

**Proceedings of the  
12<sup>th</sup> European Conference on  
Social Media**

**ECSM 2025**

**22-23 May 2025**

**Hosted By**

**ISCAP**

**Porto, Portugal**

**Edited by**

**Susana Pinto and Luciana Oliveira**

## About the 12<sup>th</sup> European Conference on Social Media, 2025

The European Conference on Social Media (ECSM) is a well-established academic conference, held annually for over a decade, with a focus on advancing research and dialogue around social media. The primary aim of ECSM is to provide a platform for scholars, researchers, practitioners, and industry professionals to share and discuss their findings on the multifaceted impacts of social media. The conference emphasises the importance of understanding how social media influences various sectors, including society, education, business, and governance.

### Aims and Scope

The primary aim of the ECSM is to encourage academic and professional dialogue on the diverse aspects of social media, promoting research that contributes to the better understanding of how social media impacts our lives. The conference seeks to bridge the gap between theory and practice by encouraging contributions that offer both theoretical insights and practical implications. It also provides a collaborative environment where participants can engage in knowledge exchange, interact with peers, and explore emerging trends and issues in social media.

The scope of ECSM is deliberately broad and interdisciplinary, encompassing research that explores the societal implications of social media, its role in communication and community building, and its integration into business and educational practices. Additionally, the conference addresses the analytical and technical aspects of social media, such as data mining, analytics, and the ethical and policy-related challenges that arise from its use. The Proceedings of the 11<sup>th</sup> European Conference on Social Media 2024 includes academic research papers, PhD research papers, Masters Research papers and work-in-progress papers, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a professional research audience, including graduates, postgraduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

### Topics Covered

The call for papers for the ECSM conference asked for contributions that considered the following topics. In addition the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.

#### **Social Media and Society:**

- how social media affects social behaviour
- cultural dynamics
- community building.

#### **Social Media in Business:**

- social media as part of business strategy,
- marketing,
- customer engagement
- brand management.

#### **Educational Uses of Social Media:**

- the integration of social media into educational settings,
- the impact of social media on learning, teaching methods, and academic engagement.
- Social media as a research tool.

#### **Social Media Analytics and Data Mining:**

- methodologies and tools for analysing social media data
- sentiment analysis

- network analysis
- big data challenges.

**Policy and Ethical Issues:**

- regulatory, legal, and ethical implications of social media use,
- privacy concerns,
- misinformation
- the digital divide.

**Emerging Technologies:**

- the intersection between social media and emerging technologies
- artificial intelligence
- virtual reality
- blockchain.

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Social Media Challenges and Security
- E-Commerce and Digital Marketing with Social Media

Full details about the conference can be seen from the conference website:

<https://www.academic-conferences.org/conferences/ecsm/>

## **ECSM Editorial**

These proceedings represent the work of contributors to the 12th European Conference on Social Media (ECSM 2025), hosted by Porto Accounting and Business School (ISCAP), Porto, Portugal on 22-23 May 2025. The Conference Chair is Susana Pinto and Programme Chair is Luciana Oliveira from ISCAP.

ECSM is now a well-established event on the academic research calendar and now in its 12<sup>th</sup> 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 Professor Alexandre Duarte from the NOVA University of Lisbon on *Behind the Scroll: insights of the Social Media Era*. On the second day, Professor Xabier Martínez Rolán from the University of Vigo, will give a talk on the subject: *From Digital Violence to Disinformation on Social Media: A New Paradigm with Generative AI*.

With an initial submission of 134 abstracts, after the double blind, peer review process there are 41 Academic research papers, 7 PhD research papers and 5 work-in-progress papers published in these Conference Proceedings. These papers represent research from Australia, Austria, Bangladesh, Belgium, Canada, Cyprus, Czech Republic, Egypt, Estonia, Germany, Greece, Hungary, Ireland, Israel, Lithuania, New Zealand, Philippines, Poland, Portugal, Qatar, Romania, Scotland, Slovakia, South Africa, Spain, Turkey, United Kingdom, USA

We hope you enjoy the conference.

Susana Pinto  
ISCAP

May 2025

## Biographies of Chairs and Keynote Speakers

### Conference Chair



**Susana Pinto** is a Senior lecturer at ISCAP with a Specialist Title in Marketing and Advertising. She is a Ph.D. student in Communication at the University of Vigo with a Master's in Multimedia from FEUP and Bachelor's in Marketing from ISCAP. She has worked as a Principal Coordinator of the Communication and Public Relations Office at ISCAP since December 2023. In 2010, and began her teaching career in the field of Organizational Communication and Advisory at ISCAP. She is a Member of the Scientific Committee of the Post-Graduate Program in Event Management at PEA/ISCAP. She participates in the MatActiva Project and is a member of the FoCAS working group. Areas of interest include Marketing Communication, Public Relations, Social Media, Events, Marketing, Crisis Communication.

