

Proceedings of the

**10th European Conference on
Social Media**

ECSM 2023

**A Conference
Hosted By**

**Pedagogical University of Krakow
Poland**

18-19 May 2023

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Contents

ECCSM 2023 Contents Page

<u>Preface</u>	iv
<u>Committee</u>	v
<u>Biographies</u>	vii
<u>Keynote Paper</u>	
<i>Disinformation is Everywhere. Why Should we Change our Perspective on this Phenomenon?</i> Katarzyna Bąkiewicz	2-10
<u>Academic Papers</u>	
<i>Age Differences in the Spread of Misinformation Online</i> Ifeoma Adaji	12-19
<i>Maximising Social Media Platforms to Enhance Sexuality Education in Rural Schools</i> Ayobami Precious Adekola	20-27
<i>Social media withdrawal: what social media services and activities teenagers miss when they are “switched-off”?</i> Zinaida Adelhardt, Thomas Eberle	28-35
<i>The Social Media Manager Career: Accounting, tax, and Social Security Framework for a Self-employed Person in Portugal</i> Susana Aldeia, Shital Jayantilal	36-41
<i>Studying the Influence of Toxicity and Emotion Features for Stress Detection on Social Media</i> Zeyad Alghamdi, Tharindu Kumarage, Mansooreh Karami, Faisal Alatawi, Ahmadreza Mosallanezhad and Huan Liu	42-51
<i>Communication Beyond COVID-19 of Portuguese Health Entities Through Social Media</i> Daniela Azevedo, Vitor Roque, Ana Isabel Plácido, Maria Teresa Herdeiro, Fátima Roque	52-59
<i>Social Media And Digital Influencers On Instagram: A Case Study</i> Salomé Morais, Daniela Esteves, Rui Raposo	60-67
<i>Social Media Use and its impact on Egyptian MSMEs’ Growth</i> Hadia Fakhreldin, Rania Miniesy	68-77
<i>Accounting and Social Media: A Structured Literature Review and Research Avenues</i> Rubina Michela Galeotti, Maria Rita Filocamo, Niccolò Paoloni	78-84
<i>Can social media be sustainable: economic and industrial modelling instruments to mitigate the unneeded use of resources in social media and Artificial Intelligence</i> Caroline Gans Combe, Jae Yun Jun Kim, Waleed Mouhali	85-95
<i>Cyberbullying of Children: The role of parental response</i> Val Hooper	96-102
<i>Manifestations of the Groundswell in the Online Environment and its Impact on the Electric Cars Sales</i> Peter Krajčovič	103-108

<i>Predicting Food Safety Violations via Social Media to Improve Public Health Surveillance</i> Carmen Kar Hang Lee	109-116
<i>The Moderating Role of Social Media Advertising in Customers' Purchase Intention</i> Paula Lopes, Rosa Rodrigues, Fabio Sandes, Rui Estrela	117-124
<i>Communication agencies and social media as a communication strategy – Portuguese case study</i> Marlene Loureiro	125-133
<i>Facebook moms help! What to buy for teething? The impact of social proof on consumer decisions of young mothers</i> Iwona Lupa-Wójcik	134-143
<i>Modelling Responsible Digital Security Behaviour for Countering Social Media Manipulation</i> Clara Maathuis, Sabarathinam Chockalingam	144-152
<i>Analyzing the Role of Ukrainian and Russian Diaspora in Disinformation Campaigns</i> Clara Maathuis, Christiaan de Ridder, Sylvia Stuurman	153-162
<i>First Six Months of War from Ukrainian topic and sentiment analysis</i> Clara Maathuis, Iddo Kerkhof	163-173
<i>Understanding the Motivations for SMEs in South Africa to Adopt Social Media</i> Stevens Mamorobela	174-180
<i>Analyzing Short Term Corporate Credit Risk Indicators Based on User Generated Content During the Corona-Pandemic</i> Aaron Mengelkamp, Frederik Marinski, Amy Oevermann, Maximilian Vogelsang	181-190
<i>Factors Impacting Intention of Formalisation of Egyptian MSMEs; What about Social Media?</i> Rania Miniesy, Professor Hadia	191-200
<i>A Triple-Layered Business Model Framework for Social Media</i> Ootto Petrovic	201-209
<i>Non-Financial Reporting Through Social Media: Evidence from Spanish Local Governments</i> Yolanda Ramírez, Agustín Baidez	210-217
<i>Opinion Aggregator Platforms In The Restaurant Sector</i> Paula Rodrigues, Ana Sousa, Joel Vaz, Paulo Riberio	218-222
<i>Collective Action on Facebook and Telegram During the Russia–Ukraine War</i> Alexander Ronzhyn, Ana Sofia Cardenal, Albert Batlle	223-230
<i>Virtual Influencer Marketing: Is It Effective in Engaging Younger Generations?</i> Carla Rossi, Francesca Rivetti	231-240
<i>Literary communities in social media: the influence of motivations on engagement and purchase intention in women</i> Sara Santos, Ana Fernandes, Pedro Espírito Santo	241-249
<i>Criminalisation of Specific Forms of Online Communication: a South African Legal Perspective</i> Murdoch Watney	250-257
<i>Selfies as Practices of Care-Taking (and Giving)</i> Dawn Woolley	258-266

