

13th European Conference on Social Media

ECSM 2026 Physical Programme

28-29 May 2026

at UCLan Cyprus - University of Central Lancashire

Address: UCLan Cyprus – University of Central Lancashire University Ave 12-14 Pyla, Larnaka, 7080

Wednesday 27 May 2026

18:00 Pre-conference Registration and Welcome Drink at (ends at 19:00)
Mercure Larnaca Beach Resort Afrodite str 5, 7041 Larnaka

Thursday 28 May 2026

08:30 Registration and Coffee

09:00 Welcome and Opening of the Conference Dr Christos Karpasitis, Conference Chair, UCLan, Cyprus

09:15 *Keynote Presentation: Demetris Skourides, Chief Scientist of the Republic of Cyprus, Chair of the National AI Taskforce AI Strategy and a Best Practice in Social Engagement*

10:00 Conference Splits into Streams

Room: Auditorium 2

Stream A: Social Media Analysis

Chair: Souad El Mghari

10:10 Topic and Tone in YouTube Climate Discussions

Vered **Aharonson**, University of the Witwatersrand, Johannesburg, South Africa and Or **Bovan**, Afeka, Tel Aviv Academic College of Engineering, Israel SM-033

10:30 Building Strategic Social Media Capabilities in SMEs: Barriers, Opportunities, and Resource Constraints

Lars **Funck**, Karina Burgdorff **Jensen**, Frank Eskelund **Christensen** and Birgitte Kjølner **Hansen**, University College of Northern Denmark (UCN), Denmark SM-022

10:50 Structuring of Unstructured Visual Data

Oliver **Wiesener**, Hochschule der Medien, Stuttgart, Germany (Presentation only) SM-050

11:10 *Short Break*

11:20 *Keynote Presentation: Pantelis Vladimirov, CEO Webarts, Cyprus*

Integrating AI Workflows with Human Logic: The New Frontier of Operational Excellence

12:10 *Lunch*

Room: Auditorium 2

Stream A: Media Events and Misinformation

Chair: Carolin Durst

13:00 Goodnight, Prince of Darkness: Ozzy Osbourne's Death as a Global Facebook Event

Gal **Yavetz**, Bar-Ilan University, Ramat Gan, Israel (Presentation only) SM-017

13:20 How Much Science Is in "Science-Based"? Adherence to Scientific Standards and Ethics among Fitness and Nutrition Influencers on YouTube

Daniel **Otto**, Tobias **Giegerich**, Georg **Abel** and Linn **Ruangroj**, European University for Innovation and Perspective, Germany SM-059

13:40 Online Crisis Communication: An Australia Case Study

Matthew **Warren** and Shona **Leitch**, RMIT University, Australia SM-077

14:00 Libraries as Knowledge Armories: Can They Combat the Weaponisation of Social Media?

Edmont **Pasipamire**, Rosebank International University College, South Africa SM-086

14:20 Navigating the Politics of Knowledge on Wikipedia as a Minority

Shlomit **Aharoni Lir**, University of Haifa, Israel (Presentation only) SM-055

14:40 *Refreshments*

15:00 *Roundtable Discussion on:*

From Passive Consumption to Critical Engagement: Rethinking Social Media in the Post-Truth Era

Led by: Christiana Varda, UCLan Cyprus

15:30 *Close of conference day*

19:30 *Conference Dinner: Vlachos Tavern, Kantaras 10, Pyla Larnaka, 7081, Cyprus*

	Friday 29 May 2026
	Opening Messages
	Conference Splits into Streams
	Room: Auditorium 2 Stream A: Parenting, Health and the Greenfluencer Chair: Nazime Tuncay
09:30	Why Parents Overshare: The Role of FoMO, JoMO, and Social Comparison in Sharenting Behavior Tali Gazit , Bar-Ilan University, Ramat-Gan, Israel and Fatih Bayraktar , Easter Medirranean Univaersity, Cyprus (Presentation only) SM-019
09:50	The Greenfluencer Effect: How Instagram Messages Affect Purchase Intention and Attitudes Toward Sustainable Fashion Vanessa Eschborn and Carolin Durst , Ansbach University of Applied Sciences, Germany SM-006
10:10	Strategies of Influence: Health Opinion Leaders and the Balancing of Professional and Personal Identities on Social Media. Souad El Mghari , Kristiania University of Applied Sciences, Oslo, Norway (Presentation only) SM-023
10:30	Refreshments
11:00	Keynote Presentation: Christiana Paschalide, Cyprus Advertising Regulation Organization Creativity, Content Creators & Transparency
11:50	Introduction to ECSM 2027
12:00	Conference Splits into Streams
	Room: Auditorium 2 Stream A: Social Media and AI Chair: Lin Ruangroj
12:10	Artificial Intelligence in Social Media: University Students’ Experiences Across AI-Driven Platforms Nazime Tuncay , Independent Researcher, Güzelyurt, North Cyprus, Cyprus (Academic) SM-084
12:30	AI-Generated Persuasion in Conflict: A Study of Israeli Influencers’ Perspective Nili Steinfeld and Eli Haikis , Ariel University, Israel SM-029
12:50	The Social Media AI Invasion: Questions of Trust and Social Sustainability Swapnil Sharma , IMI Delhi, New Delhi, India and Anushruti Vagrani , USME, Delhi Technological University, India (Presentation Only) SM-042
13:10	Conference Summary
13:20	Lunch
14:00	Close of Conference

