



CALL FOR PAPERS AND DEMOS

2nd International Symposium on Social Media 2020

Theme: Advances in global social media landscape: trends and newly emerging narratives

USIU-Africa | September 9 - 10, 2020

Social media have become invaluable tools in nearly every aspect of our daily lives. However, there are potential and significant risks associated with the use of social media. Globally, the subject of social media and social media networks have gained interest with most researchers because of their impact on building virtual communities and networks. Many researchers are now interested in learning more about the social media platforms and their effects on communities. Therefore, papers are solicited on all aspects of Social Media and Social Networks with a special emphasis on evidence-based practice and academic papers.

Conference themes and topics of interest include (but not limited to):

Theme 1.

Behavioral Approaches to Social Media Research

- Barriers to social media use.
- Drivers for individuals and firms to use social media.
- Social media use for social support, advocacy and awareness-building.
- Social media in disinformation and fake News.
- The unintended or unanticipated consequences of using social media.
- New theoretical perspectives to explain the use of social media.
- Risks associated with using social media.
- The dark sides of using social media.
- Ethical and governance issues related to the use of social media.
- The use of social media for new product development, innovation management and knowledge management.
- Recommendations and advertising in social networks.
- Social media intoxication, addiction, self-Esteem, and life satisfaction.
- Use and abuse of social media by adolescents.
- Social media commerce.
- Social media brand engagement.
- Social media Effects on our culture.
- How social media influences on daily lives.
- Cyberbullying on social media platforms.
- The dark side of social media.
- Trends in the diffusion of social media platforms (statistics on consumer adoption and usage).
- Social media in education.
- Politics and social media.

Theme 2.

Computational Approaches to Social Media research

- Leveraging social media data to inform decisions.
- Social media-related cybercrimes.
- Sentiment analysis in social media contents.
- Threat and vulnerability analysis in social networks.
- Prevention of malware propagation in social networks.
- Centrality/influence of social media publications and authors.
- Machine learning in social media analysis.
- Generating Business Intelligence through Social Media Analytics.

Paper Submission

This is a blind peer-reviewed conference. All submissions will be subject to double-blind peer-review process. If interested in participating, submit through the conference website a technical paper (up to 12 pages), or demo description (up to 2 pages) by the deadlines given below.

For paper demo queries, contact: simelabadmin@usiu.ac.ke

Important Dates

Conference papers

Submission of abstracts: February 1, 2020

Reviews sent to authors: February 29, 2020

Papers due: March 30, 2020

Reviews sent to authors: April 30, 2020

Revised paper due: May 30, 2020

Notification of acceptance: June 30, 2020

Camera-ready due date: July 30, 2020

Conference dates: September 9-10, 2020

Demos

2 page Demo submission for a 90 minute timeslot session, should be sent by email to simelabadmin@usiu.ac.ke

Demo Submission: March 30, 2020

Demo Acceptance: April 30, 2020

Submission of Demo Final Paper: May 30, 2020

Registration

To register visit: www.usiu.ac.ke/issm2020

