Saturday, September 14

4:30pm

**Poster Session**

Saturday September 14, 2013 4:30pm - 4:45pm
Rowe Atrium

**Note to Presenters:** Posters should be no larger than 4 ft wide by 3 ft high. Poster boards and push pins will be supplied.

4:45pm

**Poster Session & Reception**

Saturday September 14, 2013 4:45pm - 6:30pm
Rowe Atrium

4:46pm

**“An Exploratory Functional Analysis of Presidential Campaign Twitter Use”**

“The rise of social media, in specific, Twitter in terms of setting the narrative both during and post-debates. Of essentially, allowing us to develop a Twitter narrative that will assist in raising funds. It fundamentally reshaped how people talked about the debates. In a process that has implications for the future and as we go forward in 2015 and it will probably
provide a whole new way in which debates are discussed.”

Stuart Stevens, Senior Strategist for the 2012 Mitt Romney Presidential Campaign- The 2012 Harvard Campaign Decision Makers Conference

The above quote was in response to the question, what was a major take away for you after the 2012 Presidential campaign? This somewhat innocuous quote highlights how contemporary political campaigns must, with the rise of social networking sites and other Web 2.0 tools, reconsider their ability to control political narratives within social networking sites (Gueorguieva, 2008). Benoit's Functional theory of political campaign discourse has provided researchers a robust lens in which to examine the rhetorical function of communication mediums and message sources (Benoit, 1995). Functional Theory possesses a complex system of axioms and predictions explaining campaign use of different media platforms including but not limited to television, radio, and direct mail advertising, in addition to debates and campaign websites (Benoit 2006). However, scholars have yet to apply Functional Theory to analyze political campaign usage of social networking sites (SNS), an increasingly important tool for political campaigns’ engagement with the public.

Electoral candidates bring their own strategic agenda to the use of social networking sites, but the various agendas of opposing candidates, advocacy groups, the press and the public at-large work to insure that candidates must execute more than their agenda (Grant, Moon, & Busby Grant, 2010). This proposal seeks to continue this vein of inquiry by examining the structural affordances that exist within the Twitter platform that may constrain, in particular, presidential campaign use. A content analysis was conducted to test Functional Theory’s central axioms and messaging predictions as it pertains to the 2012 Obama for America campaign’s use of the Twitter social networking site.
Speakers

David Montez
Associate Director, Florida State University

I'm an associate director at the Center for Undergraduate Research and Academic Engagement with a focus on encouraging student engagement with entrepreneurship and the start up community.

Saturday September 14, 2013 4:46pm - 6:30pm
Rowe Atrium
Poster Session

4:46pm

“Coordinating boundaries around personal information – A confirmatory factor analysis of the communication privacy management measure in online social networks”

Understanding how individuals make information disclosure decisions in online social networks has received much academic attention particularly in light of an observed privacy paradox (Acquisti and Gross 2006; Norberg, Horne and Horne 2007) wherein people share more information than their stated privacy concerns suggest they ought. Communication Privacy Management (CPM) theory (Petronio 2002) is a psychological boundary theory that has recently been used to explain personal information disclosures in online environments (Metzger 2007; Child, Pearson and Petronio 2009; Waters and Akerman 2011; Xu et al 2011). Essentially, this theory elucidates how people make decisions about their information in order to strike a balance between disclosure and privacy in the context of relationships.
Communication Privacy Management (CPM) theory is based on the idea that individuals erect boundaries around their personal information and either metaphorically open the boundary to permit information disclosure or close the boundary to restrict information flow. There are three rule management processes within CPM theory: boundary rule formation, boundary coordination and boundary turbulence (Petronio 2002). The formation of boundary rules is based upon five criteria: 1) cost-benefit ratio, 2) context, 3) motivations, 4) gender and 5) culture. Boundary coordination processes refers to the control that individuals exert over their information sharing behaviour. Specifically, individuals’ coordination processes involve complex mental calculations to determine the breadth and depth of personal information to share (boundary permeability, BP), with whom to share their personal information (boundary linkages, BL) and who maintains ownership over their information (boundary ownership, BO). Finally, boundary turbulence occurs when boundary coordination fails (i.e. privacy breach).

Despite researchers’ interest in explaining the privacy paradox, application of CPM theory in online social networks is in a nascent stage. CPM theory has been used as an organizing theoretical framework (Metzger 2007; Waters and Akerman 2011; Xu et al 2011), the five criteria of privacy rule development were observed in Facebook disclosures, and each of the three boundary coordination processes were empirically confirmed (Child, Pearson, and Petronio 2009), but the empirical confirmation remains the only test of its kind and it was developed specifically in the context of bloggers. Thus, the objective of this research was to test the factor structure of the boundary coordination processes of CPM in the context of online social networks.

