IADIS International Conferences
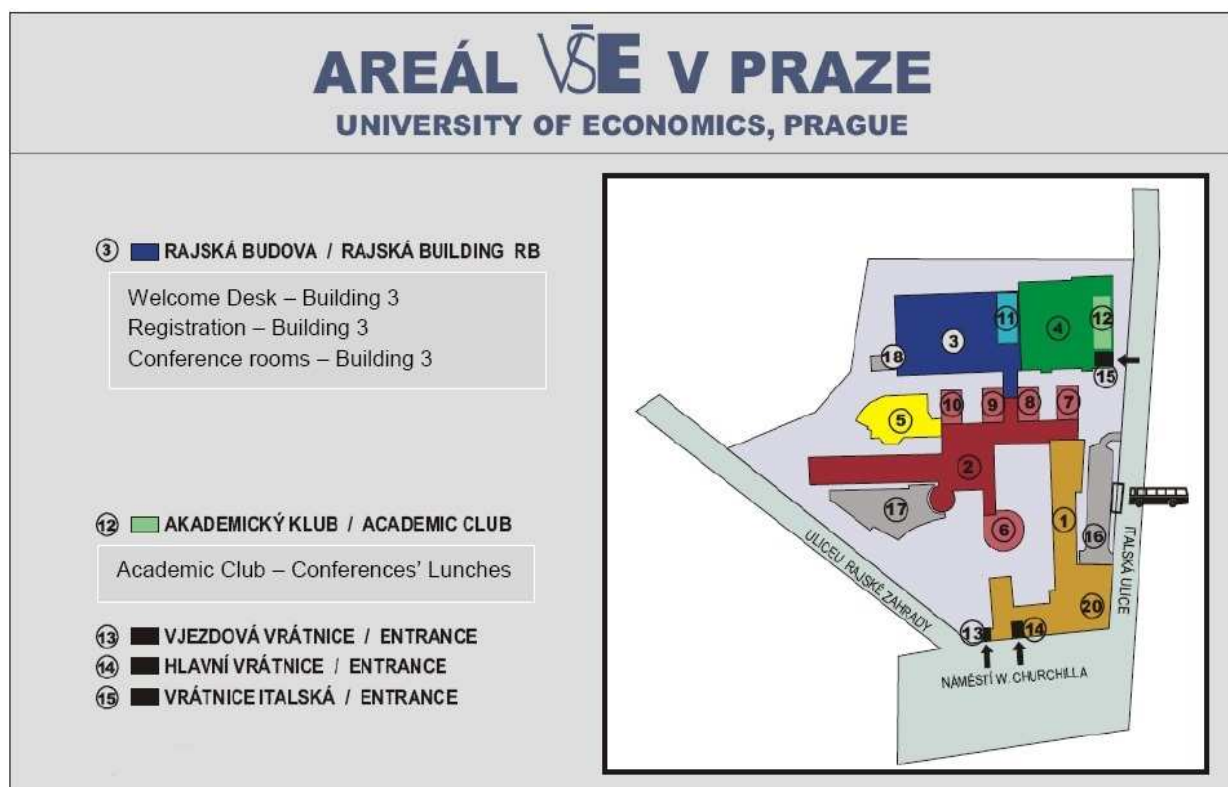# WEB BASED COMMUNITIES AND SOCIAL MEDIA
&
COLLABORATIVE TECHNOLOGIES
2013

Conference Location

The conference will be held at RAJSKA Building RB (location 3). There you will have the Welcome Desk (room RB203) and the Conference Rooms.

All the Lunches will be held at the ACADEMIC CLUB (location 12).

