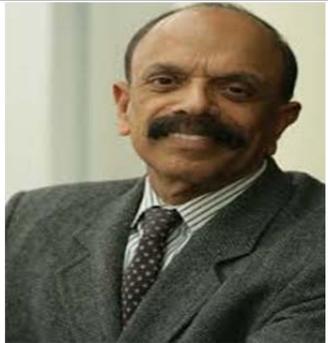


Number	T - 28		
Name	Social media – The New Global Normal?		
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Descriptor	<p>Social media is the new reality that is changing the world order. Social media is diffusing at an unprecedented rate. It is a major disruptive force transforming businesses, communities and governments and altering the everyday life of each and every individual irrespective of sex, race, nationality, religion and many other diversity factors. It is changing how we read the news, teach, listen to music, watch TV and movies, conduct research, contact and communicate with peers, relatives and spouses, read books, get information, and on and on. Like-minded communities are communicating and solving issues consisting of people who may never meet or even see each other. Given this disruptive revolution it is necessary to study "Why" and "How" it is happening and "When" and "What" we can expect from this powerful force. Social media generates "mega" data that can be used to detect, extrapolate and brainstorm to find "nuggets". Many have referred to this as big data.</p> <p>To study the four factors (4F's: why, how, when and what), we divide its users as individuals (I), businesses (B), communities (C) and countries (CT). Whenever a new disruptive force emerges, there is the "good" (G), "bad" (B) and "ugly" (U) impact of it. Good which is both legal and ethical, while ugly on the other extreme is both illegal and unethical.</p> <p>We will focus on the 3 (G,B,U)x4 (I, B,C,CT) x4(I,B,C,CT) grid for this track. Ideally we would like to be in the grid (good x 4 x 4), however this is not feasible as is evidenced by recent events of hacking, torturing, beheadings and cyber espionage.</p> <p>As the social media expands, it has a good, bad and ugly impact on stakeholders. Many questions arise such as:</p> <ul style="list-style-type: none"> <li>• Why do individuals behave as they do and what good or ugly output comes out of this?</li> <li>• How are businesses using this massive data to be more "custom-oriented"?</li> <li>• How are groups using social media to create innovative products or innovative theories, or how are they using this media to spread hate, terror or lies?</li> <li>• How and why countries are involved in cyber warfare?</li> <li>• Can we develop a standard ethical code (netEthics) for the social communities?</li> <li>• Can we identify factors that motivate an individual or group or a business to behave in certain way?</li> </ul> <p>To make matters more complex, there is no consensus on what is good, bad or ugly on the Internet. Researchers are constantly addressing these issues. As old issues are resolved, new challenges emerge that require knowledge from multiple disciplines such as information systems, social sciences, international management, leadership and political science. It is almost impossible for one individual to have expertise in so many domains, which makes this a</p>		

	<p>very challenging but ultimately rewarding area of research. Given the richness and research potential of this area, it is essential to brainstorm and bring to light the diverse points of view in order to develop underlying theory and frameworks. This track will attempt to accomplish these objectives.</p> <p>Since social networking includes many different areas, we expect contributions from researchers beyond the information systems discipline.</p> <p>The track will invite full and research in progress papers.</p> <p>This track fits well with the conference theme of "INFORMATION SYSTEMS AS A GLOBAL GATEWAY". There is no bigger information gateway than the social media, which reaches every corner of the world from a farmer in India to the queen of England. Information is exchanged every second between millions of people across the globe. Social media is neutral with respect to race, gender, nationality, sexual orientation, politics, etc. This track will address issues that would be most critical as a global gateway which shows 'what', 'when', 'why' and 'how' it is happening currently and will happen in the future.</p> <p>Examples of topics in the discussion of the track will include the following (but are not limited to):</p> <ul style="list-style-type: none"> <li>• Is social media creating robot?</li> <li>• Social-less world of social media</li> <li>• Big data and impact of use and misuse of social media</li> <li>• Is social media sustainable?</li> <li>• Factors impacting good, bad and ugly behavior in individuals, businesses, communities and countries</li> <li>• Crime and punishment of social media engagement</li> <li>• The why, when, what and how of social media</li> <li>• Cyber warfare between CT2CT communication</li> <li>• Political reward/punishment of anonymity</li> <li>• A global netEthics standard for social networks?</li> </ul> <p><a href="#">References</a></p>
Track Associate Editors	<p><a href="#">List of Track Associate Editors</a></p>