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23rd European Conference on Information Systems (ECIS 2015)

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07-03 - Social Media Research and Analytics: Session 3 - F2 (11:00-12:30)

The rise of new media channels (such as the Internet, mobile devices, and social networking sites) has created opportunities as well as challenges to individuals, organizations, and the society at large. Individuals use and engage with social media for diverse purposes such as co-creation, entertainment, mentoring, networking, friendship, career advancement, learning, collective action and civic engagement. Organizations also experiment with various social platforms to improve performance through crowdsourcing, online collaboration and communication, online communities, mobile computing and social media services. These challenges and changes give rise to novel and important research questions, which attract a strong interest among scholars. A wide range of research methods, such as qualitative and quantitative approaches, social network analysis, data mining, sentiment analysis or design research have been applied to explore and explain social media related phenomena. Further, social media facilitate users to create, cooperate, and share content. Through capturing social media data and applying novel methods such as decision making models, design frameworks, group behavior elicitation (e.g. herding effects), and opinion/sentiment mining, business intelligence and actionable decision making can be obtained.

The major aim of this track is to provide a forum for the exchange of research ideas related to social media. It also aims to raise awareness in terms of the latest development in social technologies, to address the opportunities and challenges associated with the use of social media by individuals, organizations, and the contemporary society. This track is open to all types of research, conceptual or empirical.

- Conveners: Trier, Matthias

time	title	presenter
11:00	Just Keep Tweeting: Emergency Responder's Social Media Use Before and During Emergencies	VAN GORP, Annemijn MALDONADO, Edgar POGREBNYAKOV, Nicolai
11:30	Social Networking Continuance: When Habit Leads to Information Overload	MLAIKI, Alya
12:00	Social Meets Structure: Revealing Team Collaboration Activities and Effects in Enterprise Social Networks	SEEBER, Isabella MERZ, Alexander B.