

Title of the Track

Social Media in Business and Society

Short Description of the Proposed Track

Social media facilitate the socio-technical change of business and the society we live in today: they change the way we develop relationships, communicate with each other, work, procure goods and services and spend our leisure time. Despite the ubiquitous nature of social media use, we still need to better understand the role and long-term consequences of this phenomenon for digital transformation on individual, organizational and societal levels.

On the one hand, proponents argue that social media promote creation of social capital, result in increased interconnectedness, or facilitate social support and collective action. For many, social media is opening up a new world of empowerment, in which previously concealed conditions are openly discussed and even celebrated instead of being hidden. Overall, by facilitating interpersonal communication and access to information, social media can create significant benefits across a multitude of social and individual layers.

On the other hand, opponents express strong concerns over the dangers of social media. The sheer quantity and the sensitivity of the information users disclose, gives rise to strong privacy concerns. Furthermore, the impact of social media on users' mental health has been questioned, with empirical evidence hinting at such undesirable developments as addiction, depression, mood disorders. Moreover, the unprecedented attachment of users to their smartphones, which are often used to indulge with social media, is viewed with a high degree of controversy. In companies the multivocality, afforded by social media, can yield tensions for organizational coherence. Finally, the phenomenon of fake news has recently emerged as a dangerous development, posing significant challenges for platform providers and users. Considering both positive and negative impacts of social media, managers and policy-makers find themselves confronted with a complex choice of whether these platforms should be regulated and, if so, how.

This track seeks submissions examining the role social media is playing in transforming the networked society and businesses at large. We especially encourage research that reaches out beyond IS theories, is grounded in multiple reference disciplines and applies new intriguing perspectives to document and understand the transformatory impact of social media and social media-related smartphone use.

Topics include, but are not limited to:

Design and adoption of Social Media in companies:

- Implementation strategies, community and change management
- Interdisciplinary, distributed work in teams and communities
- CSCW, ubiquitous collaboration, usability, human computer interaction
- Leadership and team management

Social Media at the Customer Interface

- Impact on consumer behavior
- Social Shopping
- Value co-creation in Social Media contexts
- Implications and drivers of the Sharing Economy (Airbnb, UBER)
- Social Media in Healthcare (e.g. PatientsLikeMe)
- The phenomenon of firestorms

Theorizing Social Media

- Theorizing the role of Social Media in digital transformation
- The role of Social Media in individual practices
- New ways of conceptualising Social Networking and its implications
- Social Media in the post-truth world (e.g. the phenomenon of fake news)
- Critical perspectives on social media phenomena

Bright Sides of Social Media and related Smartphone Use

- Empowerment and inclusion political and civic action
- Consumerization
- Social capital and social support
- Enhanced social interaction

Dark sides of Social Media

- Implications for mental illness, stress, addiction, envy and jealousy
- Social and information overload
- Impact on performance, concentration, attention
- Social Media and social alienation
- Privacy implications of Social Media use (e.g. cyberbullying)
- Social Media and digital divide

The track and its loyal AE community seeks to continue the ongoing thread of our past ECIS conference participations. The track extends the long and well-established Social Media Research thread of past ECIS conferences, including ECIS 2012 (Social Computing and Collaboration), ECIS 2013 (Social Media and Society), ECIS 2014 & 2015 (Social Media Research and Analytics within and between Organizations) and ECIS 2016 & 2017 (Social Media in Business and Society). Research in digital and social media is still a strong and growing field; thus we believe that there is a need to continue this promising track in ECIS 2018. The social media track was continuously amongst the three biggest tracks since 2015.

Publishing Opportunities in Leading Journals

If a coherent set of outstanding publications is achieved, the track chairs will aim at developing a special issue in a quality IS journal, to which authors will be invited to submit extended versions of their papers.

Track Co-Chairs

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	Short Biography	Matthias Trier is Associate Professor of IT Management department at Copenhagen Business School. He holds a Master Degree (Diploma) in Economics and a PhD (Doctor of Engineering; Dr.-Ing) in Computer Science from TU Berlin and was previously Assistant Professor of Information Management at University of Amsterdam. He researches phenomena related to electronic communication and social influence effects in online media within and outside the organization with a mixed methods approach that blends quantitative, qualitative and network analytical methods. Example topics include the implementation/appropriation of social media, online participation, framing electronic discourses (e.g. from a management perspective), information transfer, dissemination processes or bottom-up community emergence as a part of knowledge management initiatives. One special methodological focus is on developing an event-driven method for dynamic network analysis which resulted in the SNA software www.commetrix.net . It enables research into emerging structures and dynamic processes of networking among people. Dr. Trier was visiting lecturer at NJIT, New Jersey and visiting scholar at Columbia University, New York. He frequently publishes in conferences and ranked journals, e.g. ISR, EJIS, ISJ, or JCMC. Dr. Trier was project manager in several EU projects and holds a social-media related patent (9001778). He was Track Chair of the ECIS Social Media Track in 2014-2017.
2	Name - Surname	Hanna Krasnova
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	Short Biography	Hanna Krasnova is a Professor in Business Informatics, esp. Social Media and Data Science at the University of Potsdam, Germany. Hanna has got her Habilitation and doctoral degree from the Humboldt University of Berlin in Germany, and was an Assistant Professor at the University of Bern in Switzerland. In her research, she addresses the issues of social, individual and enterprise value of the emerging Social Media applications, with a particular focus on privacy and individual well-being. She is the author of over 30 research articles published in the Information Systems Research (ISR), Journal of Information Technology, Journal of Wirtschaftsinformatik,

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“BEYOND DIGITIZATION - FACETS OF SOCIO-TECHNICAL CHANGE”, 23RD -28TH, JUNE, 2018, IN UNIVERSITY OF PORTSMOUTH, UK, FOR THE 26TH EUROPEAN CONFERENCE ON INFORMATION SYSTEMS

		International Conference on Information Systems as well as other IS conferences. Her research has been covered by all major news outlets worldwide, including CNN, BBC, REUTERS, and over a hundred other outlets in numerous countries around the globe. Hanna was a Track Chair of the ECIS “Social Media in Business and Society” Track in 2016, 2017, ECIS “Social Media and Society” Track in 2013, and ECIS “Security and Privacy of Information and IS” Track in 2015.
3	Name - Surname	Alexander Richter
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	Short Biography	<p>Alexander Richter is Associate Professor for “Workplace Studies” at the IT University of Copenhagen and head of the research unit “Digital Work Design” at the University of Zurich.</p> <p>Alex studies the increasingly differentiated practices of knowledge workers and designs sociotechnical solutions to support those. Moreover, he is interested in the impact of social platforms on emergent structures such as informal networks and new forms of leadership or innovation as well as the development of methods to evaluate these developments.</p> <p>The results of his studies have been published in ranked journals (JCSCW, ISJ, BISE) and conferences (ICIS, ECIS, ICSE) and have been awarded several times (Bled 2010, ACIS 2011, VINE 2013, HICSS 2016).</p> <p>Currently he is leading a working package in an EU project (Horizon 2020) and several research projects funded by companies.</p> <p>Alex is Chairman of the Special Interest Group “CSCW & Social Computing” in the German computer society, ISJ Guest Editor and was Track Chair of the ECIS Social Media Tracks in 2015, 2016 and 2017.</p>

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