Digital and Social Media

Witnessing the exponential speed of digitalization in all aspects of human activities, the HICSS conference organizers and the new co-track chairs envision expanding the scope of the Digital Media track to augment the role of HICSS in promoting digital and social-media-related research. Defined in a broad sense, digital media are digitized content (text, graphics, audio/video) that can be archived and transmitted over multiple networks such as cable, satellite, telecommunications, and broadband networks to a variety of digital devices from mainframe systems to individual smart phones. Social media describes the collection of web and mobile-based technologies that mediate human and social communication via social networks and that enable individuals, groups and communities to gather, communicate and share information, to collaborate or to play. Digital and social media research are closely related, as both address basic communications processes (defined as the sharing of meaning) and increasingly critical as the role of networks and other digital technologies become an anchor for change in societies.

We view this track as a convening platform for researchers to share and discuss their cutting-edge research in a number of current and hot issues related to digital and social media. Issues and topics include, but are not limited to:

We look for papers from the range of epistemological and methodological perspectives. Behavioral science and design science papers are welcome. The track seeks to synthesize broader understandings in the diversity of approaches that contributors bring to the conference.

Minitracks:

• Co-Creating Innovations
• Collective Intelligence and Crowds: Structure, Roles, and Identity
• Critical and Ethical Studies of Digital and Social Media
• Data Analytics and Data Mining for Social Media
• Materiality of Information, Documents, and Work
• Network Analysis of Digital and Social Media
• Social Computing for Sustainability
• Social Media and Learning
• Social Media and Enterprise
• Social Networking and Communities
• Space, Location Data, and Social Media Information
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Co-Creating Innovations

In today's global and competitive market, many organizations are shifting the character of innovation processes from in-house and closed innovation processes to more open processes. These processes involve several stakeholders who co-create digital innovations. This trend of open innovation is manifested in new approaches to innovation such as open innovation, open source software development and living labs. Engaging end-users and other relevant stakeholders in the innovation process, has been shown to improve the innovation capability and ensure applications and services that create user value and market acceptance. The IS field is a boundary crossing and co-creative research area where stakeholders, business areas, research disciplines and methods creates a multifaceted research area. Co-creative innovation processes offer interesting issues for theory and practice.

This minitrack expect papers on a broad range of issues related to innovative and co-creative approaches to digital innovation and engaging all stakeholders in the innovation process to realize the potential value of an innovation.

Issues that submission could address include, but are not limited to, the following:

- Innovation and global welfare
- Sustainable innovation processes
- Democratization of innovation
- Living Lab methodologies and challenges
- Formation of innovation and value networks
- Co-creation of value
- Co-design and participatory design
- User-centered and contextual design
- Contextualized innovative design
- Design and evaluation methodologies for user involvement
- The role of IT in contemporary innovation processes
- Design Science Research and Co-creation
- Distributed user involvement in innovation processes

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Collective Intelligence and Crowds: Structure, Roles, and Identity

We are looking for papers that analyze collective intelligence, knowledge creation, and crowdsourcing. We also encourage the submission of papers that design and implement technologies that create new kinds of organizations. In addition, we want papers that analyze social interaction as a way of better understanding underlying social structures, and in particular the social construction of identity and roles. In sum, we are open to a wide range of research that addresses relations between people, collectives, and machines, as well as the products produced as a result.

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Critical and Ethical Studies of Digital and Social Media

This minitrack addresses the cultural and political impact of digital and social media (DSM) technologies. DSM, as sets of technologies and services that radically alter the production, circulation, and consumption of information, have transformed how we work, live, and play together in communities; they shape our expectations of information and communication’s speed and global flows; they enable new ways and paths for learning and knowledge exchange. The affordances of DSM are generally viewed as providing positive opportunities (e.g., the potential for a wider range of civic engagement; the growth of new markets; the bridging of different worldviews). While it is clear that DSM are shifting the locus of gatekeeping and balance of power in society, it is unclear if these seemingly dramatic changes are temporary, benefit different groups in very different ways, or, perhaps, are even consolidating the concentration of power and privilege in the hands of fewer individuals or groups.

This minitrack solicits two entwined themes of inquiry: 1) critical studies that examine the social impact of DSM in our daily lives and 2) research that surfaces the ethical challenges that arise as we study social media to make sense of the rapidly changing power dynamics that accompany DSM’s global expansion.