IADIS International Conferences

WEB BASED COMMUNITIES AND SOCIAL MEDIA
&
COLLABORATIVE TECHNOLOGIES
2013

FINAL CONFERENCE PROGRAM

Wednesday 24th, July 2013

08:30-16:30 Welcome Desk

09:45-10:00 Session O – Opening Session
(Room: RB205)

> **OPENING SESSION**
> *Profs Piet Kommers, Nik Bessis and Eva Kasparova*

10:00-11:00 Session KL1 – Keynote Presentation
(Room: RB211)

> **WHAT IS QUALITY OF LIFE IN THE ICT SOCIETY?**
> *By Gunilla Bradley, Professor Em, Royal Institute of Technology, Sweden*

11:00-11:30 Coffee Break

11:30-13:00 Session FP 24.1
Adoption of Social Networking
(Room: RB205)
Chair: Oriol Miralbell Izard

> **DEVELOPMENT AND PRACTICE OF A SYSTEM FOR CONDUCTING STAMP RALLY COMBINED WITH BINGO USING MOBILE PHONES (F023)**
> *Akira Hattori, Haruo Hayami and Tasuku Kobayashi*
> **CHALLENGES IN PROMOTING COMMUNITIES WITH ICT IN A WIDELY SCATTERED AND HETEROGENEOUS SETTING (F026)**
> *Federico Cabitza, Carla Simone and Gianluca Colombo*
> **ACCEPTANCE OF WEB 2.0 IN LEARNING IN HIGHER EDUCATION: AN EMPIRICAL STUDY OF A SCOTTISH UNIVERSITY (F035)**
> *Razep Echeng, Abel Usoro and Grzegorz Majewski*
> **WRONG METRICS OF SUCCESS FOR OPEN SOURCE SOFTWARE (R029)**
> *Sergey Ukustov, Sergey Fomenkov and Alexander Polovinkin*

13:00-14:30 Lunch Break

14:30-16:25 Session FSP 24.2
Environments, tools and applications //
Virtual communities, teams and organizations
(Room: RB205)
Chair: Nik Bessis

> **FACTORS THAT DETERMINE THE LEVEL OF INTERACTION IN WIKIS, BLOGS AND FORUMS IN PRIVATE VIRTUAL COMMUNITIES (F024)**
> *Gabriel Valerio, Iris Rangel and Myrna Flores*
> **A CONTEXT-AWARE FRAMEWORK FOR CSCW APPLICATIONS IN ENTERPRISE ENVIRONMENTS (F020)**
> *Christopher Viana Lima, Mário Antunes, Diogo Gomes and Rui Aguiar*
> **A REFERENCE PROCESS BASED SOFTWARE MARKET ANALYSIS FOR THE DIGITAL FACTORY (F023)**
> *Florian Himmler and Michael Amberg*

> **SOCIAL MEDIA FOR COLLABORATION IN PROJECT MANAGEMENT (S014)**
> *Lourdes Gómez-Calvo, Gabriel Valerio and Adán López*
> **THE USE OF ELEARNING FOR AN AGE FRIENDLY CITY (TAFCITY) (S033)**
> *Diana Andone and Radu Vasiu*

14:30-16:30 Workshop
(Room: RB204)

> **COMMON RESEARCH GROUND IN SOCIAL INNOVATION**
> *By Pat van der Jagt, Alterra, Wageningen UR and Mark Verhijde, Program Manager Urban Development*

Thursday 25th, July 2013

08:30-16:00 Welcome Desk

09:05-11:10 Session FSP 25.1
Social Media // Expanding Markets Through Virtual Communities
(Room: RB205)
Chair: Akira Hattori

> **A STUDY ON THE COMPETITION IN SOCIAL NETWORK SERVICES ON THE THEORY OF NICHE : FOCUSED ON THE GRATIFICATION ANALYSIS IN INFORMATION USAGE AND SOCIAL RELATIONS (F022)**
> *Sang-Hee Kweon, Hwa-Yeon Kong and Do-Hyun Jo*
> **SOCIAL NETWORKING SITES AND KNOWLEDGE EXCHANGE. THE PROPOSAL OF AN ACCEPTANCE MODEL (F017)**
> *Oriol Miralbell Izard*
> **OPERATION AND TECHNOLOGY OF MICROFINANCE ORGANIZATIONAL LEARNING IN THE GRAMEEN BANK (F014)**
> *Muhammad Adeel, Bernhard Nett, Simon Plogmann and Volker Wulf*
> **LOGO – FROM NAME TO SYMBOL (S019)**
> *Tapani Huovila*
> **SOCIAL NETWORKING AS AN ENABLER TO RECRUIT AND RETAIN STUDENTS AT THE UNIVERSITY OF PRETORIA (UP) (S021)**
> *Karen Lazenby and Petrus Lombard*

