Social Media Technology Conference & Workshop
September 27-28, 2012
Schedule*

Thursday, September 27, 2012	
8:30 am to 9:00 am	**Registration and Continental Breakfast**
9:00 am to 11:00 am	**Welcome Remarks and Greetings from University Officials** Opening Session: President Barack Obama, African Americans and Social Media -Are Your Reasons the Same as Mine? A Qualitative Thematic Analysis of Young Adults' use of Social Media during the 2008 Presidential Campaign: **Andre Nicholson**- *Howard University,USA* - Social Networking Sites' Impact on Political Engagement: An Emphasis on African Americans: **Geoffrey Bell-** *Howard University,USA* - Obama Tweets: **David Barney-** *University of Maryland Eastern Shore,USA*
11:00 am to 11:15 am	**Break**
11:15 am to 12:30 pm	*Concurrent Sessions* Session 1: Social Media Synergy: The intersection of Academics & Social Media in a Semi-Rural Community Presenters: **Jennifer Edwards, Sarah Maben, Cristi Horton, Credence Baker and Yvonne Mulhern-***Tarleton State University,USA* Session 2: Intersections between the Entertainment and Social Media -Social Media Use While Watching Prime-Time TV: **William Hart and Erica Taylor-** *Norfolk State University, USA* - No Business Like Show Business in Online News Entertainment: **Jennifer Cox-***Salisbury University, USA*
12:30 pm to 2:00 pm	**Lunch and Keynote Address: -TBA**
2:30 pm to 3:45 pm	*Concurrent Activities* Poster Session -Social News: Online personal influence and the the future of journalism: **Brandon Szuminsky-***Indiana University of Pennsylvania, USA* - Social Media and Reputation Systems: The Impact of Star Ratings on Users' Perceptions of Credibility of Stories on a Citizen Journalism Web Site: **Kirsten Johnson-** *Elizabethtown College, USA*

	- 'Like` Me: Game Developers' Use of Social Media to Elicit Artistic Appreciation: **Saman Talib-** *Humber College, Canada* - Too Busy to Speak Out: Organizational Engagement of Time-Constrained Social Media Users Through Twibbons: **Valerie Beynon,** *Florida State University, USA* - Diffusion of Social Media Strategies Amongst NGO's Worldwide: **Saman Talib-** *Humber College, Canada* *Research Roundtables (2 30-Minute Sessions)* - Social Meandering: The Communal Nature of Social Media & Its Impact on Culture, Industry & Academia: **Joanna Jenkins, Rochelle Ford and Sheryl Oliver-** *Howard University, USA* - Evaluation of Digital Divide From The Perspective of Social Media Technologies: Case Study: Plotting 3 Graphs of Facebook Usage Statistics in the World: **Sabri Serkan Gulluoglu-***Istanbul Arel University, Turkey* - Effects of IPTV on Human beings: Case study: Questionnaire study applied on predefined group of students at a University in Turkey: **Sabri Serkan Gulluoglu-***Istanbul Arel University, Turkey* Session: The Politics of Femininity in Social Media Presenters: **Pamela O'Brien, Erin Berry and Christina Tillman-** Bowie State University, **USA**
3:45 pm to 4:00 pm	Break
3:15 pm to 5:00 pm	***Concurrent Workshops*** Workshop 1: How Google Hangouts, Google Docs and technology intersects in the classroom, corporations and organizations Presenters: **Sally Dadjou**, *Recovery Accountabilityand Transparency Board, USA* Workshop 2: Demystifying the World of Digital Media Sponsor: Capital Press Club
5:00 pm to 6: 15 pm	***Concurrent Sessions*** Session1 : Social Media and Culture -The Effects of the Internet on Interpersonal Communication: **Tracie Babb,** *Rowan University, USA* -Spurring A Collective Agenda: Afrocentricity, Digital Literacy & Social Media: **Joanna Jenkins,** *Howard University, USA*

