Track 21: Social Media Research and Analytics within and between Organizations

Track Chairs

George M. Giaglis
Athens University of Economics and Business, Greece

Remko Helms
Utrecht University, The Netherlands

Matthias Trier*
Copenhagen Business School, Denmark

*Corresponding track chair: mt.itm@cbs.dk

Description

A very important aspect of digital work and digital life are the challenges and benefits brought about by new capabilities of social media (e.g. Twitter, Facebook, Yammer etc.). They affect the way in which people use information systems, interact with each other in networks of weak and strong ties, form groups and develop online identity. Social media use suggests significant changes for intra- and interorganizational communication or for the effectiveness of cooperation across organizational boundaries. We may witness implications for user-generated innovation processes or ways to learn and apply knowledge in collectives. Consequently these effects also suggest implications for IS development and implementation.

These broad impacts gives rise to novel and important research questions and analytical approaches, which attract a strong interest among scholars. Academics leverage a wide range of research methods, such as qualitative and quantitative approaches, social network analysis, data mining, sentiment analysis or design research, but also multi-method research to explore and explain social media related phenomena.

Further, online social media has generated a wealth of content which represents a rich information source to capture public sentiment and analyze it for actionable decision making in several application contexts such as marketing, politics, or civil security. Novel methods utilize social media data in the context of decision making models, design frameworks, group behavior elicitation (e.g. herding effects), and opinion/sentiment mining.

As a suitable forum to present and discuss such research, this track welcomes empirical and theoretical work that sheds light on the role of social media within and between organizations as
well as at the interface of the organization with its stakeholders (e.g. customers). We further solicit research in which researchers draw a link between social media research and social media analysis with its application of artificial intelligence and text mining algorithms to make sense of big data.

**Topics of Interest**

Possible topics include, but are not limited to:

- Exploring extant theories to understand social media phenomena,
- Appropriation and use of social media,
- Virtual collaborative processes,
- Sociomateriality and ontological issues of collaboration in social media,
- Contrasting social media use of organizations with open internet,
- Mobile social media,
- Business ecosystems, social media and performance
- Social media and information overload,
- Social media and online identity,
- Online community and virtual teams,
- Application of social network analysis and visualization to explore social media phenomena,
- Dynamics and evolution of online social networks,
- Business applications and theory development (e.g. case studies) of social media analytics and intelligence,
- Social media intelligence and customer engagement,
- Semantics, manipulation, storage, and visualization of social media data, methods, approaches and tools for topic detection, opinion mining and sentiment analysis in social media analytics.

**Associate Editors**

Nikos Ambazis, University of the Aegean, Greece  
Magnus Bergquist, Chalmers/ University of Gothenburg, Sweden  
Kai Fischbach, University of Bamberg, Germany  
Daning Hu, University of Zurich, Switzerland  
Ksenia Koroleva, Erasmus University Rotterdam, The Netherlands  
Panos Kourouthanassis, Ionian University, Greece  
Hanna Krasnova, HU Berlin, Germany  
Sven Laumer, University of Bamberg, Germany  
David Martens, University of Antwerp, Belgium  
Judith Molka-Danielsen, Molde University College, Norway  
George Paltoglou, University of Wolverhampton, UK  
Sameer Patil, Indiana University, Bloomington, USA  
Paolo Rosso, Universitat Politècnica de València, Spain  
Stefan Stieglitz, University of Munster, Germany  
Alexander Stocker, Joanneum Research, Austria
ECIS 2014

Wietske Van Osch, Michigan State University, USA
Ravi Vatrapu, Copenhagen Business School, Denmark
Eoin Whelan, National University of Ireland, Ireland
Zhang Ziqiong, Harbin Institute of Technology, China