SOCIAL MEDIA AND CONVERGENCE
COMPACT

Email: contact@compact-media.eu

Website: compact-media.eu

STATE OF THE ART: RESEARCH ON CONVERGENCE AND SOCIAL MEDIA

Research Agendas and Roadmaps
Deliverable D1.1.

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LIST OF ABBREVIATIONS

AVMSD - Audiovisual Media Services Directive

BP - brand prestige

CE - customer engagement

CBE - consumers-brand engagement

CJEU - Court of Justice of the European Union

CoE - Council of Europe

CBE - consumers-brand engagement

CBI - consumer-brand identification

CSA project - Cooperation and Support Action

CRM - Customer Relationship Management

DIY - Do It Yourself

DMOs - Direct Marketing Operating System

EAO - European Audiovisual Observatory

ERGA - the European Regulators Group for Audiovisual Media Services

FDI - Foreign direct investment

GDPR - General Data Protection Regulation

EU - European Union

ICT - information and communication technologies

ISP - Internet Services Providers

R&D - research and development

SCRM - Social Customer Relationship Management

SM - social media

SNS - social networking sites

UK - United Kingdom

WP - work package

STATE OF THE ART: RESEARCH ON CONVERGENCE AND SOCIAL MEDIA

Research Agendas and Roadmaps

Deliverable D1.1.

Authors:

Andrej Školkay (the key author)

Ľubica Adamcová, Juraj Filin, Veronika Vighová, Igor Daniš

Contributors:

The Insight institute at NUI Galway, Ireland, The European Digital SME Alliance, Belgium, Jozef Stefan Institute, Slovenia, Ontotext Corp, Bulgaria, Agency of European Innovations, Ukraine, Media 21 Foundation, Bulgaria, The Research Centre for Communication and Culture at Catholic University of Portugal, Partnership for Social Development, Croatia, The University of Latvia, Latvia, The Hellenic Foundation for European and Foreign Policy, Greece and Mediaframe Ltd, UK

Internal International Reviewer:

Dr Bissera Zankova, M21 Foundation, Bulgaria

RESEARCH FINDINGS

This report by COMPACT project aims at enhancing awareness about the latest scientific discoveries - state of the art research on social media and convergence - among key stakeholders in the context of social media and convergence. For this purpose, we have gone through over 1,200 mostly academic articles dealing with convergence and social media, published in more than 20 EU and non-EU countries between 2013 and 2017 and in some cases beyond.

Main research findings

The most dominant issue that researchers encountered seems to be conflict and integration/merger of legacy and new media functions. The second most frequently tackled relationship is between private and public roles and issues. This latter issue was reflected in studies on personal data, protection of minors, libel and hate-related issues. Producer-consumer relationship is the third most often researched issue.

Individuals and technology companies have become much more important curators of information and news than they were before. However, the legacy media – mostly audio-visual media and media websites – have a significant role to play. In fact, the news that is most read, shared, and discussed in social media is produced by professional news organisations. In particular, the profession of journalist is very much needed for the society.

Especially in North-Central Europe (Germany, Netherlands, Austria and Switzerland), the shift to convergence culture was impeded by a long and strong tradition of print journalism. Spanish and Portuguese news managers demonstrate more diverse strategic approaches to adapting to the possibilities of new media environments. They implemented new editorial routines with more effort and made use of new formats and trans-media storytelling.

Convergence, implemented primarily as a cost effective strategy, does not promote better journalism. Facebook, in particular, seems to push news media organisations to replace their 'editorial logic' by an 'algorithmic logic' for the presentation of news. On the one hand, the immediacy of Twitter enhances journalists´ awareness and anticipation capabilities, as well as enables to convert on-site capital into discursive authority in the public sphere. On the other hand, the paralysis, which seizes the press in times when important decisions are impending, gets intensified through Twitter and can lead to inconsistencies and misperceptions in media reporting.

Impact on life satisfaction

In general, rather than enhancing life satisfaction, social media seem to foster materialism and

dissatisfaction with life in general.

Impact on business

Discussions on relationships between producers and consumers in business suggest that social media seemed to play relatively marginal role in business with the exception of Facebook (at least until recently) and Google.com. Allegedly, it is the personality of the users that determines the willingness to receive marketing communication messages. Apparently, a company's ability to maintain trust becomes a key differentiator.

Two general contradicting trends appear; going local and going global. On the one hand, FDI and online networking converge into international corporations. On the other hand, some companies pursue a local strategy in corporate social media campaigns.

Impact on working life

The tentative summary of results of research on convergence between playing and labour/professional activities advocates that a successful engagement of social media as a component of a productive convergence in organisations can be facilitated if employees benefit from the provided content as well as process.

Both working comfort and affectivity of knowledge workers suffer from negative sides of convergent social media use, such as escalating engagement, pervasive interruptions or social overload. Impact on education

As digital media and social networks are integral part of life for vast majority of students and pupils, integrating these technologies as tools into learning processes in schools is a big topic, EU-wide and worldwide, researched by many scholars. Most of them perceive this path as inevitable, but with many challenges.

Impact on regulatory practice

Personal data protection findings suggest that ICTs have the tendency to launch their own practices rather than to "follow" the regulatory (pre) choices of the legislator. Yet technical solutions cannot substitute the law.

Privacy protection of children

The parents do not often express concern regarding privacy of their children and they usually use social media to underline their role as mother. While there are laws about individual rights, they are not usually enforced by mothers themselves in the case of child photos on social media.

Fake news

A complex of issues targeting hate speech, disinformation, libel and terrorism advocates that the problem with fake news is that there is occasional but strong interaction on selected false/fake

items disseminated via Facebook.

Focus of research

On the one hand, the researchers in our sample by and large missed to give due consideration to the trends in the social media use. On the other hand, there is a slight tilt towards applied research used by researchers in our sample which suggests practical focus of majority of research.

YouTube, usually the second most popular social media, was heavily under-researched as compared to the research on Facebook. Moreover, some arguably important pairs of convergence phenomena have been ignored in majority of cases of specific social media. Interpersonal human relations as well as ICT seem to be two major sectors identified within research on social media and convergence.

Trends in adaptation of social networks

In some unique cases (the case of Slovakia), an older news social network managed to survive while adapting to a new challenge by copying features from the new challenging social media.

In other cases, the success of social media networking sites was determined by business decisions (a pilot investment) combined with national habits in communication or acquisition of a social media application and its amalgamation with a major social media platform, (a development which did not suit many users), and supported by marketing campaigns (the cases of Greece and of Croatia).

Furthermore, there are trends among young people that reflect changing usage preferences as indicated in UK and Ireland for Snapchat and Instagram social media. In contrast, trends among older people (or general higher usage of the Internet) seem to explain high popularity of Google+ in Malta.

Regulatory aspects

About two thirds of research articles on social media and convergence do not take care of any regulatory issues. Marginally, we have identified specific regulatory issues such as banking sector secrets, revision of AVMSD, right to free assembly, cyber surveillance at workplace, pre-employment background checks on social networking sites, cyber-bullying, emergency communication, violence on social networks and digital policy.

POLICY RECOMMENDATIONS

Impacts of convergence of specific social media should be researched within particular national contexts.

Convergence of social media is primarily the outcome of technology (software and hardware) development. However, wider use of social media may be influenced by business decisions, further shaped by cultural factors as well as political decisions. For example, personal data protection findings suggest that ICTs have the tendency to launch their own practices rather than to "follow" the regulatory (pre) choices of the legislator. Yet technical solutions cannot substitute the law.

Any planned regulatory policies targeting the consequences of converged social media should pay heed to these national specifics in social media usage. For example, it seems extremely challenging to regulate Snapchat, Telegram and Instagram via traditional regulatory mechanisms.

Using notice-and-notice for intellectual property rights' infringement, notice-wait-and-takedown for defamation and notice-and-takedown combined with occasional notice-and-suspension for hate speech is highly recommended. As an added possibility, notice-and-judicial-takedown should be available in all cases. Obviously, other combinations covering additional areas of law can be envisioned.

There is a three-layered approach to online privacy policies which provides a simple framework for businesses to use. The seven possible privacy policies that could be generated from the questions posed. An icon, a capital P with a number from one to six, designates each option.

Table A: The Seven Possible Privacy Policies

No information collected	Information is collected	Information is encrypted	Information is secured
PO	Information is not passed to others	P1	P2
	Information passed for expected purpose	P3	P4
	Information passed for any purpose	P5	P6

Source: Margaret Jackson, Jonathan O'Donnell, and Joann Cattlin (2016), Simple online privacy for Australia, First Monday, Volume 21, Number 7 - 4 July 2016
https://firstmonday.org/ojs/index.php/fm/article/view/6645/5528

The most relevant regulatory solutions for social media seem to be suggestions by the European

Regulators Group for Audiovisual Media Services (ERGA). ERGA suggests reviewing the regulatory distinction made between linear and non-linear content. Moreover, it suggests to have different severity of control mechanisms for content access ('might seriously impair' versus "is likely to impair' ". In fact, ERGA suggests to consider setting default restrictions for content that 'might seriously impair' across all services. As far as regulatory mechanisms are concerned, ERGA prefers maintaining the role of state regulation to ensure that content that 'might seriously impair' is restricted to minors on linear and non-linear audio-visual content. However, ERGA is also encouraging effective co-regulation (backed by statute) where appropriate.

Social scientists and especially lawyers should focus at some specific regulatory issues such as blockchain, similarly to those a few already lightly tackles such as banking sector secrets, revision of AVMSD, right to free assembly, cyber surveillance at workplace, pre-employment background checks on social networking sites, cyber-bullying, emergency communication, violence on social networks and digital policy.

Since individuals and technology companies have become much more important curators of information and news than they were before, the current attention to policies regarding platforms in general, and social media in particular, seem to be socially and politically justified.

Rather than anonymous treatment, social media users call for a person-centered approach.

Considering that parents, especially mothers do not often express concern regarding privacy of their children and they usually use social media to underline their role as parent, a specific public education campaign should target mothers in this respect.

More attention among EU and national governments should be paid to Twitter as a tool in communicating via, and in monitoring, national and international reporting.

More attention among EU and national governments should be paid to integrating social media as tools into learning processes in schools.

Employment policies and protection at work needs to include measures against negative sides of social media use, such as escalating engagement, pervasive interruptions or social overload.

EXECUTIVE SUMMARY

This report aims at enhancing awareness about the latest scientific discoveries - state of the art research on social media and convergence - among key stakeholders in the context of social media and convergence. For this purpose, we have gone through over 1,200 mostly academic articles dealing with convergence and social media, published in more than 20 EU and non-EU countries between 2013 and 2017 and in some cases beyond. The study will present statistical data on social media and convergence along with summary of the most relevant findings and recommendations in specific categories.

Overall, East European authors publish more research articles, but the quality of their academic output on social media and convergence is much lower as compared to their West European counterparts.

On the one hand, the researchers in our sample by and large missed to give due consideration to the trends in the social media use. On the other hand, there is a slight tilt towards applied research used by researchers in our sample which suggests practical focus of majority of research. YouTube, usually the second most popular social media, was heavily under-researched as compared to the research on Facebook. Moreover, some arguably important pairs of convergence phenomena have been ignored in majority of cases of specific social media. Interpersonal human relations as well as ICT seem to be two major sectors identified within research on social media and convergence.

Impacts of convergence of specific social media should be researched within particular national contexts. Convergence of social media is primarily the outcome of technology (software and hardware) development. However, wider use of social media may be influenced by business decisions, further shaped by cultural factors as well as political decisions. This helps in elucidating diverse usage of selected social media in some countries. In particular, the discussion about popularity of specific social media among EU countries highlights important but not so often discussed convergence aspects. In some unique cases, an older news social network managed to survive while adapting to a new challenge by copying features from the new challenging social media (the case of Slovakia). In other cases, the success of social media networking siteswas determined by business decisions (a pilot investment) combined with national habits in communication or acquisition of a social media application and its amalgamation with a major social media platform, which did not suit many users, supported by marketing campaigns (the cases of Greece and of Croatia). Furthermore, there are trends among young people that reflect changing usage preferences as indicated in UK and Ireland for Snapchat and Instagram social media. In contrast, as mentioned earlier, trends among older people (or general higher usage of the Internet) seem to explain high popularity of Google+ in Malta. Of course, these are tentative findings and deserve more detailed research and explanations. Nevertheless, any planned regulatory policies targeting the consequences of converged social media should pay heed to these

national specifics in social media usage. For example, it seems extremely challenging to regulate Snapchat, Telegram and Instagram via traditional regulatory mechanisms.

About two thirds of research articles on social media and convergence do not take care of any regulatory issues. Marginally, we have identified specific regulatory issues such as banking sector secrets, revision of AVMSD, right to free assembly, cyber surveillance at workplace, pre-employment background checks on social networking sites, cyber-bullying, emergency communication, violence on social networks and digital policy.

The most frequent purpose that social media served in our research sample encompassed providing information followed by marketing, connections and education. The third most frequent purpose could be identified research on technology. Finally, there were some hints of considering hobby/entertainment as purpose.

Clearly, public and state funding, including public-private sector, represents majority of investments (about two thirds of all research and almost everything among all identifiable funding) in research on social media and convergence. However, it is almost certain that besides some surveys among social media users, private sector financed research mainly focused on technology and marketing. Therefore, these data represent more funding sources among academics than overview of general research on social media and convergence. It is not a surprise that about 90% authors are affiliated with a university.

The most dominant issue that researchers encountered seems to be conflict and integration/merger of legacy and new media functions. This has to do with the longest tradition and major impact of convergence in this area, but it may be – again - influenced by research background of our colleagues who are mostly from social studies and humanities. The second most frequently tackled relationship is between private and public roles and issues. This was reflected in studies on personal data, protection of minors, libel and hate-related issues. Producer-consumer relationship is the third most often researched issue. This comes mainly from marketing studies, but partly also from focus on Facebook and YouTube along with other social media that allow production as well as consumption of social media.

Convergence between legacy and social media has resulted in following findings. Social media brought new qualities to the news. They are "more immediate, more diverse (hybridity) and broader (fragmentation) and have more sources, better accessibility", with less exclusive news and often less partisan focus. The audiences select their new media platforms and nature of their participation according to their existing beliefs and attitudes just like they do with traditional media. However, there are two traits that the digital media do not share with legacy media: (1) the establishment of echo chambers to a greater extent than the latter do and (2) the enhancement of interpersonal communication. This is modifying the nature and interpretation of agenda setting and framing of the news and information that is disseminated. Individuals and technology companies have become much more important curators of information and news than they were

before. However, the legacy media – mostly audio-visual media and media websites – have a significant role to play. In fact, the news that is most read, shared, and discussed in social media is produced by professional news organisations.[1]In particular, the profession of journalist is very much needed for the society. Moreover, consumption of news from information/news websites appears to be positively associated with higher trust, while access to information available on social media is linked with lower trust. Nevertheless, other research puts forward that perceived media bias has a negative impact on all news without distinction between news in traditional, citizen or social media.

Many media companies have chosen convergent as well as cross-platform solutions for their online products. For example, the online edition encourages readers to buy the printed version since it remains the primary source of income. On the other hand, the printed version recommends visiting the website for watching audio-visual stuff there. Especially in North-Central Europe (Germany, Netherlands, Austria and Switzerland), the shift to convergence culture was impeded by a long and strong tradition of print journalism. Spanish and Portuguese news managers demonstrate more diverse strategic approaches to adapting to the possibilities of new media environments. They implemented new editorial routines with more effort and made use of new formats and trans-media storytelling. Additionally, journalists utilise Twitter to directly convert on-site capital into discursive authority in the public sphere. As a result, there is the multitude of layers of communication and modes of anticipation which can lead to communication inconsistencies and misperceptions.

The journalists tend to consider that social networks offer indicators / guides for searching the information than products ready to use. Social networking sites seem to provide journalists quick and easy access to a range of sources not readily and immediately available on any media other than social media. Yet social media hamper journalism practice in limiting exclusivity of news. For example, there is the proliferation of news organisations that are virtuously acting as curators by finding breaking news stories on social media and simply verifying it. Convergence, implemented primarily as a cost effective strategy, does not promote better journalism. Facebook, in particular, seems to push news media organisations to replace their 'editorial logic' by an 'algorithmic logic' for the presentation of news. On the one hand, the immediacy of Twitter enhances journalists´ awareness and anticipation capabilities, as well as enables to convert on-site capital into discursive authority in the public sphere. On the other hand, the paralysis, which seizes the press in times when important decisions are impending, gets intensified through Twitter and can lead to inconsistencies and misperceptions.[2]

The relationship of convergence – producer / consumer – tackled variety of issues such as

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1 Reuters Institute 2015 Digital News Report

2 Revers, M orcid.org/0000-0002-6266-4967 (2015) The augmented newsbeat: spatial structuring in a Twitterized news ecosystem. Media, Culture & Society, 37 (1). pp. 3-18.   ISSN 0163-4437, https://doi.org/10.1177/0163443714549085

conceptual issues, relationships between producers and consumers, campaigns and public communication, media businesses and social media, impacts on health of social media users, ethical aspects of data mining and data protection, public administration and social media as well as legal issues.

In general, rather than enhancing life satisfaction, social media seem to foster materialism and dissatisfaction with life in general. There is evolving conceptual terminology. One study has identified six groups of media prosumers: no prosumers, mature prosumers, Millenial prosumers, teenager prosumers, passive prosumers and proactive prosumers. Others describe the concepts of participation in terms of action and achievement focus - the media target group (media audience), the marketing target group ("marketing audience", consumers) and the companies themselves. Within the audience research, through the issue of audience participation, there has been an attempt to further develop the concept of "the dispositive". The space of the encounter is neither work nor home but it also less public than third places, because social media are confined to small groups of more sustained relationships. In short, social media uses constitute tethered togetherness. There is also a lot of research and discussion on conceptual terminology related to marketing.

There is limited research aiming at technological solutions. However, these are in embryotic phase and are numerically rare here just to lead to sound recommendations or summative findings.

Discussions on relationships between producers and consumers in business suggest that social media seemed to play relatively marginal role in business with the exception of Facebook (at least until recently) and Google.com. However, one-sided brand-to-consumer communication is now complemented by consumer-to-brand and consumer-to-consumer communication. Interactions become a fundamental element driven and initiated by consumers and buyers. Some research is sceptical about social media power. Allegedly, it is the personality of the users that determines the willingness to receive marketing communication messages. It makes sense that the communication on the social network is valuable if the fans respond actively to a range of products and recommend them further. In reality, the activity of consumers is mostly accomplished by pressing the "like" button, yet the companies work against this tendency by producing the properly positioned, activity-promoting content. Apparently, a company's ability to maintain trust becomes a key differentiator.

The results of campaigns and public communication illustrate that especially a high company reputation leads to an increased willingness to click on the "Like" button. Two general contradicting trends appear; going local and going global. On the one hand, FDI and online networking converge into international corporations. On the other hand, some companies pursue a local strategy in corporate social media campaigns.

The tentative summary of results of research on convergence between playing and

labour/professional activities advocates that a successful engagement of social media as a component of a productive convergence in organisations can be facilitated if employees benefit from the provided content as well as process. Effects of leveraging social networks for knowledge co-construction in an organisation were found mostly positive, but also with certain trap created by possible premature knowledge consolidation mostly based on individual preparation. The intensity and methods of exploiting social media in corporate communication vary depending on the country.

Both working comfort and affectivity of knowledge workers suffer from negative sides of convergent social media use, such as escalating engagement, pervasive interruptions or social overload. These collaborators need to be supported in developing measures against mentioned odds.

As digital media and social networks are integral part of life for vast majority of students and pupils, integrating these technologies as tools into learning processes in schools is a big topic, EU-wide and worldwide, researched by many scholars. Most of them perceive this path as inevitable, but with many challenges. For example, open education using social media necessitates proper intercultural understanding. Furthermore, social aspects, personality and general internet skills are among the most determining factors about to what extent social media are used for learning in a specific university environment. The younger generation prefers independent learning and interactivity of social media. Thus, it has to be made more aware of respect to copyright and intellectual property. Student groups systematically connected via social media, serving educational purposes, are able to self-organise themselves and quickly adapt to organisational or subject-related challenges posed by the curriculum. Classical textbooks are often replaced in their role by social media. Video-blogs are a very popular (in some countries dominant) form of self-presentation of millennials; there is often a shift from amateurish videos to sophisticated video-shows made already with professional intentions.

Personal data protection findings suggest that ICTs have the tendency to launch their own practices rather than to "follow" the regulatory (pre) choices of the legislator. Yet technical solutions cannot substitute the law. Perhaps a bit paradoxically, if privacy was threatened in an offline sphere, there was a much stronger and more intense resistance among the sample people than online using smartphones. The younger „generation Z" expresses the strongest desire to protect their personal data. The contemporary practice of employee screening through social media can highly impact the hiring decision and legal implications are likely to arise with the wrong use of information. However, there are different legal approaches – a more liberal in Estonia and more focused on personal data protection in majority of other countries surveyed. In the phase of hiring, the prospective employee's rights should prevail. The question of social media monitoring during working hours is relatively well regulated by computer/Internet monitoring. There seem to be open questions regarding the level of protection of the personal data of civil servants who frequently come into contact with criminal environments. Although the protection of personal

data, in most cases, against a leak is desirable, there could be a legal interest, in some situations, to reveal the identity of social media users. There is a particular problematic aspect in this area in Slovenia.

Using *notice-and-notice* for intellectual property rights' infringement, *notice-wait-and-takedown* for defamation and *notice-and-takedown combined with occasional notice-and-suspension* for hate speech is highly recommended. As an added possibility, *notice-and-judicial-takedown* should be available in all cases. Obviously, other combinations covering additional areas of law can be envisioned.

The findings for protection of minors seem to be rather obsolete, trivial or too narrow in their focus. There are two interesting findings. Firstly, the mothers do not often express concern regarding privacy of their children and they usually use social media to underline their role as mother. While there are laws about individual rights, they are not usually enforced by mothers themselves in the case of child photos on social media. Secondly, there are two parental mediation strategies for kids' online safety in Europe. Enabling mediation is associated with increased online opportunities besides the risks involved. This strategy incorporates safety efforts, responds to child agency and is employed when the parent or child is relatively digitally skilled. Restrictive mediation is associated with fewer online risks, but at the cost of opportunities, reflecting policy advice that regards media use as primarily problematic. It is favoured when digital skills of parent or child are lower, potentially keeping vulnerable children safe yet undermining their digital inclusion. Interestingly, parents mostly favour active safety mediation along with responsiveness to child-initiated support. Restrictive mediation is favoured with the help of monitoring, restrictions and technical controls.

The most relevant regulatory solutions seem to be suggestions by the European Regulators Group for Audiovisual Media Services (ERGA). ERGA suggests reviewing the regulatory distinction made between linear and non-linear content. Moreover, it suggests to have different severity of control mechanisms for content access ('might seriously impair' versus "is likely to impair' ". In fact, ERGA suggests to consider setting default restrictions for content that 'might seriously impair' across all services. As far as regulatory mechanisms are concerned, ERGA prefers maintaining the role of state regulation to ensure that content that 'might seriously impair' is restricted to minors on linear and non-linear audio-visual content. However, ERGA is also encouraging effective co-regulation (backed by statute) where appropriate.

A complex of issues targeting hate speech, disinformation, libel and terrorism advocates that the problem with fake news is that there is occasional but strong interaction on selected false/fake items disseminated via Facebook. Facebook posts can be classified with high accuracy as hoaxes or non-hoaxes on the basis of the users who "liked" them. There is a danger of criminalisation of such

activity. Some suggest that steadily pressing FB reaction buttons should not be qualified as criminal offence. Instead, there could be three possible *de lega ferenda* solutions. Computational dynamic discourse analysis substantiates that besides successfully manipulating public opinion on social media, the authorities can disempower critics. It is also possible with quite high prediction to automatically discover the perspectives of opposing political parties on a given set of issues and to identify the underlying contentious frames from one camp that might lead to a debate. It is also possible to utilise identified frames as features to predict whether a temporal spike (i.e. a relatively higher volume of documents during a fixed period of time) from one camp will trigger a reaction from the other camp. Rather than anonymous treatment, social media users call for a person-cantered approach. It is challenging to promote young people's awareness through active methods of teaching and learning or through media content which is far from young people's experience, interests and concerns.

There are legal - human rights - issue with self-regulatory approaches tackling hate speech at a local level. There are factors such as the relevance of digital divides, media systems and institutional settings that help us elucidate the relationship between digital media and political participation. Technology companies should provide metadata to researchers for further analysis of disinformation disorder, working on solutions specifically aimed at minimising the impacts of filter bubble and building fact-checking and verification tools.

Interaction of democracy and converged social media puts forward that besides significantly affecting journalistic work and labour relationships, social media development has impacted the level of revenue generation for legacy media. The digital transition (growth of online news and move to digital terrestrial television) has only limited implications for the pluralism of information within some media systems. The digital transition is significantly impacting the power relations between broadcasters and newspaper organisations in the online news market. Copyright protection rules may be a chance for less important websites to draw attention of users.

Twiplomacy can help a small country in building its image and argue for its interests, but such communication strategy should be coordinated.

Consumption of news from information/news websites is positively associated with higher trust, while access to information available on social media is linked with lower trust.

INTRODUCTION

The objective of this partial deliverable is to enhance awareness about the latest scientific discoveries - state of the art research on social media and convergence - among key stakeholders in the context of social media and convergence. More specifically, the aim is to support the European Union R&D digital programmes by presenting statistical analysis of research agendas and roadmaps within majority of EU countries (**Part 1 – Research Agendas and Roadmaps**), spread the innovative ideas besides the innovated outcomes in convergence of social media in synthetical study based on critical review of most relevant scientific findings and recommendations (**Part 2 – Selection of Best of the Best Findings and Recommendations on Convergence and Social Media**), connect researchers and other stakeholders (**Supplement 1 – Mailing List of Researchers on Convergence and Social Media in Selected EU Countries** as well as **Mailing List of Researchers on Convergence and Social Media Based on their Research Focus**) and make them aware of some regional specifics in research on convergence and social media (**Supplement 2,** comparative case study: **Research Agendas and Roadmaps on Social Media and Convergence in the Czech Republic, Hungary, Poland and Slovakia)**.