An online survey of 835 online social network users was administered to assess boundary coordination processes of these individuals using 36 manifest variables (12 per latent construct). Confirmatory Factor Analysis of the three latent dimensions and corresponding 36 manifest
variables of OSN CPM was conducted using Amos 19. Results showed that only two of the three latent boundary coordination constructs had sufficient factor loadings to be retained. The two remaining latent boundary coordination constructs were shown to be distinct yet correlated constructs. The research concluded parsimonious measurement scales for the remaining latent boundary coordination processes that can be used in subsequent online social network investigations.

References


Over the past three decades, we’ve witnessed the formation of globalized computer-mediated communities of interest (Fischer, 2001) that transcend traditional imaginings of community (Anderson, 1991). Social media allows individuals to form virtual communities (Rhingold, 1993) centered on shared interests and the exchange of information. One area of particular growth is the formation of social media and social networking sites focused on preserving and sharing experiences of health and illness. Several social networking sites (like PatientsLikeMe.com) and cloud-based personal health archiving services (i.e. Google Health Vault) have emerged to support biosocial (Rabinow and Rose, 2006) community formation among patient groups and capitalize on the self-preservation and exchange of personal health information through data-mining research. These sites offer both patients and researchers with unique opportunities to explore meanings and lived-experiences of “illness” and patienthood in a networked society. These websites represent emergent modes of relating to the self and to others through the language of patienthood, and frequently science, in increasingly public and collaborative computing.
contexts. The secondary use of user-generated content from a consumer-oriented health social networking site has ethical implications that reconfigure notions of privacy, property, and the notion of work centered upon practices of social computing.

This poster visualizes divergent user responses to a real privacy violation. It reports on a content analysis of data collected as part of 8 months of ethnographic participant-observation within the Mood Disorders Community on the patient-social networking site PatientsLikeMe.com. Responses to the privacy violation illustrate several ways in which the social networking of personal health information management and research participation subverts traditional notions of research ethics, privacy, and ownership of personal health information from academia. During the observation period, the website’s administrators detected an unauthorized data-mining bot in violation of the site’s user agreement. When news of the intrusion was made public, discussion erupted within the Mood Disorder Community contemplating the impact of data-mining on site users and the meaning of continued participation in social networking and personal health record keeping online. Participation within patient-orient social networks is a negotiated and calculated practice. Control over representation of identity and informatic commodities is achieved through the regulation of presence and participation in online locales; that is, through personal health information management practices. Thus, this poster aims to provide its audience with a set of best practices for social media research that preserves privacy and agency through ethical information management. Analysis of the data demonstrates ways in which social media locales can subvert conventional norms and expectations concerning research demonstrate how agency-preserving conventions (such as anonymity and the ability withdrawal from a study with one’s data) can also facilitate the appropriation of user-generated content by website owners and transform collaborative computing into uncompensated labor.
Works Cited


Speakers

Robert Douglas Ferguson
McGill University, Canada

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"How individuals use the power of social media against companies?"

Today, the growing evolution and use of social media is incredible. There are 955 million active users on Facebook who spend 10.5 billion minutes online on the website (Pring, 2012); however the use of social media is not limited to personal purposes. Businesses are increasingly getting engaged in social media; 80% of businesses use social media sites to monitor or extract information relating to competitors (Pring, 2012). The subject of social media is increasingly drawing attention of academic and industry
researchers. The research literature on social media is still limited; however there is a trend towards rapid increase in the number of papers and the amount of materials that have been published (Alexander, 2012).

With the rise of social media, a new paradigm has emerged for public and organizations. The drastic change that comes with the advent of social media is mostly due to tremendous and fast spread of information. Public are aware of the power of social media and they take advantage of this new paradigm in which —for instance— an unhappy customer doesn’t call the company’s direct line anymore; instead, he posts a comment on company’s Facebook page on his disappointment (Lampe et al., 2008). Public are more likely to speak out via social media, which are a louder, more visible method of expressing their dissatisfaction and criticism.

In recent years, we have witnessed organizations facing crisis by information circulation in social media in less than hours, as what happened to Lassonde Industries on April 2012. The story began on 2005, when Lassonde - a Canadian food manufacturing company- sued a small Quebec-based soap company - Olivia’s Oasis - for using the word “Oasis” as one of their product line’s brand name. For 7 years, Olivia’s Oasis encountered problems over this battle, until finally on April 7, 2012 public used social media against Lassonde to support Olivia’s Oasis; this brought a 7 yearlong conflict to an end within days (Agnes, 2012). This case study exemplifies the point that public appreciate the power of social media and they know how to employ it in order to drive organizations for a quick reaction. Organizations must know that the expanding role of social media has changed the way in which they need to respond to crises and protect their reputation.

