Introduction to the Digital and Social Media Track

Kevin Crowston
School of Information Studies
Syracuse University
crowston@syr.edu

Karine Nahon
The Information School
Lauder School of Government, Diplomacy and Strategy
University of Washington and The Interdisciplinary Center Herzliya (IDC)
karineb@uw.edu

The papers in the track cover a range of topics in the area of digital and social media, offering interdisciplinary, theoretical and empirical papers, fulfilling our intention that this track be a convening platform for researchers to share and discuss their cutting-edge research. This year, the track presents 49 papers, organized into 11 minitracks:

Co-Creating Innovations. This new minitrack examines innovative and co-creative approaches to digital innovation and engaging all stakeholders in the innovation process. Specifically, it focuses on the shifts of the innovation processes to more open processes.

Collective Intelligence and Crowds: Structure, Roles, and Identity. This minitrack focuses on crowdsourcing, collective intelligence, collaborative mass knowledge and design research that creates and evaluates new tools and processes addressing the topic.

Critical and Ethical Studies of Digital and Social Media. This minitrack addresses the cultural, social and political impact of digital and social media technologies. It is also interested in research that surfaces the ethical challenges that arise as we study social media to make sense of the rapidly changing power dynamics in societies.

Data Analytics and Data Mining for Social Media. This minitrack focuses on research that brings together social media (or social networks) and data analytics & data mining. It includes 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).

Materiality of Information, Documents and Work. This minitrack addresses the socio-materiality of information. The notion of document serves as one lens into the socio-material (and socio-technical) nature of what organizational members do day in and day out. Documents are socio-material in that they are both material and, thus embody the technical infrastructure, as well as social, as they embody both the work practices and shared understanding of those involved.

Network Analysis of Digital and Social Media. This minitrack hosts papers studying insightful ways that network analysis can be used to better understand social and digital media. Network analysis can reveal the underlying structures and help to discover the dynamic interactions among network components.

Social Computing for Sustainability. This new minitrack focuses conceptual models, theories, testing indicators, sharing practices and case studies and analyzing benchmarks which aim at achieving or enhancing the sustainability of individuals, families, organizations and society as a whole.

Social Media and Enterprise. This minitrack includes papers that study the use of social media in organizations, along with the opportunities and challenges addressing issues related to the role of enterprise social media in work and jobs design.

Social Media and Learning. This minitrack examines leading edge use of technology, research methods and system design to analyze and support learning in social networks. Its focus includes tools and social theories of networking and learning, such as social networking, networked learning, collaborative learning, virtual learning, and social capital.

Space, Location Data, and Social Media Information. This minitrack brings forward papers that address the production, capture and study of location information in social media through both technical and theoretical perspectives.

Social Networking and Communities. This minitrack focuses on social media and their interrelations with communities (online and offline) in the context of work, personal life, and education.