

**12th European Conference on Social Media
ECSM 2025 Physical Timetable
22-23 May 2025
ISCAP Porto, Portugal**

Address: Porto Accounting and Business School (ISCAP), Rua Jaime Lopes Amorim s/n, 4465-004 S. Mamede de Infesta, Porto, Portugal

Wednesday 21 May 2025

18:00 Pre-conference Registration and Welcome Drinks (until 19:00) Axis Porto Rua Maria Feliciana, nº 100 4465-283, São Mamede de Infesta – Porto

Thursday 22 May 2025

08:30 Conference Registration and coffee

09:00 Room: Main Auditorium

Welcome and Opening of the Conference: Susana Pinto, Luciana Oliveira (ISCAP P.Porto); Ana Azevedo - (CEOS.PP Director) and Manuel Silva (Dean of ISCAP)

09:15 Keynote Presentation: Alexandre Duarte, Universidade Nova de Lisboa, Portugal
Behind the Scroll: Insights of the Social Media Era

10:00 Conference splits into streams

Room: Main Auditorium

Stream A: AI and Algorithms and The Negative Side of Social Media

Chair: João Batista

10:20 The 10-Year Shift: How AI Reshaped Social Media from 2014 to 2024
Nazime **Tuncay**, North Cyprus, Güzelyurt, Cyprus

10:40 Developing and Validating the AI-SMEQ: Measuring the Effects of Artificial Intelligence on Social Media Users
Nazime **Tuncay**, North Cyprus, Güzelyurt, Cyprus

11:00 Truth, Lies, and Algorithms: Interdisciplinary Pedagogical Strategies for Media Literacy
Kristi **Girdharry** and Kerry **Rourke**, Babson College, United States

11:20 Risks of Harm Through Social Media Use: Scams and How Users Respond
Val **Hooper**, Victoria University of Wellington, New Zealand

11:40 Who's Afraid of the Big Bad Lurker? Lurking, AI, and Social Media Literacies
Andrew **McWhirter**, Glasgow Caledonian University, Glasgow, Scotland

12:00 Lunch

Lunch

Room: Main Auditorium

Stream A: Politics

Chair: Kerry Rourke

Room: 0131-1

Stream A: PhD and Masters Colloquium

Chair: Luciana Oliveria

10 Minute Presentations with time for feedback and questions

13:00 How Digital Memes Lead Political Debate into Vulgarity
Ana **Mayagoitia-Soria**, Universidad Internacional de la Rioja, Madrid, Spain,
Mireya **Vicent-Ibáñez**, Universidad de Burgos, Spain and María Antonia **Paz-Rebollo**, Universidad Complutense de Madrid, Spain (Presentation only)

Exploring Influencer Burnout Through Trans-Parasocial Relationships in the Age of Commercialised Social Media
Anthony **Emebo**, Elaine **Mercer-Jones**, Reika **Igarashi** and Ashleigh **Logan-McFarlane**,
Edinburgh Napier University, UK

13:20 Memetic Election Cycles in US Presidential Campaigns
Bradley **Wiggins**, Webster Vienna Private University, Vienna, Austria

The Power of Storytelling in Product Placement of TikTok's Short-Form Content: A Qualitative Study
Kim Anh **Dao** Tomas Bata University in Zlin, Czech Republic

13:40 Linked Resources in Debates About the German Network Enforcement Act on Twitter
Jens **Pohlmann** and Karin León **Henneberg**, University of Bremen, Bremen, Germany, Caio **Mello**, University of Luxembourg, Luxembourg

A Representation of AI Technology in Turkish News Media and YouTube Journalism
Mahmut Burak **Atasever** Koç University, Istanbul, Türkiye

14:00 Fascism and Paranoia in the Market of Information
Yasmin **Gasimova**, Liverpool John Moores University, UK

Social Comparison and Inverted Male Gaze in Marketing: An Exploratory Study of Gay Male Instagram Users' Reasons for Stopping and Holding the Scroll
Glenn **Mehta** Technological University Dublin, Ireland