Refer to this real world case study, in this research we review the public acts in social media context in order to persuade Lassonde for changing its strategy and answering to their demand. We also study Lassonde strategies and the way it communicated with customers and managed the crisis. This study allows
us to find out more about organizations’ applicable strategies in managing crises in social media environment. We conclude by exploring the implications for organizations facing similar crises in the future.

References:
Lampe, C. Ellison, N.B., Steinfield, Ch. (2008). Changes in use and perception of Facebook. CSCW’08, November 8-12, San Diego, California, USA.

Speakers
Nathalie de Marcellis-Warin
Polytechnique Montreal and CIRANO, Canada

Venus Hosseinali Mirza
Polytechnique Montreal

Thierry Warin
HEC Montreal and CIRANO, Canada
The use of Twitter tweets that are geotagged to monitor aspects of the natural world, such as disease diffusion and phenology has been demonstrated to have potential to serve as alternative data sources. Estimates of geotagged percentage of tweets is as high as five percent, providing an interesting sample of data to monitor the diffusion perceptions. There exist several issues to address, such as the use of terminology that may not be relevant to the exact topic (e.g. the term drought being used to describe a slump in a baseball player's performance) and the quality of geotagged data for location analysis purposes. In this poster, we examine the how perceptions of drought are communicated via Twitter feeds and compare this to actual temperature and climatic data and maps. Specifically, using key words that relate to drought-influenced actions, we will map and produce a form of location-quotient to explore areas where drought-related posts are above or below a calculated mean, and then compare this to actual temperature data to understand the spatial and temporal patterns of perceptions of extreme heat and drought and what actions are being taken in response.

Speakers

Kristen de Beurs
University of Oklahoma, United States

Darren Purcell
University of Oklahoma, United States
With over 1 billion of worldwide users, Facebook stands as a pervasive and cross-cutting social environment, the place in which we build and store part of our culture, biography and social relations, and also the mean by which we obtain information, communicate and get in touch with the institutions. Moreover, while SNS enable individuals to communicate and socialize the present, at the same time they allow for its online storage, providing it permanently available online.

Nowadays, a great attention in terms of research has been payed to the use of these environments in the present: many studies have been undertaken to investigate how practices of online sharing are reconfiguring models of identity and representation (Papacharissi 2011), media consumption practices (Jenkins 2006), relationships between online communities and territory (Hampton & Wellman 2003; Parks 2009), political engagement repertoires (Postelnicu & Cozma 2008), emergent business and work models (Tapscott and Williams, 2006; Bruns 2008).

Furthermore, web 2.0 has started to be studied also according to a critical approach: focusing on new forms of cyber-surveillance (Fuchs, 2011), copyright and privacy issues (Livingstone 2008), the often wild process of cultural disintermediation (Van Dijk & Nieborg, 2009) and, finally, focusing on the economic exploitation of a new “digital proletariat” (Terranova 2004). However, their role as repositories of an individual and collective history and as tools for a new, mediated, evanescent and negotiable memory is yet largely unexplored.

The paper deals with the SNS as...
emergent biographical archives, making individuals build and continuously revise in a meta-reflective way not only their present but also their past. Four different social network interfaces will be analysed and compared: Facebook, Linkedin, Path and Nextdoor. These SNS will be explored according to a desk analysis aimed to highlight the socio-technical affordances (Resnick 2001) related to the biographical memory.

In particular, the online social media memories will be explored along several dimensions:
- the ephemeral and volatile nature of digital contents (Ferraris 2012) and, at the same time, their replicable, permanent, and spreadable shape (boyd & Ellison 2007);
- the relationship between public and private dimensions of these archives and their long term implications for privacy, storage, accessibility and reuse;
- the socio-technical affordances and constraints of such digital environments in relation to biographical memory;
- the meta-reflective and discursive practices on the past that actually the above mentioned interfaces enable;

Finally, aim of the paper is to discuss different epistemological ideas of memory that emerges from such interfaces: depending on the type of SNS environment and on the ties (Wellman at al. 2001) enabled and stimulated by each digital environment, also the socio-technical image of the past is different, opening to different cultural roles and interpretations of memory.

REFERENCES

Livingstone S. (2008), Taking risky opportunities in youthful content creation: teenagers’ use of social networking sites for intimacy, privacy and self-expression, New Media & society 10 pp. 393-411.
Parks M. (2009), Explicating and applying boundary conditions of online social network theories in Myspace, International Communication Association, Chicago.

Speakers

Gabriella Taddeo
Politecnico di Torino, Italy
Modern social interaction is rapidly moving towards the virtual social networks. Computerized networking infrastructure enables us to monitor and analyze information spreading, innovation diffusion and opinion formation in social networks. This stimulates attempts for a deep understanding and modeling of networked social process.