	13th European Conference on Social Media ECSM 2026 Virtual Programme 28-29 May 2026 hosted by ACPI and Uclan Cprus, University of Central Lancashire, Larnaka, Cyprus This programme is in Local Cyprus time (UTC +3)	
	Thursday 28 May 2026	
08:30	<i>Zoom Room 1 Opens</i>	
09:00	Welcome and Opening of the Conference Dr Christos Karpasitis, Conference Chair, UCLan, Cyprus	
09:15	<i>Keynote Presentation: Demetris Skourides, Chief Scientist of the Republic of Cyprus, Chair of the National AI Taskforce AI Strategy and a Best Practice in Social Engagement</i>	
10:00	<i>Conference Splits into Streams</i>	
	Zoom Room 1 Stream A: Mini Track Passive Consumption to Critical Engagement: Rethinking Social Media in the Post-Truth Era Chair: Rebeca Suárez-Álvarez	Zoom Room 2 Stream B: Mini Track Media Challenges for Human Security Chair: Aruna Devi Karuppasamy
10:00	Influencers as Nodes of Problematic Content: Misinformation, Hate Speech, and Youth Responses Rebeca Suárez-Álvarez , Antonio García-Jiménez and Beatriz Catalina-García , Rey Juan Carlos	Behavior-Transformer for Early Risk Detection and Monitoring in Students’ Social Media Activity ArunaDevi Karuppasamy , Rolou Lyn Maata and Abbas Fadhil Aljuboori, Gulf College, Oman SM-067
10:20	"I Want to Hear Things From the Other Side": Designing for Content Diversity and User Control on Instagram Reels Salsabil Ahmed Khan , Sky UK, London, UK and Helena Webb , University of Nottingham, United Kingdom (Masters) SM-062	A Cross-Cultural Social Media Cybersecurity Governance in the Middle East Vinden Wylde and Abbas Aljuboori , Gulf College, Oman SM-058
10:40	Negotiating Belonging in Digital Spaces: Social Media Practices of Malaysian Diaspora Communities Abroad Azian Muhamad Adzmi , KIMEP University, Almaty, Kazakhstan, Syahida Mohd Nazri and Liyana Mohd Ramly , Universiti Teknologi MARA, Malaysia SM-005	Simulation of Social Media Account Compromise Across User-Chosen Authentication Schemes Tapiwa Gundu , Nelson Mandela University, Gqeberha, South Africa (Academic, Main) SM-082
11:00	A Review of Social Media in Higher Education: A Case of Australian Higher Education Maka Siwale and Rohini Balapumi , Curtin University, Australia and Umera Imtinan , Murdoch University, Western Australia, Australia SM-036	Mobile App Adoption and Cybersecurity in West Africa: Implementation Strategies for Secure Digital Development Jude Osamor , University of the West of England, Bristol, UK, Cyril Selase Kwaku Akafia , University of Ghana, Legon, Accra, Ghana, and Gertrude A Alayine School of Medicine, Yale University, Connecticut, USA, et al SM-010
11:20	<i>Keynote Presentation: Pantelis Vladimirov, CEO Webarts, Cyprus Integrating AI Workflows with Human Logic: The New Frontier of Operational Excellence</i>	
12:10	<i>Lunch</i>	
	Zoom Room 1 Stream A: Security and Technology engagement Chair: Syanda Mthuli	Zoom Room 2 Stream B: Social Media and Marketing Chair: Brian Chama
12:40	Cyber Domain as an Arena in Cognitive Warfare Niina Meriläinen , South-Eastern Finland University of Applied Sciences, Xamk, Finland SM-002	Social Media Algorithms and Behavioural Influence: Dubai Youth Case Study Analysis Brian Chama and Arianna Mazzeo , Canadian University Dubai, United Arab Emirates SM-009
13:00	Beyond the Screen: Discord as a Third Place for Identity and Privacy Liselotte Ringeis , Stefan Stumpp and Michael Sarbacher , Anhalt University, Germany SM-018	Future of Higher Education Marketing: A Case Study on Leveraging Influencer Impact on a Changing Immigration Landscape Thilini Weerasekara , Victoria College of Art and Design, London, UK (Masters) SM-013
13:20	Bridging the Invisible Gap: AI-Driven Journalism in Shaping Digital Inclusion for ‘Orang Asli’ or Indigenous Elders Azian Muhamad Adzmi , KIMEP University, Almaty, Kazakhstan, Nur Haniz Mohd Nor , Taylor’s University, Malaysia, Nik Fatinah N. Mohd Farid , Universiti Utara Malaysia, and Mohd Amirul Akhbar Mohd Zulkifli , Universiti Teknologi MARA, Malaysia SM-008	The Role of Online Brand Advocacy in Truth Decay on Social Media Violetta Wilk , Francesca Stocco , Edith Cowan University, Australia and Subha Parida , University of South Australia, Australia (Presentation only) SM-037
