

Information Technology and Journalism 2011 (ITJ 16)

E-democracy - Virtual or Real

CONFERENCE PROGRAM

Monday, May 30

Workshop: "Net Campaigning in the Global Context: Appropriation, Invention, Transformation"

Supported by the IPSA RC10

- 10.00-10.30 Registration10.30-10.45 Marijana Grbeša: Opening remarks on Workshop goals and themes
- 10.45-11.15 Coffee break
- 11.45-12.00 **Bernard Zenzerović**: E-participations in Croatia Case of Pula to defend civil rights in digital environments
- 12.15-13.00 Jasna Burić New Media in the new era: the old ethical challenges

Lunch break

16.45-17.15 **Đorđe Obradović**: The Middle East Glocal Media Manipulation

Tuesday, May 31

9.30-10.15	Mato Brautović: Using Twitter in the organization of anti-government
	protests in Croatia
10.15-11.00	Domagoj Bebić, Milica Vučković: E-government and e-participation:
	Citizen's use of city web sites; The case of Croatia
11.00-11.30	Coffee break
11.30-12.15	Jasper Zuure: The Displacement of Political Campaigning
12.15-13.00	Lana Milanović, Maja Šimunjak: The role of the new media in
	raising/diminishing support for the EU: The case of Croatian generals' verdict

Lunch break

16.00-18.00 Panel discussion:

New Media and "Revolutions" in Arab World

Participants: Domagoj Bebić, Inoslav Bešker, Nenad Prelog, Boris Ružić

Wednesday, June 01

9.30-9.45Nenad Prelog: Conference Opening – What to do after 16 years9.45-10.30Inoslav Bešker: Was it indeed a 'Revolution 2.0'?

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- 10.30-11.00 *Coffee break*
- 11.00-11.30 **Petar Jandrić, Damir Boras**: The Digital Divide and Media Literacy: a Critical Approach
- 11.30-12.15 **Veljko Mijić**: A Social Innovation Hermeneutic of the Operationalisation of the Development Project in the Few Post-Conflict South East European Municipalities
- 12.15-13.00 **Katarina Peović Vuković**: Cultural Transcoding. Croatian Media as Distributive Network

Lunch break

- 16.00-16.45 **Mira Zokić, Damir Boras**: Modelling of a language technology system to support air traffic control communication
- 16.45-17.30 Ervin Šilić: VRGT Temporary Exhibition After Life

Thursday, June 02

9.30-10.15 Anita Jeličić, Marija Stanojević: Internet - an important marketing medium
10.15-11.15 Viktorija Car: Digital Activism: Facebook and Civic Engagement in Croatia
11:15-11:45 Coffee break
11:45-12:30 Mislav Cimperšak, Damir Boras: Analyzing the Croatian Tweetosphere
12.30-13.15 Ivo Spigel: Monetising digital content: Murdoch vs. LaPorte

Lunch break

16.00-18.00 Panel discussion:

Virtual or Real Identity

Participants: Damir Boras, Inoslav Bešker, Nenad Prelog

Friday, June 03

- 9.30-10.15 Pero Maldini: Internet and Social Capital: The Power of Virtual Bonds in Social Life
 10.15-11.00 Majda Tafra-Vlahović: On-line Community Deliberative Engagement
- 11:00-11:30 Summing up



Workshop: "Net Campaigning in the Global Context: Appropriation, Invention, Transformation"

Workshop is organized by the Institute for New Media and E-Democracy and the International Political Science Association (IPSA) Research Committee 10 in partnership with DEL research network.

The general theme of the workshop is e-democracy and political communication with focus on the following topics:

- Transformation of political communication through new media
- 'Americanization' of the net campaigning
- 'Glocalisation': global distribution and local appropriation of the net campaigning
- Contribution of the emerging democracies to the net campaigning world-wide
- Elections and the net campaigning
- Issue campaigning on the net
- E-democracy and e-engagement
- Consumer citizens and the net
- Catching up with the net generation: governments, political parties and civil society
- The role of the new media in raising support for the EU
- EU institutions and the net
- Euroscepticism and the net
- Social networks, blogs and the EU

IPSA - The International Political Science Association

The International Political Science Association (IPSA), founded under the auspices of UNESCO in 1949, is an international scholarly association. IPSA is devoted to the advancement of political science through the collaboration of scholars in different parts of the world; to the organization of world congresses and other academic activities; to provide reference and documentation services; to facilitate diffusion of information linked to political science; and to promote internationally planned research.