The scope of this deliverable encompasses key areas that impact the convergence of social media - political, cultural, legal, economic and technical areas. It turned out that our sample includes more information on political, cultural (including journalism) and economic (including marketing) subjects and studies rather than technical or legal areas. In particular, low appearance of contributions from legal field has been discussed throughouth the text. **Supplement 2 also** includes a Code Book or Manual used for coding, i.e. „research questions", including comparative pilot studies carried out on the Czech Republic and Slovakia as well as suggested alternative categorisation of results. The alternative categories would put thematically similar topics and issues into specific categories. Such results would make comparative results perhaps even more relevant for further scientific research besides suggesting „winners" in logically more coherent categories. Thus, Supplement 2 offers detailed know-how about principles of selection and categorisation of our sample.

Supplement 3 includes materials on Artificial Intelligence and Fake News and Minutes from related workshop held in Slovenia in June/July 2018. This Workshop endeavoured to discuss partial finding from our study prepared with WP2 leader - **Performance analysis of effectiveness and efficiency of organisations and initiatives fighting fake news and hoaxes in Europe** throughout November 2017 – January 2018. One of the key findings and recommendations suggested that fact-checking/fake news and hoaxes fighting and debunking organisations „should broaden the methodological means for approaching fact-checking issues. This includes relying on variety of experts from different fields and being open to employ novel approaches including computational semantic analysis. Considering the limited, imperfect, slow and costly human-based approaches to

fact-checking and debunking as well as the emergence of Artificial Intelligence techniques for creation and distribution of fake news (so called digital factories), the latter appears to be even more urgent."[3]

Therefore, the results from discussion at this workshop as well as collected materials on Artificial Intelligence and fake new/hoaxes may serve as an inspiration for further considerations for emerging need of either regulatory solutions or specific research projects. Moreover, we present here our original study - **The comparison of fake news detecting and fact-checking AI based solutions.** However, only few of them appear to be independently tested. Sometimes, these pilot testings show huge discrepancies between claims of producers' and testers´ findings. Moreover, very few AI machine developers are interested in providing further details about their products and functionalities for studies like ours. This raises suspicion about their real performance.

Supplement 4 takes account of **Analytical Overview of Documents on the Convergence and Social Media from the point of view of Council of Europe.**

This is not a typical scientific project but cooperation and support project. Nonentheless, we endeavoured to make the results of our study as valid and reliable as possible. Our findings have been negatively influenced by a few key factors. We will discuss these and additional factors in more details in section on methodology, but we believe that some key points are necessary to be mentioned here.

Firstly, definition of convergence is so fluid and evolving that it proved to be challenging to identify precise scope of our sample. In the strate*gy Digital Agenda for Europe 2010-2020, c*onvergence is a recognised underlying feature of current and future media development to which regulation must align itself. By and large, convergence can be perceived as technological convergence - 'coming together of different equipment and tools for producing and distributing news' or as socio-cultural convergence referring to the 'flow of content across multiple media platforms', suggesting that media audiences nowadays play a crucial role in creating and distributing content. Thus, convergence has to be examined in terms of social as well as technological changes within the society. Yet convergence occurs at four levels, which are closely interrelated. In addition to t*echnological convergence (i*t is also discussed as network and terminal convergence), there exist *economic convergence*, including market convergence on the meso- and macrolevel, and corporate convergence on the micro-level. *Political convergence* is discussed as policy and regulatory convergence leading towards integrated regulatory agencies, models and laws for the mediamatics sector. Finally, there is *socio-cultural convergence*; also discussed as socio-functional, rhetorical and receptional convergence as well as convergence culture. This includes the implications of the convergence process for genres across media, media-usage and reception patterns as well as popular culture.

Henry Jenkins claimed in 2001 that convergence is "the flow of content between various media

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3 http://compact-media.eu/fake-news/

platforms, the cooperation of various media industries and the migratory behavior of media recipients who will reach almost anywhere, seeking the entertainment they want." Jenkins added that "today we are no longer talking about the digital revolution, which predicted that the old media will be replaced with new ones. Now we are talking about media convergence, where old and new media are entering into more and more complex interactions."

There are virtually scores of academic articles (at least two specialised academic journals) that directly discuss various aspects of convergence and hundreds of articles that discuss minor or major aspects of convergence indirectly. Out of this number, a few authors seem to be bringing novel insights. Thimm (2017) argued that convergence has started to reach a level of complexity which can no longer be embraced by the convergence concepts alone. For Thimm, convergence as a term traditionally implies a transition process, for which many new social media platforms do not seem to be applicable anymore since they are already polymediated by nature. In fact, UK040 suggested already in 2013 that rather than merely a shift in the technology itself, polymedia indicates a new relationship between the social and the technological area. As a result, the primary concern shifts from the constraints imposed by each individual medium to an emphasis upon the social, emotional and moral consequences of choosing between those different media.

Montpetit (2016) also argued that there are already two chronologically but also thematically different phases of convergence. According to his view, there was the first convergence dominated by technology and networks. The first convergence is followed by the second convergence, defined as "the media convergence". The second convergence has (not only), in his view, much broader impacts – it is melding technology, business and marketing models, social networks and legacy media. Most importantly, Montpetit also wrote that there are new converged solutions – cloud-based computing and applications, content-centric networking and big data, adding social networking and crowdsourcing to traditional content production to produce novel methods of acquisition and dissemination of content. It appears that convergence is no longer only about social media. Finally, in Montpetit's view, with the melding between the social and the physical networks, between locations and real and virtual reality, convergence is becoming an ideation platform. Within this context, Kiskinov (2014) extracted the qualities of virtual legal reality as an ideal phenomenon. Moreover, the author examines the emergence and structuring of virtual legal reality and concludes that the notion which stays most cosely to virtual legal reality is the notion of a legal system.[4] In other words, social media may be only non-material phenomenon, yet they may fundamentally impact our lives.

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4 Vihar Kiskinov/Вихър Кискинов (2014),A contribution to the notion of virtual legal reality, Към понятието за виртуална правна реалност, Contemporary Law, 3,2014, Съвременно право, 25, 3, 7-24

The initial vision of convergence is presented in figure below:

Figure 1: Concept of Media Convergence by Nicolas Negroponte (1979)
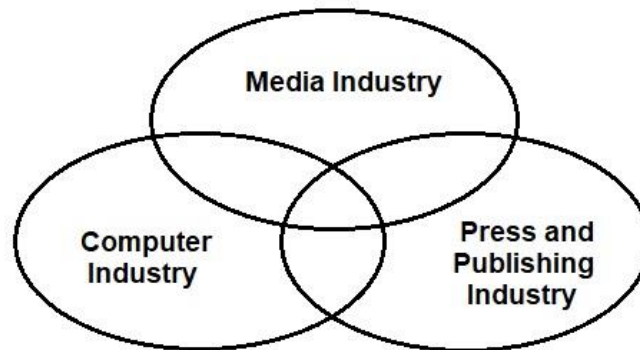
We present here a figure that illustrates current understanding of converging or converged media environment:

Figure 2: Converging and Converged Media
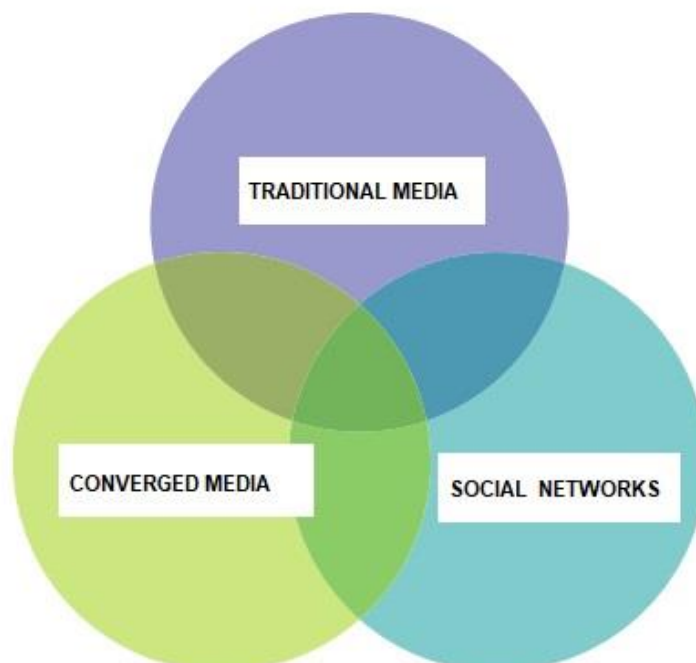
Source: Zgrabljić Rotar, Nada (2017), Novi Mediji Digitalnog Doba. In: Mario Grčević and Ljubica Josić, editors, Biblioteka Informacijska Tehnologija I Mediji Knjiga 1, Zbornik, Informacijska Tehnologija I Mediji 2016, Zagreb: Sveučilište u Zagebu, 57-66

Therefore, we believe that our final sample is actually much wider than it might have been expected before the kick off of the project. As we discussed elsewhere, especially in the Supplement 2, there would be very few articles if we would have sticked to traditional search by using key words „convergence" and „social media" and/or particular social media (e.g. „Facebook"). In fact, many researchers did not use convergence as key word in their papers.

Secondly, we did not have access to all identified papers. Some of them were locked behind the paywals by publishers. Nevertheless, some of these papers have been mentioned in our sample, but not included in statistical analysis.

From the point of origin, on the one hand, there is an exceptional case of Malta where we could not identify any paper on social media and convergence. This is curious finding considering that Maltese are among heaviest users of social media in the EU.

On the other hand, there is Slovakia in which we were able to identify over 170 papers in full text and over 300 papers in total thanks to a very detailed search and a very broad understanding of convergence. However, this exceptional and in a way experimental case also proved that quantity does not equal quality. We will discuss it later.

In general, our partners managed to identify on the average 20 articles on convergence and social media for smaller countries like Estonia or Belgium, between 60 and over 100 articles for medium-sized countries like Spain or Italy and over 100 articles for some countries like the UK and Germany (see Table 4). However, there were exceptions such as Croatia, where the partner, Partnership For Social Development, managed to identify over 100 items on this issue. Therefore, it remains puzzling whether these differences in collected primary analytical materials reflect quality of work of our partners or (low or high) interest of local researchers in issues of convergence and social media. In some cases, we have been able to identify additional relevant papers than those found by our partners. These are marked with X, e.g. IR X1 or ES X1 or put into footnotes. In case of partner BASSCOM, there was allocation of tasks but not allocation of funds. Therefore, coverage of scientific output in Bulgaria is by and large missing. Similarly, ONTOTEXT had difficulties with this type of work although it produced some items for further elaboration at the very late stage of our work. Therefore, Consortium agreed to allocate another task for ONTOTEXT in future instead of planned task. INS/NUI did not deliver data on UK and only first partial draft on Ireland before the deadline. This possibly impacted our initial findings since UK and Irish samples included up to 200 presumably higher quality articles. We have managed to incorporate some UK and Irish findings at the very last moment. Finally, SCM took task on Cyprus over ELIAMEP which otherwise would need personal visit to Cyprus to accomplish this task.

Thirdly, particularly challenging proved to be identification of quality of papers we read. In addition to cases of plagiarism and non-academic papers being presented as academic papers in some seemingly respected journals or produced by seemingly reliable authors (discussed in section on methodology below), the assessors sometimes could not agree on how relevant are particular

papers to the topic of convergence and social media. This lack of agreement was found in all countries where partners used more than one assessor. Unfortunately, we could not simply rely on the fact that something got published. Moreover, it was important to specify relevance of an article to social media and convergence topic.

SOCIAL MEDIA USAGE

Social media is 'an umbrella name' (Tench and Yeomans, 2009: 313; in Komodromos, 2016). Indeed, Encyclopaedia Britannica clearly differentiates among social media, social networking sites and social networking services. Encyclopaedia Britannica defines social media as technologies, platforms and services that enable individuals to get engaged in one-to-one, one-to-many and many-to-many communication. Encyclopaedia Britannica defines social networking sites as a platform where members with shared interests swap files (photographs, videos and music), communicate, set up blogs (Web diaries) and share opinions[5]. According to Safko (2009:5), the term social media refers to activities, practices and behaviours among communities of people who gather online to share information, knowledge and opinions via conversational media." Safko also used a term "conversational media" that is defined as, "Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos and audio among users." Finally, perhaps the most interesting definition of social media has been provided in Merra (2013): "Social media is media that place the individual's participation at the center of the media device, bestowing all agents the ability to act and interact with each other at one or more stages of the media creation process. The connected individuals then aggregate into active audiences and can thus establish multidirectional communications at three levels: interpersonal, inter-group or mass."[6]

(Kaplan and Haenlein, 2010; and Komodromos 2016) argued that social media include collaborative projects such as Wikipedia, blogs and microblogs (e.g. Twitter), content sharing platforms (e.g. YouTube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft) and virtual social worlds (e.g. Second Life). There are also communities and fora, including discussion-based fora, review communities or DIY communities where individuals or groups create their own social network using services.

Be that as it may, there has been undoubtedly rapid rise of social media globally in recent years, especially via mobile phones (smartphones), as can be seen in Table 1.

It is clear from Table 1 that the growth of social media users continues year by year, although there

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5 https://www.britannica.com/technology/Internet#ref1180858

6 Lucile Merra (2013), Pour une sociologie des médias sociaux. Internet et la révolution médiatique : nouveaux médias et interactions.. Sociologie. Paris Sorbonne Cité - Paris Descartes

is apparently no direct correlation between percentual increase of Internet users and percentual increase of active social media users. However, there is continuous increase in both categories, and there seems to be even higher increase in social media usage via smartphones. This means that social media activity is increasingly taking place via smartphones. There is certain paradox – there are more unique mobile users than total population.

Table 1: Global Annual Change in Use of the Key Digital Technologies

	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
2014	-	-	-	-
2015 Since 2014	+21%	+12%	+5%	+23%
2016 Since 2015	+10%	+10%	+4%	+17%
2017 Since 2016	+10%	+21%	+5%	+30%

Source: Patrycja Bałdys and Katarzyna Piątek (2017), Does the Internet change everything? Transformations in social life and media in the 21st Century, Media and Society, Akademia Techniczno-Humanistyczna, Bielsko-Biała, Poland, vol.7, p.40

Next, let us have a look at the popularity of social media in EU countries that we will cover in more detail in this study. Reuters Digital News Report2018 (RDNR2018) did not include all countries we were interested in. Therefore we had to check additional sources for Malta, the Baltic States and Cyprus. Obviously, alternative sources did not use identical methodologies and did not cover identical or similar research periods. We are aware of the fact that this makes our comparative Table 2 a bit unsystematic.

Nevertheless, as Table 2 indicates, Facebook and YouTube are two most popular social media in all countries in our sample, reaching over 50 % up to 87 % popularity or „knowledge about" (97% of Cyprus) in all countries and 49 % for YouTube in the UK case. The third most popular social network is WhatsApp, reaching 81 % popularity in Spain and over 50 % in Austria, Germany, Italy, Ireland and Romania. The fourth most popular social network is actually Facebook functionality Messenger, which is on the rise with high popularity or usage in Greece, Hungary, Portugal and Romania.

However, if we include alternative surveys on social media usage or popularity or if we expand this table with alternative sources, we may find not only different results but also quite significant national specifics of social media usage in our sample, including different ranking of the most popular media (if assessed individually). It is unlikely that these differences in preferences are just the results of different methodologies and research periods.

**Table 2: The Most Popular Social Media Used for
Any Purpose in Selected EU Countries in 2017 (in %)**

Table 2: The Most Popular Social Media Used for Any Purpose in Selected EU Countries in 2017 (in%)

Any purpose	Facebook	YouTube	Facebook Messenger	WhatsApp	Google Plus	Twitter	Instagram	Viber	Snapchat	Pinterest	Telegram	LinkedIn	Pokec.sk
Austria	**63**	**66**	30	**67**		12	20						
Belgium	**65**	**54**	42	34		11	9						
Czech Republic	**77**	**65**	47	24		11	16						
Croatia	**75**	**74**	48	46				**54**			11		
Cyprus (alternative source)	97	2				2				4			
Estonia (alternative source)	62	7				7	3						
Germany	**52**	**52**	25	**60**		13	16						
Greece	**78**	**79**	58			24	33	49					
Hungary	**81**	**75**	58		13	13	20						
Ireland	**67**	**60**	44	**52**		25	59 – alternative source		19 (89 alternative source)[7]				
Italy	**75**	**69**	36	**73**		24	32						
Latvia (alternative source)	64	7				9	3			13			
Lithuania (alternative source)	67	9				7	1			12			
Malta (alternative source)	87	46			50	12	24			9			
Poland	**73**	**71**	44	19	13	17							
Portugal	**75**	**69**	62	40			34					25	
Romania	**83**	**75**	52	52	17	17							
Slovakia	**73**	**64**	45		14		18						14
Spain	**75**	**74**		**82**	13	39	35						
United Kingdom	**66**	49	44	44		29			12				

Source: Compiled from Reuters Digital News Report 2018, McHugh, 2017, *The Misco Corporate Identities Social Media Usage Trends in Malta in 2018 report,*[8] http://adcombo-blog.com[9,] ICON 2016[10], Social Media Stats in Latvia - September 2018 http://gs.statcounter.com/social-media-stats/all/latvia, Social Media Stats Lithuania September 2018, http://gs.statcounter.com/social-media-stats/all/lithuania, Social Media Stats Estonia September 2018, http://gs.statcounter.com/social-media-stats/all/estonia

There are specific national cases of popularity of social media. Viber appears to be popular in

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7 https://www.statista.com/topics/3451/snapchat-in-europe/

8 Social media usage trends in Malta in 2018, 24 May 2018, http://www.independent.com.mt/articles/2018-05-24/business-news/Social-media-usage-trends-in-Malta-in-2018-6736190407

9 http://adcombo-blog.com/internet-usage-cyprus/ 22.6.2017

10 https://www.mita.gov.mt/en/ict-features/Pages/2016/A-study-about-the-use-of-social-media-in-Malta.aspx

Greece and Croatia, Snapchat is popular in Ireland and UK, Telegram is popular in Croatia, LinkedIn is popular in Portugal, Google Plus seems to be popular in Malta and local social network Pokec is popular in Slovakia. Instagram also appears to be popular in Ireland (McHugh, 2017 and Freier, 2015). It may be useful to analyse these national specifics in more detail. This kind of analysis may help us explain some macro-level specifics of convergence of social media.

Pokec was established before Facebook, around years 1999-2000, and it managed to adapt to challenges coming from Facebook. In fact, between 2005 and 2009, it managed to re-design its outlook and functionalities, finding inspiration from Facebook (Vozárová, 2009). Interestingly, Pokec was so popular that some attempted to immitate its business name and success which lead to a copyright court case between 2010 and 2013 (29CbPv/1/2009). Pokec owner lost the case.

The popularity of Viber in Greece seems to be the result of a business pilot investment. In 2017, Greece and Hungary were selected as two countries for strategic focus and investment of Viber on the basis of user's receptiveness and the state of the business market. Some initial partnerships with major companies - telecommunications providers, media outlets, famous personalities and sports teams - have been developed in Greece. Viber also cooperates with several Greek IT companies that are developing chatbots on the Viber platform. More than three quarters of smartphones in Greece have installed Viber.[11] Viber CEO mentioned that one of the reasons for Viber's popularity is that the Greeks are very expressive and they use all Viber's features. For example, stickers and instant videos, where one just has to press the button and record what is happening around a person at the moment and then send it, are very popular in Greece. That is why when Viber launches a new feature, Greece is among the first three countries to experiment its functioning as a "crash test" territory.[12]

Popularity of LinkedIn in Portugal may have something to do with following facts. Portugal seems to be one of the top new global destinations for settling in. Portugal´s success (after deep economic crisis) seems to be combination of an ideal weather, the security at public places, renewed growth that has allowed the economy to begin anew and, above all, a very favourable legal and fiscal environment for foreign nationals (Diaz, 2018). Under such conditions, interested immigrants may be interested in finding job opportunities primarily via LinkedIn. However, local experts question this explanation. The favourable legal and fiscal environment for non-nationals mentioned by Diaz is mostly due to the golden visa programme which only applies to those investing € 1million. Most of these investments have been made in real estate and 75% of these investments have been made by Chinese. These are not the people that come to Portugal to join the job market but to invest.[13] Thus, all this remains a hypothesis that should be further tested. For example, LinkedIn is more or less equally popular in Sweden (26%), Italy (18%), Spain (20%), Belgium (23%), France (23%), but it is

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11 https://gr.pcmag.com/viber/26089/feature/to-viber-ekhei-4-ekatommuria-khrestes-sten-ellada

12 http://www.fortunegreece.com/article/giati-i-viber-echi-erotefti-tin-ellada/.

13   E-mail from Nelson Costa Ribeiro <nelson.ribeiro@fch.lisboa.ucp.pt, October 28, 2018

even more popular in the UK (35%) and the Netherlands (40%) (Bloom, 2018). Clearly, the role of LinkedIn seems to be worthy of further detailed research, especially in view of its possible positive impact on search for jobs.

The popularity of Snapchat in UK and Ireland and that of Instagram in Ireland seems to indicate trend-setters and changing preferences among young generation. For example, some teenagers did not like that they received interactions from their parents or grandparents on Facebook. Be that as it may, the growth of social media usage is going to be on Snapchat and Instagram or some other similar new social platforms (Kennedy, 2017, Freier, 2015).

The popularity of Google+ in Malta is especially high amongst people who have more than 60 years.[14] This may help explain why Google+ is so much used in Malta, with high general usage of social media and at the same time high share of older people among population. Indeed, 105,000 people – 25 per cent of Malta's population – were aged 60 or more in Malta in 2015 (Caruana, 2016).

The popularity of Telegram (social media application of Russian origin) in Croatia may be partially linked to Facebook's acquisition of Telegram's largest competitor - WhatsApp application. Namely, after Facebook bought WhatsApp in 2014, Telegram's popularity grew abruptly, primarily because many people, when texting, do not want to use Facebook's services (Kralj, 2016).

The popularity of Viber in Croatia was explained by Atanas Raykov, Viber Director for Central and Eartern Europe, in a broader context. Croatia is among three of Viber's largest markets in Central and Eastern Europe. There was 50 percent growth of Viber users from 2015 to 2016 in Croatia because of following two main reaons. Firstly, use of Viber in the whole region (Central and Eastern Europe) is increasing. Secondly, Viber has been working a lot on promoting use of Viber. Viber opened an office in the region and made PR campaigns. Raykov said that there have been many small steps that have resulted in a large increase not only in the number of users but also in the more frequent use of the app (Ivezič, 2016). Raykov further explained that Viber is different from other applications because communication is private and fully protected. In Raykov's opinion, Central and Western Europe are such a fast growing market regarding usage of Viber that they feel that the key is good timing. Namely, precisely in the years 2011 and 2012, when Viber was rapidly developing, people in Central and Western Europe started buying smart phones (Raykov, 2016).

In addition to business decisions, Viber became popular thanks to free calls; iei is free service. Regarding Telegram, the main factor that made this application known is safety. It was one of the first encrypted applications. In addtion to this, it offered secret conversations that were deleted after a certain period of time from the devices of the people that communicated (Ivančič, 2016).

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14 https://www.mita.gov.mt/en/ict-features/Pages/2016/A-study-about-the-use-of-social-media-in-Malta.aspx

Just for comparison and having different perspective on social media usage, we have included Table 3 with focus on specific utilisation of social media for accessing news.

Table 3: The Most Popular Social Media for News in Selected EU Countries in 2017

For News	Facebook	YouTube	Facebook Messenger	WhatsApp	Google Plus	Twitter	Instagram	Viber	Snapchat	Telegram	LinkedIn	Pokec.sk
Austria	30%	19%	6%	19%		4%	4%					
Belgium	39%	16%	8%	8%		4%	4%					
Czech Republic	**57%**	26%	16%	7%		5%	4%					
Croatia	**57%**	28%	11%	11%				12%		6%		
Cyprus	n.a.											
Estonia	n.a.											
Germany	24%	15%	4%	14%		5%	3%					
Greece	**60%**	36%	22%			13%	10%	14%				
Hungary	**60%**	29%	11%		6%	5%	4%					
Ireland	38%	18%	9%	13%		11%			13%			
Italy	**51%**	25%	8%	25%		10%	7%					
Malta	**n.a.**											
Poland	**54%**	37%	13%	6%	6%	8%						
Latvia	n.a.											
Lithuania	n.a.											
Portugal	**53%**	22%	19%	11%			6%				7%	
Romania	**69%**	31%	18%	18%	9%	7%						
Slovakia	**51%**	23%	14%		7%		5%					6%
Spain	48%	28%		38%	5%	22%	8%					
United Kingdom	27%	8%	3%	5%		14%			2%			

Source: Compiled from Reuters Digital News Report 2018

Considering global impact and importance of Facebook, we present here key positive and negative features and functionalities associated with Facebook.

Table 4: Advantages and Disadvantages of Facebook

Advantages	Disadvantages
– Ease of searching for contacts – Ability to make new friends – Interesting and up-to-date information on actors, singers, poets, etc – Timeline – Creating groups – Finding groups	– High addictiveness – More and more personal data are revealed – Transaction and location data are collected against users' will – Retargeting – Running a company profile requires strategy and constant monitoring

– Creating events – Keeping track of new events – Ability to build company image through press notes, articles and newsletters – Source of information on job applicants – Liking – Sharing – Notifications – Adding photos and videos – Privacy controls – Advertising – Activity log – Update preferences – Games, quizzes and apps (entertainment) – Facebook can be syncronised on multiple devices: laptop, smartphone, tablet – Practicality – CRM tool	– Accounts cannot be deleted – Uncertainty surrounding new contacts – "Stalking" friends – Low efficiency in removing uncensored comments, photos and videos – Too many sponsored ads – Phishing (data extortion) – Cyberbullying (slandering, harassment, bullying and ridiculing online) – Flaming (online quarrels; trading insults)

Source: Czerska, 2017

METHODOLOGY

As indicated in the introduction, the methodological part is very important. The key methodological idea behind this endeavour is to help stakeholders and especially policy-makers overcome key problem plaguing social sciences, such as inconsistency of partial scientific findings (Allen and Preiss, 2007, 15). Therefore, we will present here selected and sometimes critical summary of arguably the best scientific findings from majority of EU countries (literature review + statistical data). We are aware of the fact that „Meta-analysis provides a snapshot of the current state of empirical research". Moreover, „snapshot is always disappointing because of the limited view, lack of uniform focus and failure to include important details" (Allen and Preiss, 2007, 16). Furthermore, „...a disappointment or objection to a particular meta-analysis flows from a failure to achieve some outcome sought by the reader. However, the scholar conducting the meta-analysis may not be seeking that outcome or simply may be unable to reach the reader´s goal because of deficiencies or limitations in the current database" (Allen and Preiss, 2007, 18-19).

