

CALL FOR PAPERS

THE INTERNATIONAL CONFERENCE ON SOCIAL MEDIA FOR GOOD

May 14-16, 2015
Istanbul

Kimse Yok Mu (KYM) is an international non-governmental organization carrying out humanitarian aid and development projects in 110 countries around the globe without distinction of any kind, such as race, ethnicity, language, religion or gender. Following the *International Conference on Philanthropy and Peacebuilding*, organized by the Academic Studies Department of KYM in collaboration with the Journalist and Writers Foundation and Istanbul Bilgi University, with the participation of 25 academicians from 19 countries in April 2014, 2015 Conference aims to reveal theoretical contributions as well as representative practices addressing the use of new generation internet applications to generate social benefit.

Social media platforms have a high potential to serve social benefits by addressing a wider user base from individuals to non-governmental organizations, from private sector to public institutions, thanks to their ability to reach a wider community and any content instantly and freely. Moreover, contrary to the clear distinction between the producer and consumer of information, news and any kind of content in the past, they now host “Prosumers,” as a new form of collective consciousness, merging the producing and consuming acts by an, inherent, motivation 3.0. The effectiveness and popularity of such cooperation-based collective consciousness, “The Wisdom of Crowds”, can be followed in the effect of the accuracy of our searches in Google search engine's patented PageRank algorithm, as well other popular channels such as the *ask-the-audience lifeline* of “Who Wants to be a Millionaire” contest, motivated by a search for a more accurate answer, compared to the *phone-a-friend lifeline*.

The International Conference on Social Media for Good aims at systematizing and improving existing models on social media, suggesting new innovative approaches and practices, using their effectiveness in enhancing goodness and philanthropy, and resolution of social problems.

In line with these aims, KYM particularly encourages the involvement of young as representative prosumers with the use of highest rates of social media. To this end, a series of pre-conference workshops will be organized at six universities in different regions of Turkey in November 2014. These workshops aims to contribute to enhance their knowledge on philanthropy, social media and IT applications and provide them the opportunity to develop new applications or projects on social good. Selected, best practices will be presented in "Youth for Social Good" session of the Conference.

With an interdisciplinary outlook, we invite academics, NGO professionals/volunteers, social media experts and the young to submit papers related to but not restricted to the following topics:

- Creating new platforms for social good
- Using social media for volunteerism
- Social media for campaigning and raising awareness
- Social media and fundraising
- Social media and improving capacity of NGOs
- Social media in time of crisis
- Encouraging youth
- Encouraging celebrities
- Collaboration opportunities for social good
- Harnessing collaborative technologies
- Philanthropic applications
- Social media vs. traditional media
- Struggling with bystander effect: Activism vs. clictivism
- Creating reliable platforms
- Motivation 3.0 on social media

➤ **Important Dates**

- Deadline for Abstract Submission: November 15, 2014
- Notification of Abstract Acceptance: December 15, 2014
- Deadline for Full Paper Submission: March 15, 2015
- Registration Due: April 15, 2015
- Wellcome Reception: May 14, 2015
- Conference: May 15-16, 2015

➤ **Author Guidelines**

Abstract Submission

Co- authored works are eligible.

Authors can submit more than one abstracts.

The abstracts;

- must be written in English and must not exceed 500 words.
- must include title name of author(s), author(s) institution, author(s) email address, abstract (body text) and keywords.
- should be sent to academic@kimseyokmu.org.tr, no later than November 15, 2014.

An email confirmation will be sent upon successful submission of an abstract.

The authors will be notified about abstract acceptance by 15 December, 2014.

Full Paper Submission

Authors of accepted abstracts will present their papers at the conference. The authors should submit the full text of their paper by March 15, 2015.

Full papers;

- should be 15 to 20 pages long. (Including title page, all tables, appendices, and references).
- double spacing and 12pt Times New Roman should be used.
- citing and references should be formatted according to APA style rules.
- all of the pages of the paper should be numbered

For more information please follow the link: <http://www.apastyle.org/learn/quick-guide-on-formatting.aspx#Running%20head>

➤ **Pre- Conference Workshop Venues (November 2014, Details TBA)**

- Canik Basari University, Samsun- Turkey
- Fatih University, Istanbul- Turkey
- Gediz University, Izmir- Turkey
- International Antalya University, Antalya- Turkey
- Turgut Ozal University, Ankara- Turkey
- Zirve University, Gaziantep- Turkey

For the updates of the conference and pre- conference workshops, that will be held at the universities in Turkey and some other countries, please follow the link:

<http://academic.kimseyokmu.org.tr>

For further questions, please contact the Secretariat of the Conference at

academic@kimseyokmu.org.tr