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Data Analytics and Data Mining for Social Media

Social media is changing how we work and play. It is also changing the way we access and consume media, stay in touch with family and friends, as well as how we communicate within our online communities. One of the things these activities share in common is that they generate a tremendous volume of data that can be analyzed and mined for both research and commercial purposes.

This minitrack focuses on research that brings together social media (or social networks) and data analytics & data mining. We welcome quantitative, theoretical or applied papers whose approaches are within the scope of data analytics and data mining, and closely related areas (e.g., data warehousing, content mining, network analysis, structure mining, business intelligence and knowledge discovery).

Topics of interest include (but are not limited to):
- Discovery, collection and extraction of Social Media data
- Text- or image-based mining of Social Media content
- Opinion mining, sentiment analysis and recommendation analysis
- Cleaning, curation and provenance of data in social networks
- Social Network Analysis; exploration of massive social networks
- Identifying and profiling influential participants, subgroups and communities
- Crowd or cloud computation on Social Media data
- Predictive and forecasting analytics based on Social Media content
- Trend analysis to identify emerging terms, topics and ideas
- Visual analysis of web
- network structure, usage and content
- Semantic representations of on-line content, link analysis and linkages
- Social search, retrieval and ranking
- Analysis of web-based collective intelligence
- Performance and scalability of Social Media data management
- Social innovation and effecting change through Social Media

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Materiality of Information, Documents, and Work

This Minitrack addresses the materiality of information, document work and the work of documenting. The debates on materiality and sociomateriality, hailing from science studies and organization studies, allow information systems (IS) researchers to evade received distinctions between the social, natural and technical. The literatures that inform this Minitrack contest a purely information-based perspective that posit abstract meanings and immaterial data divorced from situated contexts. Instead the bodies of work that inspire this Minitrack draw on new materialist, pragmatist, and practice-oriented perspectives (amongst others) that analyze the social activities going into the manufacturing of documents through the manipulations of various material forms.

As increasingly complex information systems are adopted and adapted within and across organizational environments, there is pressing need for more careful study of the materiality of information, documents and work.

Topics the Mini-track will address include:
- Exploring material assemblages in various organizational settings
- Sociomateriality and organizational knowledge management
- The practical work of eScience and big data research
- Methodological considerations in adopting a sociomaterial research approach
- Approaches to studying documents
- Documents as part of organizational infrastructure
- Institutional ethnography
- Boundary objects and documents
- Classification of documents and the role of classifications in organizational life
- Analyses of classification systems emerging in novel digital media
- Bottom-up classifications such as folksonomies and tag clouds
- Materiality of information life cycles
- Organizational infrastructures of tacit knowledge and materially-mediated practice
- Document work and the work of documenting as self-making

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Network Analysis of Digital and Social Media

Network science focuses on the structure of systems and how the components of a system come together, expressed as patterns or regularities in relationships among interacting units. Network analysis reveals the underlying structure and the dynamic interactions among system components. Network science and the development of digital and social media have co-evolved as catalysts of each other’s advancement, and the increased use of social and digital media provides scientists with a wealth of precise and novel data.

We welcome submissions that represent insightful ways that network analysis can be used to better understand social and digital media. Both methodologically and theoretically driven papers are encouraged, as well as empirical research (e.g. telecommunication, health, website specific, international, organizational, etc.) that push the boundaries of network science as applied to social and digital media. Forward-thinking and boundary-spanning forms of research including, but not limited to, the study of multi-level, localized and ego-centric networks are particularly welcome.

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Social Computing for Sustainability

This minitrack seeks papers across this entire spectrum where SC/OSN is being used to support, share, measure, benchmark, model, quantify, qualify sustainability goals, practices, performances, indicators with the aim of achieving or enhancing the sustainability of individuals, families, organisations, supply chains, and society as a whole. We welcome conceptual, theoretical, and empirical papers that enrich our understanding of this. All methodological approaches are welcome.

Topics of interest include but are not limited to:
• Sustainability
• Sustainable Management
• Quantified Self
• Health
• Financial
• Environmental
• Social
• Relational
• Spiritual
• Emotional
• Individual
• Personal
• Well Being
• Happiness
• Habits
• Organisational
• Supply Chains
• Society
• Gamification for Sustainability
• Mobile Computing
• Family
• Political
• Local
• Global
• Language and Culture
• Governance, Risk, and Compliance
• Security and Privacy
• Processes and Systems
• Apps, Tools and Technologies

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Social Media and Learning

This minitrack calls for papers that address learning through digital and social media for formal, informal and/or non-formal settings. It will bring together state of the art research that furthers social theories of learning through ICTs with particular attention to social media, broadly interpreted to include social networking, blogging, micro-blogging, virtual worlds, learning management systems, massively open online courses, and/or other proprietary systems created for the purpose of learning and/or analysis of learning processes.