Finally, it should be mentioned that there are five limitations of meta-analysis; a) contextual restrictions, b) unequal value of claims, c) ethnographic trap, d) multiplicity of interpretation and e) misapplication of the level of analysis (Allen and Preiss, 2007, 20). Obviously, all these limitations, to a lesser or higher degree, can be found in our study.

We have focused primarily on the last five years; from 2013 to 2017. Of course, the research and academic discussions about social media and convergence have been around for a longer period

and they still continue. However, one has to limit his/her research's focus. Our aim was to find out publications written by local researchers and published regionally and internationally. For that purpose, we searched and found many local academic journals, often available in online editions only. In the final phase, we used e-mail contacts usually stated in articles and contacted authors with the request for double-checking the sample besides suggesting additional items. This has brought only limited feedback.

Now, there is a legitimate question, "How much is this sample representative?" It is difficult to answer this question. Although we have tried to make our sample as representative as possible, we never aimed at having 100% sample, but about 90%. We do not know whether we reached that goal for reasons discussed above, yet it is both illustrative and indicative that partners who were supposed to search articles in different countries in an identical way achieved very much different results as can be seen from Table 5. There are two extreme cases – Slovakia (to a degree Poland) and Malta. On the one hand, as identified by NUI-INS and confirmed by our Maltese partner, there is an interesting case of Malta which apparently did not produce any article on convergence and social media.[15] Perhaps ironically, Maltese are among the most frequent users of social media in the EU.[16] However, research on social media in Malta is covered by a local private research company.

Table 5: Number of Articles and Studies on Convergence and Social Media

Countries	Number of all articles	Compiled by	Countries	Number of all articles	Compiled by
Austria	45	AEI/ONT	Italy	30	JSI
Belgium	19	EDA	Malta	0	INS
Bulgaria	0 / 9	BAS / M21 on own initiative	Poland	155	SCM/AEI
Croatia	101	PSD	Latvia	14	ULV
Cyprus	16	SCM	Lithuania	14	ULV
Czech Republic	119	SCM	Portugal	40	RCC
Estonia	19	ULV	Romania	33	M21
Germany	123	AEI/ ONT	Slovakia	177	SCM
Greece	73	ELI	Slovenia	24	JSI
Hungary	105	SCM	Spain	61	RCC
Ireland	15	INS	United Kingdom	27 / 77	MF / INS
Total: 1 296 articles					

On the other hand, the Slovak case is atypical with extremely high number of identified articles on social media and convergence not because of special attention paid by local researchers to the issue of convergence and social media, rather there was a very detailed and broad search in this

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15 E-mail from Professor Mary Anne Lauri, mary-anne.lauri@um.edu.mt August 27, 2018

16 https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20170713-1

case. Clearly, although Slovak sample is the largest, this does not mean that it is also qualitatively rated above average; we will discuss later.

If we look at countries´ level, our sample includes up to 200 items for UK. However, just White Rose Research Online, the jointly-managed repository for research produced by three UK universities - Leeds, Sheffield and York - contains over 900 items that include a term "convergence of social media" (as of November 2018, and going back to 1998), if we used fulltext search (basic fields and text of documents). However, strictly speaking, many items which appeared under such selection – for example, "*Castles and the Militarisation of Urban Society in Imperial Japan"*, have clearly very little if anything in common with our topic. If we used searched based on basic metadata (title, abstract, author, date) then it matched "convergence of social media" just in a single item. However, when we searched a "convergence" in basic metadata, then the results were 445 items.

Clearly, as a future step it makes sense to produce more narrowly (more specialised) meta-analysis, based only on some suggested or additional (sub)categories.

Perhaps the most important issue was relevance of our sample for summarising or identification of any current and future challenges and issues in convergence and social media. It was helpful here to divide our sample into three basic categories as shown below.

Table 6: Division of Articles and Studies on Convergence and Social Media Based on their Relevance

Relevance	
high	299
medium	499
low	498
Total	1296

The results in Table suggest that East European authors perhaps publish more, but the quality of their academic output on social media and convergence is overall much lower. We included Greece among West European countries which may be seen as controversial categorisation. On the one hand, the results may have been influenced by larger data sets for five East Europoean authors – Czech Republic, Croatia, Hungary, Poland and Slovakia. Clearly, statistical rules suggest that larger datasets include higher number of less quality contributions. On the other hand, our data include rather limited sample for UK and some other countries such as Ireland but also, relatively speaking, possibly for Germany.

 Only about a quarter of articles were identified as highly relevant. As discussed earlier, to avoid loss of potentially relevant findings and recommendations and to downplay subjective assessment, we have occasionally, after double-checking, included items from category

„medium" relevance into Part 2 Analysis. Of course, at the end, sometimes we had to exclude even items from category of „high" relevance from the final analysis for Part 2. In short, our textual analytical Part 2 includes less than 250 or a quarter of all identified articles with full access options. The statistical Part 1 includes all articles (except those without full access).

Our research seems to partially validate findings by Demeter (2018, 1028):

*„The center-periphery opposition that dependency theory suggests applies to the publication patterns in communication and media studies. Two sets of states exist: one is the well-developed, industrial countries of North America and Western Europe, and the other is the dependent regions of Latin America, Asia, Africa and **Eastern Europe** with low gross domestic product. Whereas the former set of countries governs the vast majority of both publishers and publications, **the latter is almost invisible** — without their alternative ways of publication, the contributions of dependent countries would be fewer than one per thousand......**Lower-ranked journals,** …… are typically located in developing countries and feature more authors from dependent countries. This phenomenon is likely **disadvantageous to the field** of communication and media studies, because inequalities and biases in the publication system create not only a barrier for authors from dependent countries but **obstacles to science itself—making it difficult for new and non-mainstream approaches to take part in the development of research in the field.„***

Table 7: Division of Articles and Studies on Convergence and Social Media
Based on their Relevance – East - West Dichotomy

Relevance	East	
high	123	15,8%
medium	284	36,4%
low	373	47,8%
Total	780	100,0%

Some partners searched all local journals and edited volumes, including Ph.D. students' papers. Moreover, we understood the term convergence very broadly. The traditional approach would be based on the following keywords: social media, convergence and possibly selected social media like Facebook, Twitter, Instagram, blog etc. as well as their combinations. However, after pilot studies, we have found that there are very few articles that deal specifically and knowingly with convergence. In other words, the majority of authors researched various aspects of convergence but either was not aware of the fact that they were actually researching aspects of convergence. In other aspects, convergence was sometimes used as a keyword in their articles. Thus, the most proper approach to this challenge was to focus primarily in our search at keywords "social media" either in general or in particular, (e.g. Facebook). Then we tried to identify, scanning visually each article, whether it fits into our focus of interest. If we accept a broad definition of convergence

discussed above, one can at the same time claim that especially Slovak samples actually cover probably 90% of all research done on social media in general. Obviously, new definitional challenges have emerged. For example, can an article focused on big data analysis (of social media) be considered as a part of our research focus? There are certainly aspects of convergence, but how relevant are these? These cases had to be decided on a case by case basis.

The identified articles and studies have been coded. For this purpose, we have developed detailed codebook or manual (Supplement 2). Moreover, we have compiled and selected findings and recommendations for further use. These best findings and recommendations create a separate file with the more extensive analytical part. This information is freely available to other researchers at the project´s website (compact-media.eu).

The coding has been usually double-checked internally, independently by another researcher. The coding included many parameters. We will mention here only the most relevant ones.

Firstly, these included keywords – this should make an easier future search in our dataset. However, we usually omitted such obvious keywords as social media and convergence since the whole sample is based on these two keywords.

Secondly, we included short abstracts of the papers that usually followed the standard style of academic papers.

Thirdly, perhaps most useful (at least in our sample „best of the best") was a section that summarised findings and recommendations. This was also perhaps one of the most challenging tasks. We have found that in the majority of studies, actually there was no single and succinct section that would provide either findings or recommendations. We had to read through the whole article and identify both findings and recommendations throughout the text. Yet this approach served another purpose. We identified overall research and academic quality of each paper. Based on identifiable findings and recommendations (in the latter, usually missing in most cases, or identifiable indirectly only), we have assigned numerical value 1, 2 or 3 to each article. The number 1 meant that article was assessed as of highest value (locally or internationally), value 2 put the article in the middle with some value of either findings or recommendations, while value 3 put the article at the very bottom of overall importance; quality of results.

Of course, this task would best serve top experts in the field, who would command an excellent overview of state of the art. Unfortunately, we did not have such an opportunity and such experts in many of these countries, in fact, could be hardly found. Therefore, we had to rely on the independent assessment by two and sometimes even three experts and non-experts. Thus, the final results represent prevailing consensus. High value: It is directly related to social media and convergence. The findings seem to be innovative and important (practically or scientifically in a sense of applied or basic research). Medium value: It is directly related to social media and

convergence. The findings seem to be less important. Low value: It is only indirectly or marginally related to social media and convergence and/or the findings are insignificant. This also includes articles that actually *de facto* summarize findings from international sources. Thus, these articles may be seen domestically highly relevant, but they are actually not relevant internationally (a difference between summaries and meta-analysis).

In any case, our Best of the Best selection includes both articles with value 1 and selected articles with value 2. In this way, we have tried to eliminate possible error in quality assessment. In other words, in case of doubt, we moved an article into a higher category in the final selection.

Fourthly, we were interested in methodology or type of research used by studied researchers or their outputs. We have suggested the following categories: (1) basic research exploring research basic issues with no immediate practical (and monetizable) results as such. (2) applied research, researching specific aspects of the subject usually with some possible practical knowledge as a result. (3) Non-scientific - allegedly scientific articles – one may find articles that actually do not fulfill basic expectations with regards to scientific output (these were after double-checking excluded from detailed analysis) and (4) border case (includes basic and applied research).

Fifthly, we were interested in what purpose serves the social media in research. Clearly, social media can be seen as a tool for (1) getting information, (2) making connections, (3) providing or facilitating education, (4) enabling hobby/entertainment, (5) marketing and (6) studying as technology. Since categories could be expanded, we have left an option for addition of (7) as well as (8) option no/difficult to determine or other.

Sixthly, the obvious issue of interest was the type of social media studied by a researcher. We included here categories such as (1) in general, (2) fb-Facebook, (3) yt–YouTube. (4) in–Instagram. (5) g–Google+. (6) wa–WhatsApp. (7) tw–Twitter. (8) li–Linkedin. (9) lg–Letsgo and allowed to expand this list furthermore.

Seventhly, there was very interesting but not so often tackled issue of various regulatory approaches. The first category was most frequent (1) no regulatory issue, (2) protection of minors, (3) hate speech, (4) fair communication, (includes various misinformation l), (5) marketing (includes political campaigns),(6) personal data protection, (7) copyright, (8) libel and (9) others. In retrospective, we would suggest adding categories such as "data policies" and „democracy and social media". In particular, data policies for social media platforms issue came to policy-making attention during our search, as a response to a threat of closing access to data by social media platforms.

Eighthly, obviously we were interested in the research method used by researchers. Here we have included (1) case study, (2) qualitative approach, (3) quantitative approach, (4) meta-analytical studies, (5) comparative studies and (6) not clear/combination/other cases. It was allowed to use

multiple categories (e.g. Case study + qualitative approach). In retrospective, we have found our approach in this particular item problematic. For future research, we would suggest using only two primary categories – qualitative and quantitative approaches (and their combination) followed by other subcategories.

Initially, we focused on the type of convergence. We understood and identified the following possible types (and their combination) of convergence: (1) play/labour, (2) private/public, (3) producer/consumer (4) amateurish/professional and (5) legacy/new media. It turned out that sometimes two or even three types of convergence were present in an article.

During the process of our research, we have come across results related to generally important issues but not within our current scope of interest. These comprise of ethical academic issues and more particularly include examples of plagiarism, dishonesty, lack of professionalism or sometimes questionable research and inappropriate publication practices. Our observations probably represent only a top of an iceberg and pertain to more complicated set of topics touching fundamental principles like freedom of communication and free scientific exchange.

For example, discussing a research project on the interaction of social and legacy media published by the Slovak author Ján Višňovský in an allegedly peer-reviewed journal *Otázky žurnalistiky* (Issues of Journalism), the editor practically rejected our critical comments as a contribution to the debate by designating them as "not requested". The author of the problematic study himself never expressed his response to public criticism despite the fact that he was asked to do so (see Školkay, 2017).

In a similar case, a Slovak mathematician found that an article published by the Slovak author Andrej Trnka on *Big Data Analysis* in the European Journal of Science and Theology (in Romanian) was 90% based on plagiarism (see Lehuta, 2018). Regretfully, both controversial authors had been employed at the same faculty in Trnava, Slovakia. Another disappointing fact is that 90% of Scopus-based public produced by that particular faculty was published in the same Romanian journal (Mikušovič, 2018). One can assume that it was not a coincidence that some members of this Slovak faculty had also sat on the editorial board of this Romanian journal publishing materials of dubious academic quality. Besides, all articles published in it are behind the paywall; not even abstracts are available freely. Another unfortunate example which ended by a court decision is a Slovenian case in which the work on social media was mainly done by a group of researchers led by Prof. Karmen Erjavec and she was found to have used unethical methods in these activities. There are also cases when researchers published multiple articles of 4-5 pages each, resulting from one and the same research project or the same research was published with slightly different modifications of the text by several journals. Unfortunately, the aim here was not to present scholarly outcomes but to document a certain quantity of output only.

The issue of plagiarism is not a marginal one. That is why we deal with it here. According to a study

by Ryzhko (2017, 108), in scientific articles, there could be a possible range of plagiarism varying between 8% (Austria) and 25.6% (Lithuania).

In our opinion, such information is important to be made public since it questions the veracity of academic research produced in some of the countries and published elsewhere, including allegedly high-quality Scopus database. We had to tackle these issues from a practical perspective. The logical question was, "Should such manifestly questionable output be included in our sample? Our final decision was to exclude quasi scientific pieces from our samples or, in case of doubt, to mark them as examples of a very low quality or classify them as non-scientific research.

The research was performed by an international team lead by School of Communication and Media, Slovakia (covering the Czech Republic, Cyprus, Hungary, Poland, Slovakia), including research teams of The Insight institute at NUI Galway, Ireland (covering Ireland, partially UK and Malta), The European Digital SME Alliance, Belgium (covering Belgium, partially the Netherlands and France), Jozef Stefan Institute, Slovenia (covering Slovenia and Italy), Ontotext Corp, Bulgaria (co-covering IT companies from Austria and Germany), Agency of European Innovations, Ukraine (co-covering Austria and Germany), Media 21 Foundation, Bulgaria (covering Romania and Council of Europe and contributing free of charge on legal sources from Bulgaria), The Research Centre for Communication and Culture at Catholic University of Portugal (covering Portugal and Spain), Partnership for Social Development, Croatia (covering Croatia), The University of Latvia, Latvia (covering Latvia, Estonia and Lithuania), The Hellenic Foundation for European and Foreign Policy (ELIAMEP), Greece (covering Greece) and Mediaframe Ltd, UK (co-covering UK).

The diverse international composition of institutional partners had both advantages and disadvantages. On the positive side, we got access to viewpoints that we otherwise could not imagine, such as applications of converged social media in health sectors. On the other hand, for the same reasons, our sample is very heterogenous. Moreover, most likely, most partners excluded from their search legal sources. Otherwise it is difficult to explain low appearance of legal analysis of various regulatory aspects of convergence. However, it also appears to be true that only limited number of lawyers are specialised in social media in general and in convergence in particular. The problem is complicated due to the fact that the lawyers do not use term „convergence" either in their writing or as a key word.

SUMMARY OF KEY TENTATIVE FINDINGS/RECOMMENDATIONS

The discussion on popularity of specific social media in our sample of EU countries highlights important but not so often discussed convergence aspects. In some unique cases, an older news social network managed to survive while adapting to a new challenge by copying features from the new challenging social media (the case of Slovakia).

In other cases, the success of social media networking sites was determined by business decisions (a pilot investment combined with national habits in communication or acquisition of a social

media application and its merge with a major social media platform which did not suit many users, supported by marketing campaigns (the cases of Greece and of Croatia).

On the one hand , there are trends among young people that reflect changing usage preferences as indicated in UK and Ireland for Snapchat and Instagram social media. On the other hand, as mentioned earlier, trends among older people (or general higher usage of the Internet) seem to explain high popularity of Google+ in Malta.

Of course, these are tentative findings and as such deserve more detailed research and explanations.

Nevertheless, any planned regulatory policies targeting consequences of converged social media should consider these national specifics in social media usage. For example, it seems extremely challenging to regulate Snapchat, Telegram and Instagram by traditional regulatory mechanisms.

Some of these contextual – political and business-technological factors related to the use of social media in Italy and UK are independently from our results discussed in our sample No. IT17 (in the part Regulatory Issues: Hate Speech, Disinformation, Libel, Terrorism).

Part 1: Research Agendas and Roadmaps

This part presents first pan-European (selected countries) statistical data on research agendas and roadmaps on convergence and social media from 2013to 2017 and in some cases beyond. The aim of this endeavour is to make researchers and stakeholders aware of trends in research agendas and outline some emerging as well as missing roadmaps in research and policy making on social media and convergence. The detailed guidebook or manual used for preparation of this analysis is presented in Supplement No. 1. We used the quantitative scale to determine whether it contains all the concepts identified by us as presented in the Supplement 2, including a pilot study comparing research on social media and convergence in the Czech Republic and Slovakia. The data presented further are subject to methodological caveats mentioned earlier. Nevertheless, we believe that our results present relatively reliable, sometimes perhaps a bit rough data; certainly the only available data of this type for policy making in this field.

As can be seen from Table 8, there appears to be **a slight imbalance towards applied research used by researchers in our sample**. This trend is supported by a group of items that can be considered as border cases. This seems to reflect obvious real-life impact of convergence phenomena and relatively important focus on marketing related issues.

Table 8: Research Methods Utilised for Research on Social Media and Convergence

Type of research	
1. Basic research	532
2. Applied research	551
3. Non scientific	91
4. Border case (includes basic and applied cases)	98
N.A.	24
Total	1296

As can be seen in Table 9, **about two thirds of research articles on social media and convergence do not tackle any regulatory issues. However, some articles deal with two or three regulatory issues at the same time to various degrees**. This also explains that total number of regulatory issues is higher than the total number of articles collected.

In retrospective, after Facebook/Cambridge Analytica scandal, perhaps the importance of personal data protection seems to be undervalued in the past research on social media and convergence.

The same can be said about possible suggestions for data policies to be applied with regards to social media platforms.

Marginally, we have identified specific regulatory issues (Item 9 – other) such as banking sector secrets, revision of AVMSD, right to free assembly, cyber surveilance at workplace, pre-employment background checks on social networking sites, cyberbullying, emergency communication, violence on social networks or digital policy in general.

The scope of data presented here is determined by our focus. Obviously, there are many more articles and studies on libel or hate speech within a broader context of studies of social media (not tackling convergence aspects).

Table 9: Regulatory Issues in Research on Social Media and Convergence

Regulatory Issues	
1. None	807
2. Minors	79
3. Hate speech	33
4. Fair competition	46
5. Marketing	104
6. Personal data	82
7. Copyright	25
8. Libel	20
9. Other	127
10. N.A.	80
Total	1403

Perhaps, **based on identified regulatory issues including marginal ones, we could make a further step and carry out a survey among researchers on social media and convergence. This survey would attempt to identify a) which regulatory issues are seen currently as the most important ones and b) which regulatory issues may be seen as potentially most serious ones in the near future.**

Figure 3: An Example of Suggested Survey

Which are the most pressing issues in converged social media these days? *

	unimportant	somehow important	important	rather important	very important
Protection of Minors	○	○	○	○	○
Libel	○	○	○	○	○
Hate Speech	○	○	○	○	○
Fake News/Hoaxes	○	○	○	○	○
Personal data protection/policies	○	○	○	○	○
Fair conditions for offline producers	○	○	○	○	○
business and marketing utilisation (e.g. banking secrets)	○	○	○	○	○
military or political abuse	○	○	○	○	○
artificial intelligence development	○	○	○	○	○
other - please specify in email	○	○	○	○	○

Which are the most pressing issues in converged social media in three years from now? *

	unimportant	somehow important	important	rather important	very important
Protection of Minors	○	○	○	○	○
Libel	○	○	○	○	○
Hate Speech	○	○	○	○	○
Fake News/Hoaxes	○	○	○	○	○
Personal data protection/policies	○	○	○	○	○
Fair conditions for offline producers	○	○	○	○	○
business and marketing utilisation (e.g. banking secrets)	○	○	○	○	○
military or political abuse	○	○	○	○	○
artificial intelligence development	○	○	○	○	○
other - please specify in email	○	○	○	○	○

☐ Send me a copy of my responses.

Submit

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As can be seen from Table 10, qualitative studies are more frequent than quantitative studies. Only about 5 % + 5 % studies on convergence are based either on meta-analysis or on comparative approaches. However, there is a relevant group of studies which used either combination of various scientific approaches or whose methodology was not clear. Often, both qualitative and quantitative methods (mixed methods) should complement each other. Presuming that the concepts in both methods are the same (or at least overlap), the qualitative discussion can provide

context. We should make an important caveat here. In some cases, our partners did not mark either qualitative or quantitative approach but instead preferred to indicate, for example a case study. Having said so, these data present overall and rough trends in research on social media and convergence.

Table 10: Research Methods Used in Research on Social Media and Convergence

RESEARCH METHODS	
1. Case study	330
2. Qualitative	445
3. Quantitative	293
4. Meta-analysis	85
5. Comparative	68
6. Not clear/combination/other	205
7. N.A.	82
Total	**1508**

The data in Table 11 indicate which media seemed to be in research focus of European researchers. The numbers interpret that sometimes an article analysed two or three specific social media or analysed were issues related to social media in general plus some specific social media type within converged environment.

In about half of the cases, there was just general focus on social media and various aspects of convergence. **Not surprisingly, Facebook was most often researched by European researchers, in about a quarter of cases. However, the second most popular social media, YouTube, was comparatively under-researched. We can also see that rise in popularity of social media such as Instagram, WhatsApp or Telegram seems to be much less researched or, indeed, almost ignored in research.**

Table 11: Typology of Social Media Tackled in Research on Convergence

SOCIAL MEDIA	
In general	812
Facebook	390
YouTube	73
Instagram	50
Google+	28
WhatsApp	1
Twitter	214
LinkedIn	40
Other	54
N.A.	36
Total	**1698**

The data in Table 12 make more evident whether media were tackled individually, in pairs or groups. Clearly, variety of specific focus on social media was lower than Table 8 suggests. This issue is related to the 'platformisation' of the web (in which web applications, including SM, are increasingly integrated with each other). However, platformisation has also contributed to single-platform research becoming the norm, as data provided by platforms replace older methods in which they were scraped from multiple websites. [17]

Table 12: Simplified Typology of Social Media Tackled in Research on Convergence

SOCIAL MEDIA	
In general	767
In general, Facebook	19
In general and several SM mentioned	26
Total	**812**

The data in Table 13 are even clearer in low variety of research focus paid to individual media. Clearly, **some of the most popular media, especially those on the rise in recent years, are missing here or are only marginally researched.**

Table 13: Individual Social Media Tackled in Research on Convergence

SOCIAL MEDIA	Only one SM
Facebook	210
YouTube	8
Instagram	7
Google+	3
WhatsApp	0
Twitter	76
LinkedIn	1
Other	21
N.A.	36
more than 1	122
Total SM	484
Total (SM+ In general)	**1296**

While YouTube is usually the second the most popular channel, research on YouTube, especially in Central-East Europe, is usually marginal. However, this is not necessarily true in broader European

17 Pearce, W. orcid.org/0000-0001-6884-3854, Özkula, S.M., Greene, A. et al. (4 more authors) (2018) Visual cross-platform analysis: digital methods to research social media images. Information, Communication and Society. ISSN 1369-118X, https://doi.org/10.1080/1369118X.2018.1486871

terms. For example, journal *Convergence: The International Journal of Research into New Media Technologies* published its *Special issue: YouTube* in February 2018. Moreover, it published Special Issue: Connected Viewing in Volume 22 Issue 4, August 2016 in which it also tackled YouTube.

We have been able to identify specific data on the use of social media in researched articles (research focus). There could be more specific purposes than used for social media. For example, Facebook could be seen as providing information but also, primarily, connecting people. In contrast, Twitter´s only purpose seems to provide information. Surprisingly, this type of research focus was rather balanced in the main categories. **The most frequent purpose that social media served in our researched sample included providing information, followed by distance and almost at the same (second) place, marketing, connections and education**. The third most frequent researched purpose could be identified research on technology. Finally, there was hobby/entertainment purpose.

Table 14: Which Purpose Served the Social Media in Researched Articles?

MAIN PURPOSE	
1. Information	595
2. Connections	266
3. Education	234
4. Hobby/entertainment	84
5. Marketing	280
6. Technology	187
7. Other	17
8. No/difficult to determine/other	72
Total	**1735**

Table 15: Which Main Sector Could Be Identified for the Social Media in Researched Articles?

SECTOR	
1. Interpersonal human relations	164
2. Shopping	79
3. Services	157
4. Education and science	187
5. Human health and social activities	41
6. Public administration	97
7. Information and communication	489
8. Arts, entertainment and recreation	73
9. Sport	14
10. Other	127
11. None	25
12. Politics	101
Total	**1453**

As can be seen in Table 15, **interpersonal human relations as well as information and communication technologies seem to be two major sectors identified within research on social media and convergence.**

It might be of interest for some stakeholders to identify who funded the research on social media and convergence. Clearly, **public and state funding, including public-private sector, represents majority of investments (about two thirds of all research and almost everything among all identifiable funding)** in research on social media and convergence. However, it is almost certain that private sector financed research focused on technology and marketing along with some surveys among social media users. Therefore, these data represent more funding sources among academics than overview of overall research on social media and convergence.

