



ISM SEMINAR

Spring Term 2016

Speaker: Dr Marco Marabelli, Bentley University, Boston

Title: Understanding Social Media Use: How Far Will College Student Sampling Take Us?
(with Xinru Page, Bentley University, and Jerry Kane, Boston College)

Date: Tuesday 15 March 2016

Venue: 1.009, WBS

Time: 14:00

Abstract: Research across disciplines examines the dynamics underpinning social behaviours that occur on social media. Sociologists and psychologists analyze social media impact on social life and human relationships. Marketing research focuses on user profiling in order to improve and predict sales. These studies make great strides towards understanding networked social behaviour. Moreover, like research in many fields, there is a heavy reliance on college student samples. However, this sampling strategy is valid to the extent that it represents a broader population, and in this paper we argue that it does not. Our claim is supported by established psychological literature. Our study seeks to explore in what ways college students are representative of general social media users and to what extent they are unique. Our findings draw on a wide qualitative study on social media users, contribute to social media research and have implications for research using student samples.

Biography: Marco Marabelli, PhD, is an Assistant Professor at Bentley University. His research philosophy involves a critical and practice-based approach to social dynamics associated with knowledge management and innovation, mostly at the network level. His primary focus is on the adoption, use and exploitation of information technology (IT) in a variety of settings including Enterprise Systems, Electronic Medical Record systems, social media networks, and sensor-based devices. At Bentley Marco teaches undergraduate courses on business processes and systems and the "IT, Communication and Networks" module in the Bentley MBA. Marco's research is published in such outlets as *Organization Studies*, the *Journal of Strategic Information Systems*, and the *International Journal of Management Reviews*, among others. He holds a joint appoint at Warwick Business School (ISM group) as a teaching associate.

Marco's update list of publications is available here:
<https://faculty.bentley.edu/details.asp?uname=mmarabelli>

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