



International Conference on
**Social Media
& Society**

GLASGOW
July 13-15, 2026

Full details of the
schedule



<https://socialmediaandsociety.org/smsociety-2026/2026-conference-programme/>

Monday 13th July

8:30 – 9:30 – Registration and Coffee (Advanced Research Centre [ARC])

9:30-11:00 - Workshops and papers

Algorithms and AI (1) - RD Suite, ARC	Misinformation & Disinformation - Seminar Suite A, ARC	Workshop: Meta Content Library as a Research Tool (part 1) - Seminar Suite B, ARC	Social Media Cultures and Everyday Life (1) - Seminar Suite C, ARC	Discourse and Public Opinion (1) – Studio 2, ARC
--	--	---	--	--

11:00 - 11:30 – Coffee Break

11:30 – 13:00 – Workshops and papers

Algorithms and AI (2) - RD Suite, ARC	Health and Wellbeing (1) - Seminar Suite A, ARC	Workshop: Meta Content Library as a Research Tool (part 2) - Seminar Suite B, ARC	Social Media Cultures and Everyday Life (2) - Seminar Suite C, ARC	Discourse and Public Opinion (2) - Studio 2, ARC
--	---	---	--	--

13:00-14:00 – Lunch (self organised)

14:00-15:00 – Panels and papers

Algorithms and AI (3) - RD Suite, ARC	Digital Intimacies – Seminar Suite A, ARC	Panel - Meta Content Library Community Roundtable: Where to for Social Media Research? - Seminar Suite B, ARC	Social Media Cultures and Everyday Life (3) - Seminar Suite C	Discourse and Public Opinion (3) - Studio 2 ARC
--	---	---	---	---

15:00 - 15:15 – Coffee Break

15:15-16:15 – Panels and papers

Platform Governance and Regulation (1) - RD Suite, ARC	Digital and Data Methods - Seminar Suite A, ARC	Panel - When the trolls find our research: A workshop in online harassment of scholars and how to move forward - Seminar Suite B, ARC	Social Media Culture and Everyday Life (4) – Seminar Suite C	Panel - Social Media in Flux: Embracing uncertainty and experimentation in research methods - Studio 2, ARC
--	---	---	--	---

16:15 - 16:30 – Coffee Break

16:30-17:30 – Panels and papers

Platform Governance and Regulation (2) - RD Suite, ARC	Use and Users - Seminar Suite A, ARC	Panel - Towards a Future Research Agenda: TikTok Creators and Digital Economies - Seminar Suite B, ARC	Panel - From Red Dresses to Memory Stones: Multimedia Activism and Gender-Based Violence in Canada - Seminar Suite C, ARC	Discourse and Public Opinion (3) - Studio 2, ARC
--	--------------------------------------	--	---	--

18:00-22:00 - Evening social and welcome - Glasgow Grosvenor Hotel

Community Keynote with Axel Bruns, Jessica Ringrose, Devina Sarwatay, Yingwen Wang, Yue Qin, Jaigris Hodson and Esteban Morales

Tuesday 14th July

8:30 – 9:30 – Registration and Coffee (Advanced Research Centre [ARC])

9:30-11:00 - Papers

Digital Education - RD Suite, ARC	Promotional Social Media, Branding, & Marketing -	Cyberbullying, Trolling and Antisocial Behavior (1) -	Social Media Cultures and Everyday Life (5) - Seminar Suite C, ARC	Affordances - Studio 2, ARC	Power, Platforms, and Politics - 225, ARC
-----------------------------------	---	---	--	-----------------------------	---

	Seminar Suite A, ARC	Seminar Suite B, ARC			
11:00 - 11:20 – Coffee Break					
11:20 – 12:50 - Papers					
Platform Epistemologies and Imaginaries - RD Suite, ARC	Health and Wellbeing (2) - Seminar Suite A, ARC	Infrastructure, Platformisation and Datafication - Seminar Suite B, ARC	Social Media Cultures and Everyday Life (6) - Seminar Suite C, ARC	Online and Offline Communities - Studio 2, ARC	Knowledge, Value, and Power in Platform Economies - 225, ARC
12:50-13:50 – Lunch (self organised)					
13:50 – 15:20 – Panels and Papers					
Social Media Cultures and Everyday Life (7) - RD Suite, ARC	Networked Ideologies - Seminar Suite A, ARC	Politics, Policy and Regulation (1) - Seminar Suite B, ARC	Panel - Performing Platforms: Bodily Performances and Hashtag Cultures in/beyond Performance Studies - Seminar Suite C, ARC	Platformisation - Studio 2, ARC	Social Media and Platform Infrastructure - 225, ARC
15:20 - 15:35 – Coffee Break					
15:35 – 17:05 – Panels and Papers					
Platform Governance and Regulation (3) - RD Suite, ARC	Uses & Users (2) - Seminar Suite A, ARC	Politics, Policy, & Regulation (2) - Seminar Suite B, ARC	Panel - Conditional Belonging, Regulated Visibility: Women's Platform Participation in China - Seminar Suite C, ARC	Digital Selfhood and Social Experience - Studio 2, ARC	Platform Design and Politics - 225, ARC
18:00-22:00 - Poster Reception - Dining Hall and Drawing Room, Glasgow University Union					

Wednesday 15th July

8:30-9:00 - Coffee - Debates Chamber, Glasgow University Union (GUU)					
9:00-10:20 - Awards Ceremony for best papers & posters - Debates Chamber, Glasgow University Union (GUU)					
10:20 - 10:40 – Coffee Break, Advanced Research Centre (ARC)					
10:40 – 12:10 – Panels					
Panel - Cloud-C: Studying climate communication on social media through a "many researchers, one dataset" approach – Seminar Suite A, ARC	Panel: Algorithmic Childhood, Intimacies, and Literacies: Networked & synthetic selves and relationships - Seminar Suite B, ARC	Panel - Algorithmic Sociality: Platforms, Connection, and the Reconfiguration of Digital Relations - Seminar Suite C, ARC	Panel - From Creative Class to Popular Class: TikTokization, AI, and the Standardization of Art, Media, and Platform Culture - Studio 2, ARC		
12:10-13:30 – Lunch (self organised)					
13:30 – 15:00 – Workshops					
Workshop - Would a Poem by Any Other Platform Sound As Sweet?: Examining Social Media Metrics through Sentiment Analysis (1) - Seminar Suite A, ARC	Workshop - Collaging the Datafied Self: Mapping Postdigital Subjectivity through Creative Methods (1) - Seminar Suite B, ARC	Workshop - Resurrecting platform pasts: A workshop for research in a changing platform landscape (1) - Seminar Suite C, ARC	Workshop - Beyond the Hairball: An Applied Approach to Social Network Analysis with Communalynic (1) - Studio 2, ARC		
15:00 - 15:20 – Coffee Break					
15:20 – 16:50 – Workshops					
Workshop - Would a Poem by Any Other Platform Sound As Sweet?: Examining Social Media Metrics through Sentiment Analysis (2) - Seminar Suite A, ARC	Workshop - Collaging the Datafied Self: Mapping Postdigital Subjectivity through Creative Methods (2) - Seminar Suite B, ARC	Workshop - Resurrecting platform pasts: A workshop for research in a changing platform landscape (2) - Seminar Suite C, ARC	Workshop - Beyond the Hairball: An Applied Approach to Social Network Analysis with Communalynic (2) - Studio 2, ARC		