

ECSM 2015 - The Proceedings of the 2nd European Conference on Social Media



These Proceedings represent the work of contributors to the 2nd European Conference on Social Media, ECSM 2015, hosted this year by the School of Accounting and Administration at the Polytechnic Institute of Porto, Portugal. The Conference Chair is Dr Anabela Mesquita, and the Programme Chair is Dr Paula Peres, both from the Polytechnic Institute of Porto. The conference will be opened with a keynote address by Dr Luis Borges Gouveia from the University Fernando Pessoa, Portugal on the topic of Where is the Wisdom we lost in knowledge: security issues and human relationships in social media Other keynotes include Dr Joao Batista from the Institute of Accounting and Administration, University of Aveiro, Portugal on the topic Social Media in Higher Education: Issues and Challenges, Dr Marco Lamas, Oporto Polytechnic Institute ESEIG, Porto, Portugal on the topic of Social Media: To be or not to be In the entrepreneurial XXI century and Dr Piet Kommers, University of Twente, The Netherlands on the topic of the Vicarious Identity in the Networked Mind. The scope of this second conference remains broad as it continues to encourage participation from a range of disciplines undertaking social media research. Tracks this year include using social media in business, social media technologies for learning and teaching, monitoring social media and social media innovation - to name just a few.. With an initial submission of 202 abstracts, after the double blind, peer review process there are 59 academic papers, 11 PhD Papers, 3 Masters papers, 11 Work in Progress papers and 1 non-academic paper in these Conference Proceedings. These papers reflect the truly global nature of research in the area with contributions from more than 30 countries including Australia, Austria, Belgium, Canada, Chile, Cyprus, Czech

Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Iran, Ireland, Italy, Japan, Macedonia, Malaysia, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, South Africa, Spain, Turkey, UK and the USA.

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