	Session 2: Politics and Social Media -Social Media and Participatory Development: The UN and the Diffusion of Empowerment: **Nickesia Gordon,** *Barry University, USA* -Perceptions of Authenticiy in Political Communication: **Paul Brewer, Lindsay Hoffman, Philip Jones and Jennifer Lambe,** *University of Delaware, USA* - Liberating the #Occupied: social media and the creation of a counter-narrative: **Matthew Palmer,** *Lehigh University, USA*
Friday, September 28, 2012	
8:30 am to 9:00 am	**Registration and Continental Breakfast**
9:00 am to 10:30 am	*Concurrent Sessions* *Session 1*: International Political Issues and Social Media -The use of social media in the context of Indonesian Politics: **Dina Septiani and I Gusti Agung Ketut Satrya Wibawa,** *Universitas Airlangga, Indonesia* -Kony 2012: How Social Media Promotes Digital Activism: **Melissa Janoske, Rowena Briones and Stephanie Madden,** *University of Maryland, START, USA* -We News: The Effects and Power of UGC on Israeli Online News: **Itai Elizur,** The Forward, **USA** - Using Social Media to Propel Revolution in Arab Countries: **Muteb Alhammash,** *Murray State University, Saudi Arabia* - Dialogue, monologue and following: Government officials' use of microblogg in China: **Le Yin,** *Chinesse academy of Social Sciences, China* *Session 2*: The Impact of Social Media on the Government and Businesses - Think Twice Before You Type: Blogging Your Way To Unemployment: **Scott Grubman,** *US Department of Justice, USA* - The Modern Library and Social Media: **Talisha Dunn-Square and Laurie Hayes**, *Anne Arundel Public Library, USA* - Creating a Social Media Policy for Your Business: **Brittney Block,** *University of Memphis***, USA**
10:30 am to 10:45 am	**Break**
10:45 am to 12:00 pm	**Concurrent Sessions** Session 1 : Empowering African Diasporic Communities Online

	Presenters: **Roger Caruth, Dominique Harrison, Camille Walfall and Stella-Monica Mpande,** *Howard University, USA* *Session 2:* Social Media, Ethics and the Law - Tweet, then Delete: Twitter Retreats, Apologia, and Consequences: **Andrew Jared Critchfield,** *Communication and Culture Consulting***, USA** - Web 2.0 Crashes Through The Courthouse Door: Legal And Ethical Issues Related To The Discoverability And Admissibility Of Social Networking Evidence: **Scott Grubman and Robert Snyder***, US Department of Justice, Schreeder Wheeler and Flint, LLC***, USA**
12:00 pm to 1:30 pm	**Lunch (On Your Own)**
1:30 pm to 3:00 pm	**Concurrent Sessions** *Session 1*: Utilizing Social Media in the Classroom -Communicating on the Web: One Size Does Not Fit All Teaching communication students to communicate on the Web: **Jennifer Cox-***Salisbury University, USA* -Storify and News Curation: Teaching and Learning about Digital storytelling Utilizing Online Too: **Paul Mihailidis and James N Cohen,** *Emerson College & Hofstra University***, USA** -Student Journalists Drive Traffic to Class Website Using Social Media**: Ralph Merkel and Charles Zimmerman Jr.,** *University of Louisville***, USA** -Creating Effective Assignments using Social Media: **Tia C. M. Tyree,** *Howard University, USA* *Session 2*: Pedagogy and Social Media -A Study on Uncertainty Reduction Theory and the Social Media Experience: **Talisha Dunn-Square**, *Bowie State University, USA* -Critical Thinking and Social media : A pedagogical perspective: **Kehbuma Langmia,** *Bowie State University***, USA** -Gaming Your Class: Can Badges, Avatars and Experience Points Increase Student Engagement and Outcomes**, Ingrid Sturgis,** *Howard University, USA*
3:00 pm to 3:15 pm	**Break**
3:15 pm to 5:00 pm	*Concurrent Workshops* Workshop 1: How to create a student-run social media empire Presenters: **Jennifer Edwards, Sarah Maben, Credence Baker, Yvonne Mulhern and Cristi Horton,** *Tarleton State University, USA*

	Workshop 2: Content Aggregation and Its Importance in the Future of a Successful Social Presence Presenters: **Sally Dadjou,** *Recovery Accountabilityand Transparency Board, USA*
5:00 pm to 5:30 pm	**Closing Remarks**