11:00-11:30 Coffee Break

11:30-12:30 Session KL2 – Keynote Presentation
(Room: RB211)

> **INNOVATIVE PROBLEM SOLVING FOR SOCIAL APPLICATIONS: A STRUCTURED APPROACH**
> *By Valeri Souchkov, ICG Training & Consulting Enschede, The Netherlands*

12:30-13:00 Poster Session
(Room: RB205)
Chair: Piet Kommers

> **THE EFFECTIVENESS OF A ONE-YEAR WEB-BASED MENTORING PROGRAM FOR GIRLS IN STEM (P030)**
> *Teresa Greindl, Sigrun Schirner, Heidrun Stoeger and Albert Ziegler*
> **LANGUAGE USE AND ITS INFLUENCE IN AN E-MENTORING COMMUNITY FOR GIRLS IN STEM (P031)**
> *Michael Heilemann, Heidrun Stoeger and Albert Ziegler*

13:00-14:30 Lunch Break

14:30-15:20 Session FP 25.2
Virtual communities, teams and organizations
(Room: RB205)
Chair: Adi Katz

> **A KIOSK AS A COLLABORATIVE TECHNOLOGY IN CUSTOMER-SERVICE SITUATIONS (F026)**
> *Anna-Liisa Syrjänen, Kari Kuutti, Marianne Kinnula and Vesa Sihvola*
> **A CONTEXTUAL FRAMEWORK SUPPORTING COLLABORATION BETWEEN CUSTOMERS AND DEVELOPERS IN DISTRIBUTED, AGILE SOFTWARE DEVELOPMENT (F028)**
> *Francesco Bergadano and Gianni Bosio*

15:45 Tour and Conference Dinner

Friday 26th, July 2013

09:00-13:00 Welcome Desk

09:00-10:05 Session FSP 26.1
Social Media // Adoption of Social Networking
(Room: RB205)
Chair: Piet Kommers

> **THE IMPACT OF WEB 2.0 ADOPTION IN HIGHER EDUCATION (F034)**
> *Pedro Isaias, Paula Miranda and Sara Pifano*
> **AN INVESTIGATION INTO JAPANESE UNIVERSITY STUDENTS' ONLINE PRIVACY CONCERNS (S020)**
> *Yukiko Maruyama*
> **PAKISTAN, ITS YOUTH AND SOCIAL MEDIA (S025)**
> *Muhammad Ibrahim Qazi and Muhammad Zain Islam*

10:10-11:05 Session FRP 26.2
Collaborative methods and citizen science // Concepts, models and frameworks
(Room: RB205)
Chair: Valeri Souchkov

> **A DYNAMIC VIEW OF ADAPTIVE COMMUNICATION IN COMPUTER SUPPORTED COLLABORATION: THE ROLE OF COMMUNICATION COMPLEXITY (F025)**
> *Adi Katz*
> **TECHNICAL AND NON-TECHNICAL CHALLENGES IN INTERACTIVE POLICY-MAKING (R022)**
> *Dóra Őri*
> **EMERGENT BEHAVIOUR AND SOCIAL MEDIA IN LARGE-SCALE DISASTERS (R027)**
> *Joanne Hinds, Ana Calderon and Peter Johnson*

11:00-11:30 Coffee Break

11:30-12:30 Workshop
Online servant-leadership: myth or reality?
(Room: RB205)

> **SERVING ONLINE LEARNING COMMUNITIES; THE AFRICAN LEADERSHIP CHALLENGE**
> *Sylvia van de Bunt-Kokhui and Hellicy Ngambi*
> **TALENT DEVELOPMENT IN THE ARAB E-CLASSROOM**
> *Sylvia van de Bunt-Kokhuis, David Weir,Nabil Sultan*

12:30 Best Paper Awards Ceremony and Closing Session
(Room: RB205)

> *Profs Piet Kommers, Nik Bessis and Eva Kasparova*