Table 16: Who Provided Funding for the Research?

SOURCE OF FUNDING	
1. Public	587
2. Private	38
3. Private-public	31
4. State	101
5. Other/Not clear	405
6. N.A.	134
	1296

Table 17: Research Phase

STAGE OF RESEARCH	
1. Initial stage	142
2. Advanced stage	121
3. Final stage	915
4. Other	26
5. N.A.	92
Total	1296

We have endeavoured to introduce an indicator that would help identify research phase (Table 17). In other words, we were interested in finding out whether published data of the research represented early or preliminary results, more advanced stage or the final phase of research. In many cases, this proved to be challenging question. Usually, there was no mention of the issue in many articles. Therefore, researchers often had to guess on their own. Initially, many researchers did not understand meaning of „initial" and „advanced" or „final" phase. Considering all mentioned caveats, it is no surprise that about 80% of published articles presented the final and

usually the only „final" output of particular research. Sometimes we noticed ethically a bit problematic approach when the author(s) published either the same content under a slightly different title or in many smaller articles.

Another secondary issue of interest was identification of institutional affiliation of an author (Table 18). It is again no surprise that about 90% authors are affiliated with a university.

Table 18: Institutional Affiliation of an Author

INSTITUTION: of an author	
1. University	1126
2. Academy/scientific institute	56
3. Non-profit research institution	4
4. For profit/private institution/company	50
5. Other/not known/	84
6. N.A.	13
Total	1296

There is some indication that about a quarter of research output on social media and convergence is part of specific research projects. However, these data seem to be in contradiction with results obtained in Table 16. Normally, there should be more published papers than grants and others financial support provided. Therefore, we have to consider the results in Table 16 and Table 19 with caution only.

Table 19: Was a Published Paper Part of a Research Project?

Part of research project	
Yes	305
No, not clear	991
Total	1296

An interesting result can be seen in pairs of types of convergence (Table 20). Clearly, the most dominant issue that researchers tackled seems to be conflict and integration/merger of legacy and new media functions. This has to do with the longest tradition and major impact of convergence on this area, but it may be – again - influenced by research background of our colleagues who are mostly from social studies and humanities.

The second most often tackled relationship is between private and public roles and issues. This was reflected in studies on personal data, protection of minors, libel and hate-related issues.

Among interesting findings here, one can mention UK099 which suggested that the portrayal of birth in the media currently tends toward the negative or frivolous and podcast can help women prepare in a meaningful way. The Fear Free Childbirth podcast has been downloaded over 300,000 times worldwide.

Producer-consumer relationship is the third most often researched issue. This comes mainly from marketing studies, but partly also from focus on Facebook and YouTube and other social media that allow both production and consumption of social media.

Table 20: Typology of Convergence

CONVERGENCE	
1.Play/labour	122
2.Private/public	366
3.Producer/ consumer	330
4.Amateurish/professional	152
5.Legacy/new media	563
6. N.A.	100
Total	1633

We present here as an example **elaboration of our materials based on selected type 1 of convergence - play/labour.** The selected findings presented here are of high and medium relevance (with different colours highlighting qualitative differences). Then we present key findings and recommendations based on **type 3 convergence - producer/consumer.** Finally, we present key findings based on selected type **5 convergence - legacy/new media**. Only the best findings/recommendations are selected. If this categorisation proves to be useful, we can prepare similar comparisons for the two remaining pairs of convergence.

CONVERGENCE TYPE 1 – PLAY/ LABOUR

As illustrated in some research findings and conclusions, the convergence between playing and labour/professional activities, for itself, concerns several activity areas. Involvement, shift and extension from playing to professional activities are facilitated by social media in a scale that seems unprecedented. Conversely, the push to do certain work in a more attractive and productive manner leads organisations to a better reception of social media as tools that foster productivity and application of social media is welcomed.

In companies, an open corporate culture and management support can facilitate a wider usage of social media. A study found that **social media is used intensively if employees can benefit from the provided content**. In the end, having a benefit is the main driver for knowledge sharing via social media regardless of industry, company size, employees' age, or incentives given to the employees (D066). Despite the still un-optimised functionality (which caused inconsistencies in their use and adoption), SM do bring coherence in work activities in a decentralised work environment.[18]

For organisations that ensure value to knowledge sharing, integrating social media tools into their daily business life is essential to enable an easy access for the employees and to offer trainings to inexperienced users. In a conclusion, a research survey warns that **developing document or knowledge management systems while ignoring the power of social media that everyone uses daily today would be wasteland**. Several managerial implications are also recommended to be utilised, such as **to support introducing social media technologies, establish the terms and conditions of usage, communicate the benefits and provide the necessary trainings.** Moreover, organisations should develop a reward system to encourage employees' willingness to use SM tools for knowledge sharing (HU 88).

The introduction and use of enterprise social networks is advantageous for companies. The tools for generating benefits for companies by their employees include creation of user profiles with their personal information, features of discussion forums as questions and answers, creating shared documents in the inter-cloud-based solutions, subsequently sharing created documents, sharing knowledge and creating new ideas. The **advantages include engaging customers and employees into company processes, creating innovation through the sharing of knowledge among employees worldwide, better quality of decision making by creating a knowledge database arising from the discussions and employee profiles** (SK195).

There are **both possibilities and risks of applying standard collaborative learning instructions in the context of social networks** that have theoretical consequences as well. Scripting argumentation has some positive effects, but not in combination with individual preparation. The effects of leveraging SNS for knowledge co-construction were found mostly positive, but also with certain trap created by possible premature knowledge consolidation after individual preparation. Individual preparation can motivate participants, activate prior knowledge, reduce process losses and promote unbiased arguments (D015).

Both **the intensity and methods of exploiting social media in corporate communication vary depending on the country**. The comparison between Portugal and Germany showed that **while Portuguese organisations are more active than German organisations, they lag behind in experience and professionalisation**. German organisations performed less ad-hoc and more

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18   Forsgren, E and Byström, K (2018) Multiple social media in the workplace: Contradictions and congruencies.
    Information Systems Journal, 28 (3), 442-464. ISSN 1350-1917, https://doi.org/10.1111/isj.12156

systematic online communication (D009).

In **the PR, marketing and journalism**, social media quickly became one of the principal communication tools. Also, playful free-time activities and effective professional strategies tend to converge here. A Europe-wide research had shown that **the public relations practitioner's high level of personal and professional usage of social media bestows more importance to social media channels for the professional use**. The public relations practitioners also recognise the influence of SM on internal and external stakeholders and relevance of key gatekeepers and stakeholders along with a better self-estimation of competences (D081).

Due to the growing use of SM, so called **knowledge workers suffer from pervasive interruptions, escalating engagement and ineffectiveness along with social overload**. The examined knowledge workers have developed coping measures; how to deal with the negative effects of SM use? The knowledge workers acquire and internalise connectivity skills by direct experience, modeling and self-control. Matched-dependent behaviour **(imitation of model behaviour)** is particularly important in the connectivity field (AT032).

Learning and education is another segment in which convergence between playing and labor is present to a great extent. Teachers of the ICT subjects at primary and secondary schools appreciate SN because of the possibility to communicate easily and keep in touch with people they know (including former fellows). To ensure professionalism, teachers adapt their behaviour on social networks, particularly with regards to teachers befriending pupils. Some teachers try to keep a certain distance from them in fear of losing authority. Teachers are also concerned about the risks associated with using SNSs, particularly the security and privacy risks, and they feel even more under threat due to their occupation. The researchers found out that among teachers there are great differences of opinion about the use of social networks in the classroom (CZ025).

The phenomenons of mobile devices and social media which are nearly 24/7 used by students have become an integral part of life – hence they shall not be banned from classrooms but should become an integral part of the teaching process. For learning alone at home and in groups, **there should be productive learning formats for the active inclusion of web 2.0 / social media tools and mobile devices into classroom lectures and beyond** (AT027).

In the Czech Republic, majority of 15-year old pupils in mini-survey use Facebook daily if they have access to internet. They almost exclusively access FB via smartphones for communication. **Girls can live without it, but not so boys** (CZ002).

Croatian study was statistically more precise, according to which 95% high-school students use social networks, out of which 54% consider them significant and very important. They often use social networks to communicate (52%), play games (18%) and for education (15%). 78% students indicated that due to the use of foreign words and abbreviations, there exist problems, to some extent, with communication with people older than 40 years. Social networks are being used by 42% high-school teachers (HR092).

However, according to the findings of another study, **students do not use full opportunities offered by social media**. The majority of them have never used or even heard of collaborative editing, conversational and bookmarking websites, which are important platforms for language learning. Students need to master novel sites to enable them to collaborate on projects, do a creative work and edit etc. even when the contemporary generation of students has grown up with digital technology. They have different ways of thinking and processing stuff, which should make social websites' technologies invaluable in changing learning and teaching methods (LT014).

Open education through social media requires proper intercultural understanding. **The younger generation prefers independent learning and interactivity of social media with little respect to copyright and intellectual property**. Collaborative learning also enables students to collaborate with an emphasis on their individual approach, showing strengths and weaknesses of both learners and teachers. **More important than technological options are capabilities to maximise access to the target group for which education is intended.** Benefits of using social media in the on-line class include support for a sense of belonging among students as well as their ability to share information with each other (SK008).

E-learning has become fundamental at universities in last ten years. Universities in Europe are trying to keep up with the times, so they publish studies with the use of social networking in education. The popularity of social networks is still growing and familiarity of the environment of students might facilitate self-learning. **Targeting research teams to this social networking area would be beneficial for educational use** (CZ058).

In some higher learning environments, social media has evolved as a very powerful tool. A study examined the case of a university in Munich, Germany, where **Facebook groups seem to have become the main tool for medical students to complement the curriculum and discuss study-related content**. These Facebook groups are self-organising and quickly adapt to organisational or subject-related challenges posed by the curriculum. A wide range of topics is covered with a dominance of organisation-related posts (D020).

Students of economics at a Prague university, Czech Republic, **do not use the book as the primary source for their study. In many cases, the books were replaced in their role by social media,** as 86% interviewed students learnt also from Facebook materials and 17% exclusively from texts posted at Facebook (even though they were aware of risks of such an approach) (CZ073).

A survey at three Czech universities revealed that students use both e-learning courses and Facebook in their learning. 77% respondents use Facebook several times a day or practically always. Only 9% were not members of any study group on Facebook (CZ026).

Several surveys suggest that there is a big potential for using social networks, particularly Facebook, in education. **Facebook** also has many applications that support teaching and learning. Moreover, as one of the studies claims, it was confirmed that it **could cultivate positive learning experiences as well as enhance the rapport between the educators and their students** (CZ043).

There are **four groups of factors that mainly affect attitudes of university students towards the education that involves social media**. These groups of factors are Engagement, Information and Modern Technologies, Lecturers and Scores and Education on Facebook (CZ059).

A survey in Hungary also confirmed the usefulness of Facebook in the education process. Both young and older participants from the sample of students were equally interested and welcomed the idea of creating Facebook groups. Some have been actively involved in common knowledge building while others have considered and used it primarily as a tool for fast communication (HU001).

There are social aspects, such as personality and general Internet skills, which determine, in a specific environment, to what extent social media are used for learning exchange. **Active participation in this exchange is predicted mostly by gender and social aspects.** It can be said that for information sharing, in the context of university learning, social aspects are of particular relevance (D016).

The sociodemographic characteristics of students of primary and lower secondary school, a higher level of their computer self-efficacy, more positive attitudes towards new media and more frequent use of new media, as separate factors, are significant predictors of constructivist learning. In terms of teachers, their attitudes and computer self-efficacy are most significant in this regard. The greatest variance of constructivist learning, both in terms of students and teachers, can be explained by the attitude towards new media and computer self-efficacy rather than the use of new media in instruction (HR060).

More excessive internet usage, more frequent daily Facebook visits and more popularity are probably disadvantageous for students in terms of overall school attitudes. More extensive presence was particularly disadvantageous for females as well as students with lower levels of academic self-perceptions and motivation. Overall, college students appeared to be more negatively affected than the high school students (HU100).

YouTube and Facebook are the most frequently visited and most popular social networks among students in Romania. The most important functions of SM for them are **communication (including communication in interest groups), learning and exchanging information, exchanging photo, video, friend search and texting.** By adopting a customer-oriented strategy, SNS developers should devote significant attention to develop safety standards as well as user-friendly navigation tools as these measures can enhance trust as well as increase the numbers of users (RO004).

Educational games represent another level in play-labor relation as they directly connect (converge) both areas. At the same time, the role of social media is also considerable. **The early adopters of educational games are likely to be students, who are young, have only a few Facebook connections and play Facebook games in general**. According to the results, there may be differences between students based on their country of origin (CZ046).

Videoblogs represent another notable topic from the social media world. However, still many more texts could be published about them. Videoblogs currently are the dominant form of self-presentation of millennials. Vloggers' aims are to inspire young people, share their life experiences, pass on tips and tricks and promote products. Successful brands need also a good story that should entertain the public; **the criterion for the success of a vlog is a suitable brand image. There is often a shift from playful amateurish videos to more sophisticated videoshows making money.** Anyway, the Romanian vloggers want to keep the creativity, storytelling, honesty and facticity that they see as the key to success among the audience. Active online presence in other social media is also important for vlogging (RO019).

Do **social media create a cognitive loss** for a human? **Multitasking that is connected with the use of social media depletes brain's nutrition and leads to quick exhaustion, anxiety or even aggressiveness**. It can lead to permanent mental damage. Although it is really hard to beat the social media addiction, the results of giving up multitasking will be totally worth it. As the human brain is able to concentrate only on one thing at a time, people should manage tasks and do them one after one to stay productive (CZ006).

CONVERGENCE TYPE 3 - PRODUCER/CONSUMER

The relationship of type 3 convergence – producer / consumer – tackled variety of issues such as conceptual issues, relationships between producers and consumers, campaigns and public communication, media businesses and social media, impacts on health of social media users, ethical aspects of data mining and data protection, public administration and social media and legal issues.

Conceptual Issues and General Usage of Social Media

UK020 believed that social media have **two principal effects**: Firstly, an **unprecedented deepening of how media outputs and media-related expectations are embedded in our lives**. Secondly, **the growing salience of SM platforms in the stimulation of economic demand on which capitalism as economic model of development depends**. The difficulty of generating economic value from the effectiveness of any one targeted message pushes value-creators towards generating value through data by continuous automatic monitoring. The author suggested **a strategy to turn the focus toward the type of "social" now being constructed through social media.**

RO003 findings **show that time spent on SNS determines overall life dissatisfaction. Although there is no direct negative correlation between the duration of Facebook use and general life satisfaction, findings do not indicate an optimistic scenario about Facebook and its impacts on**

young adults. The variable "materialism" mediates the relationship between SNS usage and life dissatisfaction, indicating that **Facebook can generate negative shifts on users' general life satisfaction.** Therefore, this research is in line with other studies which indicate that the more people use Facebook, the more they become materialistic and as a consequence their life satisfaction levels decline. Rather than enhancing life satisfaction, SNS seems to foster materialism and dissatisfaction in life in general. This finding is in line with most recent finding which suggests that o**n the days the participants use social media, minutes of use are negatively associated with quality of day.** Moreover, perhaps a bit paradoxically, the results suggest that social media primarily displaces unpleasant or neutral activities.[19]

ES047 survey on the sample of 1,057 students from 13 universities in Madrid exploited that the respondents use Internet mainly to consume content with the same frequency for everything related to social media. Social networks seem to be the object of greatest interest and consumption; **the mass use of smartphones and the convergence of content have been essential.** Social media is the most common way for them to generate content. Therefore the authors speak about prosumers. They produce less content for blogs, audiovisual platforms or their own websites. The confirmed fact that in general they have an interest in co-design could be seen as a positive predisposition to creation that can add value to the media. The authors see this as a challenge for multimedia groups in Spain to pose a question, whether not to provide the young prosumers more tools to participate. **Six groups of media prosumers** among the sample have been detected: **no prosumers, mature prosumers, Millennial prosumers, teenager prosumers, passive prosumers and proactive prosumers**.

With the concept of participation seen as inevitable in the marketing field, HU028 pursued to present and separate the elements of the concept of participation. **The concepts of participation are described in terms of action and achievement focus.** The authors distinguished the phenomenon according to the **participants: the media target group (media audience), the marketing target group ("marketing audience", consumers) and the companies themselves.**

SL014 explored this idea and expectations about the social potential of merging production and consumption in social media by focusing on the issue of audience participation. It **proposes the concept of the dispositive (directed toward or effecting disposition/as of a case/) to simultaneously addresses historical and conceptual issues**. It presents its implications for the interpretation of social media and argues for the suitability of the theory of the dispositive for conceptualising the social potentials of social media.

SL011 presented literature review that consolidates scholarly research on SCRM. The authors proposed the following working definition: SCRM is a holistic organisational approach supported by strategies, technology platforms, processes, corporate culture and social characteristics. SCRM

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19   Jeffrey A Hall, Rebecca M Johnson, Elaina M Ross, (2018), Where does the time go? An experimental test of what social media displaces and displaced activities' associations with affective well-being and quality of day, New Media & Society Oct 23, 2018 https://doi.org/10.1177/1461444818804775

is designed to engage interested customer and other web-users on organisations' managed social media platforms in interactions as a means to providing mutually beneficial value in a trusted and transparent digital environment. Since CE becomes a central objective, a major difference between SCRM and traditional CRM is the focus of CRM on the management of a customer, i.e. to acquire, retain and revitalise him. In turn, SCRM is about the involvement and participation - hence **customer engagement** - of potential, current and lost customers as well as other web-users in an interactive exchange on SNS.

SCRM adoption in practice requires **management innovations and transformative approaches** to integrate SNS and Web 2.0 mechanisms. Organisations need to cope with a more intense and personal online communication aligned with principles such as openness and sincerity. Web-user integration and participation become critical to establish trust and commitment in buyer-seller relationships **which demands adaptations in mindsets towards collaboration and transparency. A cultural change within organisations becomes a success factor for a Web 2.0 based customer-centric organisation.**

There have been attempts at novel approaches to perform **high quality filtering automatically, through modelling not just words but also users, framed as a bilinear model with a sparse regulariser to predict real world phenomena in many domains including politics, finance and health** (UK037). Another research shows how modeling can be used for analysis of data from SNS and how appropriate visualisation can be useful for better understanding of data besides supporting decision making processes (SK226).

Since various social media sites differ fundamentally not only in their architecture but also in their optimal use, there are studies that suggest **operational recommendations to increase effectivity throughout a researcher's portfolio of social media channels** (D072).

Estimating the background knowledge of social media audiences may indeed be useful for interpreting the meaning of social media messages, but its utility depends on manifested structural characteristics of message streams (AT034). Rather than seeking entertainment and information splitting, **the strongest motivations for why people with disabilities join social networks are related more to maintenance of offline connections**. There is positive correlation between offline participation index and motives to expand one's social network and to seek out people with similar disabilities (LT001).

Relationships between Producers and Consumers in Business

RO014 presented **new ways to classify online consumers**, which served as a basis for psychographic segmentation based on respondents' activities on different online platforms. Also, this study contributed to the existing knowledge of customer behaviour in an online environment, in general, and on social media websites, in particular, by providing **insight through an examination of seven influential variables** (Clicking the ad, Experience using social media, Networkers, Watchers and Listeners, Concern for privacy, Log in pattern, Engagers) into developing

positive reactions to online advertisements. In order to be successful in social media marketing, **companies need to create a buyer persona and then develop and constantly adjust the online marketing strategy according to the interests of customers for long-term success**. Figuring out what goes best for which particular audience leads to success. **True customer engagement means commitment-focused, not transaction-focused.**

Surprisingly, HU058 suggested that **social media play a marginal role in the life of the companies surveyed. In corporate practice, the word social media is identical with Facebook**. Online content services and two-way communication are mostly conducted only on this site by the companies surveyed. The companies are trying to keep up with rapidly changing social media, but they create mostly partial solutions. The social media activity of companies is not a strategic issue, which, among other things, confirms that they do not consciously and systematically measure the results of social media activity.

CZ013 results illustrate that the posting frequency of all the analysed e-shops is slightly low, between 4-6 days. The e-shops vary in the most frequent types of posts. Posts that elicited the highest numbers of reactions were specific in their viral nature. A strong, s**tatistically significant correlation between the number of fans of the fan page and the frequency of their reactions to the posts was found.**

D055 showed that one-sided brand-to-consumer communication is now complemented by c**onsumer-to-brand and consumer-to-consumer communication. Media convergence is leading to a continuing increase in consumers' multitasking**. Thereby, **consumer involvement is further decreased.** It is rare for brands to receive the full attention of the consumer. On the other hand, social media provides consumers the ability to participate in brand communications and interact with other consumers about brands. Consequently, a large body of decoupled brand-related conversations is growing. As a consequence, **brand management runs the risk of losing control.** Thus, brands have to implement more knowledge about communication processes and its effects on consumers to cope with this challenge. **Brand monitoring has become crucial to brand success** in this communication environment.

HU080 research has highlighted two important consequences. On the one hand, on-line marketing spending is now difficult to bypass in case of any industry. The authors also found that some legalities work the same way in this relatively new medium as in the "traditional" channels: for example, resources are concentrated and not scattered. The presence of "information crumble" is is worth exploring as it can increase the effectiveness of campaigns. **The personality of the users basically determines the willingness to receive marketing communication messages.** This is not a new discovery, but **it is important to emphasise that social media make these personalities more and more definable than previously, which can be taken into account while allocating a full marketing and advertising campaign budget.** While designing social media presence, it is **worth thinking about the relationship between the target variable and the company's effectiveness in the campaign**. This research found that an approach similar to the "like" competition, which is still

common in practice, is highly questionable.

HU064 claimed that **community/customer relationship management is more a philosophy than a technological solution**. Everything should be included: classic CRM, community marketing, community networks and ultimately information technology. A wide range of classic CRM solutions should not be forgotten. A community solution does not tell us how much a customer bought in the store, from where a customer will buy next and how much a customer will buy. However, one can combine it with a classic solution that can tell a customer this information. Both of them together offer a service for the company, by which one can learn about everything about the client.

HU020 showed that the activity of consumers is largely accomplished by pressing the "like" button (the massive presence of passive consumers). The companies can work against this tendency by producing the properly positioned, activity-promoting content.

HU051 suggested that **the liking of a site - at least in the short run - is typically done for practical reasons**, but it is the responsibility of the company to handle this community for its own interests. However, inner motivations for users go beyond a primarily experience (consumption) based relationship to the online social sphere like pragmatic, information-focused intentions (e.g. exclusive information, timeliness, company offers, access claim for social media-specific contents), the expression of emotional binding (e.g. nostalgia, reference for acquaintances, personal involvement), social influence (the like as communication content, conformity, self-expression) and other thematic linkages beyond core company competences.

PL104 showed that firm-created as well as user-generated social media brand communication influences brand awareness/associations; user-generated social media brand communication had a positive impact on brand loyalty and perceived brand quality. Additionally, there are significant differences between the industries being investigated. This article is pioneering in that it exposes the effects of two different types of social media communication (i.e. firm-created and user-generated social media brand communication) on CBBE (consumer-based brand equity) metrics. Additionally, it differentiates the effects of social media brand communication across industries, which indicate that **practitioners should implement social media strategies according to industry specifics to lever CBBE metrics.**

Companies are reinventing business models to exploit new revenue streams and create relevance on a large scale. Required skills include **targeting "fans" as well as a more effective connection with customers to create a spirit of membership**. In addition, the use of data by media companies is in the crosshairs of regulators. As a result, a company's ability to maintain trust becomes a key differentiator (B009).

The results of a quantitative survey indicate that **the members of "Generation Y" are keen on social media reviews with regards to travelling and tourism**. They are collecting and sharing travel information through mobile platforms even during travel, though the on-site high technology is not

so important for them. However, using data-mining to survey their habits, even for the purpose of assuring personalised service for them, is not acceptable for them (SK108).

Four independent studies have demonstrated that **successful brands can be created in virtual worlds and user-generated content drives the creation of unique brands.** That is why social media strongly influence the social value perception of brands and impact consumers' purchase decision process (AT019).

The SCRM is not a substitute for traditional CRM systems, but it can be an integral part of it; creating value for both the buyer and the organisation. The features of SCRM are mainly characterised by the characteristics of social media and the behavioural rules and habits of community platforms. **Interactions become a central element, driven and initiated by consumers and buyers.** Businesses need to approach the management of interactions and their handling as information sources (HU047).

The major difference between SCRM and traditional CRM is the focus of CRM on the management of a customer, i.e. to acquire, retain and revitalise him. In turn, SCRM deals with the involvement and participation – hence customer engagement – of potential, current and lost customers as well as other web-users in an interactive exchange on social media (SL011).

LV014 proposed an added value model which enables the corporate communication process in social media to be constant. Besides creating an added value for communication, this model is chooses specific social media according to the message character. The model illustrates the potential of social media to serve not only as a corporate communication channel, but also a platform, which provides a limited or full range of services and service support and satisfies users´ needs.

The key to success of promotion of the company, products and services is the efficient targeting of advertising messages in such a way that the ad is displayed only to those users whose profile information indicates that they might become customers of the company. **The communication on the social network is valuable if the fans respond actively to the range of products and recommend them further** (SK205).

A study examining airline Facebook pages showed that they contain just limited information and are not substitutes of airline websites. Most of airlines enable users to post content (some of them are not enabling being based in countries having ban on Facebook). By replying to users' posts, 68 % airlines use FB as a customer service platform. **The major determinants of whether an airline operates a FB page are airline size and its business model – the low-cost airlines having the highest Facebook adoption rate** (SK015).

There are significant gaps in the use of social media (administration of a profile) and its active interlinking in the framework of integrated marketing communication. In comparison with the USA, the competitiveness in using social media among companies in the Czech Republic is

relatively small. 62% of the companies operating online do not interlink any social media with their websites or they do not use them at all. 69% companies from sample link their websites and profiles on Facebook and Twitter (CZ063).