There are two main approaches for modeling idea spreading. The infection approach assumes that in each contact between actors with some probability the opinion will spread on. The threshold approach assumes that the probability of opinion spreading dramatically increases when is reached a certain fraction of opinioned neighbors.

In both approaches mentioned above, there isn't a significant difference in the opinion spreading time by different actors as a starting point, which contradicts sociology theories according to which there are key actors in social environments, called influencers. For this reason we proposed a new model, which capture the main difference between information and opinion spreading.

In information spreading additional exposure to certain information has a small effect. Contrary, when an actor is exposed to 2 opinioned actors the probability to adopt the opinion is significant higher than in the case of contact with one such actor (called by J. Kleinberg “the 0-1-2 effect”). In each time step for each actor that does not have an opinion, we randomly choose 2 of his network neighbors. If one of them has an opinion, the actor obtains opinion with some low probability, if two – with a higher probability.
Opinion spreading was simulated on different real world social networks (network of e-mail contacts, network of scientific citation) and similar random scale-free networks. In each simulation we defined a starting actor (whom which will influence the network) and the number of actors with opinion by time line was measured. The behavior of the spreading is characterized by a slow incline, until reaching a critical point (or tipping point on time line, tp) after that the spreading speed is dramatically increasing. The simulation results show that after reaching tp the spreading in the network is independent on the starting actor, but the value of tp is strongly dependent on starting actor. The best influencer actor has a significant number of friends, however not all actors with large number of friends are good influencers.

Known characteristics of an actor in a network can not indicate if he is a potential influencer. It's clear that an influencer must not have a low degree and must have a high clustering coefficient value. To be an influencer a special position of actor in the network is needed and this position is not a local property of the actor. Further investigations will be concentrated on accurate definition of this position together with introducing of new topological metrics of a network.

Speakers

Igor Kanovsky  
Prof., Max Stern  
College of Emek Yezreel  
Max Stern  
Academic College of Emek Yezreel, Israel

Omer Yaari  
Max Stern  
Academic College of Emek Yezreel, Israel
Organizational storytelling has recently been described as an effective way to communicate an organization’s overall brand and goals. Successful storytelling helps to address a long-standing organizational problem – the need to create connections with publics to build resilience and brand trust. As a persuasive mechanism, storytelling helps to connect the organization and its publics with emotional connectivity through existing narratives. In the digital age, organizational storytelling takes on an adapted form, whereby narratives continue to be harvested but allow for publics to engage in the narrative process, allowing for the co-creation of narratives. This paper explores the use of organizational storytelling in the digital age through the famous Canadian coffee chain, Tim Horton’s. By examining Tim Horton’s YouTube channel videos, the authors analyzed the persuasiveness of individual video stories to determine the effectiveness of organizational storytelling through a chosen social media platform. Robert Cialdini’s ‘Weapons of Influence’ were used to determine the video stories’ persuasiveness, and ultimately, whether organizational storytelling in the digital age is a successful strategy. Findings deduce that Tim Horton’s engages in the effective use of persuasive storytelling through its YouTube videos, as the weapons of influence used were pervasive. Additionally, the authors noted that multiple persuasive techniques do not need to be used in storytelling, as long as one mode of persuasion is executed effectively. Such successful storytelling has helped Tim Horton’s to develop strong relationships with its publics, allowing for the creation of brand loyalty with longevity.

Speakers

Melanie Brister
Under the topic of research methods, this poster proposes to present phenomenology as a favored approach to understanding the experience when using social media. The iterative process designed by Clark Mouskas lends itself to capturing the subcultures formed online as well as designing a better user experience. The methodology can be used to study the people using social media and user acceptance testing for software firms developing new social media application. The poster will present and explain the steps with clearly defined processes and benefits. I will
demonstrate how phenomenology was used in my study of global virtual teams. This will include lessons learned and modifications to the process to support a virtual environment. Demonstration will include indexing of key words from research and presenting as word clouds.

Speakers

Christiana Houck

On the professional front, my passion lies with learning, a-ha moments, and uncovering the root cause. I am problem solver at heart. Personally, I am passionate about my friends, my dogs, good food, and fabulous conversation.

