedly impose a drastic change: the use of social media allow an instant sharing of ideas, opinions, knowledge and experiences, creating a new "space-time" dimension that could be translated in a new way (additional) to "recruit" workers. The paper aims at providing an analysis of the phenomenon of social recruitment in Italian universities through the analysis of the percentage of presence and survival of these social networks and the use of this instrument for the placement of graduates in companies. This study can be useful for managers of universities and firms to understand whether the presence of Universities on social media by students and firms is positive or not. The challenge is necessary and it must be not only organizational but, above all, cultural.

Keywords: social media, social recruitment, job placement, social recruitment in universities

Social Media Marketing – A Win-win Situation?

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Abstract: The use of social media for marketing has been increasingly popular recent years, but still there is a lack of research studies. In this article, social media marketing in six wellness companies in Sweden is focused using in-depth qualitative interviews as research method. The interviews are analysed according to the qualitative content analysis method. The evaluation model MOA-SM is used as a theoretical reference frame for the analysis of the consequences of social media marketing for the stakeholders. The analysis show that there is no simple win-win situation for the stakeholders. Instead management, marketers and customers could have different advantages, disadvantages as well as challenges using social media marketing. It is a challenge for management to organize work processes in a relevant way for social media marketing and to recruit staff with appropriate skills, as well as to ensure that their competences are developed in relevant ways. Social media could be integrated with other systems such as "the digital reception", which makes the work more efficient and understandable, and could lead to increased productivity. The benefits of social media marketing are however often unclear and formulating goals of social media marketing as well as

monitoring and evaluating the goals, are challenges for management. The work situation for the employees working with social media marketing has changed fundamentally. The work has become more stressful and demanding as a consequence of social media marketing, but the work could also be more meaningful due to the informal contacts with the customers. New competences are needed. The customers who use social media marketing could receive a more informal relationship with the company, and their views and attitudes could indirectly affect the services of the organization. They could participate in contests and sometimes receive lower prices for the services. Customers not using social media, do not have the same advantages.

Keywords: social media marketing, wellness industry, evaluation study, MOA-SM model

Children, Online Behavior and Organizational Studies

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Abstract: Organisational studies have predominantly ignored many subject areas and remains narrowly focused on traditional themes to inform study and research. Children and online behaviour is one such area that could potentially inform and enhance the subject discipline and enable a deeper understanding and exploration of both subjects areas. The role of the internet and social media in children and young people's lives today could inform organisations of the future by allowing them to foresee future behaviours and online risks. Children exist in organisations of their own but there has been very little research around their experiences within an organisational context that is seen as relevant to organisational studies. Perhaps there is some fear of placing any value and meaning on a child's juvenile perspective in a world that is considered to be serious and sober. It could also be considered that academics of organisational studies choose to ignore children due to the fear of being taken less seriously or jeopardising their future career. The fact that children are the main users of technology and the early pioneers, leading the way in their use of it, it makes little sense for them to be excluded from research in the field. Their experiences of social networking, cyberbullying, malicious gossip and blackmail are ever more relevant to business and management today. Organisations increasingly need to address issues around online behaviour that could be informed by the experiences and practices of a much younger generation.

Keywords: Organisational studies, Children, Online behaviour, Social media, Risk, Reputational damage

Social Media in Crisis Communication: What Can we Learn From Elite Sport?

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Abstract: Social media engagement is changing the relational dynamic between organisations – and individuals - and their publics. This is particularly evident in the world of elite sport where the market value of an elite athlete is measured by their public reputation which is pinned on healthy relationships with stakeholders, such as fellow athletes, team managers, coaches and, importantly, fans (Hopwood 2007). In fact, social media analysts have attributed much of Twitter’s growth to early adopters in the sports world. As a continually expanding global business, sport has to grapple with the challenges of how to harness this uncontrolled medium to best advantage, particularly in times of crisis. Social media platforms breathe life into crises and the world of the elite athletes, who often enjoy a privileged existence beyond the reach of their fans, is no exception. Sport inherently is a breeding ground for crises, particularly of a reputational nature. Fuelled by social media, transgressions by elite athletes spread like wildfire worldwide. These can range from in-game competitions, inappropriate tweeting about private lives, entering into ‘virtual verbal spats’ with fans, detractors and fellow athletes to the arguably more sensational admission of active engagement in doping. Using a case study approach our research examines the intriguing - and still evolving - case of professional elite cyclist Lance Armstrong’s fall from grace, when in January 2013 he confessed to an audience of millions on the US-based Oprah Winfrey television show that he had a lengthy history of doping, despite years of denial. The case study on Armstrong, a devotee of Twitter, provides an insight into the world of elite sport and the powerful dynamics of social media to champion heroes and demonise those who fall from grace by their own hand. Although Armstrong is a prolific user of social media platforms in order to engage with his fans he chose traditional media through which to “come clean” on his involvement in doping. We argue that Armstrong’s choice of Oprah Winfrey to host his “confession” on her national television program in fact alienated many of his legions of fans on social media, where reaction ranged from disbelief to shock. We argue the reason is found in the bonding power of social media to build personal bridges between an elite athlete and their fans, who can be forgiving of transgressions, but that extends only so far. Secondly, we found that Armstrong’s failure to apologise without reservation to his fans in his ‘confession’ intensified social media outrage. This paper examines the bond between fans and sport in the context of social media in order to examine how this relationship could foster forgiveness for elite athletes who confess to transgressions. Our research focusses on how the

convergence of social and traditional media is impacting the sport/fan relationship. The findings of this research will be of relevance to anyone with an interest in the business of sport and social media relationship management within the wider public relations context.

Keywords: social media, sport, crisis communication, fans.

Perceptions of EFL Students on Educational Use of Facebook

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Abstract: The aim of this study is to detect EFL students' perceptions on the educational use of Facebook. The sample of the study included 20 B2 level preparatory school students studying at Anadolu University, School of Foreign Languages. A Facebook group called AU YDYO B2.2 Group 5 was created by one of the teachers teaching in that class. The teacher and the students shared classroom assignments, extra materials, announcements, quiz marks and FAQs about online study for 8 weeks. The student perceptions were collected through a questionnaire developed by the researcher at the end of the 8-week period. In the application of the questionnaire, apart from the personal information about the students and some questions regarding the use of Facebook, there were three parts as student-student interaction, student-teacher interaction and student-content interaction. The students were asked to rate how much they agreed with the statements on a five-point Likert scale, ranging from 'strongly disagree' to 'strongly agree'. Before the actual data collection, the questionnaire was piloted with a group of students. The results of the study revealed that Facebook assisted language learning in terms of sharing assignments, accessing the lecturer, visualizing the course content and collaboration among students. Most of the students had positive opinions about using Facebook for education. However, some students had negative opinions.

Keywords: Social networking sites, Facebook, educational use of Facebook, Facebook for ESL/EFL purposes, Facebook for teaching English

Social Media for Informal Minority Language Learning: Exploring Welsh Learners' Practices

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Abstract: Conole and Alevizou's social media typology (Conole and Alevizou, 2010) includes amongst its ten categories media sharing; conversational arenas

and chat; social networking and blogging. These are all media with which language learners are increasingly engaging. Social networking tools, in particular, which encourage informal, social communication have been identified as suitable for supporting language learning, and their use is growing quickly. This paper reviews research on using social media for informal language learning. It will then discuss a small qualitative case study of Welsh learners' practices in using such resources. Welsh is a minority UK language spoken by around a fifth of the population of Wales. Unlike a majority language there is no **need** for English speakers in Wales to learn Welsh in order to communicate with Welsh speakers as all UK Welsh speakers are bilingual. Nevertheless there is great interest among adults in Wales and from Welsh families across the UK in learning Welsh. However there are two particular challenges: the small numbers of speakers (around 611,000), and their very uneven distribution. These two factors make it difficult for learners outside Welsh speaking "hotspots" to hear and practice Welsh. Social media has the potential to support Welsh language learning by providing resources wherever the learner is (particularly if they live in a non-Welsh speaking area) and by supporting web-based learning communities. The study reported here is concerned with the extent to which this potential is being exploited in practice. It employed interviews and a small survey to study the practices of learners at all stages of their language learning. It was found that whilst all learners made some use of social media, their use varied considerably with beginner language learners tending to focus on media sharing and finding resources whilst some advanced learners used social media to support other learners: setting up practice groups, leading sub-communities and sourcing and providing resources both on- and off-line.

Keywords: Social media; minority language learning; informal language learning, Welsh

Students Perspectives on the Reliability of Academic Information Sharing Via Facebook Groups

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Abstract: This paper attempts to raise a discussion regarding the social media sharing information reliability, focusing specifically on Facebook. Smith & Kidder (2010) suggest that Facebook is so popular because it revolves the sense of community and especially for the young users, the sense of identity. Regarding the former, Reich (2010) argues that research on the Psychological Sense of Community has identified four core components which help capture how individuals feel

towards their community, namely: a) membership, b) influence, c) integration and fulfillment, and d) shared emotional connection. Although social networks' resemble online communities, it seems that the users support networked individualism but these individualistic uses can be tools for supporting sub-communities, within the social networks (e.g. by participating in various groups, based on personal preferences) (Reich, 2010). Facebook was initially designed for social interaction. However, purely academic exploitation of Facebook can be seen, especially in tertiary education. A research conducted in the South African University focused on the *academic groups* Facebook application, utilizing it for teaching and learning (Bosch, 2009). Findings indicated that both teachers and students highlighted benefits concerning the use of Facebook Groups for academic reasons. Several universities have their own Facebook Group accounts created either formally through university or informally via the students' community. The university secretariats are responsible for announcements, news feedback and information provision, regarding the departments and the courses. Occasionally, announcements are incomplete or posted late. Consequently, students are misinformed or not informed at all about events, grades, department's news or replacement courses. In order to overcome this barrier, many students have created special interest groups on Facebook named after their university department. Kandroudi and Bratitsis (2013) refer to a typical Facebook Group example. The name of the Group is "School of Philosophy- Department of the Italian Language" which was created exclusively by students. An interesting aspect is that access to the department staff members is strictly forbidden. The majority of the posts in the group concern organizational issues, but the group operation is partially also academic and social. All the group members can post announcements and information regarding the department. The information, announcements and news feedback are updated immediately. Similarly, there are a lot of groups created by students to replace the secretariat. Even when the department has its own page, the students consider that a group created by them has immediate replies, is more friendly and non-official. However, the main disadvantage of a group like this is that students many times cannot distinguish the fake information and as a result they receive inaccurate announcements regarding the courses or the teachers. This paper will present a research in the progress of Facebook Educational Group's sharing information reliability. A total of 107 participants completed a questionnaire in order to make clear the existing Facebook group's interaction among academic staff and students. The aim of the paper is to present the students' beliefs concerning the reliability of social media sharing information.

Keywords: Facebook, reliability, students' beliefs, academic information

Social Media in Classroom Education or Let's Transfer Education into Cyberspace

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Abstract: At present, social media are experiencing an enormous boom around the whole world. While using social media in higher education is quite common, using them in the lower levels of education, especially in elementary education, is not well established. The question arises as to what extent our educational system is capable of using the potential of such media (in what subjects, how often, for what purpose) in the classroom effectively, if at all. A questionnaire survey was created in order to find out how social media are currently used in elementary schools. The results of the survey serve as a starting point for establishing models such as the changing attitudes of the teachers, innovation in teaching, new methods and forms of pedagogical work, making lessons more attractive to the students and more. In the light of the connectivism theory, we are seeking a new perspective on education that goes beyond the individual.

Keywords: social media, media in education, (questionnaire) survey, school projects, connectivism

Facebook and the Changing Way we Speak

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Abstract: As the importance of the internet is constantly growing and social media are becoming more and more popular, the various ways of internet-based communication influence the way we communicate with each other in all areas of our lives. From a linguistic point of view some of the questions arising from this trend are which particular language features are characteristic of certain forms of written online communication and if there are differences which can be made out between different groups of internet users. The paper takes a look at the profiles of a group of Facebook users who are students at a university of applied sciences in Austria and is supposed to show which impact online communication has on the written language styles of the students participating in the study. From the total number of 447 students in the field of information technology 66 students agreed to participate. Eventually the 50 profiles of the most active students in terms of Facebook entries were selected for the content/language analysis the paper is based on. The central issues of the paper are the frequency of four selected categories of media-linguistic means of expression such as the use of abbreviations and emoticons, the differences in language use between long-time

Facebook users and those who have only recently become Facebook members, and the difference in communication styles between female and male students.

Keywords: social media, online communication, Facebook, linguistics, language

Leadership, Leaderlessness and Social Media: The Case of the Occupy Movement

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Abstract: Despite all charismatic leaders who led the social movements all over the world, now the world is witnessing movements with no leaders such as the Occupy movement and the Arab Spring. This paper's aim is to look at the leadership of these leaderless movements with a different and fairly new lens, i.e. multimodality of leadership and leadership as process, and take into consideration non-human agencies and argue about their potential role as leader. For doing so, the eParticipation of Occupy members in terms of leadership and how this eParticipation has made its way through the leadership role by considering the Internet and its accompanying technology as non-human actors in this role will be investigated by employing the Actor-Network Theory (ANT).

Keywords: Leadership, Leaderlessness, eParticipation, New Media, Process, ANT

Using Social Media Interactions for Personalization and Adaptation in Digital Games

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Abstract: Most digital games connected to social media platforms tend to use the platform as information channel (for viral marketing primarily). Therefore only limited interaction patterns exist to allow the flow of user-generated content from the social media platforms into the game play. Still, this does not only allow innovative new ways of personalization and adaptation for game play experience, but also raises research questions about how user experience can be enhanced by the surrounding social network of the current game player. Additionally, activation of the ego-network to attend votes, contribute content and participate (partly) in the game can be used as a marketing channel. This is especially of interest for serious games that usually have only limited budgets. This paper provides insight into the Game Adaptation Model of the SoCom.KOM middleware solution that allows the use of social media data, metrics and interactions for game personalization and adaptation. The paper presents the prototype of a 3D adventure game that is connected to users of a social media application via SoCom.KOM.

The evaluation results highlight the raised acceptance of players for social media publishing by the game instance and the acceptance of social media users to participate in the published prompts for participation and content contribution.

Keywords: Social Serious Games, Game Influencing, Social Media Interactions, Participation, Adaptation, Personalization

Social Network Services as Fiction Generating Platform and the Rise of Social Media Fiction

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Abstract: Literature is a highly dynamic sphere that reflects values, social and cultural life. Social media has become the space where new literature arises and we are currently witnessing the rise of a new genre in literature: I propose to use social media fiction as a name for this genre. Social media fiction can be defined as a genre of literature transmitted through various Social Network Services (SNS) and is characterized by the use of the variety of tools in SNS such as tagging, immediate interaction with audience, communication between readers and fictional characters and general blurring the line between fiction and reality. These are not short stories as they are defined in traditional literary theory, this kind of short fiction is influenced and determined by the limits set by particular social media platforms. In the present research three subgenres of social media fiction are analysed: Twitter fiction, Instagram illustrated fiction and Facebook status fiction. Social media fiction encompasses the variety of new storytelling formats. Among them is Twitter flash fiction and drama, Twitter performances when the text appears at exact time on a regular basis, Facebook fictional statuses that question the borders of reality, Instagram photo-inspired fiction that uses the images of real people in fictional stories and many other forms that belong to the genre of social media fiction. In the core of the social media fiction is the act of communication that is a part of literary process. Blurring the line between real social life and fictional stories, storytelling in social media becomes a complex phenomenon that has to be investigated as an independent genre of literary creation. The creative potential of social media fiction is still not fully explored and tested by the authors but it is already clear that new formats of fiction in social media don't just make the storytelling process more interactive but also convey new meanings. The present paper combines the literary studies and social media research, as both the literary text and the act of communication following its publication in a social media network is analysed. Therefore, this research might be of interest for both experts in social sciences and literature studies. The present paper deals with the complexity of new literary forms appearing in the media within a tradi-

tional genre system and the influence of the social media environment on the rise and development of new forms in contemporary literature.

Keywords: social media, fiction, genre, literature, social media fiction

The Digital Age: A Challenge for Christian Discipleship?

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Abstract: In the twenty-first century churchgoing is no longer the ‘cultural norm’ for many in the UK. People don’t actively ignore the church: they don’t even think about it. For churches, websites and social networks such as Twitter, Facebook, YouTube and Pinterest have now effectively become the ‘front door’ to billions of digital users. As Sara Batts research has shown us, many churches are finally starting to get that the online landscape is important, but still need convincing that something more radical is needed than a new website, as opportunities have arisen to embrace a more social ministry, where to ‘love your neighbour’ may include those from anywhere in the world. The ‘digital age’ brings the opportunity for a wider range of voices to contribute to conversations: many online will engage with ‘church’ through their friends rather than formal Christian organisations. In 2010 ‘The BIGBible Project’ emerged to encourage those at all levels of the Christian sector to engage with digital culture, and to consider what this means for Christian communication practices, in a culture in which messages are both ephemerally ‘in the now’, and perpetually available. Technologies have changed what is possible, and for many churches over the last few hundred years a model of passive, presentation-piece services has been adopted, heightened even more by a broadcast mode of media that we all got used to with the TV and the radio. Social media, however, offers much more space for questioning, and for congregations to actively engage with sermons through tweeting along, checking something on their online Bibles or Google, sharing photos of church activities, or being encouraged to continue discussions hyper-locally throughout the week through a Facebook group. The BIGBible Project emphasises that disciples live at all times for God, whenever and wherever, and therefore all Christians need to take seriously their presence both online and offline. This paper will draw from over 2,000 contributions made to the The BIGBible blog, where over 120 Christians from across the ecumenical spectrum have contributed thoughts as to how discipleship is affected (and can affect, particularly, behaviours) in the digital age and the digital spaces.