### Programme Chair



**Luciana Oliveira**, PhD in Communication, is a professor at ISCAP, P.Porto, and a researcher at CEOS.PP. Her research interests include social media communication, social media content strategies design, audiences' analysis, disinformation and misinformation, social network analysis (SNA) and sentiment/emotion analysis. She has published relevant work and supervised several MSc and PhD students in these domains. She serves as a reviewer and member of the Editorial Review Board for several international conferences and journals on these topics.

### Keynote Speakers



**Alexandre Duarte** is a Professor at Universidade Nova de Lisboa, a researcher at ICNOVA/UNL, and an Invited Professor at the Catholic University of Portugal, where coordinates the Postgraduate Courses in Communication and Advertising Creativity, and Service Design. He holds a PhD in Communication Sciences (specialization in Strategic communications) from the University of Minho. For more than twenty years, he worked as a senior creative copywriter in several multinational advertising agencies. He was a Tutor of the Young Marketers Academy of the EUROBEST Festival, CEO of RESTART - Institute of Arts and Creativity, and advisor to SUPERBRANDS Portugal. Between 2016 and 2022, he served as a Board Member of EDCOM - European Institute for Commercial Communications Education, and from 2024, assumed the Coordination of the Advertising Working Group of the Portuguese Association of Communication Sciences - SOPCOM.



**Xabier Martínez Rolán**, PhD in Communication from the University of Vigo, is an Associate Professor in the Department of Audiovisual Communication and Advertising at the same institution. His professional and academic career is deeply rooted in digital communication and marketing within digital environments. In the field of teaching, Martínez Rolán is recognized for his innovative approach, teaching courses on mobile applications, web development, and generative artificial intelligence in undergraduate and master's programs. Additionally, he coordinates training initiatives for faculty members, promoting the integration of artificial intelligence tools into pedagogical practices. His research focuses on the transformations in digital communication, with particular emphasis on new advertising formats and the study of virtual communities. He pays special attention to communicative dysfunctions, delving into phenomena such as digital violence and misinformation, analyzing their impact on contemporary society. Throughout his career, he has made significant contributions to advancing knowledge in these areas, with over a hundred academic publications that demonstrate

the breadth and depth of his work. Beyond his academic activities, Xabier Martínez Rolán maintains an active presence in the digital environment through his personal website, where he shares insights and resources related to digital communication, aimed at both professionals and students..

### **Mini Track Chairs**



**Joao Batista** is a Coordinator Professor at the University of Aveiro, Portugal. A member of the DigiMedia research group, his research interests focus on communication and AI technologies in higher education, as well as information and communication overload. He has participated in research projects and has authored scientific publications. He serves as a reviewer for scientific journals and as a Program and Scientific Committee member for various scientific events.



**Gonçalo Carnaz** is a Professor at the University of Aveiro, Portugal.. His research interests focus on the use of computer methods (such as AI technologies) in higher education, criminal and medical domain. He has participated in externally funded research projects and has authored numerous scientific publications. He serves as a reviewer for scientific journals and as a Program and Scientific Committee member for various scientific events.



**Anabela Mesquita** is a Coordinator Professor with Aggregation at ISCAP/IPP. She participated in several European projects as a researcher/partner and coordinator. Anabela has published several articles in journals and conferences. She is a Member of the editorial board for the IGI Global, an Associate Editor and Co-Editor-in-Chief of IJTHI, of various publications and the Chair of the CAE (A3ES) in the area of secretarial and advisory services.



**Violetta Wilk** is a Senior Lecturer and Researcher at Edith Cowan University, Perth, Australia. Violetta's research investigates social media consumer behaviour, online brand advocacy, online communities, big data analytics, data visualisation, user-generated content, interactive internet-based consumer behaviour, and the persuasiveness of online communication. Violetta often works with qualitative, social media data and uses data visualisation software such as Synthesio,

Leximancer and QSR NVivo.

## **ECSM Review Committee**

ECSM is fortunate to have a significant number of international experts in the field willing to review papers. Care is taken to ensure that a fully double-blind peer review process is followed, and reviewers are not selected if they have any research or organisational connection to the author/s.