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“Playing local: An exploratory study of the marketing practices of independent Edmonton musicians in the digital age”

The nature of the Canadian music industry has changed significantly in recent years due to the demise of the traditional music distribution system. Digital technologies have afforded musicians the ability to write, record, and distribute their music without assistance from intermediary companies, by using easily accessible digital technologies. Furthermore, digital technologies, in combination with mass production of cheaply produced CD’s, have reduced the profit margin of album sales to the extent that they are no longer a profitable commodity. Consequently, the Canadian music industry is in a
In the past, musicians have relied predominantly on professional record labels to record, produce, and market their work. In the age where nearly anyone can produce creative works without the assistance of traditional gatekeepers, musicians are less reliant on major record labels to facilitate their success. Given the fact that artists are increasingly choosing to produce and distribute their own work, they also must find ways to market their product independently.

In addition to changing marketing practices, globalization is changing our perception of local practices, and the music industry has been no exception. For this reason, consideration of cultural, social, and economic context should be considered in order to understand how marketing practices are evolving in the music industry. This is especially true across Canada, due to the cultural diversity from region to region.

The aim of this study is to identify the ways in which independent musicians in Edmonton are marketing their music in the face of an evolving industry. The study will also attempt to reveal any cultural, economic, or geographical phenomena in Edmonton that have impacted the local music industry. To this end, a minimum of 10 unstructured, in-depth interviews will be conducted using a combination of snowball and judgment sampling of professional musicians working in the Edmonton region. Results from the interviews will be collated in order to identify commonalities and associations within the context of the Edmonton music scene, in order to gain insight into the relationship between independent music, local culture, and emergent marketing practices. The results will be beneficial to the Edmonton community by affording insight into the local music culture, while also building upon the growing body of market research on the Canadian independent music industry.

**Speakers**

**Kirsten Bauer**

I'm a part-time
M.A student in Communications and Technology at the University of Alberta, with a full time day job at the same University. I am passionate about technology, particularly the study of social media and the impact it has on nearly every aspect of our day-to-day lives...

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“Rethinking Digital Democracy”

Kenyans have had tremendous success in changing their representation by international news agencies. In the recent 2013 election cycle, they succeeded in developing and sustaining two trending topics (#kenyadecides and #someonetellcnn) that dominated international news reports and prevailed over reports of sporadic election violence. This study both investigates the discursive tools that participants on social media use to frame emerging news on social media sources and the mechanisms behind their social media successes. I conducted a microanalysis of the commentary following a post on the public Al Jazeera English Facebook that discussed the ICC indictment of their newly elected leader Uhuru Kenyatta. The microanalysis reveals the powerful influence that framing has on the evaluation of local events and the tools with which these frames are indexed in this particular social media context. I also investigated the emerging journalist practices on social media and the ways in which Kenyans were able to catch the attention of journalists and amplify their voice. This study provides a window into the
power of social media savvy and the influence of journalist methods of social media sensemaking within the networked news cycle. Through this window we can better understand the successes and failures of many networks within our global digital democracy.

 Speakers

Casey Tesfaye
Technical Research Analyst, American Institute of Physics

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“Sooner or later?: The diffusion and adoption of social media metrics to measure scholarly productivity in LIS faculty”

Social media has had a profound effect on the academic enterprise, providing scholars with opportunities to connect with likeminded colleagues down the hallway or around the globe. These technologies also provide opportunities for academics to promote their work by bringing attention to their publications and other research products. While traditional research impact measures such as citation counts and the h-index are commonly used in academic tenure and promotion decisions, to date social media presence plays little or no role in assessing scholarly impact. Nevertheless, some scholars entrepreneurially and actively promote themselves and their work via social media; others pay little heed to these forms of communication for professional purposes. Some universities are beginning to expand their social media focus from a limited view of these technologies as communications and marketing tools, to consider the value of
scholars’ contributions in the social media sphere.

“Altmetrics” is the term applied to measures of impact or influence beyond the traditional. Rousseau and Ye (2013) note that “altmetrics…has not (yet) a precise definition, but refers to the use of social media, particularly Web 2.0 media, in assessing the influence of researchers on all type of users.” However, they argue that “mentions” on the internet amount to popularity measures…hence altmetrics data must be approached with caution, and in the context of multi-dimensional evaluation exercises…”likes” or “shares” lack authority and scientific credibility so that the use of altmetrics may still be somewhat premature.”

Diffusion of Innovations theory (Rogers, 2003) provides a lens to examine the spread of new ideas through cultures. Altmetrics is an innovative scholarly evaluation process that drives the research questions addressed in this study:

1. What key factors do heads of LIS academic units consider when making the decision to adopt altmetrics for inclusion in promotion and tenure policy and practice?

2. How have Rogers’ 5 Factors (relative advantage, compatibility, complexity/simplicity, trialability, observability) influenced the diffusion process of altmetrics in LIS academic units’ scholarly productivity evaluation?

Through a survey of LIS program chairs, directors, and deans in the U.S. and Canada, the researchers will seek to determine adopter categories for respondents, identify opinion leaders who are informing leaders’ decisions, and analyze key elements driving innovation decisions for diffusion, including communication channels, time, and social systems.