Keywords: Digital Age, Cultural Practice, Discipleship, The Church, Participation, Communication Practices

Using Social Media to Promote Local Culture and Development – Patzun Case Study

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Abstract: This paper presents a case study in implementing a social media e-Government strategy by a rural government – the government of Patzun municipality in the Chimaltenango department of Guatemala. An agricultural municipality of 54,000 habitants located in the interior of Guatemala, Patzun is populated in 94% by indigenous Maya Kaqchikel population. The aim of the strategy is to use social networks to inform the public, encourage citizen participation, promote transparency and raise visibility for the community locally, nationally and internationally. The strategy includes YouTube video channel, photo collection on Google Plus and Pinterest, and a Facebook page, all promoting local culture and socio-economic development. The strategy received the first prize of the Iberoamerican Digital Heritage Award at 14th Latin American Meeting of Digital Cities in Quito, Ecuador in September 2013. In addition, the implementation of the strategy was recognized as a best practice by the Organization of American States' MuNet Programme which promotes efficiency and transparency in local administration. This paper summarizes the experience of the implementation of the Patzun e-Government strategy for leveraging the use of social media. The experience includes: implementation challenges - changes in government due to electoral cycles, buy-in from government staff and support from the central government; success factors - political commitment granted by the Mayor and City Council, regulatory framework underpinning the strategy, teamwork, content licensing and full utilization of existing tools; and the lessons learnt - there is a strong need for rural governments to leverage the use of social media to communicate with citizens, a dissemination plan embracing available software tools should be defined, and multi-disciplinary team should be assembled for efficient strategy implementation.

Keywords: e-Government Strategy for Indigenous Population; ICT for Development; Social Media; Guatemala; Rural Government

Zero Moment of Truth: a new Marketing Challenge in Mobile Consumer Communities

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Abstract: Although it is known that consumers look for information prior to purchasing certain goods, it is not so clear how, where and why they are looking for it. Knowing the answers to these questions, it may be possible to reach consumers more effectively with a better targeted offer. Nowadays, the Internet is the most popular source of information and opinions; and this information can be accessed faster and in more conveniently than ever before. The Web is a place where Internet users can decide to make a purchase online or offline. Today's shoppers bounce back and forth at their own discretion in a multi-channel marketplace. They switch devices to suit their needs at any given moment. They search for products, take their time to look at reviews, ratings, styles and prices, and then they search again. Google refers to this marketing concept as "Zero Moment of Truth" (ZMOT), which is simply a shared "truth" (somebody's subjective experience) that influences a purchase decision. It's all about speeding up the process of making an initial decision, which formerly was taking place at the store, and has now become a task we may conveniently perform at home when checking a recommendation on the internet. Social media is a great environment for the use of the ZMOT marketing concept. Customers, through social media channels, can share opinions and learn from each other's experiences in the form of shared comments, content, ratings, reviews, or recommendations. They are relying on the influence of friends (including those on social networks) along with consumer reviews and expert opinions. With the rapid development of mobile technologies, more and more consumers can interact with other consumers, brands, and retailers through mobile channels. Mobile technologies are increasingly becoming part of everyday life of the consumer. From year to year, the computing power of mobile devices increases, as does the data bandwidth. At the same time, prices become more affordable to the consumer, allowing access to information anytime and anywhere, regardless of time and place. Taking into consideration these issues, this paper presents the impact of mobile consumer communities on the formulation of the purchase funnel, as well as the practical uses of the ZMOT concept, based on selected case studies. A set of recommendations for conducting proper marketing activities using ZMOT will be presented.

Keywords: Zero Moment of Truth; purchase funnel, social media, mobile customer communities, mobile communities, mobile marketing paradigm

Information Seeking and Sharing During a Flood - a Content Analysis of a Local Government's Facebook Page

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Abstract: In times of floodings and other natural disasters, timely and adequate information to the concerned public is vital to delimit damages, avoid panic, or sometimes even to save human lives. Lately, social media, such as Facebook, have become a vital and powerful channel for crisis communication, as a result of its remarkable diffusion. Recent disasters have shown that people turn to local government's Facebook pages for information in a time of crisis. So far, few studies exist about what kind of information citizens seek and share on Facebook when a flood occurs. The purpose of this study is therefore to identify both the citizens' requests for information from local government during a flooding event as well as the information that they share. An exploratory study of the communication on the City of Calgary's Facebook page during the flood in June 2013 was performed. Content analysis of user posting was applied in order to identify recurrent topics. The results show that people in the early (acute) phase search for instructive information that would help them decide how, when, and where to evacuate. Information on road closures, preferably in the form of maps, was also a common request. Moreover, there were frequent requests for adjusting and reassuring information on the quality of the drinking water. Throughout the event, many also displayed an altruistic behavior as they wanted to know how they could volunteer or donate utilities to the victims. This was the most predominant theme in the user postings along with expressions of gratitude to the city's mayor, emergency workers and volunteers. It is also apparent from the number of user postings that people turned to the Facebook page to seek for and share information in the initial stage of the flood.

Keywords: Social media, Facebook, Disaster management, Flood, Crisis Communication, Content analysis.

Social Media as an Influencer of Public Policy, Cultural Engagement, Societal Change and Human Impact

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Abstract: Traditionally, social media was viewed as an online place where people went to socialise, meet new people, make new friends, share news and experiences, be consoled or celebrate in a virtual context. However, due to its increased popularity, social media sites have undertaken additional roles with increasing importance in today's society. The majority of social media users are young adults (89% of social networking users fall within the 18-29 age bracket) who regularly use this fora to inform their news, political opinion, consumer choices and social engagement. Social media provides opportunity for all to have

their presence noted and their say listened to, which forms the basis of democratic society. However, in true democratic terms, sides can have opposing views, resulting in a dearth of opinion. In forming a consortium there will normally be two sides, those for and those against, Both entities will use media to convey their views and political stances, in an attempt to influence others, the latest of which is social media. Controversial items can be streamed via social media that otherwise may not see the light of day on mainstream sites, thus the platform can be used to increase exposure to a wider audience. To this end there has been a surge in enterprise involvement, ranging from ecommerce and consumerism, to charity and education, governmental and political bodies and campaign promoters. However, while government can adopt 'ownership' of many media conveyors, for example newspapers can be under the remit and/or affiliated to one particular party, social media is an open, uncensored platform for freedom of speech and expression of interest. This has caused much stress and concern for certain governments (deemed left-hand extremists) who seek to censor the oppositions' voice by means of media control. Some have been successful in media control (i.e. Chinese government and their tight controls over the internet, Venezuelan and Cuban Governments owning and controlling local TV and newspaper media) while others have decided the best approach is to embrace these tools, for example the U.S.A President Barrack Obama who is considered one of the top five people in the world to have a social media presence with more followers on twitter than celebrities such as Britney Spears, Cristiano Ronaldo and Oprey Winfrey to name but a few. Taking these factors into account, questions arise regarding how influential the interactions of individuals/groups are in forming and informing public policy, cultural engagement, societal change and human impact. This paper aims to show, through case studies, how important or influential individuals and groups become in everyday operations/decisions, how public opinion can sway government policy, how lobbying can be achieved online using social media, and how individuals can be effected by social media influence.

Keywords: social media, cases, impact factors, positive and negative

The Power of Social Media in Political Processes - A Case Study of Politics in Pakistan

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Abstract: In May 2013, the Pakistan Muslim League (Nawaz) (PML-N) political party obtained a majority vote in the Pakistan elections. This event unlike other events identified by other studies was preceded by anticipation through social

media platforms of a different result. This anticipation in a post election space has lead to active discussion of election processes, the policies of new government, opposition policies, and the role of social media during the election. This paper focuses on this event taking a perspective on communications in the post election space. A novel opinion analysis approach developed by the principal author, focused on phrase level analysis, is applied to the context of social media platforms supporting Pakistan politics at the time of post-election in 2013. Two major parties communications are analysed (PML-N and Pakistan Tehreek-e-Insaf (PTI)) across YouTube, Twitter and Facebook. Networks of users and their inter-relationships across fora are established and topics of conversation are identified. These networks and topics of conversation help in understanding the point of view of the citizens on issues raised following the election process. The findings present within this paper suggest that in the post election space large amounts of political conversation occurring in social media has focused on: defamation of political parties by their opponents; the transparency of the election process; and current policies. From a defamation perspective there is nothing new in parties defaming others through communication channels but social media provides more direct channels to obtain, share and influence citizen perspectives. Through the analysis of conversation regarding the transparency of the election process, we can see an increasing reliance on social media to provide levels of political understanding, such that, where votes are made in opposition to what is widely believed to be the present state (according to social media) there can be widespread opposition. From a policy perspective conversations in the post election space centre on the 'what if's' in response to the public vote.

Keywords: Social Media Analysis; Pakistan; Election; Facebook; Twitter; YouTube.

A Case Study of the Impact of Instructional Design on Blogging and Terms Networks in a Teacher-Training Course

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Abstract: Social media such as blogs have been used in university courses for assigning online discussions that promote critical thinking and that engage students in interactive learning. In this case study, blog text postings were used to extract features that might reflect better the effectiveness of the design of the assigned online discussion. Blog postings were taken from an online discussion assignment that had three parts: first, students were to write a lesson plan for online teaching and post this in their individual blogs for classmates to read ("content"); sec-

ond, each student was to participate in an online discussion by doing a critique of two peer's content ("critique") and this critique was limited only to good/strong points, and third, each student was to provide and post suggestions for improvement of the peer's content ("suggestions"). "Critique" postings were operationally defined here as "controlled" blog entries and "suggestion" postings as "open-ended". For lexical analysis, all nouns in each sentence were extracted and nouns that appear concurrently were selected. Concurrent relationships were summarised as adjacency matrix or matrices, which also work as term networks that are similar to concept maps. The relationship can be mathematically represented in a matrix, intersection, union, and then the difference of term networks can be calculated. Partial results from the lexical analysis of blog data from 5 participants indicated that when comparing the intersections of terms between "critique" and "suggestion" blog texts, three intersecting terms emerged for "critiques" and only one term for "suggestions". The number of terms could indicate the degree of task appropriateness of online discussion design (controlled vs. open design) when using blogs in the course.

Keywords: Recruitment and Selection, Candidate Selection, Social Media, Legal Issues, Ethics

Uncovering the Value of Formative Assessment in the Wiki Projects of Early Childhood Student Teachers

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Abstract: Wiki-based projects tend to be difficult to assess, especially for students who are not highly ICT competent. This paper reports on a study of 38 pre-service early childhood teachers who applied the skills and knowledge they had learnt in classes to create digital learning materials using wikis designed for young children. The wiki project was a group assignment, and the author investigated whether formative assessment could support learning. Prior to formal submission, each student had to provide constructive comments to four other groups in a discussion forum in the last class by referring an assessment rubric created by the author. To assess the value of the formative assessment, data were collected via a discussion forum and a questionnaire. Findings from the discussion forum indicated that the student teachers contributed ideas to their peers actively and that their comments were aligned with the criteria of the assessment rubric. The feedback was primarily related to project design, as well as content, organization, and credibility. The questionnaire findings indicated that comments from the teacher and providing feedback to peers facilitated the student teachers' learning. The

findings from multiple sources suggested that formative assessment is a useful approach to engage learners and to improve the quality of wiki projects.

Keywords: assessment rubric; early childhood; formative assessment; peer assessment; student teachers; wiki projects

Getting New Professional Contacts in Foreign Markets Through Social Networking Sites

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Abstract: The need for cross-border collaboration and information sharing has never been greater, given the trend towards remote control and the rise in the number of companies spread across different territories. Web 2.0 tools, particularly social networking sites (SNSs), make it possible to bring together thoughts and ideas from professional workers scattered across a country, or even around the world. Being able to find information, people and expertise helps business to grow and remain competitive. Professional networking using the web 2.0 is providing entry opportunities into international markets, allowing professional workers to interact with both workers and companies in markets worldwide. There are few studies focused on how workers use web 2.0 tools and most of those that do exist consider companies. For that reason our research seeks to test the importance given by workers of the Basque Country region in Spain, to the use of social networks, particularly SNSs, to find new professionals around the world and help the workers to “network” in the companies where they work or in their own businesses. A field study therefore conducted involving a web based survey among professional workers of the Basque Country. A descriptive analysis was then applied to their responses. The main result are, on the one hand, that workers belonging to the quaternary industrial sector give greater importance to the use of SNSs to find professional contacts in unexplored business markets that given by workers in other sectors. On the other hand, professionals working for export companies also give great importance to using SNSs to find new business contacts around the world. There is a wide range of opinions among the industrial sectors regarding the statement that “the contacts belonging to my online community on the social networking sites have been useful in getting to know other companies and professional workers with similar business purposes in foreign countries”

Keywords: business networking, social networking sites (SNSs), Web 2.0 tools, international professional contacts, unexplored business markets, export companies, knowledge sector

Issues of Using Information Communication Technologies in Higher Education

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Abstract: Social media sites such as Facebook and Twitter are examples of information communication technologies (ICTs) that have been widely adopted by students, and could potentially be useful as a resource for teaching and learning in further and higher educational institutions. Facebook tops the charts in social networking space, but when it comes to social messaging on mobiles WhatsApp walks away as the winner (Spohr, 2013). Facebook have recently purchased the popular social mobile app (Tech2, 2013). However, the use of social media has brought about numerous logistical issues and ethical issues relating to interactions with students. For example, the use of some tools in educational institutions is rather informal raising problems of accessibility and inclusion. Based on this phenomenon, we will conduct research to explore the usage of social networking sites and mobile social apps within further and higher education. We will use the survey method to ask students and staff their views on the use of this technology for learning and communication purposes. In this way we hope to compare the views of students in higher education on courses in Music Business and Psychology. While self-report methods are inherently subjective, we believe it is important to explore how both staff and students both use and view different features of these technological tools. Using focus groups, we hope to identify the main themes concerning the use of educational technology for staff and student groups. A larger sample will be obtained using a questionnaire to garner opinions on the main concerns raised. Analysing this data may help in providing recommendations for educational institutions, keeping in mind the important logistical and ethical issues some are unaware of.

Keywords: Information Communication Technologies, Higher Education, Social Media, Social Mobile Apps, Music, and Social Sciences

Ranking the Authenticity of Social Network Members

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Abstract: The aim of the presented work is to define methods that measure the probability of impersonating social network members. There are known criminal

cases in which adults pretend to be youngsters in order to search for potential partners for social purposes, and then in personal meetings, unravel their veritable face. Alternatively, in contrast, women have seduced young boys through the network by making an appointment, and afterwards, during a personal meeting, trapping their victim and later murdering him, on a nationalistic background. The above examples encourage the establishment of the scientific domain of *style-signature* investigation, which could enable the potential victim to estimate the reliability of the interlocutor, his real personality, and then expose the impersonated interlocutor. This methodology is based on computer-assisted cognitive behavioral therapy methodology (CBT). CBT was originally developed for psychological treatment and can be used to characterize personalities. This methodology can also be used to reveal the individual's personality disturbances and to evaluate the reliability of a witness. CBT methodology assumes that the cognitive thoughts of people are expressed in their language. In the literature, about ten categories of thoughts have been determined, and so-called *distorted thoughts* indicate a behavioral deviation. Based on the above assumption, it is possible to map thoughts, including *distorted thoughts* and analyze them methodically with the help of linguistic tools. These tools should be able to scan the mapping and discover *distorted thoughts* as classified by the CBT method. We will use extreme situations as examples to illustrate *distorted thoughts*. The mentioned situations will refer to time description (always, never), location (everywhere, nowhere), quantity (everything, nothing, nobody), possibility (must, forced, incapable), amongst others. These types of expressions leave no doubt as to their meanings.

Keywords: parsing, pattern-matching, statistical parameters, CBT, quantitative-semantic-class, reliable Internet.

Learning From Others Mistakes: How Social Media Etiquette Distorts Informal Learning Online

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Abstract: Informal learning and information exchange form an important part of interactions between professionals in social media spaces but these spaces also trigger complex performances of self (Goffman 1959, Barbour and Marshall 2012). This paper, drawing upon research investigating the nature and efficacy of collaborative learning between professional participants within social media spaces, expands upon key findings on the roles of self-presentation, and emerging etiquette practices around peer correction. In particular the reported practice of public error addressed by private correction is examined as an important but dysfunctional practice. This work draws upon Vygotsky's Zone of Proximal Development and concept of scaffolded learning, and theories of learning through Affinity

Spaces. The work is also informed by the researcher's professional role working with social media and advising on best professional practice in these spaces. The research presented sits within the wider context of emerging research into the changing role of social media in everyday life, including work by danah boyd, Mimi Ito, and Christine Greenhow examining the cultural and educational impact of social media technologies. The underlying research was conducted as part of a masters dissertation project. Two forms of research data collection took place: self-completion online questionnaires completed by volunteer participants (n=44) in October 2011; and follow-up interviews (n=4) conducted using Skype Chat in February 2012. Volunteer recruitment was through convenience sampling of social media channels, predominantly Twitter. The research finds that trust and safety are crucial factors in emerging scaffolding practices, with individuals constructing personal rules and etiquette for dealing with the challenges of social media such as blurred identities. However, issues are identified with a particular focus on the problematic emerging practice of providing private steers and corrections arising from public discussions.

Keywords: social media, informal learning, vicarious learning, Continuing Professional Development, social media etiquette

The Using of Social Media Platform in Modern Journalism Education

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Abstract: The usage of social media platform, especially Facebook, is increasing daily in higher educational system. The purpose of this paper is to present the role of social media in modern Georgian journalism education (Case of I. Javakhishvili Tbilisi State University) and to determine how effective the usage of social media and e-learning as an educational tool during the journalism studies is. This study examines students' attitudes towards using two online platforms - Moodle and Facebook. Quantitative method - survey among journalism students was used as a research method (n=121). The survey showed that Facebook's closed groups are more popular among students than MOODLE platform and social media is very popular as a supplementary instrument during the learning and teaching process.

