Proceedings of the 13th European Conference on Social Media

ECSM 2026

28-29 May 2026

Hosted By

University of Central Lancashire, Larnaka, Cyprus

Edited by

Christos Karpasitis and

Lambros Ioannou

About the 13th European Conference on Social Media, 2026

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 13th European Conference on Social Media 2026 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

The programme from the 2026 conference can be downloaded from here and full details about the conference can be seen from the conference website:
https://www.academic-conferences.org/conferences/ecsm/

ECSM Preface

These proceedings represent the work of contributors to the 13th European Conference on Social Media (ECSM 2026), hosted by the University of Central Lancashire, Larnaka, Cyprus (UCLan, Cyprus) on 28-29 May 2026. The Conference Chair is Dr. Christos Karpasitis and the Programme Chair is Mr.Lambros Ioannou from UCLan, Cyprus.

ECSM is now a well-established event on the academic research calendar and now in its 13th year, the key aim remains the opportunity for participants to share ideas 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. 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 the Chief Scientist of the Republic of Cyprus and Chair of the National AI Taskforce, Mr. Demetris Skourides. Mr Skourides will discuss "*AI Strategy and a Best Practice in Social Engagement"*. Our second Keynote presentation is by Mr. Pantelis Vladimirou, CEO at Webarts, Cyprus who will discuss "*Integrating AI Workflows with Human Logic: The New Frontier of Operational Excellence" On* the second day, Mrs. Christiana Paschalide, Manager of the Cyprus Advertising Regulation Organization will give a talk on "*Creativity, Content Creators & Transparency*"

With an initial submission of 90 abstracts, after the double blind, peer review process there are 28 Academic research papers, 2 Masters Research papers and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from Australia, Cyprus, Denmark, Finland, Germany, India, Iran, Israel, Kazakhstan, Lebanon, Lithuania, México, Norway, Oman, Philippines, Poland, Portugal, Romania, Slovak Republic, South Africa, Spain, The Netherlands, Turkiye, United Arab Emirates, UK, and USA

We hope you enjoy the conference.

Dr. Christos Karpasitis and Mr. Lambros Ioannou
UCLan, Cyprus

May 2026

Biographies of Chairs and Keynote Speakers

Conference Co-Chair



Christos Karpasitis is an Assistant Professor and Head of the School of Arts, Media & Communication at UCLan Cyprus. His academic background spans Multimedia, Digital Entertainment, E-Business, Digital Communication, and Information Systems, and he holds a PhD in Digital Media and Online Advertising from the University of Central Lancashire (UK). His research focuses on digital media theory, online advertising, social media virality, web design, and design for social change, with several publications and funded projects in these areas. As an interdisciplinary artist, his creative practice includes audiovisual production, electronic music, photography, and digital design, often addressing themes of cultural preservation, social impact, and entertainment. He bridges traditional research with artistic production, leading initiatives that merge innovation, education, media, arts, and design. Christos is a member of the European Cultural Parliament and the European Communication Research and Education Association, and serves as a reviewer for several distinguished academic journals**.**

Conference Co-Chair

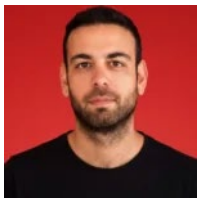


Lambros Ioannou is a Lecturer in Web Design & Development and the Course Leader of the BSc (Hons) Web Design & Development at UCLan Cyprus. He holds a Master of Arts in Design from AKTO/Middlesex University (2009) and a BSc in Applied Multimedia from the University of Nicosia (2008). With over 15 years of professional experience in web design, user experience (UX), corporate identity, and digital communication, he has delivered work across several sectors, collaborating with diverse teams and professionals from Cyprus and abroad. He combines academic teaching with practical industry experience, focusing on functional, accessible, and user-friendly design. Lambros serves on the Board of Directors of the Cyprus Association of Graphic Designers and Illustrators (CAGDI) and is a jury member for the international Online Design Awards. Through his work in education and design, he supports the development of the next generation of digital professionals.

Keynote Speakers



Demetris Skourides is the Chief Scientist of the Republic of Cyprus, appointed in 2023 to lead the country's strategy in research, innovation, technology, and artificial intelligence. He chairs both the National AI Taskforce and the Board of the Research and Innovation Foundation and represents Cyprus in leading European and global networks on technology policy. He holds a BSc in Computer Science from Arizona State University and an MBA from Henley Management College, with additional executive training at Columbia, Stanford, MIT, and Harvard. With over 17 years at Oracle and later AWS, he led multi-partner cloud transformation programmes and industry-specific AI strategies across EMEA and APAC. His leadership has received international recognition. In 2025, he was honoured with the CYDIA Impact Award at the Cyprus Diaspora Forum, the Top 100 Global Power Leaders at the Global Business Conclave, and the Exemplary Leader of the Year 2025 in Human-Centric AI Governance (Global 200 Inspirational Leaders) at the White Page Leadership Conclave 2025 award ceremony.