The answers to these questions will expand and update an earlier interview study (Gruzdet al., 2011). The data will also inform decisions about adopting appropriate impact metrics in our field. Priem and Hemminger (2010) suggest that
analyzing impact via web presence could focus on “seven categories of Web 2.0 tools that might be productively mined: bookmarking, reference managers, recommendation services, comments on articles, microblogging, Wikipedia, and blogging.” Outcomes of this research will be analyzed in light of Priem and Hemminger’s recommendations. Findings will determine the rate of adoption by LIS program administrators to predict the probability of diffusion. Results will inform administrators who are contemplating the use of altmetrics as well as tenure-track faculty and faculty slated for promotion to full professor status.

References

Speakers

Laurie Bonnici
Associate Professor, The University of Alabama
University of Alabama, United States

Heidi Julien
Chair and Professor, University at Buffalo
digital literacy, information
Social networks in which interactions with other people lead to new insights or discoveries have long been associated with serendipity (Fine & Deegan, 1996). Yahoo’s recent ban on employees working from home was presented in the press as a move to re-inject serendipity into the company by ensuring more informal interactions between colleagues (e.g., Lindsay, 2013). However, while face-to-face time may be important to maintain a serendipity ecosystem, people do perceive their interactions with other people in digital environments as opportunities for serendipity (Dantonio, Makri, & Blandford, 2012).

A web-based survey of 286 academics, professionals, and graduate students was designed to explore relationships between work-related serendipity, environment, and individual differences. Participants were first asked to select a specific digital environment of their choice in which they find information, ideas, or resources that are useful to their work or academic studies (e.g., PubMed, work intranet, Twitter, Google Scholar). Participants then responded to questionnaires relating to their experience in that particular digital environment, how frequently they experience serendipity in that digital environment and in general, and several self-report questionnaires relating individual differences and their broader work environment. This poster focuses on the portion of the study that explored the relationships between serendipity and digital environments.
Social media sites such as Twitter and Facebook were selected by 69 (24.1%) of the participants – second only to databases (N=73, 25.5%). A MANOVA revealed a significant multivariate effect for digital environment (database, social media, website, search engine, or intranet). The frequency of serendipity was significantly affected by the type of digital environment, Wilk’s λ, $F(44, 904.83) = 3.55$, $p<.001$, partial $= .14$. The reported frequency of serendipity was highest in social media sites and post hoc analyses indicate that the perceived frequency of serendipity in social media ($M=3.61$, $SD=.81$) is significantly higher than in databases ($M = 2.87$, $SD = .80$), search engines ($M = 3.16$, $SD = .80$), or intranets ($M = 2.62$, $SD = .63$).

Results suggest that there may be common features or functions that underlie digital environments and make some more conducive to serendipity than others. More specifically, this study found that digital environments that contain useful and interesting information, enable connections, and lead to the unexpected had a significant relationship to the perception of serendipity. These findings give credence to the belief that while we cannot make serendipity happen, it may be possible to design digital environments conducive to serendipity. Future research will explore what specific features, functions, and experiences within digital environments such as social media sites influence perceptions of serendipity.


This research studies the influence that social media sites have on the behavior of online customers (e.g., Facebook, Twitter). This research combines information from three different approaches that were used to study how social media sites are used by online stores to help increase their sales: 1) Google Analytics 2) Crazy Egg, and 3) an online Survey.

Google Analytics was used to collect data from three online stores (e.g., two apparel stores and an educational store). The data was used to determine the path that customers used to arrive at the online stores. Using data only from those customers who completed a transaction, we compared the revenue generated by traffic from Twitter and Facebook to the revenue generated from other traffic (e.g., search engines, online ads, customer typed URLs and other sources). While we found that revenue generated from search engines was approximately four times higher than typed URLs, online ads, Twitter and Facebook, we also found that revenue generated from Twitter traffic was increasing. On the other hand, our findings also showed that traffic from search engines and Facebook seems...
In addition to using Google Analytics to understand customer traffic, we also used Crazy Egg to collect event-actions (e.g., button presses) for more webpage specific details. In particular, we were interested in knowing how often customers clicked on an online stores' social media buttons (e.g., for Facebook and Twitter). Crazy Egg and Google Analytics were enabled on the same online stores, with overlapping time frames. The Crazy Egg data indicated that customers only used the online store’s social media buttons (i.e., Facebook and Twitter) about 1% of the time. This may be due to the presence of competing features such as, the “contact us” and “about us” on-site links, and live Twitter and Facebook feeds which provide similar information to the stores’ actual Twitter and Facebook sites. As well, we found that the Twitter and Facebook buttons were used less often than the “contact us” and “about us” buttons at 2%.