IPSA's academic activities fall under three main headings: 1) it organizes triennial world congresses and other academic events, 2) it promotes research in political science, notably through a wide-reaching network of research committees (RC) and 3) it engages in many publications.

IPSA's principal academic activity is the triennial congress. Starting in 1950 and 1952, world congresses have been taking place every three years since. From small beginnings, they have developed into major international scientific occasions, typically attracting about 2000 participants. In addition to these major events, IPSA is sponsoring other types of scholarly meetings such as conference, roundtables and workshops.



Yana Breindl – Belgium

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Digital rights campaigning on European Union policy-making to defend civil rights in digital environments

Collective action prompted by repressive intellectual property regulations is particular in that it mobilizes a constituency of "netcitizens" whose repertoire of action and underlying philosophy draw upon and extend free and open source principles and values. Digital rights groups operate not only at the technological and legal level (as do free and open source software supporters) but also at the political and social, intervening in a complex process of supranational and national lawmaking. The presentation is based on empirical evidence collected through in-depth interviews with activists and political representatives, document analysis and observations from February 2008 to April 2010.

The paper focuses on the distributed campaigning techniques of an *ad hoc* coalition of digital rights activists intervening in the European Union's Telecoms Package Reform (2007-2009). It examines how technically skilled actors take advantage of networked collaboration and information production to modify European directives. Activists do not only question the *status quo* but advance alternatives built on innovative distribution systems of knowledge goods, such as free software and open access initiatives.

Then, it is investigated how members of the European Parliament, the main targets of the campaign, perceive the campaign's effectiveness. To do so, we ask three interrelated questions: a) did the campaign generate awareness among representatives? b) Were protest actors perceived as credible and legitimate interlocutors? c) Did the campaign trigger concrete political and/or legal changes? The evaluation of the effectiveness of the campaign allows to draw nuanced conclusions as to the concrete impact of internet-based campaigning targeting European institutions and processes, and constitutes a major contribution to the literature on internet-based collective action. Technical skills and control of the informational environment emerge as key elements in successful campaigning, posing new challenges to political institutions that rely on extra-institutional expertise.



Jasna Burić – Croatia

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"New Media in the new era: the old ethical challenges" (ethical consideration of media reporting on health and nutrition of women on web portals)

Using their strong market mechanisms, big global corporations reach every corner of our everyday life with great ease. They represent themselves to a public in a new, invasive way – by new web media. Corporations find their core profit interest in elementary resources which provide man's life, such as food, water, medicines, vitamins, in beautification and aestethic intervention in human's physical appearance. In the background of aspirations for wealth and creating a dependency of modern man from the big corporations and their services and products, trend of strong influence by new web portals and their journalism on our health, physical look, habits and everyday needs becomes more and more obvious. What bioethical message is transmitted by web portals which are promoting health industry profiteering content? What are the causes and consequences of informing by new media towards ethical/ bioethical values of the modern man/women? Will the human body, the pursuit of health, of the elixir of youth and beauty, become a most lucrative goods of large corporations in the coming time? What are bioethical challenges on ethics as a philosophical discipline should respond?



Primavera De Filippi – Italy

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Cloud Computing When the Digital Revolution emulates the Industrial Revolution

The advent of "cloud computing" has created an imbalance in authority structures which is very similar to the structural changes witnessed during the Industrial revolution. Just as the industrial revolution has progressively alienated workers from the means of production, today, most of the means of production (in terms of hardware, software, content or data) are concentrated into the hand of large Internet service providers. Although the Web 2.0 is generally regarded as a great opportunity for users to express themselves and to engage into collaborative production, it also drastically decreased the capacity (or willingness) of people to produce content by their own means. The problem has been exacerbated by the deployment of cloud computing. Given that everything can be stored, processed, or executed online, most of the means of production, as well as the output of production (user-generated content), are increasingly owned by large companies. The trend is clear. Resources are moving away from end-users, towards centralized systems that possess all the processing power and storage capacities. Users' devices are devolving from personal computers to laptops, smart phones or integrated devices whose sole function is to access particular sections of the cloud. The implications are many: users are giving away their labor under an expectation of reciprocity; they are giving away their privacy for the sake of a more personalized service; they are giving away their rights in the name of comfort and accessibility; but, most importantly, they are giving away their freedoms and they do not even realize it.



