



CALL FOR EXTENDED ABSTRACTS

2nd International Symposium on Social Media

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

USIU-Africa | November 4-5, 2020

New Virtual Conference Date

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

Symposium Themes

Behavioral Approaches to Social Media Research

- Digital media enabled poverty reduction and development
- Social media consumption in the age of COVID-19 Pandemic
- Social media use for social support, advocacy and awareness-building
- Social media in disinformation and fake News
- Social media and knowledge management
- Influencers, recommendations and advertising in social networks
- Social media intoxication, addiction, self-Esteem, and life satisfaction
- Government and citizen interactions on social media

Computational Approaches to Social Media Research

- Sentiment analysis in social media contents
- Threat and vulnerability analysis in social networks
- Generating Business Intelligence through social media data analytics

E-mail your extended abstract to simelabadmin@usiu.ac.ke

Important Dates

Submission of abstracts: September 30, 2020

Reviews sent to authors: October 7, 2020

If you have any questions, please send an email to: simelabadmin@usiu.ac.ke