14:20 Coffee Break

Coffee Break

Room Main Auditorium

Stream A: Social Media in Practice

Chair: Val Hooper

14:40 Beyond Content: Social Media Interfaces as "Texts" in Critical Media Literacy
Caroline **Robbeets** and Jerry **Jacques**, UCLouvain, Belgium

15:00 Image Content Analysis of Egyptian Athletes Visual Self-Presentation Strategies on Instagram
Jailan **ElBous**, University of Hull, United Kingdom

15:20 LGBTQ+ Individuals and the use of Social Media: A Turkish perspective
Gizem Kiziltunalı **Sonyol**, Yaşar University, Bornova/Izmir, Turkey (Presentation only)

15:40 Close of Conference Day

19:30 Conference Dinner PIP Restaurant WOW Rua do Choupelo, 39 4400-088 V.N. Gaia, Porto

Friday 23 May 2025	
09:00	Opening Messages
09:05	Keynote Presentation: Xabier Martínez Rolán, University of Vigo, Spain <i>From Digital Violence to Disinformation on Social Media: A New Paradigm with Generative AI</i>
09:50	Introduction to ECSM 2026
10:00	<i>Poster Presentations: main corridor of Building D</i>
10:30	<i>Conference splits into streams</i>
	Room Main Auditorium Stream A: Conspiracy Theories, Fake News and Sustainability Chair: Susana Pinto
10:40	Online Conspiracy Theories and Perceptions of Institutional Power and Climate Change: A Study of the Flat Earth Society's Forum Mária Lipińska , and Dariusz Jemielniak , Kozminski University, Warsaw, Poland
11:00	Scroll, Share, Sustain: The Impact of Social Media on Social and Environmental Sustainability Banu Sarikaya , Christian Kücherer Hochschule Reutlingen, Germany and Ifeoluwapo Fashoro , Nelson Mandela University, Port Elizabeth, South Africa
11:20	How Social Memory Works on Social Media: A Conceptual and Methodological Framework Oren Meysers , University of Haifa, Haifa, Israel, Anat Ben-David , The Open University, Israel and Motti Neiger , Bar-Ilan University, Israel (Presentation only)
11:40	Digital Anti-Rationalism: Understanding the Alignment of Vitalism, Social Media, and Right-Wing Messaging Brady Hammond , Quinsigamond Community College, Worcester, USA
12:00	<i>Lunch</i>
	Room Main Auditorium Stream A: Social Media in Business Chair: Christian Kücherer
13:00	Factors Influencing Purchase Intention on Social Commerce – A Preliminary Study Ricardo Afonso Soares , ISCAP, Polytechnic of Porto, Portugal, Iviane Ramos de Luna and Gisela Ammetller Universitat Oberta de Catalunya, Barcelona, Spain, Spain
13:20	Co-Creation as a Success Factor: Enhancing Customer Loyalty through Social Network Engagement Marco Inderhees , INU, Cologne, Germany and Ralf Spiller , Macromedia University, Germany
13:40	Unlocking Employee Engagement: Key Drivers for Participation in Corporate Influencer Programs on LinkedIn Carolin Durst , Julian Steigerwald and Johannes Hähnlein Ansbach University of Applied Sciences, Germany
14:00	Social Media Engagement Strategies for Luxury Brands: A Case Study Analysis George Kyparissiadis , American College of Greece, Athens, Greece. (Presentation only)
14:20	<i>Summary of the conference</i> <i>Award of Best PhD Presentation and Best Poster</i>
14:30	<i>Close of Conference</i>
	Poster Presentations <i>Posters will be presented on Friday Morning during the coffee break in the corridor by Main Auditorium. Please give your poster to the registration desk on arrival and we will display it for you.</i>
	What Factors Influence our Sense of Safety on Social Media - A Comparative Study of Different Age Groups Lili Fejes-Vékássy and Eszter Berán , Pázmány Péter Catholic University, Hungary (Poster Only)
	Instagram as a communication Tool for Higher Education Institutions' Internationalization Policy: A Case Study of European HEIs Susana Pinto , Manuel Moreira da Silva , ISCAP, Porto , Portugal and Ana Belen Fernandez Souto , University of Vigo, Spain (Poster Only)
	How Adolescent Identity can be Influenced by Social Media Platforms Orla Shiels and Gabriela Martinez Sainz , University College Dublin, Ireland (Poster Only)
	Botched Decisions? How Instagram Influences Women's Cosmetic Surgery and Non - Surgical Procedures Consumption Decisions Jasmina Milne , Edingburgh Napier University, UK
	Does Human- and AI- Attributed Authorship Matters in Social Media? Ligita Zailskaitė-Jakštė , Kauno Kolegija Higher Education Institutions, Kaunas, Lithuania, Beata Šeinauskienė and Sandra Beliūnė , KTU, Lithuania (Poster Only)
	Intermedia Agenda Setting at the Network Level: Turkish Women's Volleyball Team in Media and Instagram Dilek Melike Uluçay , Yaşar University, Izmir, Türkiye and Gizem Melek , Queen's University Belfast, UK
	The Social Life of ChatGPT: Insights from Tiktok Tess Butler-Ulrich , Ontario Tech University, Oshawa, Canada
	Dehumanisation in Russian and Ukrainian Telegram in 2022: Strategic vs. Reactive Approaches Elizaveta Chernenko , Oxford Internet Institute, Oxford, United Kingdom
	Digital Legacy and AI in Social Media: New Face of Immortality Nazime Tuncay , Independent Researcher, North Cyprus, Güzelyurt, Cyprus (invited Poster)