PhD Papers

<i>Factors Influencing Information Adoption From Social Media About COVID-19 by Saudi Citizens.</i> Saad Almalki, Victoria Uren, Matthew Hall	268-275
<i>Resale HDB Price Prediction Considering Covid-19 through Sentiment Analysis</i> Srinaath Anbu Durai	276-285
<i>Factors Influencing eWOM Review Adoption, Empirical Evidence from Vietnam Tourism Website</i> Sinh Hoang, Anh Dao Kim , Phi Hung Truong	286-293
<i>The social media value framework: development and validation of a conceptual framework for value creation</i> Kerry Littlewood, Geoff Bick, Neale Penman	294-302
<i>Unethical practices and online business: perspectives of DSMM users</i> Yawo Edem Saba	303-309
<i>The Influence of TikTok on Young Generation in Vietnam</i> Phi Hung Truong, Anh Dao Kim	310-317

Masters Papers

<i>#VoyYVuelvo: Performances of Chilean identity and cultural memory on Instagram after Nicanor Parra's death</i> María Victoria Guzmán	319-325
<i>All You Need is Love? An analysis of the election campaign of the Green Party in 2021 on Facebook.</i> Tobias Knopf, Karolina Keller, Daniel Michelis	326-334

Work In Progress Papers

<i>Short-term Impact of Instagram on Livelihoods of Artisans at Accra Arts Centre</i> Ayeyi Ohene-Adu, Zanetor Agyeman-Rawlings, Gordon Adomdza	373-375
<i>Mediatized Teachers-Students Interactions: How Mobile Social Networks Modify Pedagogical Contact</i> Nadzeya Ilyushenka	336-340
<i>A Case Study of YouTuber's use of Twitter for Consumer Engagement</i> Hantian Zhang	341-344

Late Submissions

<i>Origins of Cyberwarfare: How the Internet got Weaponized</i> Ada Peter, Ujunwa Ohakpougwu	364-372
<i>The Image Rights Over Social Media Profile: Whose Identity is it Anyway?</i> Nomalanga Mashinini	346-352
<i>Sovereign Wealth Funds' (SWFs') social media strategies</i> Piotr Wisniewski	353-363

ECSM Preface

These proceedings represent the work of contributors to the 10th European Conference on Social Media (ECSM 2023), hosted by Pedagogical University of Krakow, Poland on 18-19 May 2023. The Conference Chair is Dr Iwona Lupa-Wójcik and Programme Chair is Dr Marta Czyżewska, both from Pedagogical University of Krakow, Poland.

ECSM is now a well-established event on the academic research calendar and now in its 10th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Dr Katarzyna Bąkowicz, SWPS University, Poland on *Disinformation is Everywhere. Why Should we Change our Perspective on this Phenomenon?* On the second day, Magdalena Urbaniak from AGH University of Science and Technology in Kraków, Poland, will give a talk on the subject: *Brain Unconsciously Driven by Social Media. Is it bad or good and what can we do about it?*

With an initial submission of 107 abstracts, after the double blind, peer review process there are 33 Academic research papers, 6 PhD research papers, 2 Masters Research papers and 4 work-in-progress papers published in these Conference Proceedings. These papers represent research from Austria, Canada, Czech Republic, Egypt, France, Germany, Ghana, Greece, Hungary, India, Ireland, Italy, Kenya, Lithuania, Netherlands, New Zealand, Nigeria, Poland, Portugal, Romania, Singapore, Slovak Republic, South Africa, Spain, Turkey, UK, Ukraine, United Arab Emirates and the USA.

We hope you enjoy the conference.

