Ten Years of Facebook: The Third Argumentor Conference

4-6 September 2014, Oradea / Nagyvárad, Romania

Friday, 05.09.2014

8.00 – 9.30 Registration
9.30 – 10.30 **Plenary session**:
László ROPOLYI: *Facebook as Social and Non-Social Network*

10.30-11.00 Tea/Coffee break
11.00 – 13.00 **Parallel sessions**

	FACEBOOK AND POLITICS Room 1 Chairperson: **Éva BIRÓ-KASZÁS**, University of Debrecen, Hungary	**FACEBOOK AND SOCIAL CONTEXT** Room 2 Chairpersons: **Krisztina BERNÁTH**, Partium Christian University, Romania **Levente SZÉKEDI**, Partium Christian University, Romania
11.00-11.20	Camelia CMECIU, Danubius University of Galati, Romania *Beyond the Online Faces of Romanian Candidates for the 2014 European Parliament Elections – A Visual Framing Analysis of Facebook Photographic Images.*	Adrienn UJHELYI, ELTE PPK, Hungary Éva SZABÓ, Institute of Psychology University of Szeged, Hungary *Sharing on Facebook*
11.20-11.40	Antonio MOMOC, University of Bucharest, Romania *Social Networks – Public Space or Political Tool? Voters and Candidates on Facebook During the Elections for the European Parliament*	Jeffrey VASS, University of Southampton, UK Amy LYNCH, University of Southampton, UK Franziska MARCHESELLI, University of Southampton, UK *Emotionality, Recognition and Responsivity in the Construction and Use of Facebook Profiles with Intergenerational Examples*
11.40-12.00	Éva BIRÓ-KASZÁS, University of Debrecen, Hungary *Facebook in Arendtian Frame*	Christian RITTER, University of Ulster, UK *Building Digitized Spaces on Facebook: An Ethnographic Exploration of the Irish Diaspora Community in Munich*
12.00-12.20	Amel GHERMAOUI, University of Mostaganem, Algeria *U.S. Foreign Policy in the New Age of Social Media. Case Study: Facebook as a New Surveillance Instrument*	Mui Joo TANG, Tunku Abdul Rahman University College, Malaysia Eang Teng CHAN, Tunku Abdul Rahman University College, Malaysia *Facebook and Social Identity: Creating or destroying relationships?*
12.20-12.40		Konstantinos MOUTSOULAS, Athens Metropolitan College/ University of East London, Greece *Big Five and Schema Therapy: a New Perspective of Facebook Use*
12.40-13.00		Adrian HATOS, University of Oradea, Romania Cristina INDRIE, University of Oradea, Romania *Romanian Universities and Their Brands on Facebook*

15.00 – 17.00 **Parallel sessions**

	FACEBOOK AND PHILOSOPHY Room 1 Chairpersons: **Brigitta BALOGH**, Partium Christian University, Romania **László NEMES**, University of Debrecen, Hungary	FACEBOOK AND COMMUNICATION Room 2 Chairpersons: **Silvia BRANEA**, University of Bucharest, Romania **László Attila HUBBES**, Sapientia Hungarian University of Transylvania, Romania
15.00-15.20	Brigitta BALOGH, Partium Christian University, Romania *The Image and the Self. Facebook in Light of a Hegelian approach of Identity*	Mădălina BUGA-MORARU, University of Bucharest, Romania *Engaging consumers in mobile phone campaigns through online communication*
15.20-15.40	Zsolt ZIEGLER, Budapest University of Technology and Economy , Hungary *Social Media Cognition*	László Attila HUBBES, Sapientia Hungarian University of Transylvania, Romania *Big Brother FaceBooks You. Conspiracy Theory Discourses Circulating in the Social Media*
15.40-16.00	Gizela HORVÁTH, Partium Christian University, Oradea, Romania *From Museum Walls to Facebook Walls. A New Public Space for Art*	Julianna BORBÉLY, Partium Christian University, Romania *Multiculturalism Incorporated: How Facebook Influences Communication in Different Languages*
16.00-16.20	Deodáth ZUH, University of Pécs, Hungary *Is There Any Argumentation in Phenomenology?*	Silvia BRANEA, University of Bucharest, Romania *Interactions of Leisure, Corporate and Elitist Pragmatism on Facebook*
16.20-16.40	Viorel GULICIUC, "Stefan cel Mare" University of Suceava, Romania *Social Networking and Complexity*	Eang Teng CHAN, Tunku Abdul Rahman University College, Malaysia Mui Joo TANG, Tunku Abdul Rahman University College, Malaysia *Do Social Media (Facebook) Cause the Birth or Death of Traditional Media News Consumption?*
16.40-17.00	Zsolt BIRÓ, Partium Christian University, Oradea, Romania *"Back to the Stone Age. Hurrah!"*	Zoltán ZAKOTA, Partium Christian University, Oradea, Romania *The Role of Social Media in Economics and Finances*
17.00-17.20		Ruxandra BOICU, University of Bucharest, Romania *Verbal Communication Practices on the Journalist's Blog and Facebook Page. (The case of "Harsh Words")*