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15:00	Break		

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15:20	AI Food Critics and Social Media: The Ethical Implications of AI Generated Restaurant Reviews Richard Wilson , Towson University, USA (Presentation Only)	PhD Presentations - (10 minute presentations with time for discussion) Beyond the Filter: How Feminism, Sustainability and Social Media Shape the Beauty Industry Mehruba Haque , Estonian Business School, Tallinn, Estonia
15:40	X Marks the Spot: An Examination of X and Its Transformation from Twitter Marc Dupuis and Sophia Long , University of Washington, Bothell, United States	Emotional Triggers and Cognitive Manipulation in Romanian Social Media: A NLP Analysis Stefania - Elena Stoica , "Carol I" National Defence University, Bucharest, Romania
16:00	Integrating Social Media in Library Services within Higher Education Institutions: A Systematic Review Edmont Pasipamire , The IIE Rosebank College, Cape Town, South Africa	International Students' Challenges Social Media use and Adaptation Zahra Falahatpisheh , University of Western Ontario, London, Canada -----
16:20	Dimensions of Youth Interaction on TikTok: Exploring Creativity, Multimodality and Digital Literacy Pilar Lacasa , Mirsuko Matsumoto and Nerea Rubio-López International University of La Rioja, Spain and Alicia Henando , Complutense University, Madrid	Posters - (5 minute presentations with time for discussion) Framing the Fallout: AI-Generated Visual Disinformation and the Fukushima Wastewater Narrative on Chinese Social Media Yu Xiang , Bucknell University, Lewisburg, United States (Poster only)
16:40	Co-Creation and Social Media in Public Policy Development Maria-Magdalena Popescu , Carol I National Defense University, Bucharest, Romania	Filter vs. Reality: A Micro-Intervention to Challenge Unrealistic Beauty Mehruba Shabaab Haque , Estonian Business School, Tallinn (invited Poster)
		You Tube, Elsagate, and YouTube Kids: Ethical and Anticipated Ethical Issues Richard Wilson , Towson University, USA
		The Drake, Kendrick Lamar rap beef and Social Media: Ethical Issues Richard Wilson , Towson University, USA
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