Keywords: Social Media, Blended Learning, Facebook, e-learning, Moodle, Journalism Education, Computer-mediated Communication

Behavior Patterns for Romanian Users on Facebook

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Abstract: The development of social networks has changed the way in which the consumers behave both online and offline. One of the main changes is the fact that the nowadays life of consumers is determined by their presence on social media networks as for instance they have less time for offline activities as they spend more and more time on social media networks. Besides this many of their offline activities are accompanied by action on social media networks as for instance posting pictures, tags and so on. Another aspect is the communication which takes place much easier on social networks. This article presents the results of a research about the activities of the Romanian user on Facebook. Facebook has become in the past year the number one of social media networks and almost everybody and everything are present on Facebook. Moreover the development of smart phones and the mobile internet has increased even more this trend. The article presents different aspects of the behavior of the Romanian users as for instance the time and sequence of his/her online presence, the main online activities as well as the perception about these aspects. Understanding all these aspects will help companies (including Facebook) to develop their activities so that they can more easily influence the consumers.

Keywords: social network, behavior, Facebook

Is There a Role for Social Media in Enhancing Environmental Citizenship? Lessons From a UK Case Study

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Abstract: The paper presents a study focused around the question: “can social media tools be used effectively to foster a participatory process that increases environmental citizenship in non-domestic buildings?”. The research tries to understand the role of building users in the socio-technical system that influences an institution’s environmental impact. In this context, decisions about environmental performance are imposed too often through a top-down system, which automates environmental conditions. It is alternatively argued that it is an issue of democracy whether building users are given the possibility of controlling the conditions of their workplace. Users need to be not only educated, but also empowered in order to be able to take decisions that would not increase the environmental impact of their institutions. Therefore a participatory process is suggested as the right tool to nurture environmental citizens, who will be able to take ‘right’

and 'good' decisions. Public participation is today increasingly considered to be an important aspect in the success of behaviour-change processes and this approach is today more feasible thanks to social media tools. Social media has emerged as a worldwide phenomenon with applications like Facebook and Twitter credited with everything from Obama's 2008 election victory, to the Arab Spring. But alongside the grand claims of a social media inspired 'revolution' lie more nuanced questions around the role of digital tools, smartphones, and social media in 'every day' contexts, and whether or not they are facilitating a cultural change or merely adding to the noise of modern life. The paper contributes to the debate through presenting findings from an action research study at an East Midlands University in which the Sustainability team implemented a social media campaign around the theme of environmental citizenship. The campaign was designed with the intent of generating a genuine process of engagement about sustainability and of stimulating the adoption of environmentally significant behaviours. The paper critically reflects on the methodology used, and results from the performed interviews are discussed shedding light on how the claims of social media on participation can be tested, and how best to design interventions for future environmental communication initiatives with citizens.

Keywords: Public engagement, Built environment, Environmental citizenship, Social media, Sustainable development

Alternate Visualisations of the Diffusion of Innovations Framework

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Abstract: The diffusion of innovation framework is a popular model used by researchers to investigate how technology diffuses through a population. this paper considers alternate visualizations of the rogers diffusion of innovations model. using a three dimensional analog of the median and the mean, the spatial median and the geometric center, this paper presents a visualisation of the rogers diffusion of innovation framework. these visualisations were constructed from data collected from a survey of south african civil society organisations that investigated their appropriation of emerging web 2.0 technologies to advance their agendas. the alternate views presented may assist researchers to find deeper meaning and unexpected results from their analyses.

Keywords: Diffusion, Innovation, Web 2.0

Crowdsourcing Design and Citizen Science Data Using a Tabletop in a Nature Preserve

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Abstract: We present an approach to motivating participation in a citizen science platform by crowdsourcing its interaction design through its users. We demonstrate our approach through *NatureNet (NN)*, a citizen science project that encourages visitors of a nature preserve to document their observations. Our project incorporates a social media platform within the nature preserve, a cell phone app, and a website, that collectively facilitate sharing, education, and decision-making about outdoor activities to pursue. In the centre associated with the nature preserve, visitors see a map and a collection of photos on a tabletop computer, and are encouraged to borrow a smart phone with the NN app. The crowdsourced design approach adds an additional component where users can collectively redesign how the project interfaces with the experience of being in the nature preserve. These *design ideas* can be technical, such as changing the NN interface or suggesting new features, and/or experiential, such as suggesting a new activity for visitors to perform on their walks. The mission of the preserve where NN is installed is to increase ecological literacy and motivate visitors to think about sustainability and conservation. The citizen science platform assists with this by facilitating observation, reflection and analysis of flora and fauna. The crowdsourcing design component lets users discuss and collectively improve the citizen science platform. The hypothesis is that users who have more of an active stake in shaping their involvement with the platform and the community will be motivated to participate more, and additionally that a social media platform that is iteratively re-designed by its users will improve in quality over the course of its development. Two preliminary studies show that this integration of technology with the visit to the preserve is compelling, and appears to assist visitors to see and observe nature more closely. Visitors are strongly motivated to collect and contribute nature data using the NN system. Initial participatory design sessions suggest that using the phone app encourages visitors to notice details about nature that they would probably otherwise have overlooked, with even the naturalists in the park commenting that with it they observe things that they did not expect to see. On one occasion, a naturalist spotted an unusual insect in a photograph of a plant that he did not know was there at the time he took the photograph. Visitors also exhibited excitement about seeing their data on the tabletop and comparing it with the data of others. They liked the communal aspect of

viewing data with others around the tabletop, and hearing comments from others. The suggestions about how to modify the design of NN included requests to add some specific questions to direct visitors' activities, encouraging the visitors to identify meaningful science-like challenges.

Keywords: crowdsourcing, citizen science, motivation, metadesign, multitouch tabletop

A Massive Open Online Courses Odyssey: A Confessional Account

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Abstract: Based on data collected during a nine month ethnographic study of three massive open online courses to explore practices in distance education. This study offers a snap-shot to this evolution of distance education. Recognizing that my role as researcher was also affected by my own experiences as an academic who has worked in the field of information systems and their role in education for over 30 years, I chose to write this report as a confessional account, a practice informed by ethnography. The conclusions are based on this experiential research study. Therefore a goal in this paper is to challenge the taken-for-granted assumptions underlying the revolutionary nature of massive open online courses and demonstrate that these courses are a natural evolution of distance education. At the same time to highlight the role social media and information systems play in the developing of these courses.

Keywords: MOOC, ethnography, case study, distance learning, Social Media, Web 2.0, globalization

How Facebook Led us to Love IT: Student-Led Support in an Undergraduate Business Course.

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Abstract: This paper presents the experience and findings of a team of undergraduate students, who used Facebook to create an area for discussion between students and teaching staff. The context for this was an information systems module, for business and management students, where one of the learning outcomes was to gain an understanding or the use of social media. One team of students was assigned the task of using social media to facilitate the interaction be-

tween students and educators participating in the module. The university used a virtual learning environment (Moodle) to make course materials available online and to facilitate activities such as electronic submission of students' coursework. The task therefore extended to managing and reflecting on the interplay between Moodle and any social media that were used. A Facebook group was chosen as the core platform for the exercise. Almost all of the students were already active Facebook users, so they were familiar with the etiquette associated with the platform, and were able to build it in to their everyday use of technology. Beyond setting the basic parameters and requiring the students to reflect on their experiences and submit a report, the lecturers involved had very little input in to the creation of this group, so it was student-led and the students felt a sense of ownership. To create a critical mass of use of the group, some of the students transcribed questions and comments which had already been posted to the relevant Moodle page, to the Facebook group so that two distinct virtual spaces (one student-owned and one university-provided) could be used in tandem with each other. The students carried out their own evaluation of the Facebook group, including circulating questionnaires and interviewing, in some depth, the lecturer who was the module leader for this subject. As a result they uncovered some worthwhile insights into the benefits and limitations of using social media in such a context. For example students valued the simplicity of just being able to 'like' a contribution without being expected to add further discussion. They found the integration with the same social platform that they used for much of their everyday life useful, and yet when asked whether they would be attracted to an environment where Facebook became their primary mode of communication with the university, and where it possibly superseded Moodle or any equivalent, most of them valued the continued provision of Moodle or of a close equivalent. For the participating students this also proved a useful exercise in implementation of an IT project, and in creating an environment, using technology, where worthwhile discussion could take place. This led directly to attainment of one of the intended learning outcomes, to gain an understanding of social media, while at the same time providing a useful resource for a whole cohort of students.

Keywords: Facebook, business students, undergraduate, student-led work

Fact Checking the Fact Checkers: Online Verification Organizations and the Search for "Truth"

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Abstract: The explosion of information online has prompted "fact checkers," individuals and organizations who try to verify all this information. How are these

online verification organizations set up? What are the mechanisms they use to fact-check claims? Are they nonpartisan or unbiased in their analysis? Do they even claim to be? This project analyzes some English language fact-checking websites in Canada, Great Britain and the United States, seeking to answer these questions, exploring how each set of online verification organizations address a variety of issues. Preliminary conclusions: Online verification sites tend not to go into the depth they promise in justifying their assessments of the relative truthfulness of the claims they target.

Keywords: fact-checking, truth-seeking, online verification, partisanship, transparency

The use of Facebook and Twitter During the 2013-2014 Protests in Ukraine

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Abstract: The Ukrainian president's refusal to sign the cooperation deal with European Union sparked mass protests that engulfed Ukraine in December of 2013. The protests blocked the centre of Kyiv and attracted media coverage from around the world, later escalating in violent clashes with police forces. What makes these protests particularly interesting is the role social media played during the inception and organisation of the protest action. Characterized by high levels of protester self-organisation and extensive amateur reporting in the main social network services (particularly Facebook and Twitter), Ukrainian protests became not only one of the most massive European protest movements in the recent history but also the most social of all. Hashtags #euromaidan and its Ukrainian and Russian versions remained the main topic in Ukrainian internet segment for a long time and also were widely used and discussed in the Russian-speaking Internet, while Facebook updates were routinely quoted by Ukrainian and Western media. In the paper I assess the involvement of social media into the protests and describe the main ways Facebook and Twitter were used by the protesters by defining four main functions of social media at the time of the protests. For that, messages related to the topic of anti-government protests in Ukraine and published on Twitter and Facebook were collected and analysed. User-generated content from two months from 27th of November to 27th of January are used to assess the main trends in activity on the social networks as well as outline the main topics of the messages related to the protests. The patterns of use of the social media during the Ukrainian protests are similar in several important aspects to the way social media was used during the June 2013 protests in Turkey and earlier protests during Arab Spring. Facebook and Twitter main uses were: internal organisation,

dissemination of news, mobilisation and external communication. Both initial protest gathering and organisation of supply for the camp were mediated through Facebook and Twitter messages. Twitter was also an important tool used to connect with foreign audiences and provide quick updates on situation during violent confrontation between protesters and the police.

Keywords: social media, protests in Ukraine, Facebook activism, Twitter activism

Social Media: How Small and Medium-sized Enterprises Perceived and Used Them?

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Abstract: Some research has been done to investigate how larger businesses use social media to sustain the day-to-day operations of their businesses. The purpose of this study is to research, through a multiple case study, how small and medium-sized enterprises in Atlantic Canada perceive social media and how they use it to sustain their day-to-day operations. An additional purpose of this study is to examine the social media platforms used by these small and medium-sized enterprises to reach customers. Results from this research indicate that small and medium-sized enterprises in Atlantic Canada use social media to sustain their businesses in a variety of ways. Facebook is the primary social platform used by small and medium-sized enterprises as well as larger businesses. The Facebook page is usually developed internally, and the content of the information published on it is often chosen on the spot. They also use Facebook and their personal web site to reach current and potential customers in order to sustain their business.

Keywords: customers, small and medium-sized enterprises (SMEs), social media, travel and tourism industry

The Importance of Social Media for Validating University Brands

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Abstract: As Higher Education Institutes (HEIs) face increased competition for research funding and high quality students, they are increasingly adopting managerial approaches, including more marketing and brand management activities. This study analyses the brands of 60 HEIs across multiple marketing channels, including hardcopy prospectus, website and social media. In particular the study assessed the consistency of the brand across the multiple channels. The findings indicate that while social media is important, brand personality

consistency plays a significant role in moderating the relationship between social media and performance. The use of social media channels acts as the 'glue' holding together all communication channels and signifies what HEI brands communicate and whether other stakeholders agree.

Keywords: Brand Personality; Social Media; Higher Education; Brand Management

Application of Hofstede's Cultural Dimensions in Social Networking

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Abstract: Hofstede, Hofstede and Minkov (2010) said, "Culture is everything." Hofstede et al. (2010) claimed that culture acts as mental software, and influences all decisions, including technology usage. Yet a lack of studies exists in support of this generalised assertion. One potential test and measure of this statement by Hofstede et al. (2010) results in the examination of social network adoption rates within the framework of Hofstede's cultural dimensions. Three well-known social networking sites were chosen for this study: Facebook, LinkedIn and Twitter. A comparison that examines the percentage adoption rates globally within Hofstede's six dimensions of culture was performed, using statistical analysis. These results provided the basis necessary in order to determine if a relationship exists between culture and social networking adoption rates. The findings suggest a correlation between specific cultural values, some that differ across the three selected applications: Facebook, LinkedIn and Twitter. All three of the services examined revealed a strong relationship with indulgence and adoption rates. Other dimensions showed varying results across the three applications. Also observed was a noticeable lack of activity in certain dimensional values, these non-results also suggests a potential relationship between cultural dimensions and non-behaviours.

Keywords: Social Networking, Hofstede, cultural dimensions, LinkedIn, Twitter, Facebook, adoption rates

Social Media in Russian Higher Education

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Abstract: In our study, we had analyzed more than 30 academic sources in Russian language. These sources described the use of different forms of social media in Russian higher education. We found that despite the widespread of Facebook, the VKontakte is the largest social networking site in Russia. This network also is

one of the biggest unauthorized repositories of copyright video and music files. Many students use VKontakte as a file-hosting service, that allows uploading the answers of the Unified State Exam (USE) and then use their smartphones as a cheat sheet in the classroom. Despite the huge popularity of social media in Russian language Internet (RuNet), the use social networks at universities are still informally. There are some pilot projects and initiatives to implement social media into university life. However, such initiatives have sporadic and unsystematic character. These projects are not supported by the administration of educational institutions. But we found several examples of the successful use of social media in teaching and learning. Though some social networking sites are used to improve the relationship between students, teachers and to create professional communities at universities. Nevertheless many teachers have skeptical opinions about using social networks in higher education. The educators argue that social networking sites can distract students from the learning process. Today Russian scientists have focused on understanding the psychological impact of social media on students. The researchers have noted a positive impact of social networks on students and have considered social media as a new way of improving higher education. We can observe the untapped potential of social media in management and dissemination of knowledge. The main reason is low level of interest in development of new educational forms among teachers and academic administration.

Keywords: Social media, social network, Russia, VKontakte, higher education.

Implementing Facebook in University Learning: Ukrainian Case Study

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Abstract: Numerous evidence and studies prove that Facebook has turned into one of the most influential social media in the world. It has firmly established itself as a global media for connecting people, sharing content and enhancing learning. In addition to becoming an effective means of interpersonal communication, Facebook is also being viewed nowadays as a powerful instrument able to change pedagogic practice to enhance knowledge acquisition, classroom dynamics and collaborative learning. Considering the great potential of social media to connect and to provide communication for both individuals and groups, more and more educators are working at implementing media in various learning formats and settings. But in spite of numerous studies conducted in different countries, the question of the most effective ways to exploit social media in a formal learning environment is still under investigation. The current paper sheds light upon

the practices of Facebook usage in Ukraine and a case study of Facebook implementation in formal university learning within the courses “History of English” and “Methods of Teaching English”. It allowed testing different strategies of implementing Facebook in formal university student learning, finding out specifics of Ukrainian students’ behaviour in a virtual learning space, and peculiarities of their communication mediated by Facebook. It allowed testing different strategies of implementing Facebook in formal university learning, finding out specifics of Ukrainian students’ behaviour in a virtual learning space, and peculiarities of their communication mediated by Facebook. The findings obtained contribute to the development of the theory and practice of implementing Facebook in university formal learning and can be of interest for researchers studying specifics of Facebook implementation in different cultural and learning settings, educators who are practicing social media in learning for sharing strategies and techniques of exploiting Facebook for learning purposes, and specialists developing and sustaining Facebook functions and options as a global social media.

Keywords: social media, Facebook, learning, communication, strategies.

Social Media Marketing Analysis: New Metrics From Relational Sociology?

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Abstract: The purpose of this research is to test a new method, well known in relational sociology, and potentially useful to better evaluate social media marketing effectiveness. The whole brand communication process model has been reviewed, adding social media characteristics and active receivers. Brand communication style, with interaction between actors and integration and convergence of social media, is rapidly changing moments of evaluation and roles of traditional metrics. A new method is needed. In this article we present a new approach to measurement and experimental testing of the AGIL method (Adaptation; Goal attainment, Integration, Latent patterns). The research is based on a multidimensional approach typical of sociological investigation. A study was conducted over a four month period, with systematic observation of social media communication of a panel of beverage brands. The evaluation phase used the four-dimensional AGIL method, with a particular dashboard of metrics. The study carries out a new model for communication audit and the critical role of relational sociology. Research results showed a big gap in social media ability of those brands. In particular, the new method may not only help to evaluate communication efforts better, but also to identify corrective actions in case of deviation from communication

goals. Although reference literature consists of some research in sociology that uses the square-dimensional AGIL scheme, nowadays its application to the analysis of online brands communication still has an experimental approach. This paper offers a critical and innovative point of view to test and present the cited method. Research clearly reveals the need for more effective metric assets to evaluate brand communication in the new “social” environment online, and also the need for a consistent relational orientation for brand strategies. This exploratory research provides companies with a new concept of measurement, to improve brand communication consistency. The AGIL scheme, if integrated with other complementary metrics, could improve interaction “brand-followers” in social media platforms. The originality of this paper can be found in a multidisciplinary approach, in the proposal of a new model for communication audit, and in the experimental testing of a particular method of analysis. The paper aims at contributing to Social Media Marketing theory and practice, with an open discussion from both a conceptual and an empirical perspective.