Đorđe Obradović – Croatia

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The Middle East Glocal Media Manipulation

Basic principles of journalism – accuracy, true, fairness, balanced and unbiased reporting – cannot be acknowledged, neither on global or local level regarding reporting on conflicts in the Middle East for the analyzed period from March to May 2011. Symbiosis of traditional media globally available through internet and social networks impose biased image. Such a dual information manipulation turns media war into economic and real armed conflict. Disinformation in respectable media represent the first level of manipulation, while hidden centers of power, referring to those media as sources and motive for selective political, economical and armed pressures to certain "hostile" regimes and countries, without pressures to very similar, in terms of structure and content, "friendly" regimes and countries, represent the second level of manipulation. Principles of justice and international pressures are applied selectively instead of universally which discredits the idea of universal justice.





Sadegh Jafari et.al. - Iran

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A new secure and practical electronic voting protocol without revealing voters identity

Abstract: Any e-voting system is based on an e-voting protocol. In this paper, a new secure and efficient e-voting protocol is proposed based on El-Gamal cryptosystem which provide all security requirements of a practical electronic voting. One of the new properties of proposed protocol is protection of voter's identity against election authorities and adversary by using implementable physical assumptions. In this protocol, each voter distributes his/her secret key among the elections' Authorities and finally eligible voters are recognizable from their public key (without revealing voters identity or his/her secret key).

Also, due to having low communication volume, the proposed protocol is suitable for internet voting and communication networks with less bandwidth. Security properties and complexity properties of the proposed protocol is compared with some earlier typical protocols in the table 1. "Comparing the earlier several typical protocols with our present protocol; the mark T represents the protocol has the property; the mark F represents has not the property.

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Table 1: comparing the earlier several (ypical protocols with our present protocol, the mark "T" represents the protocol has the property: the mark "F" represents has not the property.



Mato Brautović – Croatia

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Using Twitter in the organization of anti-government protests in Croatia

Twitter s a social network and a microblogging service. Examples from Iran, Tunisia and Egypt have shown possibilities for using Twitter as a platform for activism. Research shows manners in which Croatian activists using this tool, and their distinction from average users. It has been established that activist users differ vastly from average Twitter users. Activist users have a significantly higher number of friends and followers, and an increase in the number of friends leads to the increase in the number of followers (and vice versa). In addition, activist users publish a large number of posts regardless of the follower number, even though than number is significantly higher than that of friends. Activist users forward interesting information more often, while they disregard Twitter as a tool for conversation or coordination. Both categories of users follow the power-law distribution.





Domagoj Bebić, Milica Vučković - Croatia

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E-government and e-participation: Citizen's use of city web sites; The case of Croatia

Relying on the Kang and Gearhart study about content-specific relationship of citizen's use of city Web sites with civic engagement, we want to examine the links of specific content categories in city Web sites with civic engagement in Croatia. Building upon Kang and Gearhart theoretical arguments of motivational communication, Web site functions, and civic engagement in a new technology context (e.g., Coleman, Lieber, Mendelson, 2008; Jeffres and Lin, 2006; Norris, 2003), this study examines the role of city Web sites for e-participation by surveying actual citizen users of city Web sites. Web based volunteer survey is being conducted at the moment in more than a hundred cities which are members of the Croatian Association of cities, an association that supports this survey. We expect that our survey will support Kang and Gearhart's findings which demonstrate that surveillance, practical services and direct democracy features will function as important conditions for citizens' e-participation. Secondly, we believe that the relationships between citizens use the sites. And finally we hope to find evidence that city web sites can promote e-participation among citizens.