Pantelis Vladimirou is the CEO and Co-Founder of Webarts, a leading digital agency in Cyprus founded in 2008. With over 20 years of experience in the digital landscape, Pantelis is a seasoned marketing strategist specializing in performance-driven growth and digital transformation. Under his leadership, Webarts has evolved into a "digital-born" powerhouse that helps 300+ high-value organizations achieve measurable impact through human-centric, data-driven strategies. Pantelis **is** passionate about the intersection of technology and creativity. He currently focuses on how cutting-edge tools and Artificial Intelligence can be leveraged to optimize marketing strategies, foster deeper brand-customer connections, and drive sustainable business success in an ever-changing digital world.



Christiana Paschalides is the Manager of the Cyprus Advertising Regulation Organization, a non-profit company founded by the advertising and media industry in Cyprus in order to promote ethical standards in advertising. Member of the European Advertising Standards Alliance since 2013, CARO has to date resolved more than 200 complaints, published more than 100 decisions, responded to 300+ copy advice requests prior to advertising being aired, and trained many executives and non-industry members on the workings of the advertising code. Christiana also manages industry advertising bodies, such as the Cyprus Advertisers Association and the Cyprus Communications Agencies Association. She also coordinates the TV Audience Measurement Research Audit Committee.

Mini Track Chairs



Prof. Dr. Abbas Fadhil Aljuboori is working currently at Gulf College in Sultanate of Oman. He worked at AlShaab University – College of Engineering and Information Technology as Deputy Dean of Scientific Affairs and Head of Cyber Security Engineering Department. He has a Ph.D. in Computer Science from Dongguk University, SOUTH KOREA. Fulbright Visiting scholar – University of Central Oklahoma – Edmond – USA –2017. International Advisory Board Member for CT University in India. He worked at Al Zahra College for women, Information Technology Department, Muscat, Sultanate of Oman as a faculty Staff Member. He also worked as a Vise President for Administrative Affairs and Head of Smart Cities Center at University of Information Technology and Communications, Baghdad, Iraq, Researcher and Manager in the Advanced Institute of Convergence Information Technology (AICIT) – South Korea, Head of Computer Science Department – University of Kerbala. Vice President of Iraqi Universities Accreditation and Quality Assurance Council for Computer Science and IT. His field of Interest are in Data Mining, Web Applications, Big Data, Data Security, Information Systems, Social Media Analysis, and Smart Applications. He is a Member of several of Academic and Professional Societies. He is an Editor-in-Chief, Editorial Board Member and Reviewer of many eminent International Journals and Conferences worldwide.





Dr habil. Maria-Magdalena Popescu is a Full Professor and a doctoral coordinator at Carol I National Defence University in Bucharest, Romania. With a background in humanities and social sciences, with extensive experience in security and defence issues. she has also authored over 100 research papers and scientific publications, with international visibility. Dr POPESCU has given international lectures as a guest at universities in Switzerland, Italy, Belgium, UK; Poland, Ireland and Peru. She is also an editor for Taylor & Francis journals and a scientific reviewer for Elsevier and SAGE ones. Maria POPESCU is also a member of scientific committees for European conferences ECSM, ECEL; ECCWS, ECGBL, GALA. Her research interests spin around strategic communication, narrative and discourse analysis, digital diplomacy, social media, strategic culture, cognitive security, information warfare and societal security.

Christiana Varda is a Lecturer and Course Leader of the BSc (Hons) Media Production at UCLan Cyprus. She is also a Research Associate at the Media Cognition and Learning Research Group at the Department of Communication and Internet Studies at the Cyprus University of Technology. Her research interests include media literacy, misinformation and epistemic cognition. As a learning scientist, her research is grounded in the understanding that effective learning occurs at the intersection of individual cognition, social interaction, and designed environments. Her recent work centres on the design of new technologies that can support epistemic engagement with online information.

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, 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 Amr Assad, Higher Colleges of Technology, United Arab Emirates, Dr Joey Aviles, Panpacific University North Philippines - Tayug Campus, Philippines, Dr Norizzati Azudin, Sunway University, Malaysia, 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 Cápay, Constantine the Philosopher University in Nitra, Slovakia, Prof. Maria Ivone Cardoso, ISCAP, Portugal, Dr Ivana Cechova, University of Defence, Czech Republic, Dr Yash Chawla, Wroclaw University of Science and Technology, Poland, Dr Goh Chin Fei, Universiti Teknologi Malaysia, Malaysia, Nachiappan Chockalingam, Meta, USA, Dr Ritesh Chugh, Central Queensland University, Australia, Ilenia Confente, University of Verona, Italy, Dr. Leona Craffert, UWC, South Africa, Prof Rabelani Dagada, Graduate School of Business Leadership, University of South Africa, 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, University 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 Sofia Gomes, Portucalense University, Portugal, Prof. Fátima Gonçalves, CISUC - Universidade de Coimbra, Portugal, Prof. Dimitris Gouscos, University of Athens, Greece, Dr. Leila Halawi, Embry-Riddle

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