Social media research conference

The event will take place in room 403, fourth floor, at Newcastle Business School, Northumbria University, City Campus East 1, NE1 8ST.

Workshop Programme:

09:30-09:45 Welcome and Introduction

09.45-11.15 First Session

1. **Dr. Elizabeth Sillence**, “Using social media to share patient experiences”, Senior Lecturer, Department of Psychology, Northumbria University

2. **Dr. Raffaele Filieri**, “Separating the wheat from the chaff: Credibility assessment in online consumer reviews”, Senior Lecturer in Marketing, Newcastle Business School, Northumbria University

3. **Dr. Honglei Li**, “Fun in a Trustworthy Environment? The Effects of Message Source Credibility and Message Appeal on E-WOM Responses in Facebook”, Senior Lecturer, department of Mathematics and Information Sciences, Northumbria University

4. **Prof. Teresa Waring and prof. David Wainwright**, Integration Ready?
   Professor of Business Systems and Information Management, Newcastle Business School, Northumbria University

11:15-11:30 Coffee Break

11.30–13.00 Second session

1. **Dr. Luigina Ciolfi**, “Digital Social Interactions in the City: Reflections on Location-based social media”, Reader in Communication, Sheffield Hallam University

2. **Dr. Zhibin Lin**, “Personality and the sharing of tourism experiences through the mobile social platform, WeChat”, Senior Lecturer in Marketing, Newcastle Business School, Northumbria University

3. **Dr. Bruce Mutsvairo**, “Social media as a tool for democratic participation: An African experience”, Senior Lecturer in Journalism, Department of Media and Communication Design, Northumbria University

4. **Dr. Geoff Walton**, “Eradicating the circulation of mis-information through information practice, digital literacy and de-biasing”. Lecturer in Information Sciences, Department of Mathematics and Information Sciences, Northumbria University

In the afternoon (2-4pm at Ellison B 003), **Stuart Madnick** (smadnick@mit.edu) Professor of Information Technologies, MIT Sloan School of Management & Professor of Engineering Systems, MIT School of Engineering will deliver a lecture on: **The Disruptive Force of Big Data, The Rise of the Chief Data Officer (CDO), and the Challenges and Approaches to Cybersecurity**. Please contact Sarah Howells (sarah.howells@northumbria.ac.uk) if you wish to attend.