

Editorial for Volume 13 Issue 4

Special issue on the Impact of Social Media in our Life

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Social media can be defined as a collection of online communication channels that increase and enhance interaction, content-sharing and collaboration. Although we usually refer to the applications based on social media, in fact the focus should be in the capacity these tools have to bring people together and to promote social relations, ideas sharing and knowledge creation.

If we analysed our activity every day we would realize that part of the tools and applications we use are based, precisely, on social media. We read the newspapers online or probably we look for the most important news in some pages of Facebook or Google+. We save our documents, videos, photos and other materials in the cloud. We keep in touch with our family, friends, students, clients, suppliers through Facebook and LinkedIn. Our CV is no longer only in paper. We have already a digital footprint that follow us where ever we go. Even when we need to prepare a document we can look for a text processor application in Google drive. Our calendar is available and shared with colleagues at work. And finding the way to our destination is no longer the same with Google maps. And these are only a few examples.

In fact, what social media is doing is to bring together everyone so each person, each citizen has a voice. Borders between our work and leisure are blurred. Barriers of time and space are broken. Instead, bridges are built between companies, employees, clients and suppliers. Between teachers and students, knowing that those worlds, apparently different, may contribute to the development of a more “democratic” society where everyone has the opportunity to express themselves.

Cesaroni et al. in the first paper “*Are small businesses really able to take advantage of social media?*” contribute to the discussion about how SMEs are using social media in order to share, collaborate and co-create. Are SMEs ready to take full advantage of the potential of these tools? Results show that there is still a long way to go before we can answer positively to this question.

In the second paper “*Science 2.0 and conference tweets: What? Where? Why? When?*”, **Mazarakis et al.**, analysed the use of microblogging, using Twitter, in science, in particular in the promotion of a scientific conference. Results help us to understand Twitter behaviour regarding time and content.

Finally, in the third paper “*Online social network citizen engagement on Instagram crowdsourcing: a conceptual framework*”, Zolkepli et al. discuss social media in the context of crowdsourcing. The objective is to elicit motivations (extrinsic - which is referred as technology-push forces and intrinsic- which is referred as need-pull forces) for a participative behaviour in this kind of activity.

We would like to thank all the authors for their valuable contribution and the reviewers for their time and constructive feedback during the rounds of review and revision.

A final word just to say that we hope readers enjoy reading this work as much as we enjoyed preparing them.

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Guest Editors
December 2015