In addition, we conducted an online survey in order to capture the opinions and attitudes of customers on social media use (e.g., Twitter, Facebook, Google+, Pinterest, YouTube, and Instagram), their tendencies to follow stores online, and their tendencies to visit the online store’s social media sites. We had 189 participants complete the survey. We found that all participants personally used at least one social media site, approximately 69% of the participants followed stores online using social media (Facebook and Twitter being the most common) and used these sites to look for offers, product information, and read reviews from other customers and the online store’s owner. The survey also showed that 47% of participants reported they had used social buttons while on an online store, which was much higher than the results found from Crazy Egg.

In this paper, we will present the results of these three approaches in more detail and discuss the implications of these results. Finally, we will provide some suggestions on how online stores can enhance their social media presence to improve their online transactions.
Research connecting the role of media framing and risk perceptions is sparse and controversial; very little has delved into the role of new media specifically. This term paper is a hypothetical research proposal written for a Masters degree Communications methodology course. The aim of the proposal is to bring new media and geolocation into the fold of risk communication analysis by using the timely example of the Northern Gateway Pipeline project as it evolves into an election platform for the Province of British Columbia. Drawing
on the framework of Kasperon and Kasperson’s (1996) theory of risk amplification and attenuation, and referencing state-of-the-art studies in correlating new media activity to public opinion using geolocation and surveying techniques, I argue the case for a triangulation of mixed methodologies that would allow researchers to make strong, compelling inferences about the role of media framing on risk perception, and further on risk perceptions and voting preferences as a form of risk mitigation. By first conducting a computer mediated discourse analysis on text-based new media platforms, Facebook and Twitter, followed with a matched critical discourse analysis of local, provincial, and national media coverage of the Northern Gateway Pipeline it is possible to determine the location and type of risk framing produced in specific regions around the province by both media outlets and members of the public. By polling citizens in these regions, specifically those who reside near the proposed pipeline route and those who do not, media consumption, voting preferences, and risk perceptions can also be observed. Finally, the three layers of analyses can be mapped to determine if risk perceptions match the framing style of media produced in the Province, as well as to specific types of media consumed. Following the election, voting preferences and risk perceptions can be matched to actual candidate selections by location to verify the consistency of the results. I conclude by arguing that a hybridized approach geolocating new and traditional media with participant self-reporting can provide insight into the functioning of Beck’s (1994) risk society in situ, and that the more forms of research that contribute to this paradigm the better the academic community can trace and understand the genealogy of risk, allowing access to the ideological premises that politicize risk today.

Speakers

Amanda Oldring
Research Assistant, Simon Fraser University
I study social media and risk
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Saturday September 14, 2013 4:46pm - 6:30pm
Rowe Atrium
Poster Session

4:46pm

“The visible and invisible in iconic experience: Rethinking the Marionian iconicity through Stephen Antonako’s sacred spaces”

My paper discusses the different modes of seeing the physical world, which shape our cognitive, emotional and spiritual practices. Particularly, I take a phenomenological approach in analyzing works of art to understand how seeing objects and places in linear perspective influences our behavior in socially/aesthetically-constructed environments.

Considering that the act of seeing in contemporary visual culture is increasingly experienced through televisual/digital screens, we might be incited to reflect upon the nature of our own relationship to images. For the French Catholic theologian Jean-Luc Marion, today’s proliferation of technological images replaces reality, as the original source of visual representation, with an antiworld—a virtual space of idolic images that have effaced the real to act as a mirror in reflecting humans’ desires.

Marion’s solution to ‘the contemporary
disaster of the image’ is to reconsider religious icons as a type of representation that erases its visibility in order for the invisible to intersect with the visible. By comparing Marion’s theological approach of image to the work of the contemporary artist Stephen Antonakos, we can reflect on the theoretical, spiritual, and physical aspects of idolic and iconic images. I particularly focus on how Antonakos interprets the Orthodox icon, Saints Peter and Paul Holding the Church (c.1600), to highlight the power of iconic images in overcoming the postmodern spectacle of idols that obliterates the real.

In using Marion’s concepts of icon and idol, this paper brings a new interpretive approach to artworks (and image in general) as creating sacred spaces to disrupt the dominance of the antiworld over human perception of reality.

