

**11th European Conference on Social Media  
ECSM 2024  
University of Brighton, UK  
30 - 31 May 2024  
Programme is in UK Summer Time (GMT +1)**

**Wednesday 29 May 2024**

**18:00-19:00** Pre-conference Registration and Welcome Drinks Ibis Brighton City Centre 88-92 Queens Road, Brighton BE1 3XE

**Thursday 30 May 2024**

**08:30** Room 1 Opens

**09:00** Welcome and Opening of the Conference: Vice Chancellor Debra Humphris

**09:20** Keynote Presentation: Dr Martin De Saulles, University of Brighton, UK  
**Establishing Trust in an AI-Driven Economy**

**10:05** Conference splits into Streams

**Room: G8**  
**Stream A: Families and Health**  
**Chair: Beata Jungselius**  
**PHYSICAL**

**ECSM Zoom Room & G5**  
**Stream B: Influencers and Education**  
**Chair: Kganathi Shaku**  
**VIRTUAL**

**10:20** Navigating Parenthood Online: Understanding the Complex Dynamics of Sharenting Practices  
Beata Jungselius, Maja Fröjelin and Sebastian Johansson, University West, Trollhättan, Sweden

The Influence of Social Networks on the Purchasing Behavior of Wine Consumers in Portugal  
Eulália Silva, Manuel Sousa Pereira, Paula Oliveira and Álvaro Cairro, Instituto Politécnico de Viana do Castelo, Portugal

**10:40** TikTok as an Educational Platform: Teenagers' Experiences  
Zinaida Adelhardt and Thomas Eberle, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany

Uses, Perceptions and Impacts of Instagram: a Study With Higher Education Students  
Telma Pereira, Nídia Salomé Morais and Teresa Gouveia, Escola Superior de Educação, Instituto Politécnico de Viseu, Portugal, Rui Raposo, University of Aveiro, Portugal

**11:00** Hope on YouTube: Mixed Methodology Bridges Mental Health YouTubers and Viewers' Perspectives  
Stavroula Zivras and Katerina Diamantaki, DERE- The American College of Greece, Aghia Paraskeui, Greece

Instagram Communication in Pandemic Times: A Deductive Qualitative Analysis of a Portuguese Digital Influencer's Profile  
Ana Filipa Costa, Teresa Gouveia, Nídia Salomé Morais, Instituto Politécnico de Viseu, Portugal and Rui Raposo, University of Aveiro, Portugal

**11:20** Online Learning in 280 Characters: Analysing Public Sentiment on Distance Learning During COVID-19  
Anas Alsuhaibani, Mohammed Alaklabi, Ahmad Alhassan and Faisal Alossaimi, Prince Sattam bin Abdulaziz University, Alkharj, Saudi Arabia, Mohammed Almotrafi, Northern Border University, Saudi Arabia

User-Generated Content in Tourism: Could it Impact Brand Equity and Intention to Visit?  
Sara Santos, Maria Vasconcelos and Sónia Ferreira, Instituto Politécnico de Viseu, Portugal

**11:40** Fostering Global Wellness: Harnessing Social Media to Enhance Cross-Cultural Trust to propel Medical Tourism Ensuring Economic Growth  
Poornima A S Srikant, Sri Ramachandra Faculty of Management Sciences, Chennai, India and Srikant Subramanian, Blue star Limited, India

Unveiling the Influence: Corporate Influencers and Employer Branding in the Skilled Trades Industry  
Vanessa Klopff and Carolin Durst, University of Applied Sciences Ansbach, Germany

**12:00** Exploring the Potential and Challenges of WhatsApp Focus Groups in Qualitative Consumer Research: A Case Study of Sustainable Eating  
Virpi Oksman, Tom Tamlander, Marjoriikka Ylisiurua and Anu Seisto, VTT Technology centre, Finland

Textism in the Classroom – a Writing Destruction  
Kganathi Shaku, University of South Africa (UNISA), Pretoria, South Africa

**12:20** Lunch Break

**Lunch Break**

**Room: G8**  
**Stream A: Mini Track on Social Media Challenges and Security**  
**Chair: Maria-Magdalena Popescu**  
**PHYSICAL**

