

ZEW-KMRC-Workshop

Program for November 6th and 7th, 2009

The asterisk "*" indicates the presenting author.

Friday, 06.11.2009

12:30 – 13:00	Registration
13:00 – 14:00	Lunch in Room Hamburg
14:00 – 15:00	Alessandro Acquisti (Carnegie Mellon University, USA) <i>Inferring Sensitive Information from Online Social Networks</i>
15:00 – 15:15	Photo/ Break
15:15 – 16:30	Session I Chair: Andrea MUEHLENWEG
	Sang Pil HAN (New York University, USA) <i>An Empirical Analysis of User Content Generation and Usage Behavior in Mobile Digital Media</i>
	Philip MAYRHOFER (Ludwig-Maximilians-University Munich, Germany) <i>Social Influence and the Adoption of Products in Network Markets – Micro-level Evidence from Facebook.com</i>
	Christian SCHMIDT (University of Education Weingarten, Germany) <i>Using weblogs at school to prepare today's students for their (professional) life</i>
16:30 – 16:45	Coffee Break
16:45 – 18:45	Work in Small Groups
	Discussion in groups of 5-6 participants about interdisciplinary research approaches. Elaboration of a short presentation on a given topic.
19:10	Departure to the dinner from ZEW
20:00	Conference Dinner: Television Tower of Mannheim

Saturday, 07.11.2009

9:00-10:00	Tom POSTMES (University of Groningen, The Netherlands and University of Exeter, UK) Online communities and the formation of social identity
10:00-11:15	Session II Chair: Irene BERTSCHEK Juliane STOPFER (Johannes-Gutenberg-University Mainz, Germany) Personality and Online Social Networks lassen HALATCHLIYSKI* and Johannes Moskaliuk (Knowledge Media Research Center, Tübingen, Germany) Making knowledge building visible Eva SCHWÄMMLEIN (Knowledge Media Research Center, Tübingen, Germany) Fostering knowledge exchange by self-presentation
11:15 – 12:00	Poster session/ coffee break
	Julia EBERLE, Frank Fischer and Karsten Stegmann (Ludwig-Maximilians-University, Munich, Germany), Integration of New Members in Communities of Practice Mikael ELF (The Vårdal Institute and Gothenburg University, Schweden), PsYoungSupport - a randomized study and a participatory design project dealing with webbased health support to young carers Christoph HELD (Knowledge Media Research Center, Tübingen, Germany). Using the collective knowledge of the Web: The effect of social tags on web search and knowledge acquisition Christina MATSCHKE (Knowledge Media Research Center, Tübingen, Germany), Patongo – Patterns and Tools for Non-Governmental Organizations Christina SCHWIND (Knowledge Media Research Center, Tübingen, Germany) Seeking Advice from the Community: Impact of Recommendations on Information Processing Teemu SURUKKA (TKK, Finland), Using Virtual Worlds as an Antquarium to Study Knowledge Intensive Value Creation
12:00 – 12:50	Session III: Chair: Marianne SAAM Chris Forman and Nicolas VAN ZEEBROECK* (Free University of Brussels, Belgium) From wires to partners: how the Internet has fostered R&D collaborations among firms Jenny MEYER (ZEW, Germany) Does Social Software Support Service Innovation?
12:50-13:50	Lunch in Room Hamburg
13:50-15:30	Presentation of the Small Group Results and final discussion Chair: Katrin WODZICKI