

2nd European Conference on Social Media

(ECSM 2015)

**Porto, Portugal
9 – 10 July 2015**

Editors:

**Anabela Mesquita
Paula Peres**

ISBN: 978-1-5108-0909-3

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© The Authors, (2015). All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

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.

Printed by Curran Associates, Inc. (2015)

Published by Academic Conferences Ltd.
Curtis Farm Kidmore End
Reading RG4 9AY UK

Phone: 441 189 724 148

Fax: 441 189 724 691

info@academic-conferences.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

Contents

Paper Title	Author(s)	Page no
Preface		vi
Committee		vii
Biographies		xii
Research papers		
Measuring the Impact of Content Adaptation on Social Media Engagement	Zaenal Akbar, Ioan Toma, Jose Maria Garcia and Dieter Fensel	1
Terminology as a Sense Making Social Tool	Alexandra Albuquerque and Rute Costa	11
Understanding Digital Reputation on Instagram: A Case Study of Social Media Mavens	Eman Alshawaf and Le Wen	19
Locating Active Followers in Governmental Twitter Accounts: The Case of Greece	Konstantinos Antoniadis, Kostas Zafiroopoulos and Vasiliki Vrana	28
Assessing how Global Firms can Leverage Local Knowledge Through Social Media	Karl Joachim Breunig	36
How Australian SMEs Engage With Social Media	Stephen Burgess, Carmine Sellitto, Jeremy Buultjens and Carmen Cox	45
Twitter in Crises ‘Data’: A Framework for Critical Reflection on The Multidisciplinary Research Field	Dragana Calic and Lucy Resnyansky	52
Overcoming SME Barriers to Gaining Competitive Advantage Through Social Media	Levent Çalli and Lillian Clark	59
The Adoption and use of Social Media by Micro and Small Enterprises	Francesca Maria Cesaroni and Domenico Consoli	65
Examining the Influence of Social Media-Infused Teacher Education Courses on Pre-Service Teachers’ First Teaching Practices	Paula Charbonneau-Gowdy	73
Why do People Talk? A Comparison Between Offline WOM and Online WOM	Ilenia Confente and Ivan Russo	81
Does “Social” Media Work in a Business-to-Business Marketing Context?	Helen Cripps, Craig Standing and Stephen Fanning	89
A Tale of two Banks: Customer Services on Facebook	Nurdilek Dalziel and Janet Hontoir	96
Push and Pull Approaches to Using Twitter as a Marketing Tool	Martin De Saulles	105
SAMi2: a Semantic and Big Data Lever to Enhance Public Safety Using Social Media	Jesús del Peso, Raúl Santos and Paloma Jimeno	112
An Exploratory Analysis of Essential Elements of Content Marketing	Charmaine du Plessis	122
Social Media Adoption: Stages of Growth, Paths of Evolution and Dominant Problems	Aidan Duane and Philip O’Reilly	130
Depending on the Kindness of Strangers – Social Media Communities for Those With Rare Conditions	Kerry Dungay, Elaine Garcia and Ibrahim Elbeltagi	140