Jasper Zuure – Netherlands

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The Displacement of Political Campaigning

Many scholars have studied campaigns run by political actors with a complete political program. However, more and more the public organizes itself around single-issues. Also, politics has been shifted from the traditional arena of representative democracy to NGO's, courts and industry. Scholars in political and social science have called this the "displacement of politics". According to them politics continuously shifts among various locations, many of which lie beyond the reach of established democratic arrangements. In the proposed paper we will argue that the "displacement of politics" also leads to the "displacement of political campaigning". What we mean by this is that political campaigns are not only run by political actors with a complete political program, but are rather run by dispersed actors with single issue purposes. This leads to a fragmentation of political campaigns. Citizens identify themselves less with ideologies carried out in the complete programs of political actors, for instance liberal or labour, and more with single-issues, like the environment or education. For campaigners of single-issues this has certain advantages, because it is far more easy to mobilize people for a single-issue than for a complete political program. The emergence of new media thereby facilitates campaigners in mobilizing the masses. The main question that this paper addresses is how net campaigning is used by citizens and organizations, to organize publics around single-issues that they want to put on the political agenda. Therefore, the proposed paper will study three Dutch case-studies of net campaigns for environmental issues (fair trade chocolate, rainforest-protection, and renewable energy). Also, the proposed paper will address the question if the displacement of political campaigning leads to democratic deficits, like lack of representation and legitimacy.



Lana Milanović, Maja Šimunjak - Croatia

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The role of the new media in raising/diminishing support for the EU: The case of Croatian generals' verdict

Croatia is about to finish the negotiations for accession to the European Union in the next few months. Although the surveys showed that in March around 50% of Croatians supported the accession to the EU, after the International criminal tribunal for the former Yugoslavia found Croatian generals Gotovina and Markač guilty of war crimes, the support was reduced to only 23%. In this work we will examine the role of new media opinion makers in rasing/diminishing support for the EU. We will examine the commentaries of the columnists writing for most visited Croatian online media and blogs from most read Croatian bloggers in the time span of two weeks prior to the verdict and two weeks following the verdict. The research will be conducted through content analysis due to the fact that through this method we can access both qualitative and quantitative data.





New Media and "Revolutions" in Arab World

Participants: Domagoj Bebić, Inoslav Bešker, Nenad Prelog, Boris Ružić

Until recently, many people would say that the political options in the Arab world, were restricted to the corrupt autocracies (originated by military coups, or royal dynasties); "Islamic fundamentalisms"; or "al-Qaeda's terrorism". Social media websites have become a melting pot for all religions, races, peoples, and a space for communicating and exchanging ideas and aspirations. They offer a universal space, free from repression, to express one's ideas and opposition. The opposition shifted from being silent to being loud at least in the virtual world; and ideological opposition became a mediological one, yielding a new awareness movement that led the revolution and toppled tyrants who underestimated it. Social networking websites, especially Facebook, replaced political parties, opinion leaders and social organizations, in terms of mobilizing people, organizing activities, and even designing slogans.



Inoslav Bešker – Italy

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Was it indeed a 'Revolution 2.0'?

Possibilities and limits of the new technologies in the political perturbations through the Arab world and Spain in the first half of 2011

Jasmine Revolution in Tunis and Revolution 2.0 in Egypt, with the wide use of Facebook and Twitter for the virtual convocation of the real rallies, the role of Internet in the movements in Libya, Syria, Bahrain etc. across the Arab world, and the recent *M15 movement* or #spanishrevolution in Madrid, demonstrate the trend of intertwining between the e-democracy and the longing for political democracy, basilar one in some southern Mediterranean countries, and direct one on the European shores of the same sea.

Instruments of the new technologies are the result of the technological progress, they participate in the progress of the social communications, but there is no a strict correlation between them and a social progressivity of the political content transmitted by those instruments. The new technologies have been used sometimes for a propagation of very conservative or even reactionary positions (Khomeini's audiocassettes, Osama's video messages, Vatican's multimedia etc.), and not only as a vehicle for the better new world. On the other hand – as showed in different countries – even the most penetrating use of the new technologies is not able to move the waters if the critical level of the social malcontent is not achieved at least in one of the main social strata in the country.