Keywords: Social Media Marketing, Communication Audit, Relational Sociology, AGIL, Facebook, Beverage Industry

Social Media and E-Health Development in Lithuania

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Abstract: Health care sector modernizations and innovations are greatly depending on societal participation as any other public share sector. The goal of the research presented in this paper is to evaluate user inclusion to e-health development and reveal possible trends in adapting social media tools for e-health services development. In order to achieve the goal a background analysis via scientific literature review was carried out. Case study on virtual e-health platforms in Lithuania and quantitative empirical data analysis followed the literature review. Research finding revealed that e-health developers are not active in including health care service users in e-health development, but the users, on the contrary, are using intensively social media tools and creating virtual e-health projects based on innovative e-participation and self-governance mechanisms. The trends in health care user’s activities influence positive e-health development. The limitation of this research is that the research was oriented only towards health care service user approach in e-health development supported by social media and virtual communities; the influence of other stakeholders on e-health development is not the focus of this paper. The findings of the research are valuable for e-health developers in order to create user-friendly e-health systems and success-

fully implement them. The paper presents original research on social media role in Lithuania's e-health development.

Keywords: health care services, e-health, social media, virtual platforms, stakeholders, e-participation

An Examination of the Nexus Between Social Media, Relationship Marketing and Market Research and their Influence on Customer Satisfaction, in the ICT Sector in India.

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Abstract: This paper examines the link between Social Media, Relationship Marketing and Market Research and their influence on Customer Satisfaction in the Information and Communication Technology (ICT) sector in India. As Social Media has emerged as an important tool to support the marketing practices of firms, it was integrated with the Marketing Management and Relationship Marketing perspectives that are widely prevalent in theory and practice. The item pool for the constructs was drawn largely from extant literature. Exploratory factor analysis (EFA) was employed and it shows that each construct was well defined by multiple indicator variables. It provides evidence to support the nexus between Social Media, Relationship Marketing and Market Research in the ICT firms. Multiple regression analysis conducted using the latent variables computed from EFA showed a significant positive relationship between the independent variables - Social Media, Relationship Marketing and Market Research and the dependent variable Customer Satisfaction.

Keywords: Social Media, Relationship Marketing, Market Research, Customer Satisfaction

Enabling the Casual Entrepreneur: Artists and Artisans on Social Media

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Abstract: Much has been made of the digital marketing mix and the way in which brands are moving from 'Paid' and 'Owned' digital media into 'Earned' (for example social media and online PR). We will consider the way in which individuals have used social media as their entry point to commercial activity. Furthermore

the desire to share and possibly sell artworks and other made objects can be a catalyst for individuals to engage with social media for the first time. Using a case study approach, the research examines the fascinating case of #DrawingAugust on Twitter; over 200 artists, amateur and professional tweeting one drawing per day throughout August 2013. Some artists were seasoned Twitter users, while for others #DrawingAugust represented their first experience of this social media platform. The research examines the social, economic and unexpected consequences of the artists' participation in the event. The reach and influence of those taking part is considered using metrics such as retweets, favourites, mentions and follows. We go on to consider the traits of the entrepreneur and the role of social media in facilitating entrepreneurial behaviour among the respondents in this virtual community. An interesting aspect of the research is the extent to which the event facilitated both global and local relationships. At a local level we studied a group of artists from meeting through Twitter, then meeting in reality on the last day of August, through to planning a joint exhibition. An example of the internet 'acting as a kind of glue bringing communities together in all sorts of wonderful new ways' as Carswell discussed in his article (2013).

Keywords: social media, art social media, Twitter, virtual community

Shaping the Future through Cybernetic Approaches of Social Media Monitoring

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Abstract: Scientific research and development programs (R&D programs) are national instruments to sustainably secure innovative capability and competitiveness. Due to an increasing rate of change in all societal functional areas, these programs have to be continuously advanced, but also new R&D programs have to be tendered. Prospectively more societal impulses have to be taken into account for the advancement of R&D programs and the ex-ante determination of program contents. Here, the methodical basis is characterized by the analysis of social needs. In terms of substance, sources of Social Media (SM) work out perfectly as data or text corpora: Everyday life is becoming increasingly digitally networked and a large part of interpersonal communication is realized via SM. SM represent a pool of qualitative and quantitative data in order to reflect societal moods. It can be regarded as untouched, raw and unevaluated data. Existing methods of Social Media Monitoring (SMMO) use this information as a basis for trend analysis, issue monitoring and the detection of influencers. SMMO is no temporal specific action, but rather an open-ended task. The conventional

application fields of SMMO primarily relate to commercial market research, corporate communications and public relations. In this context SMMO is used with the intent of an overall social and political use, interest or benefit. A new approach is currently being developed by considering methods of system theory and cybernetics. Using this theoretical, system-oriented framework, R&D programs can be constructed as socio-technical, complex living systems. Finally, cybernetic SMMO allows for a continuous and active involvement of the society into politics. It supports program management and research promoters of publicly funded R&D projects by taking into account social impulses for the advancement of R&D programs and the ex-ante determination of program contents. Cybernetic SMMO enables an active shaping of the future according to societal developments, trends and needs.

Keywords: Social Media Monitoring, Social Media, Cybernetic Approach, Trends and Pattern Identification

Fostering Academic Success Through the Use of Social Networks in Schools

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Abstract: Social networks are making incredible inroads, taking root throughout society in schools, training centres and universities, among others. This new reality has become so pervasive that it is now seen as an unavoidable dimension of the educational process. Social media has played a growing role in the lives of students, providing them with various platforms on which to have group or individual interactions and disseminate and share content, which in turn exerts a positive influence on identity formation. Furthermore, this shift from traditional modes of communication to interactive and virtual modes of communication have propelled students into the role of broker and producer of new ties, relations and knowledge. This research project, which took place from 2010 to 2013, strove to identify and analyze the understanding of school principals, through a socio-professional lens, of social networks as well as the impact of this virtual mode of communication on school life. This longitudinal study aimed to examine how Quebec school principals understood web 2.0 social networks, and how this understanding could be channeled to foster academic success. The general objectives were to identify and analyze how school principals understood the new means of online communication (web 2.0) made possible by social networks; promote an understanding of social networks and their impact on school life; and identify continuing education activities that could help school principals assimilate these online tools. The resulting paper positions the world of education squarely

within the context of virtual communication, which has renegotiated the very fibres of our society. The study showed innovation through the nature of its focus and qualitative analysis, and was relevant within the context of the communication revolution of the 2010s. Moreover, its findings will have a lasting impact on the way this issue is approached. Through the use of the methodology of grounded theory, we were able to put forth propositions relating to the professional practice of principals relating to social media. The analysis of the data collected yielded nine dimensions of understanding: ethical, individual-actor, organizational, pedagogical, philosophical, professional, psychological, relational and technological.

Keywords: web 2.0, social networks, modes of communication, school context, school principals, grounded theory

Twitter based Analysis of Public, Fine-Grained Emotional Reactions to Significant Events

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Abstract: Due to the real-time nature and the value of social media content for monitoring entities and events of significance, automated sentiment analysis and semantic enrichment techniques for social media streams have received considerable attention in the literature. These techniques are central to monitoring social-media content, which is now becoming a significant business with commercial, institutional, governmental and law enforcement interest into its applications. Prior work in sentiment analysis has particularly focused on negative-positive sentiment classification tasks. Although numerous approaches employ highly elaborate and effective techniques with some success, the sentiment or emotion granularity is generally limiting and arguably not always most appropriate for real-world problems. In this paper a newly developed ontology based system is employed, to semantically enrich Tweets with fine-grained emotional states in order to analyse the subjective public reactions to a wide selection of recent events. The approach detects a range of eight high-level emotions and their perceived strength (also known as activation level), specifically; anger, confusion, disgust, fear, happiness, sadness, shame and surprise. A set of emotional profiles for different events is obtained and an in-depth analysis of the emotional responses is presented. Recent events, such as the 2013 horsemeat scandal, Nelson Mandela's death, September 11th remembrance anniversary, and recent tube strikes in London, are analysed and discussed. The feasibility and potential benefits of automated fine-grained emotional event response analysis from social-media is illustrated and linked to future work.

Keywords: Social Media, Twitter, Sentiment Analysis, Basic Emotions, Natural Language Processing, Ontology

The Social Media Canvas and Its Use in Strategy Formulation

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Abstract: Purpose. The popularity of social media platforms presents a challenging opportunity for contemporary businesses; millions of people use these online services daily. This paper is a qualitative literature survey on the successful use of social media in business. It presents the Social Media Canvas as a tool that determines how social media can be made integral to business strategy and thus aid businesses in achieving their objectives. Design/methodological approach. The approach is theoretical, based on an examination of recent journal articles on the use of social media across various business sectors, from consumer-led implementations to broad corporate-wide strategy-led implementations. Findings. Arising out of the survey is seen the need to clarify how social media may be used in business. This leads to a tool, the Social Media Canvas, which links strategy to the use of social media and provides for its successful implementation and evaluation. The use of this tool will encourage effective change within the organisation. Practical applications. The opportunities presented by social media require the business to become a social enterprise. Central to this are customer needs and wants and the processes underlying consumer decisions. The Canvas links the business strategy directly to the customer's decision-making process, and shows how social media can attract new customers and maintain relationships with them.

Keywords: social media, strategy formulation, organisations, facebook, twitter, customers

Trip Advisor as a Tool of Customer Relationship Management of Turkey's Hotels

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Abstract: The emergence of social media as a virtual system for advertising and customer management developed as user-generated content forcibly reshaped corporate communications. Corporations began using these virtual media to further develop their customer relationship management scheme. Customer relationship management has in turn allowed those corporations which make use of social media to transmit information related to the services of corporations directly to their customers through the Internet, while at the same time finding out their customers' positive or negative views of their business. This study aims to determine how hotels in Turkey benefit from social media within the scope of customer relationship development. Therefore, the hotel reviews in Trip Advisor (TA) have been viewed as a communication channel within the scope of the study, which is a phenomenon somewhat unique in the tourism sector, since TA is one of the most widely used international social networks by travelers. It was analyzed whether the hotels took their reviews in TA into consideration when developing their web sites. The study employs qualitative methods such as context analysis and in-depth interviews with hotel management were carried out. The hotels selected for the study were the most reviewed hotels in Turkey, according to the data on TA. Between December 2011 and December 2013, the reviews on these hotels and the hotels' web sites were analyzed contextually and results determined to what extent hotels benefit from social media when developing their web sites. The results have been supported by in-depth interviews with the hotels' management. The results of this study shown that although a majority of hotel administrations are aware of the importance of communicating with their customers through social media, they have not used TA as a source of data to develop their web sites in the context of customer relationship management.

Keywords: Social Media, Customer Relationship Management, Travel Business, Trip Advisor, Turkey, Web Sites

Investigating Civic Engagement Behaviour on Facebook from a Social Capital Perspective

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Abstract: The reoccurring perception that there is a civic deficit in society has heightened the need for the government, researches and other practitioners to

understand more clearly the factors that encourage civic engagement behaviour. Considering that Facebook has extended considerably with over one billion users, this social media platform is a potential communication channel for people to learn, develop and sustain civic behaviour. While there are promising evidences that citizens are making concerted efforts in adopting Facebook for civic engagement, research on their civic behaviour from a social capital viewpoint in the social media context remains limited. This paper integrates the social capital theory to construct a model for investigating the motivations behind people's online civic behaviour. The study holds that the facets of social capital — social interaction ties (structural), trust (relational), shared languages and vision (cognitive), will influence citizens' civic engagement behaviour on Facebook. Empirical data collected from 1,228 Facebook users provide support for the proposed model. The results revealed that online civic engagement behaviour is established under trusting relationships, close social interactions and having common grounds on goals and languages as its conditions. Citizens are utilizing Facebook for protest-related actions, posting of issues and expressions to organise and lobby for changes necessary in addressing social issues. At the same time, increased social interactions among Facebook members help to build trusting relationships with members, creating opportunities to be civically engaged in addressing social issues. Similarly, shared languages and visions engender trusting relationships among members. The statistical analysis also indicated that online civic engagement behaviour is a multifaceted construct, consisting of online civic publication and online civic actions modes. The analyses provide support for the contention that asserts the civic potential of social media. This paper may serve as the catalyst for new directions of future research on social media activism for addressing social issues.

Keywords: Facebook, social networking sites, trust, civic engagement, social capital, social media

Social Media Initial Public Offerings (IPOs): Failure and Success Factors

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Abstract: Social media organizations have increasingly tapped public stock markets, yet – despite their undisputed public appeal and improving economics – the success of several high-profile IPOs has been rather lackluster. This paper revisits the

going-public strategies of leading international social media stocks and identifies their failure and success factors from the operating, commercial and behavioral perspectives. Among the companies covered by the research are the top components of the Solactive Social Media (Total Return) Index (SOCL): widely perceived as the most globally representative benchmark of exchange listed social media equities (including Facebook, Inc., Tencent Holdings Ltd., Sina Corp., LinkedIn Corp., Pandora Media, Inc., Groupon, Inc., Yandex Nv, Dena Co. Ltd., Google Inc. and Zynga Inc.) as well as selected recent IPOs (including Twitter, Inc.). The paper tracts the origins of the social media companies, their IPO decisions as well as their flotation and aftermarket performance. The analysis leads to conclusions and recommendations relating to future social media IPO scenarios (with particular emphasis on prerequisites of successful IPO management with regard to social media initiatives). Given the novelty and limited record of most social media public flotations, the paper represents a pioneering research effort aimed at explaining the utility of the IPO route for the global social media industry.

Keywords: social media, Initial Public Offerings (IPOs), social media investment, social media economics

An Empirical Phenomenological Investigation into the Infotainment Blogosphere: A Case Study of ‘Beautifulnara’ in Malaysia

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Abstract: This paper is an empirical phenomenological investigation into the infotainment blogosphere focusing on a Malaysian blog titled ‘beautifulnara.com’ which, up until 2013, had received 5,648,777 visitors. In terms of general demographics, these visitors tended to have an age range of 15-39 years, to be middle class and were either employed or university students. Moustakas (1994) suggests that in empirical phenomenological research, the human scientist determines the underlying structures of an experience by interpreting the given descriptions of the relevant situation, whilst Lester (1999) advocates that the main purpose of such study is to identify and illuminate specific phenomena and this normally translates into gathering deep information and perceptions through inductive, qualitative methods such as interviews, as well as representing findings from the perspective of the research participant(s). Van Kaam (1966, in Moustakas, 1994) also believes that the phenomenological approach can obtain comprehensive descriptions that provide the basis for a reflective structural analysis depicting the essence of an experience. Accordingly, this paper is the result

of in-depth phenomenological interviewing that focuses on the details of the writing of one of the most talked-about infotainment blogs in Malaysia and on the blogger's reflections on how he perceives the effectiveness of social media, in particular the blogosphere, cyber consumerism and advertising via a blog. The study also identifies those factors that have led to high consumer awareness of this particular infotainment blog and the level of embedded advertising practice on the blog.

Keywords: Empirical phenomenological; blogosphere; infotainment; advertising, Introduction

Ontology of Brand Messaging Domain in Social Media Communication

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Abstract. Understanding and assessment of the characteristics of a brand message posted in social media is a key for effectiveness of marketing and communication strategies. Appropriate brand communication with consumers may build stronger relationships, trust of brand and rise positive reputation. However, the existing studies of brand message construct usually provide informal definition of elements and structure of brand message. Understanding the communication in social media for brand building process requires formal representation of concepts and their relationships in the Semantic Web domain. Such formal representation is known as ontology, and is most commonly described using OWL, a de facto standard language for describing ontologies. Ontologies as engineering artefacts allow to objectify domain concepts, to separate them from their original social context of creation and to transfer them across different domains. In this paper we describe Ontology of Brand Message in Social Media. The ontology describes the relationships between both content variables (tone, topic, visual and audio aids, keywords, manner, encouragement, addressing, URL) and posting characteristics (channels, target audiences, timing, frequency, and message length).

Keywords: social networks, communication in social media, message construct, ontology

The Antecedents of Social Media Adoption

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Abstract: The emergence and widespread of social media adoption has been influenced by consumers' unique needs and motivations to use the media. By having a better understanding of the drivers that lead to social media adoption, marketers could exploit the

market opportunities within social media. In order to understand these drivers in greater detail, this research is designed to investigate on how social media needs and motivations affect the perceived innovation characteristics and adoption behaviour amongst social media users. The two well-known theories of Media Uses and Gratifications and Rogers' Characteristics of Innovation are reviewed and extended to explain these needs and motivations. Three independent constructs based on earlier research on Media Uses and Gratifications, were employed to examine the media needs antecedent (i.e. personal, social and tension release needs) towards social media adoption. This study also hypothesised that innovation characteristics mediate the relationship between the media needs and adoption. This research design is structured in two phases where phase one involved qualitative approach with 48 participants from six Focus Group Discussions (FGDs) and phase two involved quantitative approach through Online Survey Questionnaires with 428 respondents. The study used social media users from Malaysia as samples. Partial Least Squares (PLS) technique is applied to test the research model. The overall result of the structural model supports the relationship between media needs, innovation characteristics and adoption. The study has revealed new insights into how marketers can use the proposed research model to drive business via social media. The research makes significant contributions to theory and practice for future direction of social media marketing and research.

