

SOTICS 2018

The Eighth International Conference on Social Media Technologies, Communication, and Informatics

October 14 - 18, 2018

Nice, France

SOTICS 2018 Editors

Nitin Agarwal, University of Arkansas at Little Rock, USA

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (423:) by International Academy, Research, and Industry Association (IARIA) Please refer to the Copyright Information page.

Printed by Curran Associates, Inc. (423:)

International Academy, Research, and Industry Association (IARIA) 412 Derby Way Wilmington, DE 19810

Phone: (408) 893-6407 Fax: (408) 527-6351

petre@iaria.org

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA

Phone: 845-758-0400 Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

Table of Contents

Towards a Social Media Research Methodology: Defining Approaches and Ethical Concerns James Baldwin, Teresa Brunsdon, Jotham Gaudoin, and Laurence Hirsch	1 10 r 10 21
The Perceived Psychological Empowerment of Women Using Mobile Dating Applications: The Case of Tinder Mandlakazi Ndlela and Maureen Tanner	
Understanding Digital Ethnography: Socio-computational Analysis of Trending YouTube Videos Muhammad Nihal Hussain, Kiran Kumar Bandeli, Serpil Tokdemir, Samer Al-khateeb, and Nitin Agarwal	