Revolution can be propagated and organized in Internet, but (still) cannot be caused by Internet.



Petar Jandric¹, Damir Boras² – Croatia

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The Digital Divide and Media Literacy: a Critical Approach

The digital divide is the division between information haves and have-nots. A typical approach to the digital divide consists of interpreting population statistics. Positivist approach provides valuable data that significantly improves our understanding of the problem. In order to reach beyond surface of the problem, however, positivist approach should be replaced by a more holistic view that takes into account various technological, social, historical and other parameters (Castells, 2003; Mason i Hacker, 2003: 40). On such basis, van Dijk and Hacker develop a critical approach to the digital divide that identifies four kinds of barriers to access to information and communication tehnologies and the type of access they restrict:

- 1. Lack of elementary digital experience caused by lack of interest, computer anxiety, and unattractiveness of the new technology ("mental access").
- 2. No possession of computers and network connections ("material access").
- 3. Lack of digital skills caused by insufficient userfriendliness and inadequate education or social support ("skills access").
- 4. Lack of significant usage opportunities ("usage access") (van Dijk & Hacker, 2003: 315-316).

In this presentation we shall analyze each kind of barriers in the context of media literacy. On such basis we shall develop recommendations that could tighten the gap between information haves and have-nots, and develop media literacy on both sides of the digital divide.



Veljko Mijić – Croatia

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A Social Innovation Hermeneutic of the Operationalisation of the Development Project in the Few Post-Conflict South East European Municipalities

In the year of 2004, in the margins of the inter and intra-national' post-conflict agreement, the bricolage was organized by the international donor with the aim to set up the new implementation bodies for local economic development. The field project implementation goals were set to solve part of existing social problems by the following means:

-Several LED and SME teams prepared to produce Strategy and Action plans for their Municipalities which are characterized with complex multi-national & intra-ethnical relationship;

-Establishment of LED Partnerships in the selected municipalities involving the local authorities, private sector, other public, NGOs and indeed local citizens, as essential in enabling for additional resources, competencies, co-ordination and democratic involvement to public economic and social policies. The partnerships (would) work on development of the LED strategies, Action Plans and resulting priorities actions;

-Involvement of Local Communities in LED strategy;

-Capacity Building for the LED Team;

-Support to a participatory process of preparation of a holistic LED Strategies;

-Support to the preparation of LED Action Plans;

As noted, the conceptualization of scientific knowledge creation goes from objective reality through sensory experiences and opinions. Due to empirical verification obtained results, especially when a bicolour uses qualitative methodology, a reverse path that goes from a thought to objective reality must be done. Such a procedure is called operationalization, and the foreign bicolour has seen the training of local participants as an instrument of this applied program.

Prescribed methodology guides strictly a quantitative based research. However, a "procedure" is important for qualitative research strategies. In this case, it was initially conceptualised and later operationalised in a precise manner under very demanding post-conflict environment where the reconciliation of divided ethnic groups was accelerated by an economical means. In the practical terms, this applied study tries to learn the hermeneutics of the studied entity by the triangulation of strategies and methods, as found in the field.

In the observed region, and under their prevailing cultural paradigm, a post-conflict development might lead, through a non-standard social preference and belief, to a market response and finally to behavioural institutions design that might last, being just mimicryly changed, for decades as a means of never ending social changes. Market responses might include: behavioural labour economics pathologies like a professionalization of belonging to a specific collectivism, a role of emotions in economic decision-making, etc. Consequently, as one of the outcomes of the training of adult economic decisions makers in such areas, a tendency to live on the past by the professionalization of belonging to own collectivism is discovered within all ethnic groups involved in the bricolage.



Katarina Peović Vuković – Croatia

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Cultural Transcoding. Croatian Media as Distributive Network

The presentation will investigate public discourses engaged in the debates about new media cases such as dissemination of a popular singer Severina's amateur pornographic video in 2004, publishing of a false e-mail interview with a former Croatian premier Ivo Sanader in 2006, leaking of the Croatian register of war veterans during 2010, and Facebook protests that took place in all major cities in 2011. Network media demonstrate devaluation of physical dimension, while public discourses accent physical spaces, bodies and material artefacts. Differences between centralized, decentralized and distributive media models will be discussed as symptoms, and not as a cause of network society. The aim of the presentation is to discard technological determinism and domesticating metaphors in order to stress importance to analyse political, cultural and economic conditions for constituting digital-network media. At the same time discussed events will demonstrate rapid erosion of a centralised traditional media models and emergence of a distributive networked and flexible paradigm. Therefore, the presentation will advocate cultural, but also media-specific analysis as an approach to understanding (new)media.