**ECSM Zoom Room & G5**  
**Stream B: Mini Track on Social Media Challenges and Security**  
**Chair: Richard Wilson**  
**VIRTUAL**

**13:20** How Dangerous Is Foreign Propaganda on TikTok? Results from An Experimental Study  
Chris W. Cai, Department of Politics and International Relations, University of Oxford, UK (Presentation only)

The Possible Role of Digital Platforms in Information Operations  
Niina Meriläinen, Tampere University, Finland

**13:40** Thinking Through Targeting: Social Media an Effective Tool for Influencing People and Society  
Daniel Ionel Andrei Nistor, National Defence University „Carol I”, Bucharest, Romania

The Impact of AI on Social Media  
Peter Krajčovič, Faculty of Mass Media Communications, University of Ss Cyril and Methodius in Trnava, Slovak Republic

**14:00** Social Media Narratives: Addressing Extremism in Middle Age (SMIDGE)  
Jason Lee, Raouf Hamzaoui, Sara Wilford and Nitika Bhalla De Montfort University, Leicester UK

Design of a Disinformation Awareness Digital Game  
Clara Maathuis and Ebrahim Rahimi, Open University, Heerlen, The Netherlands, Frederick Janssens, Independent Researcher, Belgium

**14:20** Users' Adoption of Social Media Platforms for Government Services: The Role of Perceived Privacy, Perceived Security, Trust, and Social Influence  
Lamya Almansoori, Reem Al Katheeri, and Mousa Al-kafairy, Zayed University, Abu Dhabi, UAE

Propaganda, Totalitarianism and January 6 2021: Ethical and Anticipated Ethical Issues  
Richard Wilson, Towson University, Towson MD, US (Presentation Only)

**14:40** Digital diplomacy, soft power and communication in shaping geopolitics- an analysis of online identities and their social media strategic narratives  
Maria-Magdalena Popescu, Carol I National Defense University, Bucharest, Romania

How AI transforms Social Media: Ethical and Anticipated Ethical Issues  
Richard Wilson, Towson University, Towson MD, US (Presentation Only)