Among Polish companies, in the approach to the social media as a communication channel, the traditional way of thinking dominates, in which they are treated as just another promotional tool used by marketing and PR departments. Although they recognise the potential of SM and try to apply them in marketing efforts, using SM in this way is not integrated and does not allow effective building and protecting company reputation in the Internet environment (PL109).

The effect of activities in social media marketing (SMM) and tribal marketing is the emergence of so-called brand communities. The basic means of SMM include video, graphics, text and links and applications; not so much audio transmissions. **The most important social media communication tool is the fanpage run on SNS**. Google.com is the most popular website followed by Youtube and Facebook. **Marketers very frequently cooperate with bloggers and youtubers**. An additional form of brand promotion may be the presence in interactive social gaming (PL009).

Among companies using social media, **the size of the company was not so important in determining whether the company used social media to attract customers**. Compared to 83% large businesses, 78% small businesses used them to build image or market products (SK111).

Providing customer support or even the existence of individual customer support profiles of brands on social networks is now more than a competitive advantage. In the near future, with the changing preferences of the target audience while choosing the right communications channels, **the online environment, especially SNS environment, will in some cases be an essential part of brands' marketing strategies** (SK199).

Through promotion on SNS, the company may gain a competitive advantage and a number of benefits: **increasing awareness of the company among potential customers; acquiring new customers; building brand and company image; supporting corporate innovations; increase in the potential of customer loyalty** (SK225).

When Web 2.0 technologies are applied in healthcare, the terms eHealth, Health 2.0 or Medicine 2.0 may be used facilitating (1) s**ocial networking, (2) participation, (3) apomediation and (4) openness in groups. Several studies claim that Health 2.0 is transferring the way health professionals and patients interact with each other and relate to each other.** A survey showed that patients primarily used Twitter (59.9%), especially for increasing knowledge and exchanging advice, and Facebook (52.3%), particularly for social support and exchanging advice. Professionals primarily used LinkedIn (70.7%) and Twitter (51.2%) for communication with their colleagues and marketing reasons. Patients' main barriers for social media use were privacy concerns and unreliability of the information. Professionals' main barriers were inefficiency and lack of skills (B013).

Campaigns and Public Communication

AT001 results suggest **a strong indirect relationship between social-connectedness and crowdfunding success.** Stronger social ties have been argued to be important for trust in distributed teams, online communities and institutional success. Organisations can use these results to "tune" both their internal crowdfunding campaigns and aggregate social networks.

SL019 took care of **anthropomorphism (the attribution of human traits, emotions or intentions to non-human entities) and prestige of corporate brands to be found to positively influence CBI**. Also, CBI positively affects consumers' active engagement and fully mediates the effect of BP (brand anthropomorphism) on CBE with corporate brands.

D075, a quasi-experimental online study with 259 subjects, showed that e**specially a high company reputation leads to an increased willingness to click on the "Like" button.**

UK032 explored the success of celebrity friendships as a marketing device through an analysis of audience comments in response to one online interview. It proposes the term 'buddy banter' as a means to illustrate the presentation of close celebrity friendships in a multi-gender, group environment. Analysis revealed **banter to be a useful means of attracting audience attention.**

SK204 observed that an important factor in selecting tourist destinations and related campaigns is the gender of the respondents. Statistically, the authors proved that **photographs from visited places are shared on social networks mostly by women**. The results suggest the group on which destinations should primarily focus in their online activities. A study based on 2830 participants showed rapid and strong changes in the collection of field data and making a travel decision. **Business travelers usually choose the hotel which is recommended by their company, though a large number of them uses search engines and online travel agencies.** In the case of **tourist travel, the recommendations of friends and colleagues have the far most important role –** this is the main source of information, followed by websites, search engines and online travel agencies (HR003).

SL018 argued that organisations are investing heavily in various social media applications. Several case studies showed that such undertakings may be promising at first glance, but often amount to little. More attention has to be paid to the factors that influence the business value of a social media application. The paper argues that t**he business value of a social media activity depends on having a correctly identified purpose of its implementation (scope and targeted benefits) on the technological solution and also on user involvement (user groups, users' motivation and skills)**. All these can then be used in the ex-post analysis to evaluate whether the expected business value was achieved and, if it was not, which corrective actions should be taken.

SK099 took care of **the weaknesses of the methodological process of sentiment analysis in the ambiguity of assigning polarity expressions.** The analysis shows that the best ranked statuses were in the category of advertising, sponsorship and PR, while the worst ranked statuses were in sales

support, e-mail marketing and socially responsible marketing. Nevertheless, SK100 argued that sentiment is one of the best tools for getting customer feedback and tracking reputation. Problems with polarity determination, text vagueness and the removal of opinion spam are not yet fully resolved and require discussion in a professional linguistic.

HU094 results of quantitative survey (N=2000) indicate that most Hungarians gather information through social channels and need personal experiences about new technologies such as renewable energy sources, which can result from conversations or observational learning (e.g. while consuming online content). In this regard, **it is important to find potential social hubs (connectors) and mavens that will foster information diffusion** and it is inevitable to focus on the young generation that spends enormous time on the Internet, especially on social media sites.

ES054 highlighted that dramaturgical interaction is the one that gives more meaning to young migrants' presence in social networks. **The type of relationship young migrants establish with their contacts is the typical relation that exists between the actor and his audience**. The friends at the social networks are a group of people rationalised as a public and for the selection of that audience, reasons and arguments are used that are different from those used in face-to-face interaction. Thus, if the establishment of social relations in the street occurs frequently spontaneously, this action is deliberate and / or planned in online social networks. In this sense, it can be said that young people interact like actors because they see the recipients as a future audience of their representations. Adding and blocking some friends, acquaintances and relatives and not others enables young migrants to configure their audience that can be segmented according to legitimate affinities. The point where the dramaturgical nature of the interactions of young migrants in online social networks is undoubtedly more evident is the analysis of the content and intentions that fuel communicative practices. In terms of content, by not requiring co-presence, interactions between internet users suffer from a lower repertoire of expressive resources. Possibly, photographic images form part of the preferred format among the young people studied. So, the risk of a dramaturgical action on the internet being discovered as false is less than in face-to-face interactions.

EE014 revealed that taking into account the cultural differences between these countries, Vodafone implements **a local strategy in corporate Facebook campaigns**.

Studies showed that academic social networks are becoming more and more important (B010).

Multinationals are active users of social media: **FDI and online networking converge in international corporations**. Companies with similar (fixed) characteristics but with double Facebook followers show 4% higher investment volumes. Similar companies with double Twitter followers invest 15% more capital abroad. The effect of SM on FDI is on the average 3.9% higher on B2C than on B2B firms. Online social networks (OSNs) have a greater effect on firms with high-international activity. This result suggests that firms need to invest and develop mobile and

customer capabilities in order to fully exploit the benefits of social media for FDI. In the knowledge-based sector, OSNs have a greater impact on foreign business activity. Governments are beginning to understand the power of SM to communicate with multinational corporations. Hashtags such as #SpainLovesTesla are a starting point in the social media calling for FDI. Still, the relationship between SM and professional networking sites is underexplored, as is the use of internal digital tools (PL107)

 SK275 examined social media usage in public communication by public libraries in Slovakia and the consumers of their services. Mostly used by libraries is Facebook (40%), frequently used are also Foursquare and Google+, however their profiles were mostly non-active or incomplete. **Libraries on their Facebook pages react seldom to the fans´ posts** which can be considered a mistake. **The social media are not well connected to libraries´ web pages and sometimes the libraries even substitute their web page with Facebook page.**

A case study showed that **with the help of online content and online media, a right-wing party was able to occupy the media sphere despite the fact that the mainstream media were blocking it in their coverage** (SK338).

An analysis examined the marketing strategies and attempts of destination management organisations related to Game of Thrones-induced tourism, i.e. associating their social media activities to the popular TV series Game of Thrones. **The analysis provides support for the use of visitor-generated content to be freely incorporated in DMOs social media activities in order to develop destination images and enhance the authenticity of the place with special emphasis on popular culture tourism**. In some of the six countries with filming locations of the series, DMOs linked the destinations to the TV show through their Instagram profiles. But rather than attracting film-induced tourists, they focused on existing tourism segments (SL023).

SM attracts attention of third sector charity organisations as it provides opportunities to approach people in fundraising campaigns. In the new media, the "old" logic no longer exists as they typically have other – younger – audience. They need to be addressed differently and bring **new challenges** , like "slacktivism" or "clicktivism" phenomenon (HU012).

Garnering attention for new products in a media-saturated convergent environment is challenging for producers seeking to capture the imagination of audiences. **In a specific case of promotion of a television series, knowledge and awareness of the series are enhanced through strategies such as promotional tweets, social media posts and actors' live tweeting during episodes.** Another phenomenon reflects the fact that reporting in popular press focuses on celebrity figures as well as the interaction between them (UK032).

It was found that only 21% of cases of the examined status messages of city mayors were personal, while most of the time they used Facebook as a bulletin-board for announcements of their political affairs. Only 17% of comments were cynical; 18% of them were categorised as constructive. This shows that **citizens are able to be constructive and rational on SM,** even when they are not

guided to do that. Many of the comments were supportive (37%) and neutral (28%) (HR104).

On the one hand, findings of an Austrian study support **a sceptical perspective regarding SM's perceived significance and effects on political campaigns**. In line with the emergence of hybrid media systems, political parties in Austria and Switzerland do not discriminate between offline and online political communication strategies, but perceive social media as a fairly marginal part of their online activities within a broader integrated campaign strategy (AT033). On the other hand, **the positive communication on the SM is a crucial part of voters targeting during the campaign period**. The visibility of the candidates and their communication were effective when they used emotional and positive messages and were able to communicate in a positive manner (SK095).

Media Businesses and Social Media

D007 argued that most successful global new media corporations maintain their competitiveness over old media corporations by applying the following business models: tipping point strategy, Crowd sourcing strategy, Mesh Companies Strategy, Micropayment and nicheisation of media market, User-generated content, Content re-purposing, cross-media content and global convergence as well as Experience Economy.

Figure 4: A Conceptual Diagram Showing Links Between Consumers, Market Characteristics and Technologies
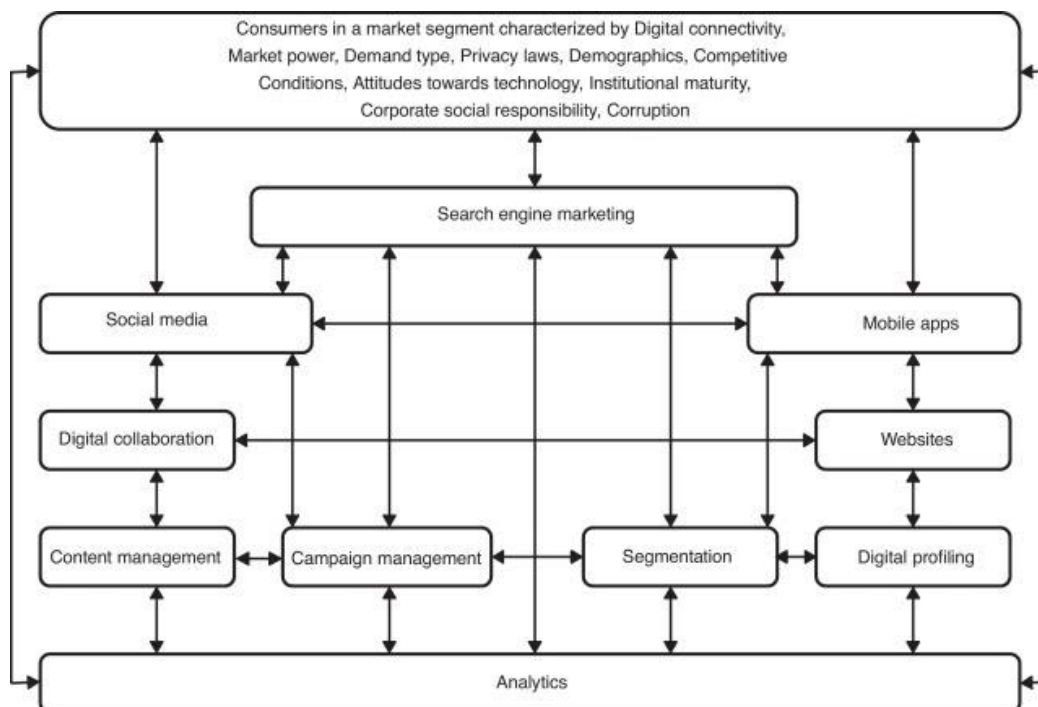
Source: Dureen Jayarama, Ajay K.Manrai, Lalita A.Manrai (2015). Effective use of marketing technology in Eastern

D002 results show that the most important media channels continue to be traditional media (newspapers, radio, TV and magazines), rated highest by 76.5% of APAC PR and corporate communication practitioners – albeit only by a slim margin. Communication professionals use media to monitor news and public opinion (76.3%) as much as they do for distributing information about their organisation, its products or services (76.1%). According to other studies, this implies to listening and two-way communication, but **monitoring is mostly done for self-serving purposes such as gaining intelligence on competitors and targeting audiences**. Earned and owned media is expected to gain more importance within the next three years by a majority of practitioners (72.8%/56.3%), with very few believing that these will decline in importance. **Owned media content is expanding well beyond traditional corporate publishing, 'advertorial', and early relatively innocuous forms of product placement in which products are clearly visible** (i.e., transparent), to include an array of newforms of sponsored content and media channels negotiated and largely controlled through 'strategic media partnerships'.

Impact on users´ health

IE011 explained the negative impacts of social media especially with users with mental health issue. The results of the study showed that **there are both positive and negative impacts of social media platforms.** Some of the positive impacts of social media platforms include that it is great for making and maintaining relationships with people, self-expression, self-identity, emotional support and community building. On the other hand, the negative impacts of social media platforms include issues like increased levels of depression and anxiety, poor sleep quality, dissatisfaction with body image, cyberbullying and FOMO (*Fear of missing out)*. In general, these negative impacts of social media are typically attributed to unrealistic depictions in posts that cause viewers to feel inadequate. Additionally, other research cited here has found that **the spending more time on social media and social platforms that you are on can lead to increased negative feelings and rates of depression and anxiety. Interestingly, rating showed that YouTube is seen as the most positive SM**, followed by Twitter, Facebook, Snapchat and **Instagram (most negative SM).**

Thematic analysis with focus groups suggested that **adolescents perceived social media as a threat to mental wellbeing:** 1) it was believed to cause mood and anxiety disorders for some adolescents, (2) it was viewed as a platform for cyberbullying, and (3) the use of social media itself was often framed as a kind of addiction.[20]

Ethical aspects of data mining and data protection

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20   O'Reilly, M., Dogra, N., Whiteman, N. et al. (3 more authors) (2018) Is social media bad for mental health and wellbeing? Exploring the perspectives of adolescents. Clinical Child Psychology and Psychiatry, 23 (4). pp. 601-613. ISSN 1359-1045, https://doi.org/10.1177/1359104518775154

UK005 introduced a survey on the sample of 65 participants in UK, Norway and Spain. The research has identified two ways of thinking about the concern with fairness related to data mining and using for advertising etc. The first way of thinking sees a concern with fairness in SM data mining as a form of contextual integrity in practice. The second way of thinking about users' concern with fairness is through debates within media and communication studies seem to suggest an interest amongst social media users in the possibility of a fairer social media world.

A meta-review of industry and academic case studies on SM **suggested that guidelines on ethical conduct should be based on current evidence and standardized to avoid discrepancies between, and duplication across, different institutions, taking into consideration different jurisdictions. Respondent views varied considerably with respect to ethical considerations in SM research. Respondents were much more likely, almost unanimously, to support the use of numerical aggregate data (such as overall statistics) than qualitative research involving quotes or interpretation of quotes. Respondents agreed overwhelmingly that the terms of service of social media platforms are infrequently read and should not be relied upon.** [21]

According to GR044, **the issue of regulating freedom of expression on Facebook seems difficult as both regulators and law enforcement mechanisms have not fully captured the role of the user as a co-creator on the internet**. As far as the protection of privacy on SNs is concerned, **the technologies cannot offer a general solution because they are technologically and operationally constrained**. They are also not directly applicable to some popular social networks. **It is therefore necessary to improve the level of knowledge and use of institutional and technological mechanisms for the protection of users' privacy**. It is also necessary to develop easy-to-use mechanisms for the use of personal data and mechanisms that allow data control including asking for consent while using personal data by third parties (GR044).

Table 21: The Seven Possible Privacy Policies

No information collected	Information is collected	Information is encrypted	Information is secured
P0	Information is not passed to others	P1	P2
	Information passed for expected purpose	P3	P4
	Information passed for any purpose	P5	P6

Source: Margaret Jackson, Jonathan O'Donnell, and Joann Cattlin (2016), Simple online privacy for Australia, *First Monday*, Volume 21, Number 7 - 4 July 2016 https://firstmonday.org/ojs/index.php/fm/article/view/6645/5528 doi: http://dx.doi.org/10.5210/fm.v21i7.6645

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21 Su Golder, Shahd Ahmed, Gill Norman, Andrew Booth, Attitudes Toward the Ethics of Research Using Social Media: A Systematic Review, J Med Internet Res 2017 | vol. 19 | iss. 6 | e195 , http://www.jmir.org/2017/6/e195/

Australian authors developed a three-layered approach to online privacy policies which provides a simple framework for businesses to use.[22] The seven possible privacy policies that could be generated from the questions posed. An icon, a capital P with a number from one to six, designates each option

Public Administration

D043 results show that **there are strong differences between the respective popularity of social media services for each city.** The most-used social media platforms are Twitter, YouTube and Facebook. All in all, 15 (with Tumblr, 16) different social media platforms are used by 31 cities. Twenty-nine cities use at least one of the social media services; on the average, four services are used per government.

SK273 examined quality of public communication of regional authorities via Facebook. Five of eight self-governing regions in Slovakia have the Facebook link placed on their web page. Number of their followers of the Facebook page is still very low. **The regions inform, by this way, mainly about events for the public and use the Facebook page mainly for one way flow of the information.**

Table 22: Hyperlinked Messages and Copyright

Hyperlinked as	Author´s permission	Proven Profit Motivation	Knowledge about breaking the Law when using hyperlink	Making a Work Public	Breach of Copyright
Open access	yes	N/A	N/A	No (Svenssion, GS Media)	No
Not Open Access	Yes	N/A	N/A	Yes (Svenssion, GS Media)	Yes
Open access	No	No	No	No (GS Media)	No
Open access	No	No	Yes (for example, following notification)	Yes (GS Media)	Yes
Open access	No	Yes	On the basis of assumption that can be rejected	Yes (GS Media)	Yes, if it will be proven that a person that made hyperlink public was aware of illegality of such action or if such a person does not prove that such assumption is incorrect
Not Open Access	No	N/A	N/A	Yes (Svensson)	Yes

22 Margaret Jackson, Jonathan O'Donnell, and Joann Cattlin (2016), Simple online privacy for Australia, *First Monday*, Volume 21, Number 7 - 4 July 2016 https://firstmonday.org/ojs/index.php/fm/article/view/6645/5528
doi: http://dx.doi.org/10.5210/fm.v21i7.6645

Citizens can now assume an active role in designing government services by becoming co-designers. However, despite the possibilities to actively contribute to government activities, **citizens still prefer to passively consume information, if at all. The main barriers to deeper interactions are citizens' unawareness of government profiles, missing perceived benefits, missing trust and perceived pressure from their social environment**. In general, the social environment plays an important role, both in the decision to 'like' government profiles on Facebook as well as in the decision (not) to contribute to e-participation on Facebook (D079).

We present here a Table 22 that illustrates legal-judicial approaches towards hyperlinked texts from the point of copyright protection. This issue is often behind many copyright conflicts in convergence type 3 - producer/consumer relationships.

CONVERGENCE TYPE 5 - LEGACY/NEW MEDIA

There are four key features of social media adoption in journalism: **hybridity, convergence, fragmentation and changing relationship with the audience** (UK104). Bulgarian study documented these changes in detail. The new business model that is on the rise is the multichannel model. The journalistic profession is demanding novel multichannel and technological skills. There are visible genre transformations particularly in the audiovisual media. The language is also changing - colloquial expression and jargon dominate. PR texts for online publications normally do not follow the typical rules of print texts. They combine video, hypertexting, use of press releases and iconographics in social media.[23]

Speed, agility and ability of segmentation that networks provide are their great strengths; being a platform for management and access to latest news, where the user can access media and topics or specific journalists that they are interested in. **SM can be considered useful to democratise political knowledge beyond the offer of traditional media.** Most respondents consider that social networks are an appropriate way to receive political news, while some of them suggest that it has brought other qualities to the news too. According to them, **the news are now "more immediate, with more sources, better accessibility, more diverse and broader" and with a less partisan**

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23 Svetla Tsankova, Biliana Tomova, Stela Konstantinova, Martin Osikovski, Maria Nikolova, Diana Andreeva, Gergina Mancheva, Ivan Valchanov/Светла Цанкова, Биляна Томова, Стела Константинова, Мартин Осиковски, Мария Николова, Диана Андреева, Гергина Манчева, Иван Вълчанов (2016), Economic and professional transformations in a convergent media environment, Икономически и професионални трансформации в конвергентна среда, Economic and social alternatives, 1,2016, Икономически и социални алтернативи, 1,2016, 115 – 132, https://www.unwe.bg/alternativi/bg/journalissues/article/8645,

focus. For most of the participants, social networks serve as a channel of greater freedom to express opinions compared to traditional media, where information is vetoed in accord to the ideology of the media (ES037). However, as we discuss later, although digital media can help challenge mainstream news agendas, but the most popular stories do not reflect this democratic ideal. [24]

The border between convergence and cross-platform is difficult to define, so it can be noticed that **media companies have chosen both convergent and cross-platform solutions for their online products.** This relates specifically to the multimedia content found on the news sites and accessible on mobile devices in a device-specific approach or in a traditional-desktop approach or their combination. Another conclusion of this study shows that **the characteristics of mobile sites do not influence the number of views and visitors**. The mobile and wireless technologies increase the forms of media convergence (RO008).

The audiences select their new media platforms and the nature of their participation according to their existing beliefs and attitudes just like they do with traditional media. However, **there are two traits the digital media do not share with legacy media: (1) the establishment of echo chambers to a greater extent than the latter do and (2) the enhancement of interpersonal communication – changing the nature and interpretation of the agenda setting and framing of the news and information that is disseminated.** The wholesale alterations in the media world in its relationship with audiences and the addition of different and substantially increased forms of fake news are contributing to an **entirely different kind of public sphere. Individuals and technology companies have become much more important curators of information and news** than they were anytime before. Also, their engineering of the public sphere is quite different than that of the traditional media. Therefore, the combination of fake news and digital media could be considered a major problem that is threatening the liberal democracy (RO033).

Four news media typologies – repertoires – emerged out of the statistical analysis offered by a Belgian study: **'traditionalist news viewers', 'new generation quality news readers', 'audiovisual and social media lovers' and 'digital news omnivores'**. The overall pattern mostly reflects continuities in the evolution of the French-speaking Belgian media landscape: legacy media, especially national quality newspapers (whatever the platform), still have an important position across the four repertoires. **Users in the older generation (R1) rely upon legacy media and traditional platforms in their repertoire, while younger and more educated users (R2) mix traditional platforms and digital platforms in order to access (read) legacy news media. Even in R3 and R4, the legacy media do have a significant role – mostly audiovisual media in the former and media websites in the latter.** In addition, the survey results indicate that **most of the informants consume news media as 'receivers' rather than 'participants'.** The trend is that more and more sources become digital. In addition, news sources in legacy media are challenged by

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24 Tony Harcup & Deirdre O'Neill (2016): What is news?, Journalism Studies,
        DOI: 10.1080/1461670X.2016.1150193

social media as well as born-online news media (B003).

There is a difference in trust of the news consumers according to the type of Internet source from which the user gathers information. The results disclosed the differences between Web 1.0 websites and Web 2.0 social media, showing that c**onsumption of news from information/news websites is positively associated with higher trust, while access to information available on social media is linked with lower trust.** This can have implications for the debate on social media as a public sphere and the tension between professional and citizen journalism. In general, the authors state that the consumption of online news is linked with trust (IT028).

There is a broad discussion about the role and actual shape of journalist profession, its development and complex relationship that professional journalists have with social media as well as the way this relationship plays out in reporting news. Still, as one of the analyses points by tracing various aspects of the complex dynamics shaping social media points, **the profession of journalist is very much needed for the society** (DE004).

There is the question of determining authenticity and suitability of information on SNS. In a survey, questioned journalists emphasised the ability to do this as one of nowadays professional virtues. **To be able to analyse whether a content is real or false (fake) implies constant upgradation of the relationship with digital technologies**. Journalists themselves should assess possibilities offered by tools such as social networks, but be aware of the risks and challenges associated with them. They tend to consider that **social networks offer indicators / guides for the search of information than products ready to use**. Some journalists emphasise that social networks are an additional source that must be verified against other sources that fulfill applying relevant journalistic criteria (ES019).

Social media may provide opportunities supporting journalists' practice. **Sports journalists** in Germany perceive social media as valuable tools for their profession as they keep themselves up-to-date offering access to many valuable sources such as accounts of professional athletes etc. On the other side, the respondents were aware of challenges. They pointed especially to **the growing difficulty of receiving exclusive information**. So, they, too, indicated that i**n the given sense, social media hamper journalism practice.** There are also new challenges that concern verifying information from social media sources. Altogether, they **see social media as another tool in their toolboxes than a new multifunctional tool**. The examined group of journalists uses social media to gain insights behind the scenes (DE001).

C**onvergence is proving to be an efficient strategy for media consolidation and sustainability, but at a cost that in this process, journalism as a profession and as practice, is in decline**. The emerging 'super-journalist' paradigm leads news workers to high levels of familiarity with new tools and applications, but maybe at the cost in the field of accountability, charisma and integrity. So **convergence, implemented primarily as a cost effective strategy does not promote better journalism** (CY005).