Mira Zokić¹, Damir Boras² – Croatia

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Modelling of a Language Technology System to Support Air Traffic Control Communication

Voice communication is one of the most essential parts of the Air Traffic Control. Many incidents and accidents in civil aviation have been attributed to human factors and the most prominent of these factors is miscommunication. Therefore, it is important to emphasise that communication plays an integral function in air traffic, especially from the perspective of aviation safety. Investigations of several major airline accidents over the last few decades have found that lack of language proficiency by pilots and controllers has been a major causal factor. According to research, on average one miscommunication happens every hour per radio frequency. The International Civil Aviation Organization (ICAO) puts great emphasis on improving communication in Air Traffic Control and gives guidelines for setting language requirements for pilots and controllers in the Document 9835.

This paper proposes the idea that with the usage of language technology the communication between air traffic controllers and pilots could be made more reliable and efficient, and in that way would contribute to the improvement of aviation safety. The functionality of this language system will be described using scenarios and sequence diagrams, using Approach Control as an example, and will be demonstrated using the Wizard of Oz usability test. The results will serve as guidelines for designing a fully functional language technology system. The proposed system would only be designed as a support tool by giving warnings when discrepancy or error is found. The system is not meant to make decisions how the air traffic controllers should control the airspace.



Ervin Šilić – Croatia

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VRGT – Temporary Exhibition After Life

Virtual Guided Tour (VRGT) application developed in Novena is casting new light on temporary exhibitions and museums providing virtual experience of exhibitions after they are closed.

Application is based on multimedia content management module that allow administrator to integrate all media in interactive application that can be played online and.

Media integration is easy and allows possibility to produce scenario in which all of the content would be displayed in desired manner. Sequence, tempo and method of presentations are adjustable.

Results are interactive virtual exhibitions that can have and audio guide. Mainly this is used for three purposes: archive, DVD edition and online presentation.

Samples that are going to be presented during presentation are DVD editions of Gradski muzej Varaždin-"Čudesni svijet kukaca" virtual walk through entomological department and virtual walk with audio guide of current exhibition Art Deco in Museum of applied art in Zagreb.



Anita Jeličić¹, Marija Stanojević² – Croatia

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Internet-an important marketing medium

Social networks are changing the way people interact with the World. With the begging of the era of social networks there have been significant changes in marketing, in the way companies communicate with customers. Development of internet marketing starts in the fifties of the last century, when began the computerization in companies. The Internet become an important marketing medium. In future it will be an indispensable factor in business. Internet marketing is developing rapidly, thanks primarily high-speed, internet expansion and development of IT technology. Dissonance occurs when the traditional one-way marketing is no longer compatible with the world of social networking. Cause and effect, calculation, evaluation and interpretation of return on investment in marketing on social networks can not be calculated in the way that it is in classical marketing. In this paper will be given informations about the aforementioned.



Viktorija Car – Croatia

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Digital Activism: Facebook and Civic Engagement in Croatia

At the beginning of the 21st century, global community is facing tremendous transitional changes in the field of media and communications. Technological innovations and the development of new media bring about new possibilities for media content providers. The advent of the internet age, Web 2.0 technology, and the ubiquity of cell phones have imparted high expectations that new media technologies will systematically enhance civic engagement and better develop national and global political cultures.

Digital platforms are more and more used for civil society activism in Croatia, especially Facebook - the number one digital tool activists use to spread the information or to invite to an action. It happened first in late April 2008 when third-year high-school students, unified on national level via Facebook, organized protests against the "national school-leaving examination" they had to fulfill year after. Soon after, in October 2008, few NGO activists open a Facebook group linked to the action "Stegnite vi svoj remen bando lopovska". It was civic initiative against the corruption and political criminal in Croatia, an action for social justice and human rights. In April 2009 the biggest students' movement happened in Zagreb, when students from the Philosophical Faculty initiated protests against the complete higher educational system in Croatia. The most recent example of Facebook use for civic action is anti-Government protests.