**15:00** Break

Break

	<b>Room: G8</b> <b>Stream B: PhD and Masters Colloquium</b> <b>Chair: Thomas Eberle</b> <b>10 minute presentations with time for discussion and feedback</b> <b>PHYSICAL</b>	<b>ECSM Zoom Room &amp; G5</b> <b>Stream B: PhD and Masters Colloquium</b> <b>Chair: Clara Maathuis</b> <b>10 minute presentations with time for discussion and feedback</b> <b>VIRTUAL</b> <b>15:20 - 16:00</b>
15:20	<p>Research on the Influence of Video Content Features on User Behaviour Zhiqi <b>Pu</b>, China University of Petroleum, Qingdao, China (Masters)</p> <p>Swipe, Watch, Buy: Unraveling the Power of Product Placement in Short Videos on Youth Impulse Purchasing Duc <b>Sinh Hoang</b>, Nguyet <b>Minh Pham</b>, International University, National University of Vietnam, Ho Chi Minh, Vietnam, Anh <b>Dao Kim</b> and Phi <b>Hung Truong</b>, Tomas Bata University in Zlin, Czech Republic (PHD)</p>	<p>Revealing Hybrid Threats: Vulnerability Exploitation in Romania's Social Media Landscape Georgiana-Daniela <b>Lupulescu</b>, "Carol I" National Defence University Bucharest, Bucharest, Romania (PhD)</p> <p>Hoaxes in Social Media - Can Game-Based Learning Beat Them? Vajk <b>Pomichal</b>, the University of Ss. Cyril and Methodius in Trnava, Slovakia (PhD)</p> <p>Health Misinformation Vs. Facts on Social Media: Co-occurrence Network Analysis in Bangladesh Parinda <b>Rahman</b> and Ifeoma <b>Adaji</b>, University of British Columbia, Kelowna, Canada (Masters)</p>
15:40	<p>Fandom in Action: Online Mobilization of Thai Youth in the 2020-2021 Anti-Government Protests Ploykamol <b>Suwantawit</b>, University of Liverpool, Liverpool, UK (PhD)</p>	
16:00	<p>A Comprehensive Bibliometric Study of Product Placement with an Ethical Emphasis Phi Hung <b>Truong</b>, Anh Dao <b>Kim</b>, Tomas Bata University, Czech Republic and Duc Sinh <b>Hoang</b>, Dieu Hue <b>Nguyen</b> International University, National University of Vietnam, Vietnam (PhD)</p> <p>Professional Versus Personal Identities of Young Health Communicators: The Social Media Connection Souad <b>El Mghari</b>, Merete <b>Kolberg Tennfjord</b>, Kristiania University College, Norway and Ragnhild <b>Eg</b>, Nofima, Norway (PhD)</p>	<b>ECSM Zoom Room &amp; G5</b> <b>Stream B: Virtual Poster Session</b> <b>Chair: Clara Maathuis</b> <b>5 minute presentations with time for discussion and feedback</b> <b>VIRTUAL</b> <b>16:00 - 1700</b> <b>Session will begin straight after PhD session, so please be in the room early</b>
16:20	<p>From Passion to Paycheck: The Cyclical Process of Influencer Brand Building Emrah <b>Solak</b>, University of Sussex, Brighton, UK (PhD)</p> <p>Fans' Heterotopia in WeChat: Memory Flow and Reimagining Leslie Cheung Ning <b>Zhang</b>, University of Nottingham, Nottingham, United Kingdom (Presentation only)</p>	<p>Determination of Effectiveness of Social Media on Promoting Dental Tourism Sushumna <b>Saproo</b> and Dr Poornima <b>A S</b>, Sri Ramachandra Faculty of Management Sciences, Chennai, India, (invited Poster)</p> <p>Autism Perceptions and Dynamics in TikTok Lotfi <b>Wahbeh</b>, Clara <b>Maathuis</b> and Sylvia <b>Stuurman</b> Open University, The Netherlands (invited poster)</p> <p>Interstitial Dialogues: A Phenomenology of News-Comments Mary Jane <b>O'Leary</b>, Liverpool John Moores University, UK (WIP)</p> <p>Nietzsche, Heidegger and the Origins of the Far Right: Ethical and Anticipated Ethical Issues Richard <b>Wilson</b>, Towson University, Towson MD, USA (Poster Only)</p> <p>Algorithmic Prejudice, White Rage and the Making of Bigotry: Ethical and Anticipated Ethical Issues Richard <b>Wilson</b>, Towson University, Towson MD, USA (Poster Only)</p>
16:40		
16:20	<b>Close of Conference Day</b>	<b>Close of Conference Day</b>
19:30	<b>Conference Dinner for in-person participants</b> <b>Browns Brasserie &amp; Bar</b> <b>3-4 Duke Street, Brighton BN1 1AH</b>	