Social networking sites seem to provide journalists quick and easy access to a range of sources that are not readily and immediately available on platforms other than social media. Particularly during breaking news events and routine news coverage, journalists refer to Facebook as a source of information. Moreover, **it can be assumed that 'networked publics',** through their social interactions on Facebook, **can influence journalists' perceptions of who and what is deemed newsworthy**. **Facebook also seems to push news media organisations to replace their 'editorial logic' by an 'algorithmic logic' for the presentation of news to their publics. News stories and headlines are presented in a way to increase their sociability and their virality – which leads to concerns about the intensification of the commercial pressures on journalism**. **Facebook is capable of facilitating manipulation of the dissemination of news – prioritizing certain news stories over others, which further challenges professional journalists' editorial independence and gatekeeping** (B004). However, more in depth studies as an example of the Dutch media suggest that there are substantial differences how basic Facebook features are used, even when media from the same publisher are compared, suggesting that there is no clear (company) strategy on using it. Only two (local Dutch) media make an effort to respond to the audience after they have made a comment and only a few media ask for interaction, which suggests a passive strategy. The quality Dutch news media are doing less than the newly-established media in terms of interaction on social media (B017). **The news value of Prominence and style features of Brevity and Simplicity have proven to be especially well-correlated in their impact on article popularity on Twitter and Facebook**[25].

A research based on in-depth interviews with employees of two media companies in Slovenia – a newspaper publisher and a TV company – revealed altered methods of production based on the recently integrated editorial departments and the reorganisation of work. **The convergence at the newspapers encompasses organisational, professional and spatial reshaping with the centralisation of work into joint newspaper and online office. The online edition encourages readers to buy the printed version, since it remains the primary source of income. On the other hand, the printed version advises to visit the website to watch audio-visual stuff there** (SL001).

European newsrooms were following the logic of the print culture since long. However, there were regional differences. **Especially in North-Central Europe** (Germany, Netherlands, Austria and Switzerland), **the shift to convergence culture was impeded by a long and strong tradition of print journalism**. **Spain and Portugal showed more diverse strategic approaches when it came to adapting to the possibilities of new media environments.** They implemented new editorial routines with more effort and made use of new formats and transmedia storytelling. **In all observed countries, newsrooms have policies for guiding the production of social media content and publication strategies on social media channels** (ES049).

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25 Piotrkowicz, A orcid.org/0000-0002-7723-699X, Dimitrova, V orcid.org/0000-0002-7001-0891, Otterbacher, J et al. (1 more author) (2017) The Impact of News Values and Linguistic Style on the Popularity of Headlines on Twitter and Facebook. In: The Workshops of the Eleventh International AAAI Conference on Web and Social Media. ICWSM NECO 2017, 15 May 2017, Montreal, Canada. Association for the Advancement of Artificial Intelligence

The best relationship is between the news organisation in the complex media environment with the community that it serves: **be direct, effective, participatory and interactive** (HU030).

A sound example of successful media convergence is a survey made in Spain on p**opular radio stations in Colombia that assimilates the digital environment and develops the ability to communicate through the internet in certain multimedia manne**r – present videos, pictures, audio and text while adjusting their language, form and content. They enrich their communicative product with creativity using social media. From them, the **examined radio stations prefer Twitter through which they can complementary offer stuff like notes, videos and hyperlinked sounds** (ES007).

In Spain, radio stations have been establishing a fully interactive communication with an audience, who became "incipient co-creators". Big part of the radio stations offers listeners possibility to participate through blogs, social networks, etc., thus creating a new communication space where listeners can enrich the discourse and modify programmes. The use of social networks and similar communicative resources has an increasing penetration into the morning shows. However, its use is not as extensive as in television (ES056).

There are *twitterised* news ecosystems, in which the immediacy of Twitter enhances awareness and anticipation capabilities of journalists. The "always-on mentality" of tweeters blurs boundaries between work life and private life while helping correspondents to get access and pass on information instantly. Journalists utilise **Twitter to directly convert on-site capital into discoursive authority in the public sphere. However, this comes with costs: i. a. the multitude of layers of communication and modes of anticipation can cause inconsistencies and misperceptions**. In such news ecosystems, the domains of journalistic observation constitute augmented spaces constituted by physical and digital sociality (DE015).

Another consequence of social media influence in journalism is **the proliferation of news organisations that are purely acting as curators by finding breaking news stories on social media and simply verifying it.** Also in (smaller) traditional media such as local newspapers, there are a number of challenges to the use of social media in news gathering. But there is **a space for building a personal brand for reporters that can lead to brand loyalty and secure their position as a watchdog**. The overall findings of the article seem to suggest that **although the interactive model of news may develop further in the future, this is more linked to the output of individual journalists whereas news organisations are far more likely to still rely on the top down lecture form of disseminating news and using social media as a driver of traffic and advertising to its online spaces** (UK001).

As Twitter is considered a tool with a special importance for journalists, **a system was proposed to monitor current data-flow on Twitter, analyse it and extract relevant events.** That should help news agency catch relevant news in time. The idea was inspired by the fact that about 20% of

Twitter users are posting informative tweets (CZ070).

The other side of coexistence of the new and legacy media is related to the question of trust in media. A German study revealed **declining trust in traditional media**; a phenomenon hardly predictable from previous research taking into account traditional, citizen or social media use for news. Results show that **perceived media bias has a negative effect on all news without distinction between news in traditional, citizen or social media** (DE009).

There is an interesting and apparently successful attempt in an EU Member State to legally align broadcaster-distributor relationships (B006) which called for the signal integrity policy debate and legislation in Flanders Belgium (2010-2014). The media legislation recognises the principle of "signal integrity," explicitly entrusting the ownership of the broadcasting signal to broadcasters. The Flemish case study firstly illustrated how the reality and impact of digital convergence are the result of complex a) policy decisions, b) economic pressures and c) technological option. Secondly, it illustrated how the complexity of policy decisions in converging media activities allows the growing power of industry experts in policymaking rather than "the traditional 'subsystem' of dedicated civil servants, legislators and selected industry players." This signal integrity claim in fact consists of two arguments: "content integrity" and "economic integrity."

The Flemish media law states that distribution companies have to transmit a television broadcast signal without interruptions or alterations and functionalities that contravene this require prior consent from the concerned broadcasters. Services that breach content integrity (i.e. go against the editorial independence, autonomy and responsibility of broadcasters) can be refused outright by broadcasters. In return, any remuneration that broadcasters receive for allowing functionalities must be invested in the production of Flemish content considering this as an original regulatory solution. We managed to get follow-up on this case from a local source. After the decree on signal integrity was approved, the most important broadcasters in Flanders managed to reach agreements with television distributors on the transmission of their signal. Largely, remuneration from distributors to broadcasters was maintained at the same level or even increased. Since a couple of years, broadcasters are complaining about the power imbalance between them and the main cable provider, Telenet (a subsidiarity company of Liberty Global). The latter, which serves approx. 75% of Flemish household with television sets (often in a triple play with telephone and Internet) refused to disable ad skipping when people are watching programmes in a time shifted manner. 90% of Flemish household, in watching time, shifted to using digital video recording functionalities. Time shifted viewing is at an average of 17% all the day now, going up to over 30% in prime time and up to 70% for some very popular, Flemish programming. This obviously means less income for broadcasters and less money to invest in original content. While broadcasters do not want to end time shifted viewing, they want some minutes per hour of unskippable advertising. They have asked the Flemish government to intervene through regulation (possibly elaborating on the signal integrity decree). The government has ordered a study that is about to

close.[26]

Finally, we present typology of convergence which associates types of convergence identified in examined studies with specific or general types of social media (Table 23). **The most often tackled issues in research on social media and convergence were those that tackled convergence of legacy and new media in social media.** If one includes here specific social media as well as more types of social media, this type of convergence (legacy/new media) clearly is most frequent.

Table 23: Combinatory (Pair) Dual Typology of Convergence

	play/labour	private/public	producer/consumer	amateurish/ professional	legacy/ new media	play/labour, amateurish/professional	private/public, producer/consumer	private/public, amateurish/professional	private/public, legacy/new media	producer/ consumer, amateurish/professional	producer/ consumer, legacy/new media	amateurish/professional, legacy/new media
In general	24	102	74	38	211	6	10	6	17	9	43	7
In general, Facebook	-	5	2	1	4	-	1	-	-	-	4	-
In general and several SM mentioned	-	5	3	1	10	1						
Facebook	17	46	35	7	39	1	5	2	7	1	9	2
YouTube	1	3	8	-	1	-	-	-	-	-	-	-
Instagram	-	2	-	2	-	-	-	-	-	2	1	-
Google+	-	-	-	-	1	-	-	-	-	-	-	-
WhatsApp	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	1	12	8	2	20	-	1	1	2	-	3	1
LinkedIn	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	4	-	-	7	-	2	-	-	3	-	-
N.A.	-	1	1	-	-	-	-	-	-	-	-	-
More than 1 SM	9	20	17	5	41	3	2	1	1	-	9	2
Total	52	200	148	56	334	11	21	10	27	15	69	12

Note: This table doesn´t include articles that were added later.

The second most frequent type of convergence (but about half of cases as in the first case) **dealt with private-public convergence aspects**. Here again, this issue was tackled primarily as a general issue of social media, although Facebook was individually equally dominant as in the previous case of convergence typology.

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26   E.mail from Karen DONDERS <Karen.Donders@vub.be>, 10/29/2018

The third most frequent pair of convergence typology (about a third of the first in absolute numbers) **tackled producer-consumer relationship in social media in general.**

Perhaps the most important insight from these data is empty boxes – these indicate by and large specifically ignored issues dealing with social media in converged environment. As we have already mentioned, these underresearched or by and large ignored by researchers social media in specific pairs of convergence actually represent some of the most popular social media. **In other words, researchers in our sample missed the trends in the social media use. Moreover, some arguably important pairs of convergence phenomena are ignored in majority of cases of specific social media.**

SUMMARY OF KEY TENTATIVE FINDINGS/RECOMMENDATIONS:

On the one hand, researchers in our sample missed, in their research focus, the trends in the social media use.

On the other hand, there is a slight imbalance towards applied research used by researchers in our sample which suggests practical focus of majority of research.

YouTube, usually the second most popular social media, was under-researched as compared to the research on Facebook, in the ratio of 1:6.

Morover, some arguably important pairs of convergence phenomena are ignored in majority of cases of specific social media.

Interpersonal human relations as well as ICT seem to be two major sectors identified within research on social media and convergence.

Impacts of convergence of specific social media should be researched within particular national contexts.

Based on identified regulatory issues, including marginal ones, we could make a further step and carry out a survey among researchers on social media and convergence. This survey would attempt to identify a) which regulatory issues are seen currently as the most important ones and b) which regulatory issues may be seen as potentially most serious ones in the near future.

Part 2: Selection of Best of the Best Findings and Recommendations on Convergence and Social Media

We should consider selected summaries of findings and recommendations of national and sometimes international articles compiled here as **signalling topics of concern or as examples of possible solutions, regulatory reactions, difficulties and challenges within a more general contextual framework of convergence and social media.** These issues do not represent complex viewpoints on social media and convergence. Some of the most topical issues on the agenda of stakeholders have been discussed to a very limited degree here or they are not all present. These issues of (so far) limited research focus include, as already mentioned, for example very much needed analysis and suggestion for data policies for social media platforms. Moreover, some of those issues tackled below have already been approached in recent years or, indeed, months at the European Union level (The European Parliament, the Commission and the Court of Justice of the European Union - CJEU) or at the level of the European Court of Human Rights. In short, **science (especially social scientists, but also legal experts) seems to be slow in responding to rapidly changing, especially technological and legal, challenges.**

Moreover, as discussed in the Introduction and also confirmed in some identified studies here, although there are some common features of human behaviour, **there are also some cultural, social and political specifics, including different levels of technological and economic developments as well as business initiatives that make the use and impact of converged social media in some cases unique. Therefore, it may be problematic to utilise summaries of some of our tentative findings and recommendations without further consultations and verifications.**

One of the most important but at the same time expected results was by and large ignorance of findings and recommendations not published in major languages, especially in English. Publishing in a few specialised international journals is not possible for all authors either – simply even if we ignore quality and local focus of authors, this is because of limited space and less frequent periodicity of publishing in majority of these journals. Moreover, as mentioned elsewhere, private publishers put their narrow selection behind paywalls. Then there are books which may summarise innovative local ideas but, again, if published in local language, these are hardly accessible to international audience. Perhaps one possible solution to these issues that limit our knowledge would be to make clear/transparent summaries of key findings and recommendations in each article and each book in English. In fact, we have found that majority of articles does not have clear summary on key findings either in abstracts or in conclusions. Rather, **findings, if any, are usually**

spread over in an article and recommendations are mostly missing. This makes cummulation and further dissemination of knowledge rather problematic.

We have put following topics into similar groups of regulatory issues. These include 1) **Personal Data Protection, 2) Protection of Minors, 3) Hate Speech, Disinformation, Libel and Terrorism, and 4) Marketing, Journalism and Copyright**. In some cases, these issues more or less overlap. In other cases, a study tackled two or three regulatory issues at the same time (although with varied intensity). Therefore, a reader may find some (partial) findings appearing in more subsections of our further synthetical-analytical part. This approach may also be useful when a reader is interested only in a very specific regulatory issue.

The largest part of our selection actually consists of those articles that did not deal with any specific regulatory issues. These topics include relatively broad but important issues such as **Democracy and Converged Social Media**.

In general, as Table 24 suggests, there appears to be following prons and cons of using social media, social media networks and social media sites, for the individual and organisations.

Table 24: Benefits and Limitations of Using Social Media for the Individual and Organizations

Social Media	Benefits/Limitations for the Organisation	Benefits/ Limitations for the Individual
Social Networking Sites (DiMicco et al. 2008; Filippone 2011; Turban, Narashima, and Ting-Peng 2011; Wu, DiMicco, and Millen 2010)	– Foster personal knowledge sharing – Facilitate the exchange of knowledge – Support the creation of enriched people directory – Facilitate communication **Limitations** – Time consuming – Risk of sensitive information disclosure – Sustainability – Engagement	– Personal knowledge sharing – Help career advancement – Promotion of projects – Facilitate keeping up with previous colleagues and many looser connections **Limitations** – Limited utility for communicating with close colleagues – Time consuming
Wikis (Arazy and Croitoru 2010; Grudin and Poole 2010; Mansour, Abusalah, and Askenäs 2011; Razmerita and Kirchner 2011)	– Facilitate capturing knowledge (collecting experiences, best practices) – Flexibility – Facilitate collaboration **Limitations** – Quality issues – Finding and searching issues – Structuring content – Different expectations of contributors – Few active contributors and fewer senior contributors – Sustainability	– Personal knowledge management (started as PKM system). – Share knowledge, lessons learnt – Share problems with others – Motivation (reputation, sense of having an impact) – "Self-served" knowledge for new employees **Limitations** – Time consuming – IPR – Finding and searching updated information
Microblogging (Müller and Stocker 2011; Zhang et al. 2010)	– Facilitate networking – Knowledge sharing & news sharing – Getting knowledge from experts – Fast communication	– Knowing what other employees are working on – Updated with news – Follow relevant contacts

	– Innovative thinking (better products) – Marketing **Limitations** – Predicting that the business value is challenging – Risk of sensitive information disclosure – Effective adoption and use takes time	– Easy access to experts – Promoting their own work **Limitations** – Noise – Lack of contextual information sometimes hampers understanding – Search
Blog (Baxter, Connolly, and Stansfield 2010; Jackson, Yates, and Orlikowski 2007; Kirchner, Razmerita, and Sudzina 2008)	– Internal communication – Easier expertise location – Improving collaboration **Limitations** – Time consuming – Structuring and search problems – Lack of management support – Guidelines, blog moderation – Training on what to blog	– Getting/sharing information – Engaging in dialogue – Gaining perspective and "company pulse" – Collaborating – Support more informal Communication **Limitations** – Time consuming – Unsure what and how to blog
Content Communities (Angehrn, Luccini, and Maxwell 2009; Kaplan and Haenlein 2010)	– Collaboration and nonlinear innovation – More proactive participation **Limitations** – Intellectual property rights and copyright issues – Technical difficulties (firewall)	– Engagement and fun – Gaining better knowledge of other team members – Accessing the know-how and ideas

Source: Liana Razmerita, Kathrin Kirchner & Thierry Nabeth, 2014

REGULATORY ISSUE: PERSONAL DATA PROTECTION

A series of examined articles deals with regulatory issues regarding protection of personal data including privacy and surveillance aspects. Several points of view are applied and situations considered; unauthorised circulation of personal data in social media, digital identity, using data for the citizen journalism, mining data for recruitment purpose and sending data from the EU to the USA.

Regarding the issue which data policies can be envisaged to strike a balance between safeguarding privacy and enabling academic research into the impact dis/misinformation or propaganda campaigns on social media and beyond in the attitudes and behaviours of their users, article 3 which offers copyrights exception for text and data mining is quite overlooked in all the copyrights drama. However, it is an important method of data analysis and is often used for social media analysis; mostly for marketing purposes, but for research as well.[27] In fact, Facebook (and associated Twitter) announced a new initiative to help provide independent, credible research about the role of social media in elections, as well as democracy more generally in April- July 2018.[28] Simultaneously to the Facebook announcement, the Social Science Research Council

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27   Justina Bieliauskaite - Project Manager European DIGITAL SME Alliance

28   https://newsroom.fb.com/news/2018/04/new-elections-initiative/, https://www.ssrc.org/pages/announcing-the-

announced the formation of a new Social Data Initiative to "examine the problems, explore questions about the responsible use of social network data, and generate insights to inform solutions".[29] The Facebook initiative utilises A New Model for Industry-Academic Partnerships.[30] This partnerships should make industry data available to social science researchers via an independent, transparent peer-review process. This example clearly illustrates that social science can contribute to solving urgent issues, yet this must be done rather quickly, and not via traditional but slow publishing in peer reviewed prestigious, and often locked behind paywalls or embargoed, journals.

Focus group research in three European countries (the UK, Norway and Spain) found that **beyond privacy and surveillance, it is possible to identify a concern for fairness as a common trope among users, which informed their varying viewpoints on distinct data mining practice**s (UK005).

Some authors mention the lack of legislation on issues related to the flow of personal data on the Internet, focusing in particular on the legal and ethical challenges of the right to privacy. **The greatest challenge in cases of offenses on the internet for them is the identification of applicable legislation and jurisdiction**. Although some solutions are offered by the advancement of technologies adopting preventive measures such as privacy by design data protection authorities, both national and international, are doing a good job here. What is urgently needed is to achieve cooperation between states so as to create a harmonious and safe framework for the circulation and processing of personal data on the Internet (GR 41).

This is also the issue of regulating freedom of expression on Facebook that calls for reflection on the nature of the legislation as well as the best way to protect individual rights in a constantly changing technological ecosystem. As far as the protection of privacy on social networks is concerned, the **technologies cannot offer a general solution because they are technologically and operationally constrained.** They are also not directly applicable to some social networks. The authors of an article therefore see it necessary to improve the level of knowledge and use of institutional and technological mechanisms for the protection of users' privacy. They **call for developing easy-to-use mechanisms for the use of personal data and mechanisms that allow data control including asking for consent while using personal data by third parties** (GR 44).

The demand for user protection by means of technology is closely linked to the need to ensure privacy and the protection of personal data by design and by default (Privacy and Data Protection by design and by default is part of the EU GDPR. Privacy by Default means that once a product or service has been released to the public, the strictest privacy settings should apply by default, without any manual input from the end user). It aspires to respond to major technological

social-media-and-democracy-research-grants/

29   https://www.ssrc.org/programs/view/social-data-initiative/

30   Gary King and Nathaniel Persily (2018),. Working Paper. "A New Model for Industry-Academic Partnerships". Copy at http://j.mp/2q1IQpH

challenges, makes reference to privacy by design and privacy by default, shifts the balance in favor of the data subject and re-establishes at least some of the control that individuals have lost over their data. **ICTs have tended to launch their own practices rather than to "follow" the regulatory (pre) choices of the legislator.** With regards to the protection of user privacy and personal data, **technical solutions cannot substitute the law**, argued the author. Technology companies may co-formulate the conditions for exercising and enforcing rights related to the protection of personal data and information. Data subjects should also become familiar with the risks and principles of the safe use of technology (GR 63).

For example, **a Bulgarian author argued that a social media consumer is, in a sense, personal data administrator**.[31] Yet some of the obligations can be hard to be implemented by natural persons – for instance, to fulfill the requirement related to the precision and updating of personal data, the person has to address the administrator to change and delete data. If data has been sent to third parties, the affected person should request notification on the occasion of any amendment of his/her data. Consumers could not be expected to comply with all provisions and to be aware of the complex administrators' obligations. Another obligation impossible to fulfill is that the administrator should undertake the necessary technical and organisational steps to protect personal data from occasional or illegal destruction or from casual loss, unlawful access, change or dissemination and other illegal forms of processing. Most of these obligations are realised by the ISP and to the extent allowed by the social network and the consumer. There are additional local demands and norms to abide by personal data protection. In practice, it will be also difficult to provide information about the personal data amount processed by the administrator. The more active is the consumer on social networks, the harder will be to perform the role of administrator. It is a professional activity after all. A logical consequence can be the limitation of the strict use of SN service to personal contacts in a limited number or a circle of persons.

Lack of transparency in the governance of Facebook as a platform hinders its potentially greater role in facilitating relation between the internet and democracy change. An experiment with opening up the process of drafting the Principles and Statement of Rights and Responsibilities to Consultation by users as an example of participatory governance poses a number of questions such as; what are the rights and the obligations of those who interact in the network? What is the proper way of regulating and managing the network? (GR 73).

Another experiment has shown that the participants who approach social media through their smartphones show certain carelessness regrading protection of their privacy. **If privacy is threatened in an offline sphere, there was a much stronger and more intense resistance among the sample people than online. It seems to be more common on the examined platforms that there is a blurred line between the private sector and the public – otherwise sharp – boundary**

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31 Georgi Sulev/Георги Сулев (2014), Потребителите на социални мрежи като администратори на лични данни, Social networks consumers as personal data administrators, Society and law journal, 5,2014, Общество и право, 2014,5, 25 - 34.

(HU 56).

Yet another study already heralds the end of "the wild west in data". Social media do not announce the end of privacy. It argues that maybe not unsurprisingly, **the younger „generation Z" expresses the strongest desire to protect their personal data** (BE 21) which confirms findings from another study which challenges the still-prevailing notion that children do not know or do not care about their privacy and disclosures on social networking sites. As the authors revealed, **the awareness of the potentially risky features of the social networking sites' environment was embedded in children's online praxes.** The simplicity of publishing information and materials online and the ease by which they can potentially be misused by a wide audience created many situations where children had to think about what they wanted to disclose (CZ 066). Using data-mining to survey habits of current young generation (even for the purpose of assuring personalised service for them) is unacceptable for them (SK108).

In order to address the problems associated with the protection of minors' data, another author concluded that **issue-specific legislation is required as the application of general provisions does not suffice in the environment of websites and online services, particularly the social media.** USA has the most complete and up-to-date legal arsenal in this area (i. e. COPPA) while the adoption of GDPR in the EU marks a significant positive step, stated he. Social network service providers, on their side, should take appropriate measures to protect minor's personal data – e. g. by requiring parents' consent for registering a child user, by not targeting children with certain marketing and by applying privacy enhancing technologies. Although these measures can also be taken through self-regulation, **the author sees enforcement by the legislation as more effective** (GR 51).

The emergence of the social media has led to a new form of publicity which makes the tracking of users´ online behaviour easy and intrusive. Online data mining processes bring the goals of Silicon Valley and security services together, suggested another author. The organisation, management and analysis of big data collected through systematic tracking and surveillance for Internet companies have an economic value. For security services, it has political value. They both drag the tug-of-war between freedom and surveillance. **Privacy laws fall short of technological developments and when they are updated, they tend to favour commercial purposes and surveillance**, expressed the author (GR 47). Within this context, perhaps a new useful technological solution is emerging. It strives for **a new information persistence paradigm**, whereby the enforcement of "digital forgetting" is implemented over an information-centric model for the Internet. The defined solution enables the definitive elimination of digital objects, either on-demand or on a pre-scheduled basis. The solution is based on the employment of metadata descriptions about resources, which unambiguously identify their rightful owners. This additional data is efficiently bound to the resource through the use of an extended version of the MPEG-21 Digital Item specification (IT24).

As mentioned, users of social media consider it important to control their online presence. A study

surveying two groups – students and career starters as well as company decision makers and leaders – showed that they often experience misuse of information uploaded by them or their friends (e.g. deceptive use of photos, online harassment and identity theft). They pay attention to protecting the private sphere and consciously building their digital identity. **The students are often creating a separate strategy for hiding or creating false profiles just for the observation or data protection.** The younger of them believe that their identity is created by 70-80% by what appears about them on the Internet. Managers regard information from new media a risk for reputation and security of their company. According to them, the companies are more vulnerable than ever. Some companies make recommendations about the online presence; net screening, tracking etc. (HU 36).

On the one hand, banks want to be on social media, among which Facebook is the most prominent. They want to be as visible as possible and include as many employees as possible. On the other hand, they do not trust their employees and would rather control and even direct their behaviour online to the maximum possible extent. The desire to control the employees' appearance can push them beyond the permissible limit. In the US, there were serious occurences of interference in the privacy of employees and job applicants. Most countries in the US have already prohibited this practice by introducing legislation in this field, but in some countries, under certain conditions, it is still possible to request access to personal profiles of employees. In Canada, Europe and other countries around the world, human rights are protected by law and enforceable by government and private lawsuits, protecting the privacy of every citizen. On the contrary, in the US, only certain classes of information are protected in accordance with the law (financial transactions, health data and information on children under the age of 13), while almost all other data can be collected , stored and used by companies (or government agencies). **Comparision of the Slovenian legislation with the legislation in force in the US shows that the external factors for employee engagement on the social network of Facebook are more encouraging in US than in Slovenia. Employee privacy is more protected; employers can monitor if and how many employees visit social networks, unless the Facebook profile owner had defined otherwise (with privacy restrictions).** In this case, it is considered to be public information and, as such, can also be used in proceedings against an employee. However, US employers can legally monitor practically everything on websites (SL020).