Dr Iwona Lupa-Wójcik
Pedagogical University of Krakow
Poland
May 2023

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Biographies

Conference and Programme Chairs



Dr Iwona Lupa-Wójcik, Doctor of economic sciences in the discipline of management sciences. Author of a doctoral thesis entitled, "Marketing potential of social media", as well as three popular science books on social media. The author's scientific achievements also include several dozen scientific articles on social media. Implementer of many research and practical projects related to social media. Beneficiary of numerous scholarships. The main performer of scientific grants dedicated to social media. An active participant in numerous nationwide and international conferences devoted to management, marketing and social media. She has ran a business for many years related to, among others, social media services for business clients. Entrepreneurship trainer, salesman, marketing and business strategy specialist. Assistant Professor at Department of Entrepreneurship and Social Innovations, Institute of Law and Economics, Pedagogical University of Cracow.



Dr Marta Czyżewska, Assistant Professor at Department of Entrepreneurship and Social Innovations, Institute of Law and Economics, Pedagogical University of Cracow. 22 years of experience as a trainer, lecturer and researcher, provides training in entrepreneurship, social entrepreneurship, accounting and finance. Research focused on entrepreneurship, social entrepreneurship, innovativeness financing and startups development. Advisor and consultant for companies, startups in applying for EU funds, business modelling, financial analyzes, business planning, business processes audits. She works with different target groups: students, companies' employees, unemployed and entrepreneurs. Author of book on "Startups, innovation and risk" (in Polish language) and many scientific articles on entrepreneurship. Formerly head of the Centre for Innovation and Entrepreneurship at University of Information Technology and Management, manager of seed capital fund "InnoFund". Presently, also owner of Training, Research & Development Marta Czyżewska.

Keynote Speakers



Magdalena Urbaniak is a brand communication expert. Founder of the MaxTractor agency, specializing in building and implementing marketing strategies. Magdalena has worked with brands such as Bayer, PepsiCo, BNP Paribas, and the National Museum in Poznań. She is a Lecturer at the University of Wrocław, the University of Economics, the WSB University, SWPS in Wrocław, and the AGH University of Science and Technology in Kraków. Magdalena speaks on conference stages (including TedX, Infoshare, loves Marketing, and Online Marketing). You can find her articles in industry magazines (including PR Manager, Social Media Manager, Marketer+) and on her own blog: Tractormania.pl and magdaurbaniak.com



Dr Katarzyna Bąkowicz is an Assistant professor and lecturer in Journalism and Social Communication at the SWPS University. Co-founder of the Central European Digital Media Observatory, where she conducts research in the field of disinformation and implements communication projects. Assessor of the European Fact-Checking Standards Network, member of the board of the Advertising Council. United Nations expert and head of the Working Group on Ethics and Responsible Communication. Strategist and consultant in business and media communication: creates and implements internal and external communication solutions. She supports

the organization's image activities in the area of PR and CSR. Author and producer of radio and television programs in the field of business and communication.

Mini Track Chairs



Prof. Dr. Abbas Fadhil Aljuboori is working currently at Al Zahra College for women, Information Technology Department, Muscat, Sultanate of Oman as a faculty Staff Member. He has a Ph.D. in Computer Science from Dongguk University, SOUTH KOREA. Fulbright Visiting scholar – University of Central Oklahoma – Edmond – USA –2017. International Advisory Board Member for CT University in India. His field of Interest are in Data Mining, Web Applications, Big Data, Data Security, Information Systems, Social Media Analysis, and Smart Applications. He is a Member of several of Academic and Professional Societies. He is an Editor-in-Chief, Editorial Board Member and Reviewer of many eminent International Journals and Conferences worldwide.



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



Dr Robert J. Wierzbicki graduated at Wrocław University of Technology in Electronics specializing in Device Technology. He first worked at the Fraunhofer Institute for Integrated Circuits in Erlangen, Germany, and was later appointed research assistant to the Chair of Electron Devices at the University of Erlangen-Nuremberg, Germany. Dr. Wierzbicki holds the doctorate in engineering sciences. In 2003 Dr. Wierzbicki was appointed professor of Online Media at the University of Applied Sciences in Mittweida, Germany. Professor Wierzbicki is expert in digital media, author of numerous publications and winner of prestigious awards in communication media.



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

Biographies of Contributing Authors

Ayobami Adekola is a research fellow at the University of South Africa's Institute for Gender Studies. He has a PhD in public health and has published articles in high-impact journals. He is an experienced academic editor, educator, and researcher. His research interests are qualitative modelling, HIV, sexual and reproductive health, gender studies, and health education.

Zinaida Adelhardt is a research fellow at the Friedrich-Alexander University Erlangen-Nürnberg (Germany) and a head of the media withdrawal project. She received her doctoral degree from the

Leipzig University (Germany). Her doctoral thesis analyzed identity construction of teenagers in social networking sites.

