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Titolo	Social Media: The Good, the Bad, and the Ugly : 15th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2016, Swansea, UK, September 13–15, 2016, Proceedings / / edited by Yogesh K. Dwivedi, Matti Mäntymäki, M.N. Ravishankar, Marijn Janssen, Marc Clement, Emma L. Slade, Nripendra P. Rana, Salah Al-Sharhan, Antonis C. Simintiras
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Nota di contenuto	Social Media Strategy and Digital Business -- Digital Marketing and Customer Relationship Management -- Adoption and Diffusion -- Information Sharing on Social Media -- Impression, Trust, and Risk Management -- Data Acquisition, Management and Analytics -- e-Government and Civic Engagement -- e-Society and Online Communities.
Sommario/riassunto	This book constitutes the refereed conference proceedings of the 15th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2016, held in Swansea, UK, in September 2016 The 47 full and 17 short papers presented were carefully reviewed and selected from 90 submissions. They are organized in the following topical sections:

social media strategy and digital business; digital marketing and customer relationship management; adoption and diffusion; information sharing on social media; impression, trust, and risk management; data acquisition, management and analytics; e-government and civic engagement; e-society and online communities.