Paper Title	Author(s)	Page no
Building Connections: Professional Online Presence and Learning Networks	Dianne Forbes	149
Social Media and Trust in North American Local Government law Enforcement	Patricia Franks and Lois Evans	157
Exploring Social Network Analysis Techniques on Decision Support	Manuela Freire, Francisco Antunes and João Paulo Costa	165
Student use of Facebook for Informal Learning and Peer Support	Elaine Garcia, Ibrahim Elbeltagi and Kerry Dungay	174
Using Social Media for Crisis Response: The ATHENA System	Helen Gibson, Babak Akhgar and Konstantinos Domdouzis	183
Responsibilities and Norms of Behaviour of Networked Citizens	Maria Helena Guimarães Ustimenko	193
Content Attractiveness in Enterprise Social Networks	Stephan Heim and Shuzhe Yang	199
Shopping and Socialising: Online Journey to Product Evaluation and Purchase in Fashion Retail	Hajrë Hyseni, Christopher Brown and Mark Gannon	207
Social Media use in Indian Businesses: Inputs for Appropriateness	Vigneswara Ilavarasan and Ashish Rathore	218
Language Learners' Perceptions on Using Information Communication Technologies	Ilknur Istifci	226
Social Media and Negative eWOM, and Impact – Current Research and Implications	Ranjan Kini	236
Lessons Learned From Four Years of Using Social Media to Support Transition to Higher Education	John Knight, Rebecca Rochon and Becci Hailey	242
What are Iranians Doing in Global Social Media and why?	Mortaza Kokabi and Shahnaz Khademy Zadeh	247
Predicting Influence of User's Twitter Activity	Intzar Ali Lashari and Uffe Kock Will	255
Exploring the use of Facebook in the Classroom: A Malaysian Case Study	Cheng Ean (Catherine) Lee, Sangaran Kutty Vijaya Sooria and Shin Pyng Wong	262
MediaLit: Engaging Faith and Media in a Digital age	Bex Lewis	270
Investigating the Reasons of Hiding Personal Relationships in SNS	Jianjun Li, Jean Lai and Ge Zhang	278
Request 4 Learning: A Connectivism Inspired Social Media Learning Environment	René Lipkowsky and Johannes Konert	288
Developing the Social Media Value Chain: A Conceptual Framework for the Measurement of Social Media	Kerry Littlewood and Geoff Bick	297
Digital Anthropology and Youth Culture in Favela Areas: Digital Activation in Cantagalo, Pavão and Pavãozinho, Rio de Janeiro, Brazil	Monica Machado	306
Assessing Influence on Social Media: Reputation Risks in Networks	Nathalie de Marcellis-Warin, William Sanger and Thierry Warin	313

Paper Title	Author(s)	Page no
Tweets and Scientific Conferences: The use Case of the Science 2.0 Conference	Athanasios Mazarakis and Isabella Peters	323
A Content Analysis of Customer Support-Related Tweets	Aonghus McGovern, Alexander O'Connor and Vincent Wade	332
Research Information Management in Organizations: Researcher-Based Digital Shelves	Morteza Nabi-Meybodi and Behrooz Rasuli	340
Relationships of Student Experience and Student Characteristics in a Graduate-Level Flipped Classroom	Minoru Nakayama, Amy Leh, and Rowena Santiago	348
Managing Your Digital Footprint: Possible Implications for Teaching and Learning	Nicola Osborne and Louise Connelly	354
Social Media-Integrated Collaboration Systems for Business use	René Peinl and Christian Ochsenkühn	362
An Exploration of how Networked Citizens Play the Main Role in Outsourcing: a Method of Creating Digital Collections of Malaysian Cultural Artifacts	Zainurul Aniza Rahman	371
Technologies of Voluntary Servitude (TovS): A Post-Foucauldian Perspective on Social Media	Alberto Romele, Camilla Emmenegger, Francesco Gallino and Daniele Gorgone	377
Understanding Stakeholders' Expectations of Organisational Crisis Communication by Social Media	Mina Roshan, Matthew Warren and Rodney Carr	382
How SMEs Evaluate Their Performance in Reaching and Attracting Customers With Social Media?	Andrée Roy and Claude Dionne	390
Determining the Receptivity to Bluetooth Marketing by the Portuguese Consumer	Inês Sá, Paulo Gonçalves and Madalena Vilas-Boas	398
Social Media as new Arenas for Intangible Cultural Heritage	Marta Severo	406
Personal Information Disclosure and Perceptions About Data Usage by Facebook	Leonor Soczka, Rui Brites and Pedro Matos	413
Social Media and Microblogging: Expanding Boundaries in MOOCs, Conferences and Content Curation	Maria João Spilker, Maria Paula Silva, Maria João Leal and Lina Morgado	421
A Process Perspective on the Evaluation of Enterprise Social Software	Melanie Steinhueser, Christian Herzog, Alexander Richter and Uwe Hoppe	429
The Role of Visualisations in Social Media Monitoring Systems	Martin Sykora, T. Jackson, A. Lünen, S. Elayan and A. O'Brien	437
Social Media Within Business: Furthering the Maturity Model Discussion	Zach Thompson and Paul Booth	445
"There's Something not Quite Right About not Quite Right": The Role of Humor in Individual and Community Resilience in Crises	Julie Willems	454
The Valuation of Social Media Public Companies: There is a Method to this Madness!	Piotr Wisniewski	460