Keywords: Social Media Adoption, Consumer Behaviour, Media Uses & Gratifications Theory (UGT), Rogers' Characteristics of Innovation (IC), Partial Least Squares (PLS)

PHD Research Papers

Youth's Political Participation In Pakistan: Current Behaviour and Emerging Trends

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Abstract: New electronic media have tremendously reshaped traditional modes of education, infotainment and communication. Youth is accepting electronic media at very high rates, such that nowadays youth can be pronounced as NET-NATIVES based upon the vast acceptability of social media. An unstable socio-economic position, unhealthy democratic system and a low rate of civic engagement in Pakistan raises the need to re-examine the social capital situation in the state and suggest some solutions for this unstable situation. In Pakistan, more than 20% of the population belongs to the 18 to 24 age group with low social capital. The aim of the paper is to discover the impact of political parties' initiatives to be present in cyberspace and to what extent youth is engaged with them. A multi stage research process will be conducted where quantitative and qualitative data will be collected enabling analysis of the situation to be formed and discussed. The purpose of the focus of this paper is to understand perspectives on youth's perception about the current state of democracy, political parties in the state and the level of youth's participation in the country's politics by using 'Social Networking Sites' (SNS) and other available platforms over the Web. The findings in the current paper conclude that youth in Pakistan is a heterogeneous segment with an active contribution in social capital, specifically in discussions about politics in comparison to the recent history of interest shown by Pakistani youth about politics. Recently the effective use of SNS by a few political parties has successfully focused youth, and motivated them to be active about working for the betterment of the political development of the country. It is also perceived that the educated pool of society can have a prominent role to play in the future of politics in the country.

Keywords: Political participation, Social Networking Sites (SNS), Youth, Techno Culture, Social Networking and Politics, Social Media, Pakistan

Analysis of Facebook Privacy Settings of Young People With an Emphasis on Czech Republic and France

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Abstract: This paper aims to examine the difference in the approach to the privacy of the young generation in the Czech Republic and France. We investigate the profiles of 531 Facebook users. The visibility of each profile was recorded in two ways – from the perspective of a friend and from the perspective of a random Facebook user. The main aim is to find in which country the young people are more responsible in approach to the publication of their personal data on the social networking site Facebook, both in relation to their list of friends as well as to the general internet public. We analyze significant differences between the settings of the service of young people in the Czech Republic and France. While the French Facebook users show more effort to protect their information in general, in case of the key items the opposite is true (email, location). Despite of a greater tendency to publish a large number of surveyed items, the Czech users very strictly protect information that makes them identifiable at other levels (phone number, email, location). Differences in the data indicate a different role that the social network plays. In France, the network is more tightly linked with other layers of identity of users. This naturally makes pressure for greater control of the published data. In the Czech Republic, social networks follow more logic of remediation – rather than create a supplement to real identity, it acts as an alternative. Furthermore, we discuss the possible implications in terms of the usability of these data by other entities (e.g. marketing) including possible misuse of available data (e.g. cyberbullying, mobbing, bossing, staffing). In conclusion, we identify the greatest risks based on the analysis and discuss the results with philosophical opinions of M. Foucault and T. W. Adorno.

Keywords: Social media, Facebook, Privacy, France, Czech Republic

Measuring the E-Word of Mouth Reputation and its Influence on Financial Performance

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Abstract: In the financial sector, in the middle of an unthinkable global economic crisis, what is said and written freely, and is considered to be the contemporary

word of mouth (wom), is expressed through blogs and social media. As part of the respective PhD research, and after having thoroughly studied the literature of traditional word of mouth (wom) and electronic wom (e-wom), the authors of the present paper created a model that aims to answer: to what extent the e-wom influences each one of the seven dimensions of reputation, whether this influence is significant for the banking sector and how can the e-wom affect the performance of a company. This study provides a tool that enables researchers to measure the actual positive, neutral or negative effect of e-wom on reputation and more specifically, on the financial results of a banking institution. A research model was created with the intention to rate all the publications in blogs and social media related to three major banking institutions, for one year time, and followed an evaluation of how their reputation is actually affected by these publications. Within the context of the present research, the authors are currently testing the connection of e-wom reputation and financial performance of an organization, by using e-wom as an independent variable in a model that measures financial performance.

Keywords: word of mouth, reputation metrics, social media, blogs, performance

From Demos to Data: Social Media, Software Architecture, and Public Space

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Abstract: The language of localities—like the Greek agora and the 18th-century coffeehouse—is deeply embedded in many political theorists' models of politics. And yet, since the debut of the telegraph in 1844, the unique configurations of networked technologies have restructured our lives, disrupting and challenging the expectations and understandings of public life premised on "the local." To date, political theory has addressed the ways in which these new technologies alter the "who" and the "how" of public life, but has largely overlooked similar transformations to the sites (the "where") of politics. Drawing from the work of Hannah Arendt, this paper argues that space matters for democratic politics, especially in the semi-virtual sites of social media such as Facebook, Twitter, and Reddit. This paper thus examines the ways in which the systems architecture (the organization of relationships between hardware, software, and users) of networked media has an effect on the democratic potential of these sites, using specific examples drawn from social media. Despite increased attention to virtuality accompanying the digital revolution, this connection between public space and democratic politics is ripe for further explication. Much like the built environment that structures our interactions in physical spaces, networks are designed, con-

structured, and maintained in deliberate ways. Unlike the physical spaces in which we live, however, networked spaces are easier to alter, manipulate, and control—often without the knowledge of users. Because of their increasing popularity and variety, social media exemplify these issues. Compare Facebook's (proprietary) algorithmically-determined Newsfeed with Reddit's self-moderated front page. The differences in these two site designs alter the content and priority of information that users see. The result is that these sites incentivize users into different attitudes, relationships, and behaviors based on the site architecture. In this way, social media highlight the importance of bringing the site back in as an object of critical analysis, especially as it is manifested in the mechanics of site design and the political implications of the resultant user experiences. By reconstructing the importance of public space as a site for democratic politics in a networked world, we are better positioned to understand the differences between various social media so as to evaluate the democratic potential of these sites.

Keywords: political theory, social media, public space, systems architecture, democracy

Networked Learning Based on Digital Curation

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Abstract : Social Digital Curation (SDC) is one of the most innovative types of Social Media. SDC is a process of creating ontology of a specific subject by selecting digital content suitable to the subject. The SDC utilizes web collaboration between participants of similar subject oriented communities. In order to define the subject, each of the SDC participants (curators) formulates a relevant set of keywords. A specific curation tool forms an input stream comprising a number of records having various levels of relevance and quality. The task of each curator is to filter the input stream by approving one record and rejecting another. As a result, every curator forms his/her own output stream that we consider as the personal curriculum. One of the most important features of the above process is the fact that the curation takes place in a form of collaboration with other curators of similar subjects. Current output streams of some curators may, in turn, form input streams of others. In this case, the conventional learning turns into a form of intensive collaborative learning action in which the curators participate, and which is the focus of our study. The network reality today requires concern for the proper and secure use of web information. The SDC provides students with a collaborative learning environment, which is refined by them. Advanced participants of the SDC network, that have high reputation, teach novices in their own style, while novices are being motivated to upgrade their reputation and to become successful learners and then teachers to other participants. The criterion of

success of a person's SDC is twofold. It can be assessed individually by each of the participants, by evaluating the quality of that student's curation output stream. On the other hand, it can be assessed collectively when evaluating the student's reputation achieved during the curation. Besides creation of their personal curriculum, the curating students develop their digital literacy skills. One of such skills is so-called 'network awareness'. The SDC environment, being a dynamic and unpredictably transforming one, requires the user's ability to act correctly in unexpected situations, and helps to develop their network awareness. In our study, we observe a group of curators, which comprises both graduate students and faculty members. A popular curation tool, which is used in our study, is Scoop.it. The research combines both observing the curators' behavior in the network, and conducting individual interviews with the participants. Besides the qualitative research, we use computer simulation as a methodological tool for our study. We construct models of hypothesized curators' behaviors, and test them by running the corresponding simulations. Moreover, we assume that the SDC simulation can be used as a powerful learning activity to reveal a participant's metacognitive ability. We use the hybrid simulation software AnyLogic in our project. Using the hybrid simulation is innovative in the educational research. In our study, we test both the scientific, and the educational potential of the hybrid simulation for studying behavior of the digital curator.

Keywords: digital curation, social computing, hybrid simulation, web learning environment, collaborative learning

Establishing Marketing and Changing an Organizational Culture through Social Media: A Pilot Study of a Hotel Organization

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Abstract: The hotel industry is in constant change, as new actors emerge on the market and make competition even harder. The role of the marketers is changing too; the social media communication channels have made it possible for new ways of communicating to emerge. This paper consists of a first pilot study of what may eventually result in a PhD thesis. The purpose of the pilot study is to identify and explore how hotel organizations establish their social media marketing and how their organizational culture can be changed by using social media. For this purpose, qualitative methods have been used. Firstly, in-depth interviews were carried out with managers at a hotel organization in Sweden. Secondly, the interviews were qualitatively analyzed. The findings are related to organizational culture, social media marketing and hotel organizations.

Keywords: social media, marketing, hotel organization, organizational culture

Social Media Based Value Creation in Innovation Community in

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Abstract: Social media and crowdsourcing are becoming increasingly important not only for business-to-consumer (B2C) companies, in which context they have resulted in relatively large and fast-growing research body, but increasingly also to the development of business-to-business (B2B) products and innovations. However, academic research on the use of social media and crowdsourcing for the value creation of industrial companies and their new product development is almost non-existent. Compared to B2C companies, the B2Bs are e.g. challenged with far smaller number of customers and experts that could be utilised as crowdsourcing resources in innovation. B2Bs also face for instance various IPR and information security issues regarding product related knowledge. In addition, the development of complex industrial products often require large amounts of in-depth expertise and the crowdsourcing tasks may be very challenging in comparison to the usually simple tasks related to B2C and consumer crowdsourcing. The lack of understanding of social media in B2B context results in many restrictions and doubts related to B2B crowdsourcing. Novel systematic ways of value creation are needed in regard to the new product development (NPD) of B2B companies. In order to enable the crowdsourcing companies to efficiently make use of the crowdsourced ideas and concepts, it is essential to motivate the various different outside actors to share their needed in-depth expertise. In order to find out how social media and crowdsourcing can be used to create value for the development of complex B2B product in manufacturing industry, we selected a single case study research method. The selected single case represents a unique case regarding social media and crowdsourcing use in the development of complex B2B products. The data was collected in two stages - beginning with a netnographic participant observation in an online environment and followed by a semi-structured interview complementing and confirming the preliminary analysis. The interviews were based on the previously collected data. The analysis and collection of data occurred iteratively. In order to understand the overall patterns of value exchange and the value conversion between different actors, the case study data was analysed using Allee's Value Network Analysis method. The findings of the paper benefit manufacturing companies that are planning, designing, selecting and reviewing suitable social media based crowdsourcing communities to support their NPD. Manufacturing companies can learn from the case study and use it as a blueprint for their own crowdsourcing implementations, especially in the case of complex crowdsourcing tasks of industrial companies.

Keywords: social media, crowdsourcing, new product development, complex industrial B2B products, value creation, value network analysis

Studying Social Micro-worlds as Personal Learning Environments

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Abstract: More than 30 years ago, Seymour Papert formulated his innovative approach to learning as Constructionism, contradicting to the previous approach, which could be called Instructionism. Papert said: "Constructionism and Instructionism are names for two approaches to educational innovation. Instructionism is the theory that says: To get better education, we must improve instruction. Constructionism means: Giving children good things to do so that they can learn by doing much better than they could before. According to the Constructionism principles, the student builds his own micro-world, in which he implements his own cognitive abilities. In contrast, the instructionism is associated with the centralized education and with orientation on the content providing by a central source. Both the instructionism and the constructionism were evolving concurrently during the last three decades, and have thus defined the present situation in the field of learning environments. Today, the brightest example of the instructional approach is known as Massive open on-line courses (MOOCs), which can be considered as a web-based implementation of the original instructional idea. The recent progress of the modern society is linked with the rapid growth of various communication means and, as a result, with unprecedented socialization. Under these circumstances, the Papert's concept of private micro-worlds can be updated, namely these micro-worlds should now include a new, social dimension in their structure. Introducing the social dimension into the concept of personal micro-worlds enriches the constructionist approach and, in turn, gives birth to a new concept of the personal learning environment. The personal micro-world mutates into a so-called social personal micro-world of a networked person. Such social micro-worlds can be seen in the form of various social networks, blogs, Web 2.0 means, etc. The main goal of our research in progress is to study regularities and patterns in the process of designing by students of their social micro-worlds. We observe a group of students from a teachers' training course. The first hypothesis of our study is that a social micro-world can be considered as comprising a set of blocks interconnected according to some rules and corresponding to various channels (blogs, forums, cloud storage, events, content providers etc.). Among these channels there are: Facebook, Wikipedia, YouTube, Dropbox, Evernote, etc. By connecting the blocks, a student creates his/her personal unique social micro-world. The student makes it by means of a so-called mash-up, which arranges the combined functioning of the above blocks. We use a popular mash-up If-This-Then-That (IFTTT) that specifies a set of rules. The student forms his/her set of rules during creating his/her social personal micro-world. The second hypothesis

of the study is an idea that the structure and the content of the IFTTT rules contain information about the networked student's behaviour both in general, and the students' Personal Identity On-line in particular. The study of both of the above hypotheses is reflected in a so-called Traffic Pattern, as well as in interviews, which clarify the students' epistemic beliefs about new learning within social personal micro-worlds.

Keywords: Personal Learning Environment, Constructionism, Micro-world, Social micro-worlds, mash-up, Personal Identity On-line

Radio 2.0: How Facebook is Enhancing Audience Participation for Irish Radio Audiences

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Abstract: As a traditional mass medium radio is proving its flexibility and resilience in an ever more digitalised mediascape by increasing its presence on one of the fastest growing digital platforms, Facebook. With the radio industry in Ireland as a case study, this project examines the use of Facebook by radio producers and their audiences as a medium for deeper interaction and explores the functions this contact serves for the audience member, for the radio producer, and for society as a whole. Based on recent findings, this doctoral research argues that radio producers are increasingly engaging with their audiences through Facebook for commercial reasons, in an effort to build audience loyalty and grow their audience share in a highly competitive industry. Radio audiences are following their favourite radio programmes on Facebook in growing numbers seeking an enhanced media experience and opportunities to exercise their agency as active audiences and participate in the on-air and online conversations. Furthermore, the evidence suggests that public spheres and virtual communities are created on radio station Facebook pages and that some users build social capital between one another through extended interaction. The convergence of radio with Facebook is thus allowing an old medium to remain competitive at a time when digital media is threatening the traditional mass media. The methodology involves both qualitative and quantitative research methods including interviews with radio producers and audience members combined with a survey of the latter, textual analysis of radio station Facebook pages and a longitudinal content analysis of Facebook interactivity across the Irish radio industry. The project is nearing completion and therefore this paper will present the main findings that demonstrate the capacity of radio as a medium to engage with and profit from the introduction of new digital technologies, particularly Facebook.

Keywords: social network sites / Facebook / Irish radio / audience agency / audience participation / radio audiences

Do Technology-Based Entrepreneurs Perform Better in a Networked Environment?

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Abstract: Entrepreneurial practices are an important economic force that promotes technological change and productivity growth (Schumpeter 1934). Among the several theories that study entrepreneurship, the Resource-Based Theory considers that the founder's access to resources is an important mean for entrepreneurial performance (Simeh 2011). In turn, literature argues how the entrepreneur's social network may provide the individual with useful resources (Davidsson and Honig 2003) to face the different stages of the entrepreneurial process – opportunity, creation and exchange (Martinez and Aldrich 2011). Moreover, social media is a range of digital applications that enable users to communicate via communities, social networks and virtual spaces; and has created a networking infrastructure that encourages the formation of social ties (Pénard and Poussing 2010). Thus, it seems that social media provides new tools for enhancing the individual's social network, and in turn entrepreneurial performance. In contrast, it is not clear whether entrepreneurs are taking advantage of such social environment to perform better - some studies indicate that entrepreneurs are now having difficulties to capture value in technology-based products and services (Teece 2010). Focusing on the aforementioned controversy, this piece of work aims to refine the current understanding on new venture performance through studying the role the entrepreneur's social network within these new networked settings. Thus, this research follows a two-step research design through an exploratory approach followed by a confirmatory analysis on the entrepreneurial performance in networked environments. Specifically, this research work offers a two-stage discussion to ECSM attendance. First of all, our paper will include a detailed review of the literature on new venture performance, social networks and social media. Secondly, sound insights on how entrepreneurial performance is affected by such networked settings will also be included for further discussion. Finally, this research could be of interest for both academics and practitioners. Firstly, academics could benefit from a better understanding on the influence of the entrepreneur's ego-centric social network on new venture formation process and the implications of social media on entrepreneurial practices. Secondly, this research can be also relevant for entrepreneurs, entrepreneurship promoters or advisors that aim to improve their current practices.

Keywords: Technology-based Entrepreneurship, Social Network, Social Media

Social Networks: Communication Channel or Compliance-Risk Minefield

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Abstract: Due to the near ubiquitous prevalence of Social Networks and the vast user-base, organisations are using them as another communication channel to sell products or services; promote and build their brand; crowd-source for ideas and opinions; or just to connect with customers. However, this paper directs the debate towards the negative consequences of an organisation operating in the Social Networking-space. By using Social Networks, an organisation exposes itself to a myriad of undefined or unmanaged risks, which may go beyond the initial rationale for using a Social Network. These risks may include areas such as security, privacy, or operations. To this end, this paper presents a several high-profile real-world Social Network examples that illustrate the inherent risks that may be encountered (both latent and patent). Ultimately, the paper underscores the importance of implementing proper Risk Management processes across all Social Networking activities. And, as a result, an organisation will be better prepared to handle any incidents in line with the organisation's strategic objectives and operational goals.