Another example relates the protection of personal data that pose a challenge for so called "social supermarkets" – i.e. non-profit organisations employing volunteers for charitable activities – that communicate and share multimedia content via social networks. In order to show their activities and events, they face **the issue of protection of the privacy of end users whose pictures appear at web pages without their consent. This is even more problematic in case of children. The researchers suggest addressing such issues more profoundly** (LT 13).

The existence of a clear, secure and uniform regulatory framework for the transfer of personal information between companies is a *conditio sine qua non* for the continuation and the advancement of global economic activity. The vigilance for the implementation of a uniform and

lawful transfer of data is a collective responsibility of both the EU institutions and bodies and national supervisory authorities, reminded authors of an article dealing with a judgment of the CJEU related to Facebook's activities and personal data transfer from the EU to the USA. Those supervisory authorities have **to reassess existing competency decisions** while the latter are called upon **to strike a proper balance** between, on the one hand, the respect for the right to privacy and, on the other hand, the interests which impose the free movement of personal data, suggested the authors (GR 60).

The research based on a survey among Cypriot companies confirmed that social networks are indeed seen as a useful tool for organisations when it comes to recruitment practices. Facebook and LinkedIn dominate here; but recruiters use SNSs to conduct background checks - screening on applicants. Even though most of the respondents in Cyprus admitted the use of social media to screen applicant profiles (77 %), it was unclear whether this screening influenced their decision to such a degree that they would reject an applicant. **The contemporary practice of employee screening through social media can highly affect the hiring decision and legal implications are likely to arise with the wrong use of information.** On the other hand, a well-designed system and strategic utilisation of available information about potential candidates may significantly assist in the recruitment of employees with the most suitable skills and competencies. At this point, possible regulation of using personal data seems to be an issue (CY12). A more in-depth study on this topic looking at a group of countries showed other perspectives. It mentioned about the "right" that employers have in some countries (e.g. Estonia) to seek for information about applicants on SNS to get further information and to reach their hiring decisions. **Although Estonian employers' need to inform the applicant about data collection**, it seems to be questionable whether data protection principles have to be applied if data is collected from the SNS. **Examples from the UK, Germany and Finland, however, demonstrate that the employer is not always allowed to investigate applicant's background using SNS to complete hiring decisions** (CZ 114).

Another study looked for an answer to a more general question about where the balance should be between the employer's interests and the employee's rights concerning online monitoring: **in the phase of hiring, the prospective employee's rights should prevail. The question of SNS monitoring during working hours is relatively well regulated by analogy with computer/the Internet monitoring** – with the employer entitled to determine the rules of SNS use. The balance should be tipped there in favour of the employer's legitimate interests, concluded the authors. But still there is a big challenge in the invisibility of SNS monitoring – the employer might (and often will) check the employee's profile without even notifying him/her. Employers should realise that they are also interested in the lawful and fair processing of data and after this general acknowledgement, both the employer and the employee can and should make further efforts (CZ 082).

A special issue is protection of personal data of employees of public order and security institutions, as there can be an additional vulnerability in case of security breach derived from their private activities and behaviour on social networks. A survey based on interviewing people working for

that kind of organisations revealed that in the Czech Republic, over 90% police officers created a SNSs account and over a half of them are using it quite often; most of them are sharing and displaying their own personal data (over 30% revealed even their postal address). These findings raise some **questions regarding the level of protection of the personal data of civil servants who often come into contact with criminal environments** (CZ 083).

Examples and experimental results (SK196) showed the need to include publicly available background knowledge in the computation of privacy scores in order to get scores that reflect the privacy risks of the users more truthfully. The authors added background knowledge about users by means of combining several social networks together or by using simple web search for detecting publicly known information about the evaluated users. **Although, in most cases, the protection of personal data against a leak is desirable, in some situations there could be a legal interest to reveal the identity of social media users.**

Based on categories of possible approaches developed by Angelopoulos and Smet (2016) and further elaborated by Hanych and Pivoda (CZ104), it appears that there are solutions for clashing fundamental rights in the area of intermediaries´ liability:

a) **Absolute impunity approach**: Irrespective of the circumstances, it would protect intermediaries against any liability or obligation to intervene against unlawful content. This approach can work at first and second type of ISP such as caching or mere conduit, but this could not work at third type of ISP type hosting, including social media.

b) **Notice-and-notice approach** brings with it a danger of secondary censorship. This happens when an ISP receives notification from a rights holder to a copyrighted work that one of its subscribers is allegedly hosting or sharing infringing material. The ISP may then be required to forward the notice to the subscriber and monitor that subscriber's activities for a period of time Neither the ISP is required to reveal the subscriber's personal information, nor does the ISP take any further steps to ensure that the allegedly infringing material is removed. This approach is used primarily in Canada, where copyright legislation permits the download of copyrighted material, but makes it illegal to *upload* the same material. Notice and Notice attempts to protect both parties' interests.

c) **Notice-and-judicial-takedown approach** is often inefficient, expensive and in particular too slow.

d) **Notice-wait-and-takedown approach** is flexible solution. It provides opportunity for raising protest regarding breaking of a right. This promises transparency. There is a danger of too subjective decisions by ISP.

e) **Notice and take down** is a process operated by ISP often in response to court orders or allegations that content is illegal. Content is removed by the host following notice. In US and European Union law, notice and takedown is mandated as part of limited liability provisions for

online hosts. As a condition for limited liability, online hosts must expeditiously remove or disable access to content they host when they are notified of the alleged illegality.

f) **Notice-and-suspension approach** works as blocking of a suspected person at a particular platform.

g) **Notice-and-stay-down approach** leads to automatic filter systems. This is improportional intervention into rights to run a business at social media or into rights of users (right to free expression, right to protection of privacy, right to family life etc). The scheme is popular in Germany.

h) **Automatic-takedown approach** is based on so called strict liability. Angelopoulos and Smet believed that allowing a state to oblige intermediaries to assume an automatic takedown obligation in relation to child pornography should not be considered a violation of either the intermediary's own fundamental rights or those of third party users. Such system operates in Finland.

Angelopoulos and Smet suggested 'vertical' notice-and-action approach. They argued that while a direct takedown obligation may be justified upon receipt of notice of the causation of serious harm, imposing the same obligation with regards to less harmful wrongdoing would upset the fair balance between the right-holders involved. Likewise, where harms of equal magnitude are threatened, but it is more difficult for an intermediary to legally identify one type of harm than the other, this should be reflected in the kinds of measures that can be imposed on the intermediary.

Angelopoulos and Smet suggested **notice-and-notice for intellectual property rights' infringement, notice-wait-and-takedown for defamation and notice-and-takedown, combined with occasional notice-and-suspension, for hate speech. As an added possibility, notice-and-judicial-takedown should be available in all cases. Naturally, other combinations covering additional areas of law can be envisioned.**

A study examined enforceability of proceedings against insults based on hate speech in Slovenia. Due to the high level of protection of personal data, the legislation currently does not allow an easy identification of authors of anonymous posts by the IP address (or other information). Unlike in criminal law, it is not possible to institute civil proceedings against an unknown person. So, the author proposed to determine whether intermediaries could be held civilly liable for hate speech, because commenting on the Internet in addition to the author of the post there has to be at least one more person who enables the comment to be posted (SL 15).

Finally, there is an interesting look at Blockchain, as one of the most innovative trends, discussed

from the Russian perspective.[32] Blockchain **is here considered a new stage in the development of social networks.** The author underlined the importance of trust in modern society. He pointed to the new applications being developed on the basis of blockchain such as Synereo, Akasha, ThanksCoin, etc. as pilot projects. **Blockchain is in the process of developing a specific technological solution that can replace FB which is losing trust.**

Figure 5: What is Blockchain Technology?
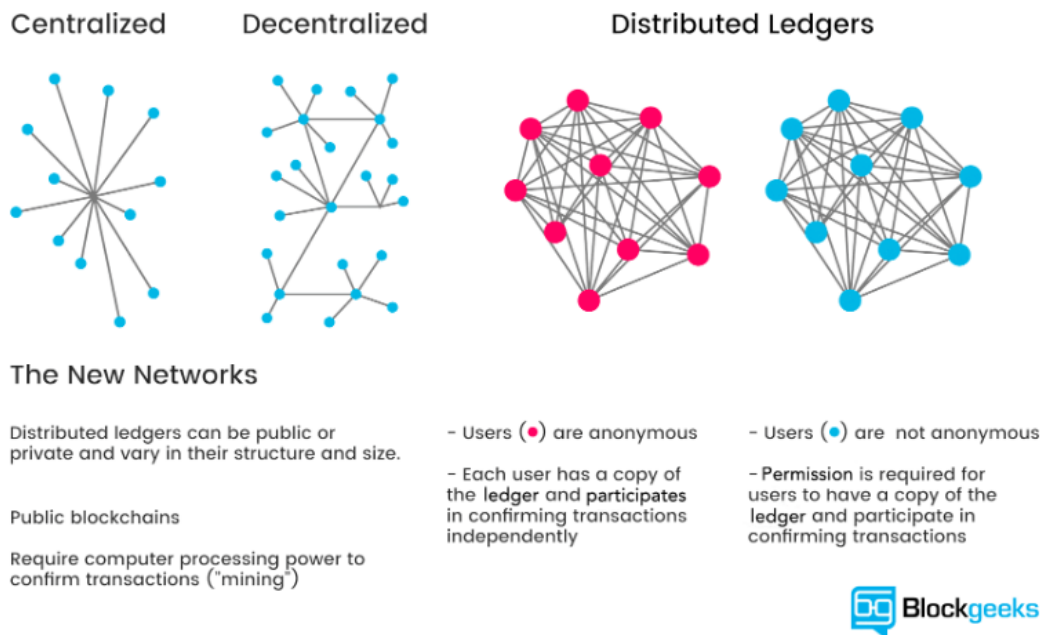
Source: What is Blockchain Technology? A Step-by-Step Guide For Beginners, September 2018, https://blockgeeks.com/guides/what-is-blockchain-technology/

SUMMARY OF TENTATIVE INDINGS/RECOMMENDATIONS:

The greatest challenge in cases of offenses on the internet is the identification of applicable legislation and jurisdiction (this finding seems to be obsolete).

ICTs have tended to launch their own practices rather than to "follow" the regulatory (pre) choices of the legislator. Yet technical solutions cannot substitute the law.

Perhaps a bit paradoxically, if privacy was threatened in an offline sphere, there was a much stronger and more intense resistance among the sample people than online, using smartphones.

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32 Smorgunov L.V.(2018) Blockchain as Institution of Procedural Justice. Polis. Political Studies, 5, 2018, 88-99, (In Russ.) https://doi.org/10.17976/jpps/2018.05.08

The younger „generation Z" expresses the strongest desire to protect their personal data.

The contemporary practice of employee screening through social media can highly affect the hiring decision and legal implications are likely to arise with the wrong use of information. However, there are different legal approaches – a more liberal in Estonia and more focused on personal data protection in majority of other countries surveyed. In the phase of hiring, the prospective employee's rights should prevail. The question of SNS monitoring during working hours is relatively well regulated by analogy with computer/the Internet monitoring.
**There seem to be open questions regarding the level of protection of the personal data of civil servants who often come into contact with criminal environments.**
Although in most cases the protection of personal data against a leak is desirable, in some situations there could be a legal interest to reveal the identity of social media users. There is a particular problematic aspect in this area in Slovenia.

There is a suggestion to use *notice-and-notice* for intellectual property rights' infringement, *notice-wait-and-takedown* for defamation and *notice-and-takedown*, *combined with occasional notice-and-suspension,* for hate speech. As an added possibility, *notice-and-judicial-takedown* should be available in all cases. Naturally, other combinations covering additional areas of law can be envisioned.

Figure 6 illustrates the new EU GDPR rights and duties, both for individuals and companies.

Figure 6: GDPR
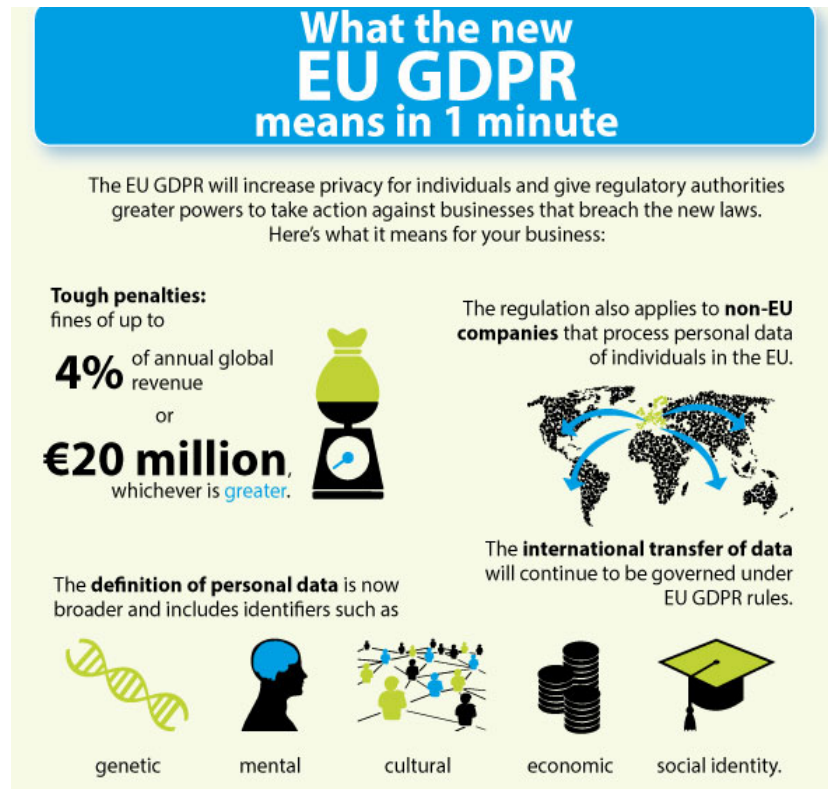
Source: <u>Mihaela Jucan</u>, 28th April 2016, EU GDPR Infographic: What the new Regulation means in 1 minute, https://www.itgovernance.co.uk/blog/eu-gdpr-infographic-what-the-new-regulation-means-in-1-minute/

REGULATORY ISSUE: PROTECTION OF MINORS

Within convergence debates and analyses, issues of protection of minors seem to play a minor role. Moreover, there are quite often locally focused studies. However, there is an interesting study which may have broader implications. Specifically, LT08 indicated that there are "different categories" of mothers who are active on social media, specifically on the Facebook platform. The differences can be classified by three expression patterns, each of them identifying different mother's attitude towards the child in the context of social relations in the virtual space. The study suggested that the privacy concerns of their children do not influence mothers' decisions and need to show publicly pictures of her children. In other words, mothers tend to view posting pictures of their children as a way to show their motherhood and their identity. In this sense, the child is viewed as an accessory to the mother's life. Findings show that **the mothers do not often express concern for privacy of their children and they usually use social media to underline their role as mother. While there are laws about individual rights, they are not usually enforced by mothers themselves in the case of child photos on social media.**

There are **two parental mediation strategies** for kids' online safety in Europe. Enabling mediation is associated with increased online opportunities as well as risks. This strategy incorporates safety

efforts, responds to child agency and is employed when the parent or child is relatively digitally skilled. Restrictive mediation is associated with fewer online risks but at the cost of opportunities, reflecting policy advice that regards media use as primarily problematic. It is favoured when digital skills of parent or child are lower, potentially keeping vulnerable children safe yet undermining their digital inclusion. Interestingly, **parents mostly favour active safety mediation along with responsiveness to child's initiated support**. Restrictive mediation is favoured next with use of monitoring, restrictions and technical controls; all less popular. Parents do more enabling mediation for younger, more digitally skilled children. Parents do more if they themselves are younger, female or more digitally skilled. Parental risk perception matters too: Those who judge the online risk for their child to be greater undertake more enabling mediation. **Country makes a difference as big as demographic variables**, with more enabling in Spain and Italy and less in Sweden and the Netherlands, compared to the United Kingdom which is more or less in the middle. Parental education makes little difference. Spanish and Italian parents combine enabling and restrictive strategies, Polish parents tend to favour enabling mediation, French parents favour restrictive mediation, while Swedish and Dutch parents do the least of each strategy, leaving British and German parents somewhere in the middle (IT26).

Similarly, **protection of privacy of end users, whose pictures appear at web pages without their consent, especially of children, appears problematic in case of children and their images at social supermarkets** (i.e. non-profit organisations employing volunteers for charitable activities) (LT13).

No wonder that in order to address the problems associated with the protection of minors' data, the author (GR51) concluded that i**ssue-specific legislation is required.** The application of general provisions (ie. provisions applicable to all subjects, adults and not minors specifically) does not suffice to tackle issues arising when it comes to the process of collection and processing of minors' personal data by websites and online services in general and social media services in particular. USA has the most complete and up to date legal arsenal in this area (ie COPPA), while the adoption of the General Data Protection Regulation marks a significant positive step in the EU. Besides analogies with COPPA, the GDPR also includes provisions following the aim to protect the rights of minors. Moreover, the author emphasised the need for awareness raising campaigns at schools so as to sensitivise children and their parents about the importance of protecting (their) personal data. **Social network service providers, on their side, should take appropriate measures to protect minor's personal data** (ie. by requiring the parents' consent while registering a child user, by not targeting children with direct marketing and by applying privacy enhancing technologies). These measures can also be taken through self-regulation but, perhaps, legislation will make enforcement more effective.

On the one hand, regarding policy analysis of the case of formation and implementation of classification tool (for age suitability of programmes), Gledoskop contributes to a scientifically based alternative solution to the policy problem of protection of children and minors in audiovisual media content. The Slovenian adaptation of regulative mechanisms offers an example of exchange of good practices between countries and represents **an alternative to full harmonisation of**

regulatory mechanisms at EU level, which is not (yet) possible due to cultural specifics and various regulatory traditions of the Member States (SL07).

On the other hand, Slovenia is **one of a few countries mandating net neutrality by law (means legally neutral assessment of the content on the net).** Most cases of withdrawal of illegal content from the Internet refer to defamation cases or breaches of privacy or personal data protection. Both the personal data infringements and defamation can be dealt with under the criminal law. The Slovenian Criminal Code retains four separate defamation-related offences. Only judiciary bodies can decide on blocking, filtering and take-down of illegal internet content. The law does not prescribe the procedural steps for notifying intermediaries on the allegedly illegal content on their services, but is rather specified in defining the legal basis for injunctions. There are no references to freedom of expression. Also, proportionality of the blocking measure is addressed in detail. The self-regulatory framework has been established among the main communication services providers and the main news portals. However, the respective codes of conduct do not go further than the existing legislation. They neither envisage any enforcement mechanisms nor contain explicit references to the need of proportionality and safeguarding freedom of expression. The same is true for another non-institutional mechanism, the Spletno oko hotline, which is a tool for reporting the alleged illegal content with its own system of reviewing of validity of complaints in cooperation with the Police. Since its launch in 2007, the number of cases reported to Spletno oko has quintupled. From 2012 to 2014, it received almost 11 thousand reports of illegal content on the Internet. The majority of them were submitted via the online reporting platform http://safe.si/spletno-oko or via reporting forms on news web portals. More than 80 percent reports informed about cases with elements of hate speech and the remaining nearly 20 percent reported of alleged child sexual abuse images. When checked by the trained reviewers, the vast majority of reports on hate speech did not meet the legal criteria for illegal hate speech, which are rather narrow in Slovenia, while **about one fifth of reported cases of child abuse images appeared to be justified**. In total, 417 cases contained signs of illegal acts and were forwarded to the Police for further investigation in the reporting period from 2012 and 2014. **The self-regulating framework in its present form seriously interferes with the freedom of expression**. The risks arise mostly from the expertise and professionalism of the reviewers. The cases of misapplication of laws by the Police and information society service providers, but also other intermediaries, such as news portals and content aggregators, indicate their limited knowledge and competences. The indication that practices of tackling the potentially illegal content were not always transparent and legally founded signifies a risk to the fundamental rights and freedoms and could lead to over-blocking (SL04).

In case of the use of ICT and social media in constructivist educations (Constructivist didactics refers to such features of teaching where students know what they study, they are provided control over the learning process, they are enabled to take part in various activities, their former experiences and emotions are acknowledged, they are engaged through dialogue), **in terms of students, their sociodemographic characteristics, a higher level of computer self-efficacy, more**

positive attitudes towards new media and more frequent use of new media, as separate factors, are significant predictors of constructivist learning. In terms of **teachers, their attitudes and computer self-efficacy are significant, but their sociodemographic characteristics and the use of new media are not significant**. The entire final series, both in terms of teachers and students, is a significant predictor of constructivist learning, where certain separate dimensions of predictor factors are more significant than others. As confirmed by some previous theoretical assumptions, rather than the use of new media in instruction, the greatest variance of constructivist teaching, both in terms of students and teachers, can be explained by the attitude towards new media and computer self-efficacy. Although significant correlations were obtained, the results point to an occasional organisation of constructivist teaching. For example, students have neutral attitudes towards new media in general, while the teachers have positive ones. This can be explained in the sense that teachers are still quite euphoric in terms of new media, while students, as persons who use them extremely frequently and competently, do not regard them as "special" and "euphoric". In addition, teachers, in general, assess their use of constructivist teaching frequently in all of its dimensions, while students assess that it is organised occasionally. This can be interpreted in the sense that most teachers received training in traditional teacher-centred didactics in the course of their pre-service education, so they are likely to label various elements of instruction which are not student-centred instruction. **However, what is significant is that computer self-efficacy and attitudes towards new media are what is most significant (and they account for a variance that is almost the same as for the teachers), and not the use of the new media in teaching** (HR60).

The results indicate that young teenagers have on the average about four hours of free time a day and about 75% respondents participate in various organised leisure activities during that time. Furthermore, 89% respondents have profiles on online social networks and spend about one third of their free time online. Despite the high interest they express for this kind of socialising, the majority of respondents prefer meeting their peers face to face. The paper suggested that **there is a need for more organised outdoor activities, which would make it possible for teenagers to spend time with their peers and more attention should be paid to media education** (HR84).

The aim of the research was to predict tendencies of elementary school teachers (N = 210) towards lifelong learning based on their socio-demographic factors, work description and attitudes towards social networks. The results showed that although majority of primary schoolteachers have profiles on social networks, they tend to use them only occasionally. Furthermore, t**he targeted school teachers have positive views on lifelong learning if it is towards improving and updating skills directly connected to their daily job, but not towards gaining the social media skills**. The workplace and social media profile possession do not correlate with professional goals and lifelong learning, but the teachers with social networks profiles have slightly more positive attitudes towards social networks. In general, **tendencies for lifelong learning in digital age are not determined by the usage of social networks, but by the competence and motivation of an individual to do a job properly** (HR102).

The respondents (the youth from secondary schools in Zadar) were asked how often they

participate in various Web 2.0 services daily. The majority of respondents used Facebook (95.20%). While looking at the respondents' time spent on Facebook, the results show that 35.20% (n=109) spent an hour or less in the activity, 22.90 % (n=71) reported spending 1-2 hours, 12.30% (n=38) spent 2-3 hours and 12.60% (n=39) spent over five hours. Fifteen participants (4.80%) reported spending zero minutes on Facebook. Following Facebook was Youtube (94.20%) with a time-spent distribution very similar to that of Facebook. Relatively few respondents reported participating in Twitter activities (10.60%), blogging (9.40%) and podcasting (5.20%). However, it is interesting to note that 168 **(54.20%) participants reported participating in other Web2.0 services such as Instagram, Flickr and Tumblr**, with the more users (n=91, 54.16%) in the lowest amounts of time spending in this activity. These results represent the starting point in discussing youth's adaptation degree to challenges in the public communication in the digital era (H113)

On the one hand, the analysis and the evaluation of educational experiences suggest that critical media literacy can enable the development of critical reading/viewing skills as well as acts of participatory and inclusive citizenship that question derogative and essentialist media representations of the other. On the other hand, the results highlight **the difficulty of promoting young people's awareness of discrimination through active methods of teaching and learning or through media content which is far from young people's experience, interests and concerns** (IT10).

Among the most relevant findings and recommendations are those of ERGA (2016). In particular (we present here only very narrow selection), ERGA suggested **to revise the regulatory distinction made between linear and non-linear content.** Moreover, it suggested **to have different severity of control mechanisms for content access ('might seriously impair' versus 'is likely to impair'.** In fact, ERGA suggested **to consider setting default restrictions for content that 'might seriously impair' across all services.** As far as regulatory mechanisms are concerned, ERGA prefered **maintaining the role of state regulation to ensure that content that 'might seriously impair' is restricted to minors on linear and non-linear audiovisual content.** However, ERGA also encouraged **effective co-regulation (backed by statute) where appropriate.**

EAO was a year earlier more cautious, just questioning whether "...(regulatory) distinctions reflect the effective reality of their consumption behaviours and if different levels of protection ensured by the current regulatory framework effectively satisfy what is expected from the so-called "television -like" content Cappello (2015). Moreover, EAO questioned "whether there is a need of alignment" (of different regulatory approaches) according to the type of service."

 Anyway, EAO also pointed at regulatory trends at the national level that all point to the development of new forms of regulatory mixes, where the provider's responsibilities go hand in hand with the user's empowerment."

Annotated Bibliography is available on The Protection of Minors In a Converged Media

Environment, covering sources up to 2015 year (Cappello, 2015b).

SUMMARY OF TENTATIVE FINDINGS/RECOMMENDATIONS:

Do we need issue-specific regulation tackling protection of children?

Do we need to explore further which classification tools (for age suitability of programmes) seem to fit into converged environment? Or, perhaps, as ERGA suggested, should we create universal content categories that can be matched to national age classifications?

Do the self-regulating frameworks not seem to be suitable solutions in current converged environment?

Is a more dynamic research on new (emerging popularity) social media usage needed?

Do the use of social media in progressive methods of teaching suggest that they are indeed more tools than solution to typical teaching-learning issues?

Do we need to revise the regulatory distinction made between linear and non-linear content?

Is it a good idea to have **different severity of control mechanisms for content access ('might seriously impair' versus "is 'likely to impair'"?**

Should we consider setting default restrictions for content that 'might seriously impair' across all services?