17.30 – 18.30 **Plenary session**

Mark DEUZE: ***The Role and Prominence of Facebook in People's Everyday Lives***

Saturday, 06.09.2014
9.00 – 10.40 **Parallel sessions**

	FACEBOOK, DEBATE, EDUCATION Room 1 Chairpersons: **Rozália Klára BAKÓ**, Sapientia Hungarian University of Transylvania **Deodáth ZUH**, University of Pécs, Hungary	**FACEBOOK AND NEW MEDIA** Room 2 Chairpersons: **Georgeta DRULĂ**, University of Bucharest, Romania **Gyöngyvér TŐKÉS**, Sapientia Hungarian University of Transylvania, Romania
9.00 – 9.20	Rozália Klára BAKÓ, Sapientia Hungarian University of Transylvania, Romania *Online Debating in Formal Settings: A Case Study*	Georgeta DRULĂ, University of Bucharest, Romania *Facebook and Ecology of News*
9.20 – 9.40	Steef DE BRUIJN, Driestar University, The Netherlands *Challenge for 21st Century Educators: Raise a 1st Century Attitude*	Gyöngyvér TŐKÉS, Sapientia Hungarian University of Transylvania, Romania *Social Networking Practices and Online Identity on Facebook – Romanian Young People Case*
9.40 – 10.00	Zoetanya SUJON, Regent's University London, UK Elif TOKER-TURNALAR, Regent's University London, UK Leslie VINEY, Regent's University London, UK *"They've got the power": Facebook, Emerging Adults and Meaning*	Borbála BÖKÖS, Partium Christian University Romania *Netlore on Facebook: Hungaro-memes as Intermedial Sutures*
10.00 10.20	Orsolya GERGELY, Sapientia Hungarian University of Transylvania, Romania *Mothers Online. The Content Analysis of the Mothers from Csík (Ciuc) Facebook Group*	Krzysztof GAJEWSKI, Institute of Literary Research Polish Academy of Science, Poland *Facebook as a New Layer of the Internet*
10.20 10.40	Henrike VAN DAM, Driestar University, The Netherlands *#SeeYou2Learn! Using WhatsApp to Increase Media Literacy and Learning Motivation: A Peer Coaching Intervention*	

10.40 – 11.00 Tea/Coffee break

Parallel sessions

	ARGUMENTATION, RHETORIC, AND THE INTERNET: DID ANYTHING REALLY CHANGE? Room 1 Chairpersons: **Petra ACZÉL**, Corvinus University of Budapest, Hungary **Gábor ZEMPLÉN**, Budapest University of Technology and Economics, Hungary	
11.00-11.20	Petra ACZÉL, Corvinus University of Budapest, Hungary *A New Economy of Communication: Rhetoric and New Media*	

11.20-11.40	Gábor FORRAI, Budapest University of Technology and Economy, Hungary *Argumentation without Arguments Proper*	
11.40-12.00	Gábor ZEMPLÉN, Budapest University of Technology and Economy, Hungary *From theoretical concepts to behavioural trait-analysis: utilizing tacit knowledge and transmuted expertise in Facebook-coordinated courses on Rhetoric and Dialectic*	

12.00 Closing ceremony