Keywords: Social Networks; Risk Management; Compliance Management; Governance, Risk and Compliance (GRC); Viral Marketing; Internet Meme

Big Data, Little Information – Extending the Data Warehouse for Social Media Analysis

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Abstract: The creation of data has increased dramatically in recent years. Amongst other areas, the field of social media is a driver of this development, which is largely related to the growth of the World Wide Web and the content generated by users in the context of Web 2.0. However, this does not lead to an equally fast-growing amount of information. Indeed, compared with traditional operational data, the information density on social media data is much lower. Nowadays, storing a large amount of data is possible without great costs. However, it is not advisable to store data that cannot be analyzed usefully. The big data hype often leads to a data-collecting mania, although a non-negligible part of social media content has no value for businesses or at least for the majority of business users. Due to social media strategies in conjunction with big data being pre-

sented in research and practice, which mostly cause a complete redesign of analytical systems, many companies are unsure how to deal with such data. The hype often leads to overestimating the benefits of new advanced analytical systems. Especially for small and medium enterprises or companies operating in traditional, non-data-driven industries, it is not necessary to entirely replace the existing data warehouse environment. For many companies, it is advisable to use architecture for their analytical system that avoids a revolutionary transformation in order to perform simple analyses based upon social media data. Traditional data warehouse systems can be very efficient in generating an integrated database to gain important insights from social media data in connection with data from operational systems. This article will discuss why a sensible and early limitation of the social media data pool can lead to meaningful conclusions with the help of traditional analytical systems. Moreover, an architecture will be described that allows integrating social media data into a traditional data warehouse. In addition, the architecture enables performing analyses based on large amounts of data, isolated from standard tasks.

Keywords: Social Media Analysis, Data Warehouse Architecture, Big Data, Data Integration

Social Media Embeddedness for Small and Medium Tourism Enterprises

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Abstract: Researchers have tended to portray the use of social media in the tourism industry as mostly positive, with documented and potential benefits for both business and potential/confirmed customers (Leung et al. 2013). Despite this, adoption rates for social media remain low, particularly among Small and Medium Tourism Enterprises (SMTEs). SMTE difficulties can be grouped into two themes: the unclear return on investment in social media, and the difficulties of stimulating and maintaining customer engagement online. Addressing the latter theme, and drawing on social sciences, media studies and business studies, this paper reinterprets the interaction between social media, business practices and shifting

cultural contexts. We identify the SMTE need for online visibility as the need for social media embeddedness. Drawing from existing critiques of embeddedness, we theorise the conceptual limitations of social media embeddedness that suggest key points of divergence between the social media norms / practices of SMTEs and those of private users. The social media embeddedness limitations are shown to be: the territorialisation of the online dimension, the prioritisation of the economic / erasure of context and limited engagement with issues of agency and power relations within social media. We propose a reconceptualised approach to social media embeddedness that addresses these issues. As a direct result of this reconceptualization and based on Kozinets' (2010) work, a new model of online user developmental progression, roles and types of interaction is being proposed. The disconnect between the existing and the proposed conceptualizations shed light on the mechanisms that lead SMTEs to form unrealistic expectations regarding social media's role, mechanisms and effects. Confronted with established user practices, these prompt, at best, lack of consumer online engagement or, at worst, online backlash. The paper concludes by discussing theoretical implications for the online interaction literature and providing recommendations for the social media strategies of SMTEs.

Keywords: social media, embeddedness, social media embeddedness, SMTEs, online participation

Seeking and Sharing Research Information on Social Media: a 2013 Survey of Scholarly Communication

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Abstract: Introduction: For academics, the methods of seeking information and sharing research work have been broadened dramatically since the development of internet and Web 2.0. Apart from online journals, academics may gather research information from various online services, such as wikis and Twitter. Social media tools have also provided novel distribution channels for research outputs. Rather than waiting for the long process of publishing in peer-reviewed journals, academics may share ongoing research on research blogs and other social media platforms. **Methods:** An internet survey was conducted with 1829 researchers from 12 Russell Group universities. Comparing to the data sourced from the HESA, our sample of UK academics was broadly representative of the UK academic population as defined by our primary demographic variables of gender, discipline area and age. **Findings:** The vast majority of respondents never used Twitter (84%), blogs (84%) or social networking sites (81%) to publish ongoing research updates or contributed to public wikis (84%). In total 30% of respondents had experience

in sharing ongoing research updates on social media to some extent. Only 16% of respondents reported having used Twitter and 20% reported having used social networking sites to gather research information. However, 60% of respondents reported having read research blogs and 77% reported having read public wikis. Compared to the findings of a similar study, the percentage of academics who reported using Twitter in their research work increased from 10% in 2009 to 21% in 2013.

- Respondents in Social Sciences and Humanities were more likely to gather research information as well as post ongoing research updates online than those in Sciences disciplines. However, respondents in Natural Sciences were more likely to read a public wiki as well as contribute to a public wiki in their research work than those in Medical Sciences, Social Sciences and Humanities.
- Older respondents were more likely to be non-adopters of social media services for both seeking and sharing research information.
- Women seemed to be slightly more likely to adopt Twitter to post ongoing research updates and the gender difference was only significant for junior researchers and respondents in Natural Sciences disciplines.
- Men appeared to be more likely to contribute to a public wiki in their research work and this gender difference was only significant for early to mid career researchers and respondents in Medical Sciences, Natural Sciences and Social Sciences.

Keywords: open science, Twitter, blog, Social Networking Sites, wiki

Work in Progress Papers

Social Media in the US 2008/2012 Presidential Elections

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Abstract: The last two election years, (2008 and 2012), in the United States (US), social media has played an important role in the presidential elections. Social media experts have marveled at the extent to which President Obama and his campaign team used social media to promote and generate interest among young students and adults alike during the 2008 and 2012 election campaigns. The social media activities of the Obama team transformed politics into a whole new category and changed the dynamics of politics challenging the status quo. In the 2008 and 2012 US presidential elections, we realized that traditional campaigns in the form of rallies and town hall meetings were no longer enough to win elections. In order to win elections, garner support and spread information, politicians will now need to combine new media as well as some of the traditional campaign tactics to win elections. This paper will look at the role social media played in the US presidential elections in 2008 and 2012 and still playing in politics. The paper will also look at the role and effects of social media in the near future on politics and elections as a whole.

Keywords: Social Media, US Presidential Elections

The Implementation Of Knowledge Management In Sustainable Procurement Using Social Network Analysis

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Abstract: Social and environmental objectives have become major concerns of public procurement law. The decision to procure services or other supplies must be taken in the light of environmental requirements such as carbon reduction. There is the drive to enhance these policies in the European Union (EU), where they have been integrated into the public procurement laws. The United Kingdom (UK) as one of the EU member states has implemented the EU directives into their public procurement laws. We believe information infrastructure can play a significant role in supporting community of practice concerned with 'sustainability' policies. Appropriate information system (IS) can facilitate the processes that embed sustainability in organizations, particularly, the exchange of appropriate information or knowledge among those involved. Knowledge relevant to sustainability in organizations needs to be managed so that it can be preserved and re-used when it is needed. The key aims of the research are to identify and improve the ways staff communicates with each other about sustainable procurement (SP). A subsidiary aim is to evaluate Social network analysis (SNA) as a mean to illustrate the communication networks in order to improve knowledge transfer/sharing among

people within the organisations. As a starting point, a university was chosen as an initial exploratory case study for this research that is currently followed by other public bodies. Initial interviews were conducted with the key players in the range of different roles to identify the communication networks relating to sustainability and procurement departments to which they belonged. The initial focus is to examine information technology (IT) procurement. The preliminary findings have shown that there are two largely separate networks existing in the university with little communication relating to procurement and sustainability respectively.

Keywords: sustainability; public organisations; sustainable procurement; Social network analysis; knowledge management.

Wisdom of Crowds or Mob Mentality

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Abstract: Media presents in a variety of platforms such as electronic, multi, digital, news, broadcast and social media. Reddit is a popular social media platform, which self-professes to be the 'Front Page of the Internet.' It has the capability to harness the wisdom of crowds, or fuel the mob mentality. This paper will examine positive and negative Reddit crowdsourcing.

Keywords: Crowdsourcing, Social Media

The SHU Social Media CoLab: Developing a Social Media Strategy Through Open Dialogue and Collaborative Guidance

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Abstract: This paper shares the strategy we have developed at Sheffield Hallam University (SHU) to educate and guide staff and students in their use of social media. Students need to understand their responsibilities to themselves and the institution, to develop sustainable strategies for using social media to enhance their learning and to develop their employability skills as future graduates. They need to place value in the development of a professional online presence, appreciate the difference between their personal and professional uses of social media tools, and understand the impact that one can have on the other. Staff want to feel confident in the application of authentic social media learning activities. They need to see the value of social media competence in graduates within their disciplines, and easily access shared practice and guidance. To facilitate such learning activities they also need to understand and consider aspects such as online safety, professional impact and configuration. We discuss how we developed and are now implementing our strategy; how this features a strong emphasis on collaborative relationships across different areas of the institution; and our recognition that

social media guidance is not the sole domain of any one team. It also considers the importance of digital literacy skills, and that care is needed in the management of sometimes conflicting priorities. We will show how our work is informed by the needs and priorities of our staff and students in order to be fit for purpose. Our initial findings showed that we must address the constantly evolving nature of social media, and not consider guidance that we develop to be finite - there will always be more to do. In addition, we must acknowledge the significant overlap between personal and professional use of tools, since one might easily have implications for the other (positively or negatively), and people often draw on experiences for different contexts, or allow their future practice to be dictated by them. We will include how we have engaged staff and students to revisit their digital literacy skill set and develop new ways to connect, communicate, collaborate, create and curate. The enablers to achieve these outcomes include a rich collection of resources using different media, the development of a 'Social Media CoLab' and communities of practice exploring, using and evaluating their use of social media; and the support of the university to embed the use of these and other technologies to enhance the learning experience.

Keywords: social media, digital literacy, social media CoLab, community of practice

Evaluating Academic Conference Discursive Development using Twitter and the Blogosphere

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Abstract: This paper seeks to advance understanding of how and why social media, in the form of Twitter and the Blogosphere, are being utilised alongside academic conferences and epistemic communities, an area with limited and fragmented research attention. Exploratory and purposely panoptic webnographic research is presented with a focus on form, usage and content. It provides an initial exposition of core themes; user intentions, behaviours, agency and relations; structures of communication; influencing capabilities and the recursive association between Twitter and blogging. This examination surfaces particular interpretation challenges in relation to the unstructured nature and high-dimensionality of microblog data and the frequently disjointed resultant dialogue. An original methodological approach is proposed to enhance understanding of how meaning is made. ECSM 2014 offers a pertinent dual physical-virtual research site and forms part of a mixed methods longitudinal study across six academic conferences. It embeds in-situ sensitivity to the context of occurrence to aid data interpretation and integrates objective quantitative social network evaluation alongside subjective situated qualitative insight. This aims to identify and stimulate opportunities for shared value across the research, practice and pedagogical con-

tinuum, including discursive development, knowledge co-construction and conference amplification.

Keywords: discursive development, conference amplification, twitter, blogs, social media

Social Recruiting: Towards a State-Of-The-Art Synthesis

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Abstract: The fact that social media have permeated organizations of all sizes and from all industries is no longer debatable. Over the last few years, social recruiting has become an established practice in human resources management. The popularity of social recruiting among practitioners has spawned growing scholarly literature, starting with conceptual and descriptive papers, and progressing towards more and more empirical studies. Anecdotal evidence abounds on the expansion and benefits of social media use in recruitment, but several gaps remain uncovered by academic research, and more empirical research is needed to demonstrate the potency of social recruiting. The aim of this work-in-progress is to provide a state-of-the-art synthesis of extant academic research on social recruiting, to support evidence-informed decision-making in the strategic function of recruitment.

Keywords: social recruiting; social media; recruitment; social hiring; state-of-the-art synthesis

Social Media Guidelines and Policies: an Exploratory Study

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Abstract: Social media are increasingly gaining ground in organizations, where they can be used by employees either for personal purposes, or in a professional capacity for internal functions or externally-facing functions. These multiple facets of social media usage in corporate settings can give rise to a number of issues in case of misuse, as often reported by the media. As a preventive measure, organizations can establish social media policies or guidelines to help instill sound social media practices by employees. An initial literature review concludes that research on social media policies and guidelines is scarce compared to the abundant media

coverage of the topic, which motivates the need for further investigation. Several venues for future research are suggested.

Keywords: Social media policies; social media guidelines; social media; workplace policies

Towards a Social Data Enriched Search Algorithm for Business Intelligence Portals

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Abstract: Today's knowledge workers are confronted with a vast amount of data. Information overload foils them from finding relevant information. This especially is a problem in Business Intelligence (BI) portals where data sources differ, data is multi-structured and many reports may look similar despite providing different insights. Therefore, most BI portals offer their users simple search functionalities based on algorithms that solely take into account a report's metadata to calculate the extent to which it matches a user's search query. However, the ongoing integration of Web 2.0 features in corporate software is leading to a pool of social data that can enrich this calculation. More precisely, incorporating personal data about the user entering the search query (such as age or hierarchical position) can help matching search results and individual information needs. In addition, data about other users' interaction with available reports (e. g., usage histories) can be considered for ranking search results and may improve search quality. The potential of integrating social data has long been recognized due to the implementation of web search algorithms. We argue, however, that these algorithms should not simply be transferred to BI portals since they do not consider the specificities of the data available in this context. Therefore, there is a research gap between the users' need for social search functionalities and existing BI software. In this research-in-progress, we address this gap and take a first step towards designing an algorithm optimized for a social BI search. More precisely, we identify the data variables available in common BI portals, classify each variable by whether it is report-related, user-related or interaction-related and argue how we expect it to influence the relevance of a report to a user. This classification serves as the basis to develop a search algorithm for the use on BI portals as the next logical step.

Keywords: Business Intelligence, search algorithm, knowledge management, social data, search engine

Building Trust in Government through Social Media: An InterPARES Trust Research Project

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Abstract: Globally, trust in government fell 14% since 2013 according to the *2014 Edelman Trust Barometer*. Canada experienced a seven-point drop to 51% and the U.S. a ten-point drop to 49%. At the same time, trust in information provided through new media rose. Online search engines were considered credible sources of information by 63% of respondents and social media by 45%, up from 41% in 2013. The purpose of this research project, *Social Media and Trust in Government*, is to answer two questions, “Is there a positive correlation between trust in government and social media initiatives?” If so, “What can we learn about the administration of social media initiatives that result in an increase of citizen trust in government?” The first phase of the project involves a literature review, a study of selected government social media initiatives in the U.S. and Canada, and a cursory examination of citizen attitudes as evidenced by online interactions. The second phase involves an exploration of the correlation between citizen experience and trust in government, as well as linkages between trust and the concepts of openness, transparency, accountability and social capital. This paper describes the work conducted to date. The authors are members of the North American Team of international researchers contributing to the InterPARES Trust research agenda aimed at producing a framework to ensure trust in digital records in a networked society.

Keywords: trust, e-government, e-participation, social media, social capital, InterPARES Trust

Understanding the Implications of the Use of Information Communication Technology (ICT) and Web Based Learning Environments in University Learning and Teaching

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Abstract: During the past decade there has been an exponential growth in the use of information and communication technology (ICT) by higher educational institutions. Most of the higher educational establishments have recognised the importance of ICT and have adopted various ways to integrate technology in their teaching methods. Until recently the learner-teacher interaction was considered unimaginable without direct contact but the evolution in the field of ICT has led to the integration and adoption of Virtual learning environments (VLEs) and E-

learning systems which provide learners the opportunity to learn at their own pace from wherever they are based. This approach to teaching involving the use of technology to supplement class room teaching has been referred to by many authors as *Blended Learning*. From a Higher education establishment's standpoint, it is important to understand this impact from a broader perspective by taking into account not only the perception of the students, but also taking into account the perceptions of the academic staff involved with the use of such technologies. Whilst research has been done to understand the implications of ICT and Web based learning environments, there has been very less research done to understand these implications from an empirical perspective. Apart from this, there has been very few research to understand these implications from a psychological perspective such as examining the behaviour of users while adopting newer technological platforms. The researcher aims to address all these important factors, specifically the Status Quo Bias (SQB) which sets in when users resist the implementation of a new system and continue using the incumbent system in order to maintain cognitive consistency. There has been very less research done to understand such "*Habits*" of users in the Information System (IS) domain. The current research would be a novel research in the sense that it will take into account several different perspectives such as social, technical and psychological perspectives whilst implementing newer technological platforms. The findings from the current research would also be beneficial for IT consulting firms which implement newer IT platforms on a regular basis and face problems with regards to their technological implementation and subsequent user acceptance. The current research incorporates the Technology Acceptance Model (TAM) framework and conceptual model which is basically advancement and an extension of the TAM model to successfully achieve the desired research outcomes.

Keywords: Information Communication Technology (ICT), Virtual learning environments (VLE), Technology Acceptance Model (TAM), Status Quo Bias (SQB), Habits, Information Systems (IS)

LinkedIn as Part of the Daily Work of Professionals

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Abstract: The paper addresses the professional use of LinkedIn with particular interest in the innovative potential of this social network. The results of the pilot study among LinkedIn users show that professionals use LinkedIn for various work related purposes, including, not surprisingly, recruiting, but also keeping track of trends in their industry and following other experts. Although direct impacts on organisational innovation resulting from the use of LinkedIn could not be identi-

fied, gaining information and learning about the experiences of others can be regarded as useful for fostering innovation. Information sharing behaviour and expanding one's network by following interesting people may also increase the potential for innovation. The present study provides valuable guidance for a more structured survey that we are planning to conduct in the future. The results of the pilot study may also help organisations and individuals to consider effective ways of utilising LinkedIn in their everyday work.

