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## **ECSM Preface**

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

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

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

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

We hope you enjoy the conference.

Dr Iwona Lupa-Wójcik

Pedagogical University of Krakow  
Poland  
May 2022

## **ECSM Conference Committee**

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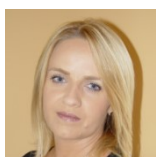
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# Biographies

## Conference and Programme Chairs



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



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

## Keynote Speakers



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



**Dr Anna Miotk** is an assistant professor at the Department of Social Communication and Public Relations, Faculty of Journalism, Information and Bibliology at University of Warsaw. Her main research areas are the internet (especially social media), relations between the internet and society, and media influence. Since 2007, she has been cooperating with universities as an external lecturer, providing lectures and workshops in part-time and postgraduate studies. She has been working i.a. for SWPS University, Jagiellonian University, SGH Warsaw School of Economics, Kozminski University. She also has practical work

experience in media research and business communication. Since 2014, she has been working at Polish Internet Research as the communication director. She is also a business trainer, her competences are confirmed by the certificate of the House of Skills Trainers School. She provides training in the field of marketing and PR. Author of books, book chapters and articles in scientific and industry media, and a blog.

## **Mini Track Chairs**



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



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



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



**Justyna 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**

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

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

signal/image processing and artificial intelligence to solve meaningful practical problems in Health care and education.

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

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

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

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

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

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

**José L. Diego** is an expert-evaluator for the European Commission within 3 different research programmes: Horizon2020, DG HOME and the Radicalisation Awareness Network. He is Head of Project Management in the Valencia Local Police, where since 2005 he has managed 30 EU projects. He holds Degrees in Law, Criminology and a Master in Human Resources Management."

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

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

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

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

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

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

**Gergely Gosztonyi** (PhD) is a Hungarian lawyer and media researcher. Among others, one of his research fields is censorship, alternative media and the liability of intermediaries. Since 2015 he has been the coach of the Hungarian Team for the yearly Monroe E. Price Media Law Moot Court Competition. Dr. Gosztonyi was also an expert for Council of Europe.

**Lingzi Hon:** Assistant professor in Information Science Department at the University of North Texas. She completed her Ph.D. in Information Science at University of Maryland, College Park. My research falls in the intersection of community information studies, sociotechnical systems, and machine learning applications with a goal to improve the design of sociotechnical systems and policy decision-making.

**Val Hooper** is Head of the School of Marketing and International Business of Victoria University of Wellington (VUW), New Zealand. Prior to that she was Head of the School of Information Management. She has published widely and is Associate Editor of journals such as Electronic Markets and Senior Editor of Information Systems Management.

**Mingyi Hou** is an assistant professor of digital culture at Tilburg University, the Netherlands. Her research interests include online culture, celebrity and fandom, gender studies and public intellectual studies. Mingyi’s research explores the intersection of digital media, globalization and the transformation of modern Chinese culture.

**Vladimíra Jurišová** is a Head of Department of Marketing Communication at Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Slovakia. She received her PhD in marketing communication in 2011. She is an organiser of many conferences (Design It, Marketing Identity). Her main research areas are visual identity, design, branding.

**Tolulope Kayode-Adedeji** - BSc, MA, Ph.D. is a researcher in security, and Digital Communication studies. She is a lecturer in the Department of Mass Communication at Covenant University, Nigeria. Correspondence regarding the article should be directed to [tolulope.kayode-adedeji@covenantuniversity.edu.ng](mailto:tolulope.kayode-adedeji@covenantuniversity.edu.ng). The author has published several papers in the area of security, and digital media framings and narratives, especially as it relates to interpretation and societal effects of these narratives.

**Peter Krajčovič** is an assistant professor at the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovak republic. He received his PhD in mass media studies in 2016. He is the author or co-author of three monographs, three university textbooks and more than 60

studies. His main research areas are marketing communications of eco-innovations, media studies and fake news.

**Michal Kubovics** is a PhD. student at the University of Ss. Cyril and Methodius in Trnava, Slovakia. His research activities include data visualisation within digital marketing, consumer psychology and environmental management. In recent years he worked in advertising agencies where he participated in the preparation of marketing activities for companies.

**Chen Li** PhD candidate Chen Li is studying at Tilburg University, The Netherlands. She received her MA in Culture Studies from Tilburg University in 2020. She is a student author writing for DiggIt Magazine, an academic platform connected to Tilburg University. Her main research areas are public spheres in platform society and Chinese intellectuals in digital environments.

**Hui Lin** is a first-year Ph.D. student of digital humanities at King's College London. She received her M.Phil in global creative industries from the University of Hong Kong. Her main research focus is audiences or users of short video platforms.

**Paula Lopes**, has a PHD in Communication and Advertising, is a full Professor at ISG and Lusofona University. Has been Course Coordinator since 2015. She's a researcher in CICANT - - Centre for Research in Applied Communication, Culture, and New Technologies, and the main research areas are Marketing, Brands, Social Networks and Advertising.

**IWONA LUPA-WÓJCIK**, PH.D., Assistant professor at the Institute of Law and Economics of the Pedagogical University in Krakow, Poland. Doctor of economic sciences in the discipline of management sciences. In her scientific activity, she focuses on aspects related to the use of social media in marketing and management. A member of the International Institute of Social and Economic Sciences.

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