Paper Title	Author(s)	Page no
Technology-Push and Need-Pull of Online Social Network Citizen Engagement on Instagram Crowdsourcing	Izzal Asnira Zolkepli, Hedhir Hasno and Yusniza Kamarulzaman	468
PHD Research Papers		477
Using Social Media for Supporting Decision-Making in Managing Public Relations: The Case of Abu Dhabi Police	Mansour Alkhyeli and Ali Mansour	479
Fashion in Action on Social Media – Spanish SME Fashion Brands Case Studies	Artha Sejati Ananda, Ángel Hernandez-García and Lucio Lamberti	488
Evolving Sounds: Exploring the Relationship Between Enterprise Social Networks and Employee Voice	Claire Hedley	498
Building Context-Rich Mobile Cloud Services for Mobile Cloud Applications	Aleksandar Karadimce and Danco Davcev	505
Field Disruption Through Emerging Online Media	Benjamin Koeck	514
A Mixed Methods Research Scheme for Identifying the Contextual Success Factors of Social Network Sites	Morteza Nabi-Meybodi and Sirous Alidousti	520
Personal Learning Networks as Emerging Environments in a Researchers' Community	Nuno Ricardo Oliveira and Lina Morgado	528
Predicting With Twitter	Jesús Prada	534
User Generated Content and the Changing Business Environment	Namita Shah and Shishir Jha	544
Synthesising NGOs' use of Social Media in the Context of Development	Anand Sheombar	553
Crisis Communication by Police Through Twitter: Effect of Message Tone and Content on Message Acceptance?	Romy van Garling Suleman Shahid and Saskia Bayerl	563
Masters Research Papers		571
Facebook has Been Smacked Down. The Russian Special way of SNSs: Vkontakte as a Case Study	Katsiaryna Baran and Wolfgang Stock	573
Somebody That I Used to Know – Unfriending and Becoming Unfriended on Facebook	Liridona Gashi and Kathrin Knautz	583
The Narrative Configuration of Identity Through Social Media: An Empirical Example	Tommaso Matano	591
Non Academic Paper		597
Understanding Health Behavior Using Social Network Analysis	Namrata Mishra	599
Work In Progress Papers		605
Social Media: A Paradox for Increasing European Community Preparedness	Susan Anson, Hayley Watson and Kush Wadhwa	607
Cross-Cultural Perspective on Customer Engagement With Firm-Generated Content on Social Media: The Study of Nordic and Eastern-European GLOBE Clusters	Agnieszka Chwialkowska	611
MIT-MUT: Encouraging Girls to Engage in ICT and Entrepreneurship Through Social Learning and Gamification	Natalie Denk, Thomas Wernbacher and Alexander Pfeiffer	614

Paper Title	Author(s)	Page no
Negative Feelings and Their Role in Word-Of-Mouth Disclosure in Social Media	Alberto Gonzalez-Cristiano	618
Open-Source Intelligence Monitoring for the Detection of Domestic Terrorist Activity: Exploring Inexplicit Linguistic Cues to Threat and Persuasion for Natural Language Processing	Stefanie Hills, Tom Jackson and Martin Sykora	622
The Role of Social Media Users in Brand Video Virality	Christos Karpasitis	626
Social Media Position in Workplace Communication - Knowledge Management and Leadership Styles	Alena Klapalová and Ema Symonová	630
Investigating Conditions for Consent to Analyze Social Media Data	Ansgar Koene, Elvira Perez Vallejos, Christopher Carter, Ramona Statache, Svenja Adolphs, Claire O'Malley, Tom Rodden and Derek McAuley	634
Social Media's Influence and Role on Public's Awareness Regarding Marketing Campaign	Anida Krajina and Dušan Mladenović	638
Towards a Framework for Classification and Adoption of Social Media Monitoring Tools	Fernando Moreira, Isabel Seruca and Maria João Ferreira	643
Insights From a Workshop on Social Media Analysis and Mental Health: Putting People at the Centre of Human Data	Elvira Perez Vallejos, Ansgar Koene, Chris James Carter, Ramona Statache, Svenja Adolphs, Claire O'Malley, Tom Rodden, Derek McAuley, Jens Binder, Karen Douglas, Ilka Gleibs, Monica Whitty and Victoria Betton	647
Late Submission		651
Likes, Links and Tweets: A Business Guide to Navigating the Social Media Maze	Aileen McGrath, and Noëlle O'Connor	653