Keywords: social media, LinkedIn, professional use, business impact, innovation, survey

Social Networks' (SNs) Effect on SMEs: Focused Study on Saudi Arabia (S.A)

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Abstract: One latest example of the vital role of technology supporting businesses is the utilization of SNs. Although many research studies investigated SNs and their relation to business, but still there is no enough clear knowledge on how in particular SMEs can utilize them effectively; considering the fact SMEs don't have the budget nor the experience to copy an international or large business approaches and strategies. Additionally, SMEs play a major role in national and global economy and they represent the highest percentage of organizations in almost all developed countries. Recently in S.A, SMEs are receiving big support from the government and the commercial sector; and Saudi SMEs' percentage is increasing among all enterprises and they are providing large numbers of jobs in the private sector, too. Accordingly, this project has been carried out to fill the existing gap and to answer the questions what are the main unnoticed benefits SMEs can obtain by using S.Ns and what are the best practices SMEs can follow to efficiently implement SNs for facilitating and enhancing their business activities and expansion. This will be achieved by firstly reviewing available literature, then exploring the top-ranked SNs in S.A, Facebook, Twitter and LinkedIn and critically analyzing their influence on SMEs. After that, using a combination of qualitative and quantitative approaches; through questionnaires as a first stage and interviews as a second stage to assess and analyze the current situation of SNs adoption by both Saudi SMEs and selected British SMEs that have successful ventures in utilizing SNs for business; to have practical real-world data and knowledge. Finally, producing best practices framework for SNs implementation which will include both the technological and the managerial requirements. The frame work will guide Saudi SMEs to implement SNs effectively and successfully, thus benefit

from all the possible positive effects of such knowledge based implementation and adoption.

Keywords: social networks, Saudi Arabia, SMEs improvement, e-business, virtual communities, business innovation

Content Quality and User Ranking in TurboTax AnswerXchange

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Abstract: TurboTax AnswerXchange is a social Q&A application built with open source technologies and scaled dynamically in response to variations in user traffic during the tax season. AnswerXchange content is a combination of tax and product related topics, and the users differ widely by the degree of domain expertise. We demonstrate that content type can be predicted with high precision using models trained on labeled datasets collected from the more qualified (or trusted) users. Predicting answer quality based on askers' votes is a more challenging task as product related answers receive a larger fraction of down votes compared to the tax related ones. This bias may reflect emotional aspects of the user experience with the tax preparation and needs to be accounted for in the models. Future work will explore the differences in answer quality perception between AnswerXchange content producers and consumers.

Keywords: TurboTax, AnswerXchange, social Q&A, super users, social analytics

Is the use of Social Media Within the NHS Supported by the 50 Plus Workforce and Used as a Development Tool?

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Abstract: The dynamic, ever changing and ubiquitous growth of social media used in the workplace, has the potential to be positioned as a learning platform tool used for capabilities development and skills enhancement, within the HRM learning and development strategy. With both the Age Discrimination Act of 2006 and the Equality Act of 2010, ending the mandatory retirement age, employees now has the opportunity to work longer in their organisations. This has contributed to a growth of the 50+ age range employees in the workplace. By 2012 the number of workers aged 50 to 64 has reached 7.7 million and this is an increase of 2 million since 2000 (Pertemps). The OECD identified that the employment rate in the population of the age range of 55-64 was 56.7% in 2005 and was 58.1% in 2012 (November 2013). The over 65s, still in employment has grown from 2005 with rates of 15.5% to 17% in 2012. The age profile is rising and more over 50s will be employed in organisations and be required to maintain their performance levels and share their skills set within the workplace with other employees who are used

to using social media. The trend identified is that by the end of the decade a third of the workforce will be over 50. Both skills and behaviours will be required to be maintained and developed within this multigenerational workforce with an opportunity to use social media as a learning platform by engaging the 50 + aged workforce. Research methods .Use a questionnaire and focus groups within the health sector and identify and evaluate current research.For example Queen Alexandra College, an independent specialist college, catering for people aged 16 + with visual impairments and other disabilities, have 200 employees aged between 21 and 73, with 10% staff aged over 65.These older workers with skills and knowledge play an important role in skills development, by helping the college with skills transfer to develop younger staff. These staff mentor and coach to ensure continuity of capacity. How could social media as a learning platform support skills development within this multigenerational workforce?. Other initial research has identified that more companies are experimenting with social media, by them starting to integrate social technology into the way that they recruit, develop and engage employees. (Forbes) Deloitte are using Twitter and LinkedIn for employees to complete training modules. Results and Conclusion After research, will identify if the 50+ workforce within the health sector is engaged with social media as part of a learning platform. The value of the findings will be of use and relevance to HRM strategy as to how the 50 + aged employee within the health sector is engaged with social media as a learning platform to develop their capabilities and also coach other employees.

Keywords: learning platform, 50+ employees social media

Impressions of social media use by Dutch aid & development organisations

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Abstract: An online survey was conducted under Dutch development organisations active with social media. The results of this survey were analysed revealed interesting patterns of work-related use of various social media tools and target audience and reasons for using social media. Also the use of private accounts for work-related communication was analysed. The results show that most organisations mainly use social media for informing and more one-way communication rather than interaction.

Keywords: Social media, International development, non-profit organisations, ICT for Development

Innovative Collaboration and Communication Models: From Social Networking to Social Enterprise : An example from Porsche's newly introduced digital working environment Carrera Online

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Abstract: People are communicative beings and have the need to share experiences and exchange information. With the onset of social media the possibility to establish new contacts and maintain existing ones all over the world has utterly changed people's perception of information and communication. The result is that almost everybody today is in a virtual network. Facebook, Twitter, and YouTube are only some of the highly successful social software applications which influence the way people interact and exchange information. These new modes and channels of communication from the private sphere do not stop at corporate boundaries but gradually and surely find their way inside companies – either officially or unofficially. Following up on this development, the current article explains and analyzes the milestones in the emergence of the Enterprise 2.0. The insights from the theoretical work are qualitatively validated within the scope of a case-study covering the design, implementation and introduction of a state-of-the-art digital working environment at Porsche.

Keywords: Social media, social business, collaboration, automotive

Presentation Abstracts

An informal Use of Facebook to Encourage Student Collaboration and Motivation for Off Campus Activities

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Abstract: Facebook has become the students' communication tool of choice. Instant messaging and online presence and the fact that everyone you know is on Facebook makes email look slow and clunky. Tutors may well be Facebook users themselves for those very same reasons, and as a way of keeping in touch with friends and family. Indeed, not to have a Facebook and Twitter account may be seen to be out of touch. At the same time, the Virtual Learning Environment (VLE) is embedded deeply into the higher education landscape. The VLE is an integral part of the student learning experience. The role of the VLE is well established and recognized as the place the students go to access learning materials associated with their unit of study. The VLE used at Southampton Solent University, UK, is MyCourse. A look at the patterns of usage of a selection of media students at SSU suggests that students access the VLE periodically, between classes, to review or preview learning materials and to review assignment briefs. However, by contrast, the students are connected to Facebook for long periods of the day. The VLE offers communication and collaboration tools, but does the always connected, always checking in nature of Facebook provide a more effective way of facilitating communication and collaboration? Similarly, the VLE offers the facility to share work via forums and message boards. However, do the instant update, commenting, and like features, combined with the fact that Facebook is a place the students choose to go, have an impact on student motivation if work is shared on a Facebook group?

Keywords: facebook motivation communication VLE Facebook

Entrepreneurship Through Instagram (Bahrain)

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Abstract: New mobile technology offers the larger amount of information to many people in an easy way. Bahrain is one of the smallest countries in the world in terms of its land and populations. Total population of Bahrain is 1.2 million including Bahraini and residents on the Island at 55 km (34 mi) long by 18 km (11 mi) wide. That means any one can utilize new technology and social media to get involved into a small business. Recently, many Bahraini use Instagram as a new

way of advertising and to promote some consumable and durable products with prices less than the traditional business. Through Instagram, a new Entrepreneur can create an account and simply puts a price on whatever is in the photograph, and selling all of his/her unique, used, new or slightly altered products and services to those interested in the photo sharing online social network. In this research the focus will be made on that phenomenon in order to know to how extent people in Bahrain could adopt such the business, and how business through Instagram can be used for advertising products at hundreds times cheaper cost than the traditional media. The research will investigate whether the business through Instagram can usurp by an easier way to connect an existing products with customers. This paper will be used a quantitative method by collecting the data in order to study the factors (variables) that influence the adoption of Instagram Business from customers point of view. The questionnaires will be distributed to some people (respondents) to understand correctly the user preference about the factors that will be identified. The respondents assigned scores to the factors that they favor better using the Likert scale questionnaires format. The respondents will also be asked to compare the difference between adopting business through the Instagram media and traditional media.. Hypothesis testing is then performed to determine upon a review from the proposed literature whether supported or not supported. All the aforementioned process will be conducted through the Technology Acceptance Model (TAM) which is founded upon the hypothesis that technology acceptance and use can be explained in terms of a user s internal beliefs, attitudes and intentions.The TAM model is consist of internal variables which are: perceived ease of use (PEU), perceived usefulness (PU), attitude toward use (A) and behavioral intention to use (BI). Through the questionnaires, the four variables will be covered and respondents will be asked to answer straight forward questions related to the mentioned constructs and variables. The findings of this research will be helpful to support and motivate new Entrepreneurs to get involved in such the new Business, and to help a small community in Bahrain to be aware Instagram Business as a powerful marketing tool for a small business.

Keywords: Instagram, Entrepreneurship , Bahrain , TAM

Engage: Digital communications skills training for researchers

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Abstract: The demand for training and expertise in the use of social media and communication technologies for academic practice has grown over the past few

years. Their use is increasingly seen as a key to supporting many outreach activities and career progression. More importantly, perhaps, a growing community of practice recognises the importance of digital communication tools for information dissemination, teaching and learning. In an effort to pull together training provision and offer a coordinated and visible path for skills development, a team from the University of Oxford's Bodleian Libraries and IT Services developed the Engage programme (<http://blogs.it.ox.ac.uk/engage/>). This case study will outline the successes of the programme as well as areas for improvement, providing guidance for those implementing similar digital training in the research environment. Running over Michaelmas Terms 2012 and 2013, the Engage programme offered a full term of events to explore different social media tools and strategies for use in an academic setting. The approach was two-pronged, with both offline and online pathways that learners could follow or dip into to suit their own needs. The key resource for participants was 23 Things for Research, an open, online learning programme for academics and researchers (<http://blogs.bodleian.ox.ac.uk/23things>).

This self-directed course, developed for Engage, provided a framework within which participants could explore social media and digital communications things over a period of ten weeks, building up skills in an online community of learners while also getting specific guidance and best practice by attending talks and training sessions. While not a new concept, the 23 things model has often been aimed at information practitioners. 23 Things for Research was targeted specifically at postgraduate researchers and academic staff members, with a focus on reflective learning and broad-picture issues. To complement the 23 Things programme, Engage offered a full term each year of 40-50 offline events scheduled to fit into the weekly themes of 23 Things. Although this series offered new training events, it also highlighted the broad range of social media learning already going on within the University. A lunchtime seminar series invited guest speakers from within the University and beyond shared their success stories and lessons, inspiring attendees to experiment and try new things with social media tools. Programme uptake was substantial, and feedback positive. In this case study, I will draw on the team's experiences in implementing and running the programme, including learning outcomes for participants and the longer term impact within the University.

Keywords: social media, digital literacy, social media training

Social Media as Conversation: Building Market Interest in a Video Game

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Abstract: This paper charts the life cycle of a social media marketing conversation. Redbedlam are a games production company based in Brighton, with a track record of successful multi-player games. In 2010 they approached author Chris Brookmyre to design a game: Bedlam. The paper charts a two year long cycle: from the initial idea for the game, through development of the game and the strategy for social media marketing, to an analysis of the impact of the social media initiatives. Working alongside the social media marketing team, the author had access to the process of design, and delivery and an opportunity to watch the evolution of the ensuing conversation with fans. It is this conversation which distinguishes social media marketing from other forms of marketing communication. Other approaches tend towards interruption (Godin 1999), competing for the audience attention, whereas the initiative at Redbedlam aimed to respond and be directed by fan interest. The video games market is fiercely competitive, and the the window for sales for new titles is short. When a new game is released, there is a brief time when specialist reviews will occur, before the game becomes old news. This makes the period leading up to release of high importance for building market interest in the game. Similar to the role of trailers in the cinema industry, games developers use screen shots and in game videos to stimulate potential interest, so that on release the game will merit reviews and news coverage in the specialist media. Social media is effective at allowing companies to interact with potential customers, and their networks. Social media encourages users to share and comment on media content such as screen shots and video clips from games they find interesting. When this works well it can have a viral effect, allowing those who share the content to bridge networks and reach wide audiences. For those involved in marketing of video games, it has the potential to reach diverse audiences who share a common focus: an interest in a certain type of game. Social media marketing generates data which can be tracked and measured. This offers an opportunity for close analysis of the way it works. Precise quantitative data about the number of views, shares, re-tweets and 'likes' allows a the development of a precise understanding of what works and what fails to catch the fans interest, fostering a conversational approach (Murthy 2013). The conversational nature of social media marketing has impact on who generates the content, with much of the fan responses to games being created on blogs or social media sites such as Facebook and Twitter. This changes both market research and market communication and is a fast changing environment. New forms of social media

such as microblogging (Twitter), picture blogging (Instagram and Tumblr) and video blogging (Youtube and Vine) are challenging companies to keep engaged with their audience (He et al 2013).

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Keywords: social-media-marketing, online marketing, conversation marketing

Business Activities Associated with Social Customer Relationship Management (social-CRM)

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Abstract: In the mid-1990s the advent of customer relationship management (CRM) enabled businesses to better understand and appreciate customer behaviour and purchasing habits. In recent times, a new type of communication channel in the form of social media has altered many commonly held tenets as to the way firms might engage their clients. The use of social media to engage with customers has led to the term social-CRM being coined with various frameworks and commentaries being proposed. This paper examines the extant literature to highlight the emerging business activities pertinent to practicing social-CRM. A diverse set of frameworks and viewpoints associated with the concept of social-CRM are reported which collectively infer that there has been a systematic shift from the way that firms have undertaken traditional CRM, to one where customer engagement and relationships are being shaped by social media avenues. The paper identifies several areas of business social-CRM activities associated with the way that a firm can manage customer collaboration, conversation, communication and cooperation. Significantly, the social-CRM milieu highlights the importance of the firm initiating and responding to customer conversations in a transparent manner across the various social media channels.

Keywords: CRM, social-CRM, marketing, communication channel, transparency

Posters

Abstracts

Teacher Professional Learning Networks and the Politics of Circulation

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Abstract: This paper will report from a small-scale investigation of teacher and teacher educator Professional Learning Networks (PLNs), which aims to interrogate critically some of the claims and counter-claims made about them. The growth of social-media-based PLNs is sometimes seen to have a potentially transformative impact on professional cultures, work and identities. Some existing literature (e.g. English & Duncan-Howell 2008; McLoughlin & Lee 2010; Mackey & Lewis 2011) is optimistic about the benefits of digital technologies for PLNs, as potentially extending communities of practice and access to resources, materials and expertise beyond geographic and temporal boundaries, promoting new kinds of curatorship and engagement with others in flattened hierarchies, even as providing more fulfilment and authentic learning than traditional professional development routes. Others are more guarded about how social media are shifting boundaries between opinion and fact or knowledge and challenging notions of what counts as viable academic sources. Beer (2013) describes how the re-mediation of academic life through social media's infrastructures and data circulations influences both the communication and production of knowledge. The politics of circulation in social media, he argues, may appear democratising and decentralising, whilst actually obscuring and silencing some important visions of the social world. These issues are particularly acute in the context of English educational provision, the fragmentation of which is resulting in a varied, heterarchic (Ball 2011) policy field involving global, local, multinational, commercial, state and non-state organisations, from HEIs, Local Authorities and quasi-autonomous public bodies, to start-ups, edupreneurs, knowledge companies, businesses, social enterprises, individual school heads, school chains and free school or Academy sponsors. These constitute a dizzying range of potential communities of practice with which teachers and teacher educators might align themselves. Ball's research traces mutually affirming transnational advocacy networks through which key individuals and organisations promote neoliberal marketised or privatising policies and practices, such as for-profit educational provision, for example. By contrast, social media analysis and use by many public sector organisations is still relatively underdeveloped, with limited access to or understanding of tools that are themselves not easily interrogated (Kennedy et al, 2013). The example of teaching professionals is thus an analytically rich vantage point from which to grapple with the politics of circulation in new media more generally. The paper will report on how it engaged teacher educators in the University of Brighton

School of Education, one of the largest schools of education in the country, in dialogue with their wider community of partner schools and recent graduates, and explored perceptions of how to operate, analyse and organise within digitally shifting professional environments, how PLNs work, what kinds of knowledge content might be favoured over others, the push and pull factors that lead individuals to engage with them or not, patterns of influence, amplification, visibility and impact and any evidence of the solidification of particular nodes of influence and power. In particular, it considers how to sustain local networks informed by democratic concerns for comprehensive, equitable public educational provision.

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Keywords: Professional Learning Networks; teacher education

The Efficiency of Social Media Application in the Leather Industry S Sustainability

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Abstract: Sustainability is not a new and unknown subject in the Romanian leather business world, any more. There is a tendency of reorientation and implementation of its requirements at the organization s level, in the present period. However, there are still some unclear and uncertain points linked on the way to approach and apply in practice of the principles includes in the concept, as well as in quantification of all efforts, not only financial, made by each company from

this branch to become sustainable. The results of these efforts are also not easy to be evaluated and measured, which brings another series of problems inside of the organizations, that is how to evaluate the impact obtained after all the efforts they made! That's why each organization works individually in identifying a winner strategy on long term, showing the same importance to the human resources, the good balance of the society in which they function, the environment and realizing the importance of building sustainable business. This paperwork highlights on the efficiency of the social media in the sustainability of the leather industry, through a study made by seven national associations cooperation project, representing the leather industry from Spain, France, Germany, UK and Romania.