We call for papers that use, analyze and/or develop technologies, practices, and policies that examine social media and learning. We specifically welcome papers that address new and exciting areas of research in the potential of social media for (new) forms of learning, and the potential value social media creates for connectivity, development, and knowledge growth.

We envision that papers will:
- examine social media and learning in online networks, crowds and communities;
- analyze and/or support the role of social media and networks in learning;
- develop methods for analyzing social media and learning;
- examine educational policies and practices relating to social media use
- address awareness and visualization of learning via social media;
- implement and develop tools for automated data capture and analytics on social media and learning;
- discuss trends in social media and learning on and through the Internet, including issues and opportunities relating to information literacy, literacy and new media, ubiquitous learning, viral learning and entrepreneurial learning;
- examine economic models, trends and markets for social media and learning, including open source and open access and viral models;
- show development and use of social media (MOOCs, twitter, wikis, blogs), devices, and spaces for learning; or
- discuss ethical issues relating to learning online, including issues relating to data capture, analysis and display, and learning about controversial subjects or anti-social activities.

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Social Media and Enterprise

The social media is transforming the workplace in organizations. Increasingly companies are launching social media behind their firewalls to encourage employees to share information, locate expertise, and engage in collaborations. Companies such as Best Buy, Deloitte, Microsoft, and IBM have hosted their internal social networking sites to enhance their communication and collaboration within and across organizational boundaries. The proliferation of social media in organizations has opened up new opportunities, but at the same time it has also raised new work and workplace related concerns and challenges. We argue that in order for the organizations to amplify the returns and mitigate the drawbacks of using social media in workplaces, it is imperative to systematically and empirically examine organizational issues and challenges arising in the adoption and use of social media in enterprise. Therefore, in this mini-track we invite research on opportunities, challenges, and consequences associated with social media adoption and use in enterprise.

Authors are invited to submit papers that address issues related to the enterprise social media. Potential issues and topics include, but are not limited to:

- Social media and workplace relationship
- Social media enabled work/job design
- New organizational work issues arising from the use of enterprise social media
- Impact of digitization on the nature of work and on workplace
- Effects of enterprise social media on communication and collaboration
- Effects of enterprise social media on geographically distributed teams and communities
- Effects of enterprise social media on workforce productivity, innovativeness, and effectiveness
- Effects of social media addiction on work performance
- Enterprise social media and work and information flows
- Information security and the use/misuse of enterprise social media
- IS/IT architecture for enterprise social media
- IS/IT support services needed to support enterprise social media
- Job characteristics and social media
- Job design for a digital platform
- Job or work level success factors of enterprise social media
- Work-life balance and social media enabled workplace
- Methodologies for studying enterprise social media and work/job design
- Development of new theories to describe and explain the phenomenon of using social media in workplace

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Social Networking and Communities

We call for papers that address social networks and communities supported and/or complemented by social media for work, learning, socializing, economic and/or political processes, and/or that address theory, design, practices, use or evaluation of such social media use. We encourage papers that address communities in a broad sense of its use, including communities of practice, epistemic communities, or communities of inquiry; as well as fully virtual communities, and social media use that supports or complements geographically based community. We particularly encourage papers that: advance our understanding of social network growth, formation, structure and outcomes through social media; advance out understanding of the design of social media technologies and practices for effective community development and maintenance; studies of socio-technical aspects of social media use that explore how the technology relates to social outcomes; theoretical studies that explore models and principles of social media design, use and outcomes. This year we will give space to more exploratory and theoretical papers than in the past.

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Space, Location Data, and Social Media Information

We call for papers that address the production, capture, and study of location information in social media through both technical and theoretical perspectives. Papers are encouraged to address ‘location information’ in a broad sense that includes both precise geolocated coordinates and more general expressions of space and place. This includes, but is not limited to, papers that: offer new technical and methodological solutions to the capture, interpretation, analysis or visualization of spatial media; examine the epistemological and ontological effects of spatial social media upon users; present empirical work on the creation or consumption of spatial social media; advance our understanding of how spatial social media relate to social and political processes; present new work on the role of economic forces in the creation and use of spatial social media, for example, location-specific advertising; or explore spatial social media as a means of better understanding urban and non-urban environments.

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