Friday 31 May 2024	
09:00	Room A1 Opening Messages
09:05	<b>Keynote Presentation: Dr Tony Sampson, University of Essex, UK</b> <b>Return to Virality: Contagion Theory in the Age of Social Media</b>
09:50	Coffee Break and Poster Presentations
	<p><b>Room: G8</b> <b>Stream A: Climate Change, Politics and Comments/Discussions</b> <b>Chair: Malte Wattenberg</b> <b>PHYSICAL</b></p> <p><b>ECSM Zoom Room &amp; G5</b> <b>Stream B: The Diversity of Social Media Research</b> <b>Chair: Manuel Sousa Pereira</b> <b>VIRTUAL</b></p>
10:30	On Presenters and Commenters in Youtube Climate Change Videos Vered <b>Aharonson</b> , University of the Witwatersrand, Johannesburg, South Africa and Jared <b>Joselowitz</b> , Imperial College London, UK
10:50	Effective Elements of Climate Change Videos on the YouTube Platform Zeinab <b>Shahbazi</b> and Slawomir <b>Nowaczyk</b> , Halmstad University, Sweden
11:10	Summarizing User Comments on Social Media Using Transformers Afrodite <b>Papagiannopoulou</b> and Chrissanthi <b>Angeli</b> , University of West Attica, Athens, Greece
11:30	An Analysis of Online Bulletin Board Discussions Using Posting Transitions Minoru <b>Nakayama</b> , Tokyo Institute of Technology, Japan, Satoru <b>Kikuchi</b> and Hiroh <b>Yamamoto</b> , Shinshu University, Japan
11:50	Insiders Versus Outsiders: A Comparative Study of Female Politician's Social Media Use Tekla <b>Illés</b> and Zipporah <b>Mwangi</b> , Corvinus University of Budapest, Hungary
12:10	<b>Lunch Break</b>
12:30	<b>Lunch Break</b>
	<p><b>Room: G8</b> <b>Stream A: Mini-Track on e-Commerce and Digital Marketing in Social Media</b> <b>Chair: Sara Wilford</b> <b>PHYSICAL</b></p> <p><b>ECSM Zoom Room &amp; G5</b> <b>Stream B: The Diversity of Social Media Research</b> <b>Chair: Marlene Loureiro</b> <b>VIRTUAL</b></p>
13:00	Exploring Social Media Metrics: A Comprehensive Literature Review on Assessing Post-Digitalisation Outcomes in Companies from a People-Centric Perspective Fortune <b>Nwaiwu</b> , Linda <b>Newnes</b> and Susan <b>Lattanzio</b> , University of Bath, UK
13:20	Content Quality Counts in C2C Influence on Instagram Debbie <b>Ellis</b> and Shéfali <b>Ramjathan</b> , University of KwaZulu-Natal, South Africa (Presentation Only)
13:40	Integration of Successful Customer Engagement for SMEs on Social Media Malte <b>Wattenberg</b> , Bielefeld University of Applied Sciences and Arts, Germany
14:00	<b>Room G8: Summary of the Conference</b> <b>Award to the winner of the Best PhD Paper and Poster</b>
14:20	<b>Close of Conference</b>
14:40	<b>ECSM Zoom Room: Award to the winners and Close of Conference</b>
<b>Physical Posters will be presented on Friday Morning during the morning coffee break and Virtual Posters will be presented on Thursday afternoon in the Zoom Room at the same time</b>	
	<p><b>Physical Posters</b></p> <p><b>Virtual Posters</b></p>
	<p>The Psychology of Fake News Detection in the Age of Generative AI Chris W. <b>Cai</b>, Graduate, Department of Politics and International Relations, UK (Poster Only)</p> <p>Determination of Effectiveness of Social Media on Promoting Dental Tourism Sushumna Sapru and Dr Poornima A S, Sri Ramachandra Faculty of Management Sciences, Chennai, India, (invited Poster)</p>
	<p>'It's Just Pictures': The Death of Social Photography as we Know it Beata <b>Jungselius</b>, University West, Trollhättan, Sweden and Alexandra <b>Weilenmann</b>, University of Gothenburg, Sweden (WIP)</p> <p>Autism Perceptions and Dynamics in TikTok Lotfi <b>Wahbeh</b>, Clara <b>Maathuis</b> and Sylvia <b>Stuurman</b> Open University, The Netherlands (invited poster)</p>
	<p>Energy Drinks and Young People: Assessing Social Media and Influencer Marketing Strategies Jayne <b>Rodgers</b>, Teesside University, Middlesbrough, UK (Poster Only)</p> <p>Interstitial Dialogues: A Phenomenology of News-Comments Mary Jane <b>O'Leary</b>, Liverpool John Moores University, UK (WIP)</p>
	<p>How Participation in Online Discussion Forums Affects Essay Writing Minoru <b>Nakayama</b>, Tokyo Institute of Technology, Japan, Satoru <b>Kituchi</b> and Hiroh <b>Yamamoto</b>, Shinshu University, Japan (invited poster)</p> <p>Nietzsche, Heidegger and the Origins of the Far Right: Ethical and Anticipated Ethical Issues Richard <b>Wilson</b>, Towson University, Towson MD, USA (Poster Only)</p>
	<p>Creating Future Consumer Personas with AI Virpi <b>Oksman</b> and Tom <b>Tamlander</b>, VTT, Technology Centre of Finland (invited poster)</p> <p>Algorithmic Prejudice, White Rage and the Making of Bigotry: Ethical and Anticipated Ethical Issues Richard <b>Wilson</b>, Towson University, Towson MD, USA (Poster Only)</p>