Speakers

Adrian Gorea
Concordia University, Canada

Saturday September 14, 2013 4:46pm - 6:30pm
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Poster Session

4:46pm

“To tweet or not to tweet: The legal implications of social media in a global world”

Whether you tweet for business, research, or pleasure, there are legal implications even in those 140 characters. Gathering social media analytics and data mining may have privacy implications whether in a business or research setting. Using Twitter in an educational setting may also have privacy implications. If Twitter is a part of your business, who “owns” your followers? Engaging in debate on Twitter or following celebrities may have legal
Good intentions are not a solid legal defense, so it is important for all users of social media to be aware of these legal ramifications. Just some of the legal ramifications for businesses include defamation, wrongful termination, contracts, exposing company secrets, and trademark infringement. Researchers need to be aware that ethical codes of conduct apply even on Twitter. Personal data of subjects needs to be carefully monitored. Copyright of one’s research and the careful use of others’ copyrighted material need to be insured.

According to a BBC article, “46% of 18- to 24-year-olds are unaware they can be sued for defamation if they tweet an unsubstantiated rumour about someone” (http://www.bbc.co.uk/news/magazine-20782257). A social medium like Twitter takes place across the global landscape of the Internet, but the company itself is based in California. Even if a user brings a successful suit against someone on Twitter in another country, the decision may be unenforceable. This poster will examine some of the recent cases involving Twitter and some of the recent legislation that has been implemented to regulate this social medium in the media, educational and business sectors, focusing on Canada, Britain, and the United States. California has law that protects the privacy of employees and students by restricting employer and administration from having access to passwords or private accounts. Maryland and Illinois protect just workers, and Delaware protects only students. Most of the high profile legal cases involving Twitter in Britain revolve around defamation and libel, such as McAlpine v Bercow ([2013] EWHC 1342 (QB) (24 May 2013)). In Canada, Crookes v. Newton (2011 SCC 47, [2011] 3 SCR 269) is a libel case and examines whether hyperlinks can be considered publishing, but the court also cautioned that “New activities on the Internet [such as Twitter] and the greater potential for anonymity amplify even further the ease with which a reputation can be harmed online” (para. 38). There is European legislation pending that would ensure everyone’s “right to be forgotten,”
essentially putting control over private information back in users' hands rather than letting social media control its storage. In addition to examining these recent cases and legislation, this poster will provide a brief best practices guideline for researchers, educators, and business.

Speakers

Lisa Macklem
University of Western Ontario
University of Western Ontario, Canada

Saturday September 14, 2013 4:46pm - 6:30pm
Rowe Atrium
Poster Session

4:46pm

“Analyzing spatial, social, and semantic dimensions of user interactions with collections on Flickr”

In 2008, the Library of Congress (LC) posted a collection of historical photographs on Flickr (http://www.flickr.com/photos/library_of_congress/), a photo sharing and social tagging service, with an intention of engaging the Web 2.0 community. Our project investigates a sample of 4500 records from the LC Flickr project with the purpose of understanding how Web 2.0 communities interact with the collections on Flickr. The goal is to develop a holistic picture of these interactions and analyse them from multiple perspectives: spatial, social, and semantic. The initial exploratory findings reveal that collections of photographs are enhanced by communities of taggers and commenters. These communities contribute different kinds of knowledge to image collections. Taggers add tags; commenters contribute local knowledge, opinions, and sentiments. In anthropology, local knowledge is defined as knowledge strongly rooted in particular places and reflects personal and emotional awareness of
In this project we are closely investigating these communities with the purpose of determining who plays the key role in knowledge creation, and what collections benefit from such knowledge enhancements the most. To achieve this objective, we are planning to examine collections, users, and their contributions by means of social network, geographic, and semantic analysis. The application of SNA in this scenario is somewhat unusual. Commonly, SNA is used for analysis of communities of people. Recent studies, however, have used SNA for analysis of other objects, namely: diseases (Goh et al., 2007), recipes (Teng, Lin, & Adamic, 2012), and images (Cha, Mislove, & Gummadi, 2009). Therefore, we assume that application of SNA to user interactions with images is justified. For SNA we mapped image-tagger and image-commenter relationships. To differentiate comments, we semantically analyzed and then categorized comments by content: local knowledge (that includes stories, opinions, questions, and corrections), and sentiments. This allowed us to see the differences in the structure of interactions in different communities. Our initial findings demonstrate that user comments include more local knowledge statements than sentiments; there are more local knowledge commenters than taggers, but fewer than those who write sentiments. User nodes in the local knowledge community are larger than in the sentiment community. By size, nodes differ significantly: in the local knowledge community, the most prolific user has 330 relationships with images, but the most prolific user in the sentiment community has only 70 relationships. The overlap between local knowledge and sentiment communities is not large: those who provide local knowledge hardly provide any sentiments.

With geographic analysis, we intend to infer users’ expertise in local knowledge of places and people shown in images. To carry out such analysis, we will map locations featured in images and locations of contributors. The distances between
images and contributors may provide clues to the degree of users’ expertise in the knowledge of a place or an event featured on a photograph.

References:


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