13:40	Post-Humanization as a Process: Cyborg Art, Sensory Reconfiguration, and Networked Mediation Simge Gökbayrak Yelken , Yaşar University, Izmir, Türkiye SM-061	Using Social Media as a Strategic Tool for Achieving Long-Term Goals in Cypriot SME Hotels Iordanis Katemiadiis , UCLAN Cyprus, Larnaca, Cyprus, Sotiris Apostolopoulos , Christos Papademetriou , Neapolis University Pafos, Cyprus and Ivan Paunovic , Koblenz University of Applied Sciences, Germany SM-053
14:00	Workplace Violence: Evidence from X Ashish Kumar Rathore , IMI New Delhi, Delhi, India (Presentation Only) SM-020	Strategic Use of Social Media in Cypriot Urban Hotels: Trends, Practices, HRM Implications, and Competitive Advantages
14:20	Social Media and the Business of Local Government: Evidence from South Africa Ralph Khanyile , Syanda Mthuli , Thokozani Nzimakwe and Nikita Singh , University of KwaZulu-Natal, South Africa SM-049	Institutional Messaging Meets Algorithm Culture: A Content Analysis of U.S. University TikTok Accounts Adam Peruta , Syracuse University, Syracuse, NY, USA and Alison Shields , Ithaca College, USA
14:40	<i>Break</i>	
	Zoom Room 1 Stream A: Social Media Communication Chair: Indu Govinda Pillai	Zoom Room 2 Stream B: Youth Issues Chair: Ajita Deshmukh
15:00	Science Communication under Post-Truth Conditions: The Drowning Effect in a YouTube Live Micro Public Busra Gokus and Özlem Ozan , Yasar University, Izmir, Turkey SM-012	Exploring Social Media Influencers Promotion of Online Gambling Among South African Youth Errol Baloyi , Molebogeng Latakomo , Elekanyani Mukondeleli , and Nokuthaba Siphambili , Council for Scientific and Industrial Research, South Africa SM-040
15:20	Communication of Public Organizations for People with Hearing Disabilities: Challenges on Facebook Šarūnė Kriaučiūnienė and Jurgita Jurkevičienė , Kaunas University of Technology, Lithuania SM-016	Visual e-WOM Influence on Tourists' Booking Intentions of HORECA Services: A Conceptual Paper. Jessy Kfoury , American University of Beirut, Beirut, Lebanon and Ioanna Papasolomou , University of Nicosia, Cyprus SM-080
15:40	Evaluating Eco-Brand Communication Strategies on Facebook and Instagram: A Quantitative and Segmental Approach Peter Krajčovič , University of Ss Cyril and Methodius in Trnava, Slovak Republic SM-043	The Edu-Influence Evaluation Matrix (EEM): Reframing Credibility in Digital Pedagogy Ajita Deshmukh , MIT Art Design & Technology University, Pune, India (SM-044)
16:00	A Conceptual Model for Social Media–Enabled Intelligent Higher Education in the Era of Industry 4.0: Aligned with Oman Vision 2040 Indu Govinda Pillai , Anju Mathew Cherian , Greeshma Eliyan and Bobby Sathyaseelan , Gulf College, Muscat, Oman SM-090	Adolescents, Social Media Practices, and the Transformative Role of Youth Development Programs Gabriela Guiu and Ioana Dumitru , National University of Political Studies and Public Administration (SNSPA), Romania (Presentation only) SM-066
16:20	<i>Close of conference day</i>	

	Friday 29 May 2026	
10:20	<i>Zoom Rooms Open</i>	
10:30	<i>Keynote Presentation: : Christiana Paschalide, Cyprus Advertising Regulation Organization Creativity, Content Creators & Transparency</i>	
11:15	Introduction to ECSM 2027	
	Zoom Room 1 Stream A: Virtual Poster Session	
11:30	Rethinking Information Power in Cognitive Warfare: Narratives, Credibility and Public Perception Ruiqi Chen , Australia National University, Canberra, Australia and Jiaying Lyu , Harbin Institute of Technology, China (Poster Only, MT - Human Security) SM-060	
11:40	Virtual Influencers Marketing and Ecological Sustainability in Consumer Behaviour Thilini Shashika Weerasekara , Victoria College of Art and Design, London, United Kingdom (Invited Poster)	
11:50	<i>Close of Virtual Conference</i>	