*Dr Małgorzata Adamska, Opole University of Technology, Poland; Elham Akbari, Utrecht, The Netherlands; Prof Hamid Alasadi, Iraq University College, Basra, Iraq; Prof. Abdelnaser Ali, Universiti Sains Malaysia, Malaysia; Prof Abbas Aljuboori, University of Information Technology and Communications, Iraq; Ass. Prof. Dr. Rumen Andreev, Bulgarian Academy of Sciences, Bulgaria; Ass. Prof, Ph.D. Razvan-Lucian Andronic, Spiru Haret University, Romania; Prof Chrissanthi Angeli, University of West Attica, Greece; Dr. Nekane Aramburu, University of Deusto, Spain; Dr Maria Elena Aramendia-Muneta, Universidad Pública de Navarra, Spain; Prof Lina Artemenko, National Technical University of Ukraine Igor Sikorsky Kyiv Polytechnical Institute, Ukraine; Dr Joey Aviles, Panpacific University North Philippines - Tayug Campus, Philippines; Dr Norizzati Azudin, Sunway University, Malaysia; Prof Anna Baczkowska, Nicolaus Copernicus University, Torun, Poland; Prof. Joao Batista, University of Aveiro (ISCA), Portugal; Dr Petra Bayerl, CENTRIC, Sheffield Hallam University, UK; Dr. Frank Bezzina, University of Malta, Malta; Prof. Dr. Dietmar Boenke, Reutlingen University, Germany; Dr. Roberto Boselli, University of Milano-Bicocca, Italy; Dr. Sviatoslav Braynov, University of Illinois at Springfield, USA; Dr Małgorzata Budzanowska-Drzewiecka, Jagiellonian University, Poland; Dr. Dragana Calic, Defence Science and Technology Organisation, Australia; Prof Dr Ana Paula Camarinha Teixeira, IPP - ISCAP Porto, Portugal; Dr. Martin Cápaj, Constantine the Philosopher University in Nitra, Slovakia; Dr Kevin Matthe Caramancion, Mercyhurst University, USA; Prof. Maria Ivone Cardoso, ISCAP, Portugal; Dr Ivana Cechova, University of Defence, Czech Republic; Dr Yash Chawla, Wrocław University of Science and Technology, Poland; Nachiappan Chockalingam, Meta, USA; Dr Ritesh Chugh, Central Queensland University, Australia; Ilenia Confente, University of Verona, Italy; Dr Niall Corcoran, Limerick Inst Technology, Ireland; Dr. Leona Craffert, UWC, South Africa; Dr. Martin De Saulles, University of Brighton, UK; Evan Dembskey, UNISA, South Africa; Ass. Prof. Muhammet Demirbilek, Suleyman Demirel University, Turkey; Dr. Nomusa Dlodlo, CSIR - Meraka Institute, South Africa; Dr. Martina A. Doolan, Univeristy of Hertfordshire, UK; Prof Charmaine Du Plessis, University of South Africa, South Africa; Sally Eaves, Aston Business School, UK; Dr Ramadan Elaiess, University of Benghazi, Libya; Dr Suzanne Elayan, Loughborough University, UK; Dr. Scott Erickson, Ithaca College, USA; Dr. Jose Esteves, IE business school, Spain; Prof Maria Ferreira, Universidade Portucalense, Portugal; Jorge Ferreira, Nova University of Lisbon, Portugal; Dr. Dianne Forbes, University of Waikato, New Zealand; Prof. Samuel Fosso Wamba, Toulouse Business School, France; Prof G. D. Dharmakeerthi Sri Ranjan, University of Colombo, Sri Lanka; Prof Ergun Gide, CQUniversity, Australia; Matt Glowatz, University College Dublin, Ireland; Prof. Fátima Gonçalves, CISUC - Universidade de Coimbra, Portugal; Prof. Dimitris Gouscos, University of Athens, Greece; Dr. Leila Halawi, Embry-Riddle Aeronautical University, USA; Dr. Val Hooper, Victoria University of Wellington, New Zealand; Prof. Brigita Janiunaite, Kaunas University of Technology, Lithuania; Geraldine Jones, University of Bath, UK; Jari Jussila, Hame University of Applied Sciences, Finland; Dr. Ioannis Karavasilis, Ionian Islands Regional Education Admimistration, Greece; Dr Christos Karpasitis, UCLan Cyprus, Pyla, Cyprus; Prof Jesuk Ko, Universidad Mayor de San Andres, Bolivia; Dr Kevin Koidl, Trinity College Dublin, Ireland; Prof. Mortaza Kokabi, Shaheed Chamran University, Iran; Dr. Kostas Kolomvatsos, University of Athens, Greece; Dr Barbara Krumay, WU Vienna University of Economics and Business, Austria; Dr Hok Yin Lai, Hong Kong Baptist University, Hong Kong; Dr Chern Li Liew, Victoria University of Wellington, New Zealand; Dr. Andrew Lim, Hotelschool The Hague, The Netherlands; Dr Young Joon Lim, University of Texas Rio Grande Valley, USA; Prof. Arminda Lopes, Instituto Politécnico de Castelo Branco, Portugal; Prof. Eurico Lopes, Instituto Politécnico Castelo Branco, Portugal; Ana Loureiro, Instituto Politécnico de Santarém - Escola Superior de Educação, Portugal; Dr Iwona Lupa-Wójcik, Institute of Law and Economics, Pedagogical University of Krakow, Poland; Dr Magdalena Maciaszczyk, Lublin University of Technology, Poland; Malissa Maria Mahmud, Sunway University, Malaysia; Dr. Stefania Manca,*