Susana Aldeia is an Assistant Professor at the Portuguese University (UPT) and Polytechnic Institute of Maia (IPMAIA). She holds a PhD in Taxation and a DEA from the Vigo University (Spain) in Tax Law; a postgraduation in Taxation from the IPCA and a degree in Accounting, also from the IPCA.

Zeyad Alghamdi is a Computer Engineering PhD student at Arizona State University, working in Data Mining and Machine learning lab (DMML) under the supervision of professor Huna Liu. His main research is in social media mining and mental health in social media.

Saad Almalki is a doctoral student at Aston University, UK. She also works as a lecturer at Taif University, Saudi Arabia, in the information system department. She received her MSc degree from Aston university in 2019 in information systems and business analysis. Her main research areas are social media, information systems and data analysis.

Srinaath Anbu Durai is a first year doctoral student of at HEC Paris. He received his Master of Science in Computer Science from Singapore Management University in 2022. His main research areas are understanding socio-economic phenomena through social media and AI adoption in society.

Agustín Baidez is an Assistant Professor of the Faculty of Economics and Business Administration at the University of Castilla-La Mancha, Spain. His research lines developed are framed in the field of consolidation of financial statements, and environmental responsibility.

Caitlin Begg is the founder of Authentic Social and an independent sociological researcher in New York, USA. She founded Authentic Social after the 2016 publication of her Harvard undergraduate honors sociology thesis "Virtual Impressions: The Effect of Digital Communication on Millennial Social Interaction". Her main research areas are technology's effect on conversation and sociotechnical systems.

Svitlana Butova is a Certified Social Media specialist. She has 5 years of experience in more than 20 niches of businesses in Ukraine, Europe and Australia. Since April 2022 she has been a communications manager at the All-Ukrainian NGO Girls. Her main areas of expertise are communications, building the organization's brand, and conducting media campaigns on socially important topics.

Daria Dodan is a master's student at Babeş-Bolyai University, Romania, currently studying Counseling and Psychological Interventions in Human Development. She received her bachelor's degree in psychology from Babeş-Bolyai University in 2022. The focus of her research is on the effects of using social networking sites on adolescents' psychosocial functioning, including identity formation and digital stress.

Kim Anh Dao is a fulltime PhD student at Tomas Bata University in Czech Republic. She received her Master of Administration in James Cook University in Singapore. Her main research area is marketing, consumer behaviour.

Sara dos Santos is currently Invited Adjunct Professor in the field of Digital Marketing at the Accounting and Business School of University of Aveiro and Polytechnic Institute of Viseu. She holds a PhD in Management and Business studies by University of Porto. Her main research areas are digital marketing, advertising and social media.

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

Hadia Fakhreldin: Professor of International Business (British University in Egypt). Vice Dean for Teaching and Learning at the Faculty of Business, Economics and Political Science. Obtained her B.S.C degree in Economics (American University in Cairo) and her Ph.D. from Cairo University. Her research interest/focus is in the areas of SME development, internationalization, sustainability and cross-cultural management.

Maria Rita Filocamo is Ph.D. student (Department of Economics, Management and Institutions) at University Federico II of Naples, Italy. Her main research areas are corporate social responsibility, sustainability and green finance. She is a member of AIDEA (Italian Academy of Management).). She is affiliated at EAA (European Accounting Assosiation).

Rubina Michela Galeotti, is a PhD Student in Business Administration from Roma Tre University. She is a member of SIDREA, AIDEA (Italian Academy of Management). She is affiliated at BAFA and EAA (European Accounting Assosiation). Her research interest focuses on social media and accounting, strategic management, corporate strategy and accounting.

Caroline Gans Combe serves as an Associate Professor of Economics, Data, and Ethics at INSEEC Business School. Additionally, she holds the position of Head of Structured Research for the Omnes Education Group, a prominent global education institution that encompasses 11 schools specializing in management, economics, business, engineering, and data, among other fields. A distinguished member of IEEE, she has devoted her recent research efforts to the study of ethics, research ethics, data ethics, value creation, and sobriety models, with a particular emphasis on AI economics. Her extensive contributions to the field include over 44 peer-reviewed publications and chapters, as well as participation in more than 30 conferences as a keynote speaker.

Valerie Priscilla Goby, PhD (Bus), PhD (Comm), FHEA, SFHEA, professor at Zayed University, Dubai, has published across a range of disciplines including business ethics, cross-cultural communication, gender studies, and CSR in journals such as Journal of Business Ethics, Leadership and Organisation Development, and Women’s Studies International Forum. Orcid: <https://orcid.org/0000-0002-9370-0609> Google scholar: https://scholar.google.ae/citations?user=dESP3_8AAAAJ&hl=en

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