Keywords: sustainability, leather industry, environment, social, economica

We Are All Proletarians Now (but we are all investors too)

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Abstract: Following Fuchs' (2014) claim that the social media users have become the proletariat in the digital age, this poster attempts to (1) extend the discussion to exploring the reasons behind the lack of antagonism from this 'new proletariat' in the cyberspace; and (2) construct a hypothesis to conceptualise the media users' identity. The poster contains three parts. In the first part, the process of economic exploitation within the use of social media is discussed. Users produce contents via social media, which in turn these contents generate economic value and hence generate profit for the owner of social media. By presenting itself as organisation that is about sharing and social relations but not about profit, the commercial relations that constitute the commodity side of social media are successfully hidden away. As users lack the ownership of the data commodities they create and the monetary profit that is thereby generated, the social media owners are in fact benefitting at the expense of the class of the users. In the second part, I argue that the prevalence of neoliberal ideology attributes to the users dependence on social media. Under neoliberalism, the advocacy of concepts like 'flexible worker (e.g. OECD 2009)' and 'hyperindividualism (e.g. Lavrence and Lozanski 2014)' in different domains of life intensifies the 'need' for individuals to constantly create, manage, update and improve their profile and network; and social media, like Facebook, allow their users to apply 'techniques for managing a neoliberal self (Gershon 2011)' in the cyberspace. In the third part, I suggest a possible application of the construct of 'investment', put forward by

Norton (2013) in the sociolinguistics field, to the conceptualisation of the social media users' complex social identity. This hypothesis of 'investment' is in association with Bourdieu and Passeron's (1977) call to employ the concept of capital beyond monetary investments and profits: if the users 'invest' in the social media, they do so with the understanding that they will acquire a wider range of symbolic resources and material resources, which will in turn increase the value of their cultural capital and social power.

Keywords: Social Media, Social Class, Neoliberalism, Bourdieu's Capital, Investment

The Emergence of a New Actor Category in Electronic Word of Mouth Communication

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Abstract: The shift of communication to digital platforms such as Blogs and Social Networking Sites has resulted in significant changes to information distribution. These platforms provide new means for individuals to gather information of products and services which is commonly referred as electronic Word of Mouth (eWOM) communication (Dellarocas, 2003; Godes & Mayzlin, 2004; Hennig-Thurau, et al., 2004). Despite the rising importance of eWOM within the consumer decision making process, little is known about key individuals who are involved in the generation of such content (Kozinets, 2010). Scholars in traditional WOM obtained that whether it is spreading information from mass media (Katz & Lazarsfeld, 1955; Robinson, 1976), diffusing innovations (Rogers, 2003), or acting as experts within small local networks (Weimann, 1994), there are specific individuals which are considered influential as they gather information from a variety of sources and then diffuse that information or advice via WOM to others (Weimann, 1994). Building on different concepts of key individuals (opinion leader, market maven, etc.) in traditional Word of Mouth, this study examines how a new actor category may emerge within eWOM communication by looking at Tech bloggers (Vaast, Davidson & Mattson, 2013) in order to find out 1) what is new and different about their behaviour, 2) what are the drivers and enablers in the process of becoming an actor, and 3) what are the different forms of influences between actors and audience as well between actors and companies. Latter has aroused a lot attention within the last years where companies tried to market through key individuals known as Word of Mouth seeding programs or Influencer Marketing (Kozinets, 2010; Libai, Muller & Peres, 2013). Key individuals online, similar to the traditional markets a higher degree of involvement, greater self-

involvement, greater product-involvement and greater innovativeness (Lyon & Henderson, 2005). After conducting forty interviews with actors (30) and industry experts (10), findings show similarities with the main concepts; however their execution is substantially different. Especially in terms of information search, sources and content generation, these actors behave distinct from established offline concepts. Furthermore, major implications can be obtained in the process of becoming an actor. Actors motivations affect their behavior as well as the degree of closeness to a certain company. Actors content acquisition and generation is information based, distribution and acquisition of readers is dependent on social structure.

Keywords: eWOM, WOM, opinion leadership, blog, diffusion of innovation

The Effect of Physical Attractive Model on Social Network Advertising

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Abstract: The rise of Social Networking Services (SNSs) has not only transformed people as well as consumer behavior on the Internet, but also transformed the means by which various enterprises globally conduct their promotional and marketing campaigns. There are a variety of means by which enterprises have launched their marketing campaigns on Social Networking Services, and one of the most common techniques adopted is through operating a company fan page in SNSs, e.g. facebook fan page. Other than introducing themselves on the page, few enterprises use this platform as an additional sales and services channel. In order to attract people to revisit the page, they post new content very often. New content primarily includes product catalogue. It is interesting that people like browsing product photos in which at least a physical model carries the product rather than just having the product alone. Furthermore, attractive physical models are likely to be more persuasive and have a more positive influence on consumer attitudes and behavior than average-looking models. Attribution theory supports that the use of physically attractive models in SNSs increases promotional effectiveness. This interesting and important factor has not been previously studied, whilst other factors affecting consumer behaviors such as usage pattern, the credibility of a particular Social Networking Service as well as electronic word-of-mouth have been heavily researched. This study aims to investigate the use of physical attractive models and other factors affecting the effectiveness of social network advertising and to examine how they may prompt audiences to take further action, for example actual purchase of the product, or the action of investi-

gating, with the purpose of finding more information on a product they like, etc. The study would aim to benefit Information Systems and marketing scholars as well as business organizations. It would make it easier for them to understand the way to design online product catalogue in order to have an exceptionally effective marketing campaign.

Keywords: Social Networking Service (SNS), physical attractive model, attribution theory, consumer behavior

Marketing Fashion in Social Media: A Cross Cultural Comparison

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Abstract: Advertising in glossy fashion magazines remains vital venue of communication for fashion and luxury brands in high-income countries. Increasingly, however, fashion is gaining a strong online presence, and fashion magazines are developing vivid websites that are closely coordinated with their print fashion pages to create a unified content. Comparatively, in low-income countries, the reach of print fashion magazines is very limited, primarily to the higher-income segments they are not readily within the reach of middle- and lower-class market segments. Online media has provided a more democratic access to the latest fashion in these markets, allowing for a broader dissemination of fashion information and advertising to the lower-income segments. A few of the top fashion magazines maintain a website presence (Vogue is present with a website in select low-income countries), but this presence is not as wide-ranging when compared to the magazine s websites in high-income countries. It is, however, noteworthy that many international and local fashion magazines have opted primarily for social media in particular, for a Facebook presence which easily places views of the fashion brands and fashion communications at the fingertips of most consumers in lower-income countries. In these countries, a large segment of consumers have computer access although computer ownership is not widespread. The present study uses content analysis to compare between the Indian and U. S. Facebook pages of the top fashion magazines Elle and Vogue. Between-country and publication-level between- and within-country comparisons are made on dimensions such as the number of likes, the number of people talking about the page, the number of posts, and post traits, such as gender focus, fashion focus, product vs. model focus, celebrity presence, and the positioning of women. Specifically, the study investigates the extent to which women are positioned as figures in authority, as subservient, confident, sexual, alternative, traditional, and nurturing, among others. Study findings are discussed in light of the literature

review centered on social media developments in the two countries, fashion consciousness and fashion trends, and the position of women in personal and marketing communications on Facebook in India and the United States. The article advances suggestions for future research in the areas of social media marketing for fashion in general, and for fashion publications in particular.

Keywords: Social media, Facebook, Fashion Marketing, India, U.S., Cross-Cultural Analysis

Breaking the Bonds? SM, Rumours and The Fight for Independence

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Abstract: The boundaries of political communication in Europe are shifting under the challenges of the devolution of political power via independence movements and also the devolution of political comment as facilitated by the rise of social networks as alternative spaces for political discourse. At the same time rumour and gossip have always been part of political life and new technologies, concomitant applications and the rise of the citizen journalist using social media tools have exponentially increased the scope, reach and spread of such rumours. 24-hour news outlets imply 24 hour politics which places extra pressure on institutions and individuals to manage their own image via structured information outputs. Social media has allowed rumour and gossip to take on new lives and the viral (and potentially global) spread of such information at the click of a mouse. This is without any form of journalistic ethics or standards applied to such communication and may lead to a rise in misinformation as Journalists are forever searching for trending social media stories which they can shift to their own platforms even though their verification of the original story may be debatable.

With Scotland voting on independence in September and the Catalans voting in November of 2014 it will be interesting to examine the way in which social media is used both in the official campaigns (such As Yes Scotland , Better Together) and also by other commentators. The Catalan referendum sets it on a collision course with the Spanish Government who say they will refuse to accept the result, which could provoke a constitutional crisis in Spain as well as having implications for other territories through Europe. Viral messaging is maturing and we will give examples of how social media based rumours have affected the campaigns for Catalan and Scottish independence. We will look at platforms such as Facebook and Twitter and give selected examples as well as more concrete data on follow-

ers etc in order to discover the extent and scope of rumour and gossip and to subsequently see how this impacts upon opinion polls throughout the campaigns.

Keywords: Rumour, Viral, Social media, Politics, Independence

Blogging and Self-Identity: Analysing the Impact of a Digital you Within Education

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Abstract: An online blog is comparable to a diary that you open to the world. By creating an individual blog you are constructing a self-identity that other people, most of whom you will not know, are able to view and judge you on. Consciously or sub-consciously, writing a blog develops a new you ; a digital you. In relation to Higher Education, blogging provides a platform for students to begin forming a professional identity that prospective employers will be able to see; it is a creative CV that shows someone not only a person s ability to write but reveals the way in which they construct their online identity. Research has identified that blogging can be a particular powerful social media tool within the fashion industry by allowing writers to be creative with both photographs and words. This paper analyses the results of the first study from a longitudinal research project which tracks the development of first year Fashion Marketing students digital identity. Blogs that first year Fashion Marketing students at the University of Northampton have created, as directed by practitioners in the first week of the 2013/14 term, will be analysed through NVivo software. The aim of this study is to identify whether the act of blogging enables students to become more confident about their identity during their first year at university - a time when finding out who you are is prevalent. Using NVivo, textual analysis will be carried out through thematic coding which involves searching for key topics on a sample of blogs to analyse linguistically whether students language about themselves has changed or developed over their first term at university. The study will also seek to visualise connections between the students fashion blogs and their university education to gain a deeper understanding into the role of social media within academia. Qualitative research into blogging with Fashion Marketing students will make a valuable contribution to the role of the blog within Higher Education by providing evidence to encourage practitioners to support blogging as a self-identity tool at the beginning of the university year to help those for whom blogging is an appropriate creative platform, to develop confidence in themselves as individuals and their ability to succeed at university.

Keywords: blogging; social media; self-identity; Higher Education; Fashion Marketing

Citizensourcing: Using Social Media to Facilitate Innovation in the Public Sector?

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Abstract: Within the commercial sector open innovation and collaboration with customers and users have been proven to be useful methods to improve the innovation process. The development of the Web 2.0 and social media have opened up interesting new ways to do so. In recent years so-called crowdsourcing based on open, online idea calls has become a popular way to generate ideas for product innovation and to facilitate customer interaction at the front end of innovation. The outcomes of such initiatives in the commercial sector have already received quite some academic attention. But attempts to crowdsource ideas for innovation purposes cannot only be witnessed in the commercial sector. Within the domains of the public sector and public governance so-called citizensourcing has become a popular way to facilitate the involvement of citizens during the ideation phase. The pressure on such initiatives is high: On the one hand innovations in the public sector are desperately needed to deal with the major (financial, social or ecological) challenges of our time; on the other hand the development of the Web 2.0 and social media put governments and the public sector increasingly under pressure to be more transparent and to allow citizen participation. Despite the importance and the fast growing number of such ideation initiatives in the public sector there is little systematic research and empirical evidence concerning the opportunities, limitations and effects of citizensourcing so far. Using descriptive statistics, network analysis and interviews this study uses data from an award-winning citizensourcing initiative in the German city of Munich, which collected about 150 ideas and about 850 comments concerning new digital services and processes in the city. The aim of this research project is two-fold. Firstly, to assess the value of such citizensourcing initiatives for innovation purposes the quality of the ideas is analysed regarding their novelty, variety, feasibility and usefulness. Secondly, we will analyse the communication and voting behaviour of participating ideators and commenters and how it relates to the ideation output. The findings help to create a better understanding of the opportunities, limitation and effectiveness of social media-based citizensourcing during the ideation phase at the front end of public sector innovation.

Keywords: crowdsourcing, citizensourcing, ideation, public sector innovation, network analysis

Roundtable Abstracts

Opportunities and Challenges of Social Media Research: Users and Practitioner Views

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Abstract: This roundtable discussion will explore the methodological and policy opportunities and the practical and ethical challenges of conducting research online. Opportunities considered include the potential social and research applications of the high volume, immediacy, and variety of online content. The ability to add more dimensions (both visual and substantive) and depth of understanding to social research will also be examined. Like all research, social media research is wrought with ethical dilemmas. Drawing on both the researcher and the research participants' views, the presentation will pay particular attention to the ethical challenges of research design, sampling and recruiting, collecting or generating data, analysing data and reporting results. For example, who owns online data and what does this mean to research? What do different online behaviours mean for quality and relevance of data outputs? How do we apply ethical principles-like informed consent and anonymity- to varied and quickly changing environment?. We will draw on our experience of coordinating the innovative cross discipline network, New Social Media, New Social Science (NSMNSS) since May 2012 and from two recent original qualitative studies on the views of the public on the ethics of social media research (Publication date: Jan 2014). We will also utilise knowledge gained from a survey of expert practitioners and researchers about their views of social media research. We will consider elements for quality and robust research and flag up considerations for practitioners to think about when conducting research online and analysing content from online sources.

Keywords: new social media, ethics, user views, opportunities and challenges

Using Social Media Analytics for Business Decision Making

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Abstract: Social media tools and their usage are growing, morphing, and evolving. This dynamic environment includes tools which have changed from MySpace, Facebook, Twitter, Pinterest, Vine, Vimeo, and Snapchat. Users have changed from teenagers to working professionals to senior citizens. Businesses now use the tools to advertise, share information, conduct research, and interact with

consumers. On the one hand academics face the challenge of staying on top of the changes, understanding them, and determining the best ways to use the tools for business decisions. On the other hand, academics need to examine business theories, adapt them according to new social media tools, and/or create new ones. Since the dynamic environment has not slowed down, academics will be forced to address these two competing demands for the foreseeable future. One knowledge stream involves identifying the tools, their use, users, and related analytics. For example, Facebook's popularity increased with the ability to share pictures. Eventually users became concerned about the impact of those pictures on their job searches and professional credibility. A huge group of young consumers have moved to Snapshot for sharing pictures -- the pictures last a short time and disappear. Snapshot is now investigating ways of offering the ability to make pictures available for different lengths of time (at the discretion of the poster) and even the possibility of storing photos. More than 1 billion users visit YouTube each month (<http://www.youtube.com/yt/press/statistics.html>). Now tens of million Vine users say the six-second videos capture emotions better than text or long videos (<http://articles.latimes.com/2013/jun/20/business/la-fi-vine-20130620>). Different tools are effective in different circumstances for different purposes for groups of consumers. Which consumers use which tools changes over time. Another knowledge stream involves how businesses can use these tools effectively with their consumers. Most of the tools allow businesses to place advertising, send updates, post events, create polls, and/or convert visitors to fans. Increasingly companies are finding ways to create dialogue with the consumers and capture dialogue between consumers which creates the challenge of recording and analyzing huge amounts of data. In addition, companies are experimenting with ways of encouraging consumers to be advocates. More tools are being developed for inbound marketing so interaction with consumers can be modified in near real time. Examples of what businesses are currently doing will be provided for the discussion. Another knowledge stream involves the use of analytics -- whether from the social media tool's website, the company's website, or data warehouse. Should the social media data be collected from the tool's website or should consumers be encouraged to move to the company's website where more consumer information can be collected? What software should be used for social media analysis: Attensity, Aprimo, Aster, Tableau, Hadoop, or others? How can that data be used with other consumer data on the company's database. Examples of analytical tools will be provided for the discussion. The final knowledge stream involves the impact of social media on traditional business theories. Is social media just a technology change within the traditional forms of promotion? Is social media different because control of the message shifts from the company to the consumers? Is social media different because it involves dialogue? Is social media different because of the near real time ability of company responses? Is social

media just a different form of business communication? These questions need to be answered and reviewed often in light of the ever-changing social media environment.

Keywords: Social Media, Analytics, Decision-Making, Consumer Control, Marketing Analytics

Late PHD Research Paper

A Cross-cultural Quantitative Comparison of Social-Networking Site Use and Academic Performance

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Abstract: Research has shown since 2008 that social networking site (SNS) use comprises the majority of time spent on the Internet. The age distribution and large amount of time spent on SNSs evoke a new research era: How students use SNSs and how the uses of SNSs impact their academic performance. The main objective of the pilot study was to investigate the relationship between time spent on SNSs, frequency of SNS use, multitasking with SNSs, time spent studying, and Grade Point Average (GPA). In the first part, the cross-cultural differences between the United States (US; n = 444) and European college students (n = 346) were examined using path models. After examining the exploratory path model, a new survey was distributed with additional items (with existing reliability and validity evidence). The purpose of the proposed model is to define constructs using observed variables. These constructs are: Facebook® addiction, multitasking with SNSs while studying, using SNSs for school work, the amount of time spent on SNSs, college self-efficacy, and academic performance. A Structural Equation Model (SEM) will be developed using the listed constructs for this second part of this study. SEM has many advantages (e.g., flexible assumptions, use of confirmatory factor analysis to reduce measurement error, the ability to test path coefficients and invariance of factor loadings across multiple groups, etc.) compared to path analysis, and it will be used to compare the US and Turkish models. As a future study, only college students from Turkey will be compared to the US. The future investigation will focus on investigating the direct effects of Facebook® addiction on using SNSs for school work, multitasking with SNSs while studying, time spent on SNSs, and how those variables and college self-efficacy predict academic performance.

Keywords: Social Networking Sites, Multitasking, Academic performance