This paper tries to give the answer how citizens in Croatia are taking the opportunities offered by new media for civil and political activism?

The conclusion of this paper is that digital activism in Croatia is not well developed yet. There is small number of activist who used digital media regularly and strategically for their actions. These digital mobilizations are still interesting only to a smaller, urban minority and do not reach the mainstream society. Usually the same smaller groups support different actions, for different social or political goals.



Mislav Cimperšak, Damir Boras - Croatia

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Analyzing the Croatian Tweetosphere

In our research we examine the current state of Croatian tweetosphere based on a smaller user group that was collected over the past two months. After the initial stage of searching the Twitter public timeline for Croatian users based on specific Croatian words, user tweets were collected hourly and a new search for other Croatian users was run daily. The second stage of user data scraping was purging the collected dataset from falsely identified accounts. Based on the data collected a website was created showing various statistics concerning the Croatian tweetosphere.



Ivo Spigel - Croatia

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Monetising digital content: Murdoch vs. LaPorte

The dramatic transformation of the content and entertainment industry landscape, driven to a large part by the Internet, is raising questions everywhere about the future of media. In this presentation, I will discuss some of the emerging models of monetizing content, focusing particularly on newspapers and news-related Web platforms & portals. Instead of offering "ready made answers" the presentation will attempt to provoke and engage the audience into a discussion about some of these models, ranging from small but functional and higly visible Web / blogging hybrids to paywalls being erected by large news organizations. In particular, we will take a closer look at the key differences between two well known - and very different - projects - News Corp's "The Daily" iPad magazine vs. Leo LaPorte's "TWiT" network of audio and video podcasts.





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Internet and Social Capital: The Power of Virtual Bonds in Social Life

This presentation tries to examine, basically, how new communication paradigm provided by new information and communications technologies, particularly by the Internet, affects social capital. It includes identifying the main characteristics of a new communication paradigm and its influence on the structural changes in modern societies, but main emphasis is on its impact to social capital as a resource which fosters civic engagement, political participation and consequently the democracy. Namely, it is questionable to what extent Internet by itself expanding possibilities for social capital, as early Internet utopians claimed hypothesizing its huge potential for the development of social bonds, which will consequently, encouraged political participation and democracy. Moreover, there are lot of evidence and claims that Internet decreases levels of social capital through the isolating people from each other and serious reduction of interpersonal social contacts. Yet, there is no unambiguous claim in this regard, and it is possible to argue that the Internet has no intrinsic effect on social interaction and civic participation. Under various circumstances different effects are produced, which leads to the differentiation of various profiles of Internet users with different orientations. It is rather, its ability to provide non interested users with different kinds of information that could serve as a fertile ground for stimulating them to become more interested, and eventually involved. Quality of online content and relationships is crucial to evaluating the role, function and impact of Internet, on both social capital and civic participation. Internet is obviously powerful resource and agent, but its impact on social capital, and consequently on civic engagement, participation, and democracy as well, pretty much depends on who and how use it, and for what purpose.



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On-line Community Deliberative Engagement

This paper is a part of a draft desk research of selected new articles about on-line community deliberation with the aim to explore the potential of cyberspace in further development of community deliberative engagement. That is to be the introductory preliminary work for a planned research of exploring possibilities of community deliberative engagement for the debates and decisions dealing with the issues related to climate change.

The project which at this stage involves Australia, US, Canada (where some of the field work is already being done), UK (where the preparations are on the way) and Croatia (where, so far, the general endorsement has been initially stated by the University of Dubrovnik as the partner in the projects) will also include research and in some cases experiments with on-line deliberation in the area of climate change. The general idea is to use comparative case studies and experimental design to determine what would be methods, processes and connections to policy processes, and what type of information are needed in the deliberation process. The underlying driver for this research is the belief of the social scientists involved that well designed citizen's deliberation can shift the politics of climate change.