

Table of Contents

Towards a Social Media Research Methodology: Defining Approaches and Ethical Concerns <i>James Baldwin, Teresa Brunson, Jotham Gaudoin, and Laurence Hirsch</i>	1
The Perceived Psychological Empowerment of Women Using Mobile Dating Applications: The Case of Tinder <i>Mandlakazi Ndlela and Maureen Tanner</i>	10
Understanding Digital Ethnography: Socio-computational Analysis of Trending YouTube Videos <i>Muhammad Nihal Hussain, Kiran Kumar Bandeli, Serpil Tokdemir, Samer Al-khateeb, and Nitin Agarwal</i>	21