*Institute for Educational Technology - CNR, Italy; Dr Bertil P. Marques, GILT/ISEP, Portugal; Prof Rui Pedro Marques, University of Aveiro, Portugal; Prof Maurizio Massaro, Ca' Foscari University of Venice, Italy; Prof. Muresan Mihaela, Dimitrie Cantemir Christian University, Romania; Dr. Graham Myers, Durban University of Technology, South Africa; Nazmun Nahar, University of Jyväskylä, Finland; Minoru Nakayama, Tokyo Institute of Technology, Japan; Vincent Ng, Dept of Computing, The Hong Kong Polytechnic University, China; Emanuela Nica, Center for Ethics and Health Policy and, Petre Andrei University from Iasi, Romania; Prof Piotr T. Nowakowski, Rzeszów University (College of Social Sciences), Poland; Dr. Maria Obeso, University of Cantabria, Spain; Dr Luciana Oliveira, ISCAP / IPP – School of Accounting and Administration, Portugal; Assoc. Prof. Dr. Nuran Öze, Arkin University of Creative Arts and Design (ARUCAD), Northern Cyprus; Dr. Alessandro Pagano, University of Bari, Italy; Prof. Leonor Pais, University of Coimbra, Portugal; Dr. Stavros Parlalis, Frederick University, Cyprus; Dr. Carmen Perez-Sabater, Universitat Politècnica de Valencia, Spain; Dr. Beth Perry, Athabasca University, Canada; Prof Marina Pichugina, National Technical University of Ukraine Igor Sikorsky Kyiv Polytechnical Institute, Ukraine; Prof Maria Popescu, Carol I National Defense University, Romania; Prof. Saripalli Ramanamurthy, Pragati Engineering College, India; Isabel Ramos, University of Minho, Portugal; Pascal Ravesteijn, HU University of Applied Sciences, The Netherlands; Dr. Martin Rich, Cass Business School, UK; Dr Alina Roscan, National Defense University Carol I, Romania; Dr. Andree Roy, Universit de Moncton, Canada; Dr. Char Sample, Carnegie Mellon University/CERT, USA; Prof Pedro Manuel do Espirito Santo, Politechnic University of Leiria, Portugal; Dr. Jose Santos, Ulster University, Northern Ireland; Prof Sara Santos, ISCA - Universidade de Aveiro, Portugal; Dr Prianka Sarker, Manchester Metropolitan University, UK; Dr. Yilun Shang, Singapore University of Technology and Design, Singapore; Dr. Chandranshu Sinha, Amity Business School, Noida, India; Dr Marjolaine St-Pierre, University of Montreal, Canada; Prof. James Stewart, Coventry University, UK; Dr. Thomas Strasser, Vienna University of Teacher Education, Austria; Dr. Alan Strickley, Department for Education, UK; Assc Devaraja Thattekere Settygowda, University of Mysore, India; Dr. Hayfaa Tlaiss, University of New Brunswick, Canada; Dr. Eduardo Tomé, Universidade Lusitana, Portugal; Ann Turner, Queen Margaret University, UK; Christiana Varda, UCLan Cyprus, Larnaca,, Cyprus; Prof. Vasiliki Vrana, Technological Education Institute of Serres, Greece; Prof. Dr. Robert J. Wierzbicki, University of Applied Sciences Mittweida, Germany; Dr Violetta Wilk, Edith Cowan University, Australia; Dr. Christine Williams, Bentley University, USA; Prof Piotr Wiśniewski, Institute of Risk and Financial Markets, Warsaw School of Economics, Poland; Prof. Afonso Zinga, University of Coimbra, Portugal; Dr Justyna Żywiołek, Czestochowa University of Technology, Poland; Prof Tiago Trancoso, IPVC, Portugal; Prof Rabelani Dagada, Graduate School of Business Leadership, University of South Africa, South Africa. Prof Manuel Sousa Pereira, IPVC, Portugal Dr sascia pellegrini, School of the Arts of Singapore, Singapore Dr Mònika Jiménez-Morales, University Pompeu Fabra, Spain Dr Amr Assad, Higher Colleges of Technology, United Arab Emirates Research Scientist Kamal Chandra Paul, Global Research Centre (GRC), Malaysia and Bangladesh Dr Goh Chin Fei, Universiti Teknologi Malaysia, Malaysia Dr Vinayak Shinde, D Y Patil Agriculture and Technical University, Talsande, India Prof Joaquim Pratas, Porto Accounting and Business School - Polytechnic Institute of Porto (ISCAP-IPP), Portugal Prof Sofia Gomes, Portucalense University, Portugal.*