Should we prefer **maintaining the role of state regulation to ensure that content that 'might seriously impair' is restricted to minors on linear and non-linear audiovisual content?**

Is **effective co-regulation (backed by statute) where appropriate the best solution?**

The Figure 7 illustrates nicely possibilities of TV series consumption online. This can help us understand challenges of both copyright protection and protection of minors.

Figure 7: Possibilities of TV Series Consumption Online
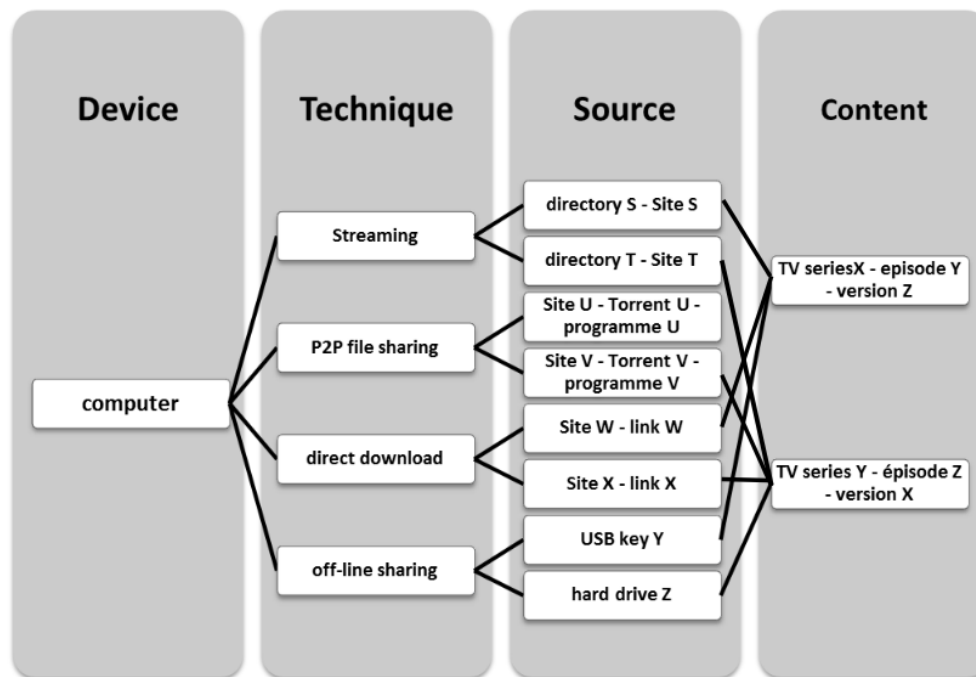
Source: Victor Wiard & David Domingo, Fragmentation versus convergence: University students in Brussels and the consumption of TV series on the Internet. Participations, Volume 13, Issue 1, May 2016, p.99

REGULATORY ISSUES: HATE SPEECH, DISINFORMATION, LIBEL, TERRORISM

It appears that SM are relevant factor in spreading hate speech and related violence. A study focused at Germany showed that right-wing anti-refugee sentiment on Facebook predicts violent crimes against refugees in otherwise similar municipalities with higher social media usage. Te effect decreases with distracting news events; increases with user network interactions; and does not hold for posts unrelated to refugees. The results suggest that social media can act as a propagation mechanism between online hate speech and real-life violent crime.[33]

Figure 8: Correlations between FB Posts and Incidents

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33   Karsten Müller and Carlo Schwarz (May 2018), Fanning the Flames of Hate:
     Social Media and Hate Crime, Centre for Competitive Advantage in the Global Economy, University of
     Warwick, UK

(a) Anti-Refugee Posts and Incidents over time
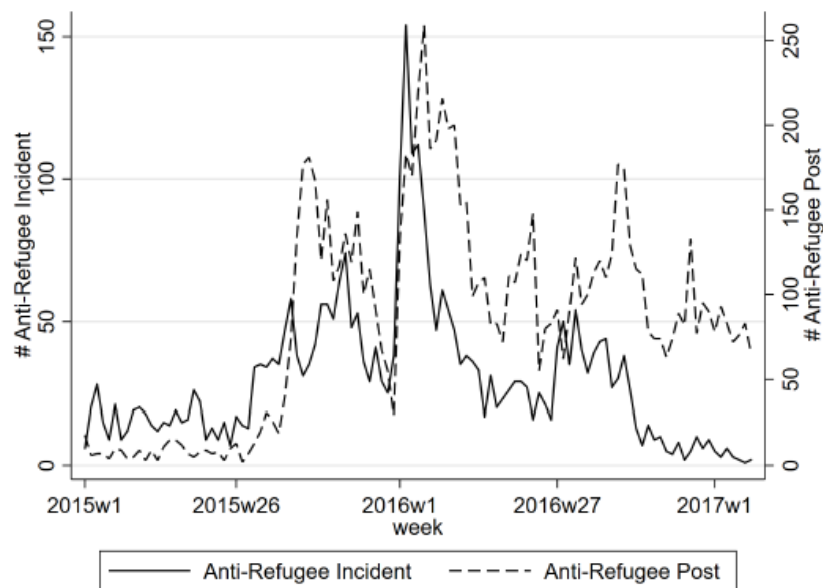
Notes: This figure shows the number of anti-refugee post on the Facebook page of the "Alternative for Germany" and the number of anti-refugee incidents in Germany over time.

Therefore, it is no suprsise that in addition to regulatory solutions adopted at the EU or Commission levels, legislation and regulatory frameworks and ideas as well as approaches against spreading deliberate misinformation, hate speech and libel published on social media were developed at the country levels. In a case study, an example from Slovenia is presented where a **self-regulatory framework** has been established among the main communication services providers and main news portals. However, they neither envisage **any enforcement mechanisms nor contain explicit references to proportionality and safeguarding freedom of expression**. The same is true for another non-institutional mechanism, the Spletno oko hotline, which is a tool for reporting the alleged illegal content with its own system of reviewing the validity of complaints in collaboration with the Police. Between 2012 and 2014, it received almost 11,000 reports of illegal content on the Internet; more than 80 percent referring to alleged cases of hate speech. However, when checked by the trained reviewers, **the vast majority of them did not meet the legal criteria for illegal hate speech**, which are rather narrow in the country. In total, 417 cases were forwarded to the Police. The authors of the study claimed that cases of misapplication of laws by the Police, the service providers and intermediaries such as news portals and content aggregators **indicate their limited knowledge and competences.** The indication that **practices of tackling the potentially illegal content were not always transparent and legally founded signifies certain risk to the fundamental rights and freedoms and could lead to over-blocking** (SL04).

A study that focused on measuring the reach of "fake news" and online disinformation in Europe argued that the problem with fake news is that there is occasional but strong interaction on false items disseminated via Facebook. **Despite clear differences in terms of website access, the level of Facebook interaction (defined as the total number of comments, shares and reactions)**

generated by a small number of false news outlets matched or exceeded was produced by the most popular news brands. In France, one false news outlet generated on the average over 11 million interactions per month—five times greater than more established news brands. However, in most cases, in both France and Italy, false news outlets do not generate as many interactions as established news brands (IT15).

Facebook posts can be classified with high accuracy as hoaxes or non-hoaxes on the basis of the users who "liked" them. There are two classification techniques available; one based on logistic regression and the other on a novel adaptation of Boolean crowdsourcing algorithms. Users can be divided into three categories based on what they liked: i) those who liked hoax posts only, ii) those who liked non-hoax posts only and iii) those who liked at least one post belonging to a hoax page and one belonging to a non-hoaxpage. Despite a high polarisation, there are many users in the mixed category (IT16).

In general, the results (IT17) on mediating the contributions of Facebook to political participation in Italy and the UK indicate a trend, i.e., a greater gap between the samples in terms of Facebook political participation. Italian participants' higher usage of Facebook for political participation was confirmed and appeared even more evident in the qualitative phase of the study. A thematic analysis of the interviews offered three context-related explanations for such a gap, confirming **the relevance of digital divides, media systems and institutional settings as mediators of the relationship between digital media and political participatio**n. The study made the argument that the differences between the samples in terms of Facebook political participation can be, to some extent, attributed to three factors linked to two countries' different media and political landscapes. The first is the higher penetration in the UK of other online platforms such as Twitter, with British often employing these platforms in conjunction with or as an alternative to Facebook, whereas Facebook is by far the most dominant social networking sites in Italy. The second factor is Italians' more negative perception of mainstream media, particularly TV, which has pushed them to seek alternative political information sources and which is arguably linked to the high levels of political parallelism characterising the Italian media system. The third factor relates to the political scenario; the presence of the M5S, a political party that is highly reliant (solely reliant at the time of data collection) upon online platforms like Facebook to engage disenchanted and demobilized citizens, in Italy.

Another study dealt with obstacles that hinder punishing hate speech crimes on the internet in Slovenia. Unlike in criminal law, it is not possible to initiate civil proceedings against an unknown person. Due to a maybe too high level of protection of personal data, Slovenian legislation currently does not allow an easy identification of authors of anonymous posts by the IP address or similar information. The author of the study argued that in such cases it is important to determine whether other persons – intermediaries – could also be held liable for the published hate speech according to civil law. For commenting on the Internet in addition to the author of the post, there has to be at least one more person who enables the comment to be posted (SL15). **The author**

seems to suggest extension of legal responsibilities of intermediaries according to civil law.

Related issue is that **steadily pressing FB reaction buttons ("likes" or "dislikes") should not be qualified as criminal offence.** The author (SK03) argued against such strict legal approach because the social impact of this act is negligible and it would fail in the test of necessity in a democratic society. **Instead, there could be three possible *de lega ferenda* solutions:**

- To differentiate committing criminal offence via media as well as Internet, with the possibility to apply material corrective in case of the Internet which would be very complicated and would need to update the Penal Code

- To reduce the upper term of imprisonment, so mentioned crimes would become minor offences and material corrective could be applied.

- To add another qualified subject matter of criminal offence that would include element "steadily", with the possibility to apply material corrective.

Social media can be a very useful tool in disaster situation and relief, but there is also need for certain awareness and the regulation. An article has attempted to demonstrate how social media can be used in disaster relief as an example of Sandy Hurricane. The government has shown exemplary use of some social media tools in population preparation, information, rescue and damage recovery. However, the author also mentioned **cases of the misuse of pictures from disaster areas**. **If the information is not centralised, it is possible to disinform the public**, so supervision of social media content until it is verified could be a solution according to him (HU10). UK036, although aware about challenges, is more optimistic about the use of SM during disasters. It claimed that public consensus on ethics will tend to override unscrupulous attempts to subvert the media.

Another example of using social media in an undesirable way is the activities of the terrorist organisation ISIS. An article dealing with communication methods of contemporary global terrorism confirmed the big role of both Internet and SM that lowered the control of information flows by information-communication professionals & intermediaries. The production and management of content and information have gone into the hands of the audiences/users and every effort to regulate the Internet rigidly seems to be an unattainable goal. ISIS is effective in communication and recruitment not because of its superior technical knowledge of the Internet but because of its understanding of the culture and thinking of the modern internet users as well as the principles of web communication. **SM users require a person-centered approach rather than anonymous treatment and ISIS appears to have a completely personal approach vis-à-vis the user.** This way terrorism managed to penetrate into the immediate personal sphere of communication. **Instead of just policing, an understanding of the culture of the SM user is required to combat radicalisation and recruitment for terrorist groups** (GR08).

If we turn to possible solutions, on the one hand, the analysis and the evaluation of educational experiences suggest that critical media literacy can enable the development of critical reading/viewing skills as well as acts of participatory and inclusive citizenship that question derogative and essentialist media representations of the other. On the oth**er hand, the results highlight the difficulty of promoting young people's awareness through active methods of teaching and learning or through media content which is far from young people's experience, interests and concerns** (IT10).

Another more theoretical modelling of dynamics of social interaction online and offline (IT11) shows that dynamics, starting from a world in which online social interaction is less gratifying than offline encounters, will lead to the extinction of the sub-population of online networks users, thereby making Facebook and alike disappear in the long run. This would suggest **offering more offline opporiunties for social encounters.**

Based on a computational analysis of their websites' content, SK223 paper presented **a system and an analytical tool to identify contentious frames and predict online escalation between written communication (documents) of radical right and liberal political parties**. The authors modelled the type and volume of spikes by these ideological opposites in Eastern Europe using Slovak parties as a case study. They trained a predictive classifier to discover contentious and ignored frames of each camp and predict online escalation. They showed that the classifier achieves an average predictive accuracy (F-measure) of 82.8%. They also presented a qualitative analysis of the identified frames. Contrary to most studies of political extremism that largely focus on static and structural factors, **this study derives the dynamic of contention from the online interactions of ideological opposites**. Since extremist activities are erratic and highly variable, static approaches that can account for long-term trends often fail in predicting sudden bursts.

Among the recommendations of the CoE study (Wardle & Derakhshan, 2017), we have selected only those recommendations that tackled social media and information disorder. Firstly, it is recommended that **technology companies** should povide metadata to trusted partners, especially researchers, for further analysis, work on solutions specifically aimed at minimising the impacts of filter bubble and build fact-checking and verification tools. National governments should consider regulating SNS, enforce minimum levels of public service news on to the platforms and necessitate transparency around Facebook ads.

SUMMARY OF TENTATIVE FINDINGS/RECOMMENDATIONS:

The problem with fake news is that there is occasional but strong interaction on selected false/fake items disseminated via Facebook.

Steadily pressing FB reaction buttons should not be qualified as criminal offence.
Instead, there could be three possible *de lega ferenda* solutions.

Facebook posts can be classified with high accuracy as hoaxes or non-hoaxes on the basis of the users who "liked" them.

Computational dynamic discourse analysis proves that authorities can disempower critics and successfully manipulate public opinion on social media.

Social media users require a person-centered approach rather than anonymous treatment.

It is difficult to promote young people's awareness through active methods of teaching and learning or through media content which is far from young people's experience, interests and concerns.

It is possible with quite high prediction to automatically discover the perspectives of opposing political parties on a given set of issues and identify the underlying contentious frames from one camp that might lead to a debate. It is also possible to utilise identified frames as features to predict whether a temporal spike (i.e. a relatively higher volume of documents during a fixed period of time) from one camp will trigger a reaction from the other camp.

There are legal - human rights problems with self-regulatory approaches tackling hate speech at a local level.

There are factors such as the relevance of digital divides, media systems and institutional settings that help us explain the relationship between digital media and political participation.

Technology companies should povide metadata to researchers for further analysis of disinformation disorder, work on solutions specifically aimed at minimising the impacts of filter bubble and build fact-checking and verification tools.

National governments should consider regulating SNS, enforce minimum levels of public service news on to the platforms and necessitate transparency around Facebook ads.

The figure 9 below presents rather non-transparent approaches to Facebook in a transparent way for tackling information disorder.
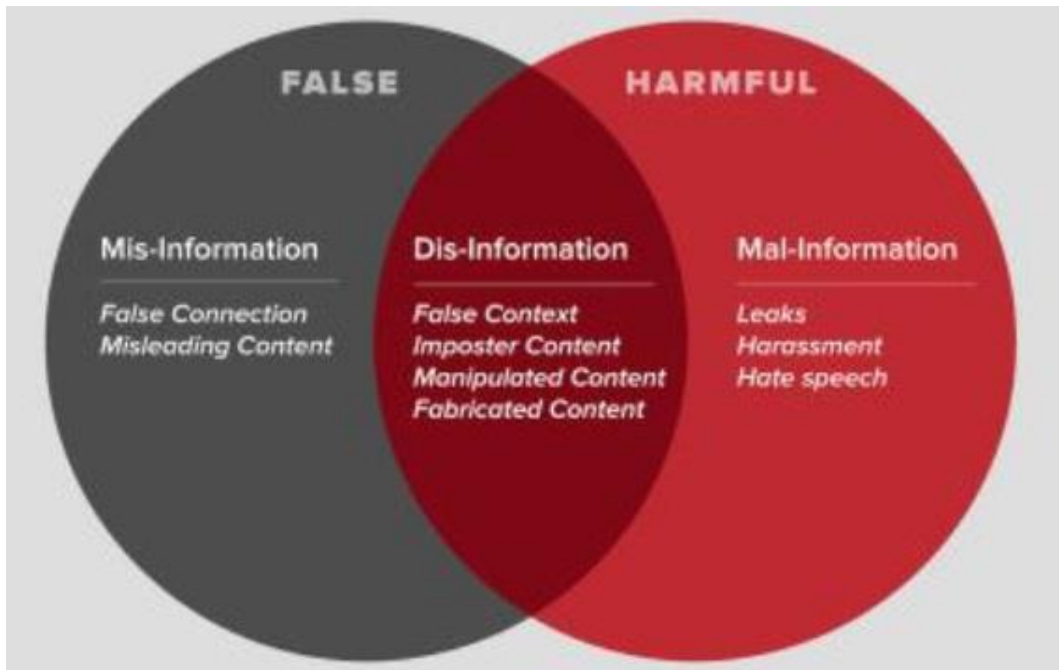
Figure 9: How Facebook Fights Information Disorder
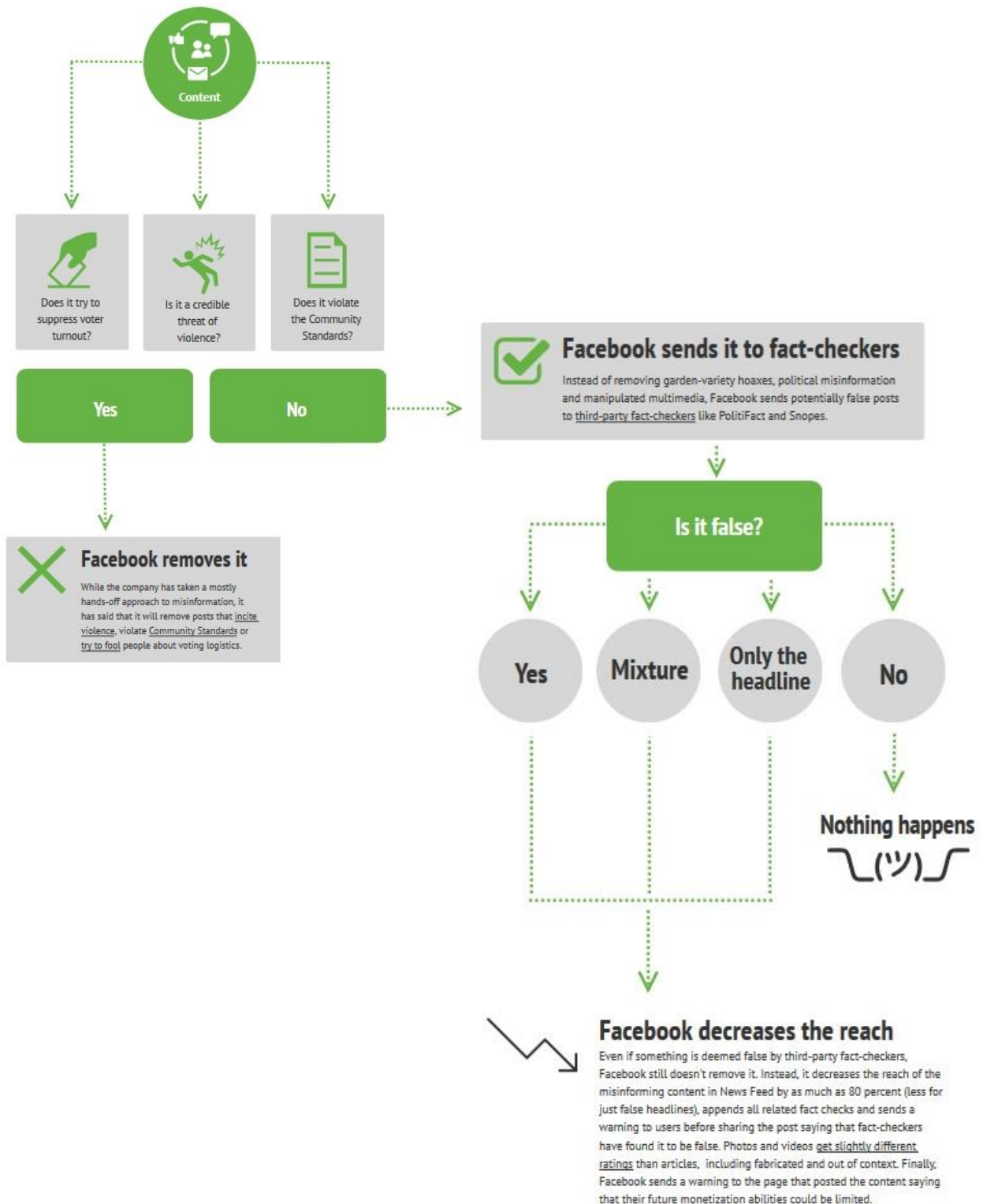
Figure 10 illustrates categories and interactions of key analytical features of information disorder. This is especially relevant issue in the current online environment.

Figure 10: Categories and Interactions of Entities of Information Disorder

Source: Claire Wardle & Hossein Derakhshan, Information Disorder. Toward an interdisciplinary framework for research and policy making, 2017, Council of Europe

REGULATORY ISSUES: MARKETING, JOURNALISM AND COPYRIGHT

Professional use of social media for information, journalist or marketing purposes requires from the user certain level of competence in assessing the validity and value of the reviewed information. This may stem from internal resources of assessing subject or can be supported by a regulation – internal or external. Also some studies and articles from the examined set point a direct way to the question of (possible/desirable) regulation.

At a more general level, arrival of social media in particular and Internet in general impacted the level of **revenue generation for legacy media**. These two new factors also significantly affected **journalistic work and labour relationships**. Three main aspects of journalistic labour have been more directly affected. Firstly, the way in which journalistic labour is organised because of the compression of time and the production of multiplatform journalism. Secondly, the involvement

of new technologies in journalism had affected the skillset required in order to practice journalism. And thirdly, the relationship between management and journalists has been significantly altered, with journalists working as freelancers on precarious temporary contracts (IRX1).[34] Inddeed, some viable business models are based on lowpay, nopay and automatic 'journalism. Some media services have professional journalists and bloggers write for them for no compensation at all (B019).

In front of journalists, there is the important question how to quickly determine authenticity and suitability of information that can be today available and published online instantly. The journalists should assess possibilities offered by tools such as social networks, but be aware of the risks and challenges associated with them. In general, an initial insight into how social media are used as a news source (example of the two Flemish quality newspapers, suggests that references to SM have become commonplace. However, the number of articles citing SM as a news source appears to be low (B020). A study showed that they tend to consider that SNS offer rather indicators / guides for the search of information than products ready to use. Some journalists emphasise that social networks are an additional source that must be verified against other sources that fulfil applying relevant journalistic criteria (ES19). Reporters tend to include tweets as either newsworthy or to support or illustrate a story. In some cases, individual tweets or interaction between various agents on Twitter even trigger news coverage (IK115).

Copyright protection rules ("the more expensive the production of the news, the more it is protected by the producer") force the aggregator to direct a user to the news websites which he would not be able to find on his own while searching for the desired information. This algorithmic-legal preference **may be a chance for less important web sites to attract attention of users.** In the discussed context, there is a research question: to what extent do people feel advised? It is obvious that they complain about the deluge of information and the segregators only help them distil. It does not mean that they have to be happy with the information they receive, its scope or quantity (PL119).

The difference between the digital media and the legacy media lay mostly in establishing stronger echo chambers and enhancing interpersonal communication. The author stressed that today individuals and technology companies play the role of curators of information and news in a very strong manner. The study does see fake news and the digital media, separately and in concert, as the most pressing problems in media environment and (without an effective regulation) a threat to liberal democracy (RO33).

In an ecosystem in which the audience is extremely volatile, loyalty is perceived as one of the pillars to support the survival of the media. Loyalty is not achieved exclusively through the inclusion of forms of

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34 Eugenia Siapera (2016), Journalism's Dilemmas: Internet challenges for professional journalism and media sustainability, Chapter in Andreotti, O. ed., (2015), Journalism at Risk: Threats, Challenges and Perspectives, Council of Europe publications, pp. 223-259

interactivity, but primarily by providing quality content and drawing the audience into a common news project. **The online media are evolving towards building more intensive interaction models**, which also seek to involve users in the production process or, in some cases, fostering their horizontal interaction though social networks. **Nevertheless, these efforts do not appear to meet the aspirations of the audience** (ESX1)[35].

The Italian case study suggested that **the digital transition (the growth of online news and the move to digital terrestrial television) has only limited implications for the pluralism of information within the Italian media system.** The TV sector is still dominated by a few legacy broadcasters and the structure of the online news market substantially reflects that of the newspaper sector. Although the new media, compared to the traditional media, have lower technological barriers inhibiting entry, market and political factors still hinder the entrance of newcomers. A major role is played by the dominant positions of two broadcasters (Rai and Mediaset) in the Italian media sector, the lack of effective media policies and the Berlusconi's conflict of interest. Finally, the **digital transition is more significantly impacting the power relations between broadcasters and newspaper organisations in the online news market**, which is dominated by established press publishers who, because of the crisis in their traditional sector, have strongly invested in their online activities (IT18).

The development of the responsibility for the actors that hold the keys of e-commerce and the Internet, including the social networks, is not just a matter of regulatory enforcement, meant the author of another study. According to him, it depends on the compliance of such actors with the provisions at hand. The delimitation of the responsibility of service providers on the internet can contribute to the consolidation of trust that is instrumental for both further development of transactions and contacts on the internet, but also for the creation of the perception of the user that he/she enjoys the right to protection. So, **an effective self-regulation could take place, as it is advantageous for the intermediates to be accountable,** and help create a friendlier e-world (GR45).

The problems related to copyright infringement in social networks are particularly challenging, leading providers of social networks to certain contradiction. **On the one hand, they allow the protection of intellectual work (special attention is paid to photos) by making it possible for rights holders to have it removed. On the other hand, through the terms of use they strip them of their rights, gaining an unlimited authority over the posted content**. It is up to the users themselves to decide how they wish to manage their content through self-restraint and wise use of new technologies (GR071).

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35 Pere Masip, Javier Guallar, Miquel Peralta, Carles Ruiz and Jaume Suau (2015), Active Audiences And Journalism: Involved citizens or motivated consumers? BRAZILIAN JOURNALISM RESEARCH - Volume 1 - Number 1 -234-255

A specific social medium is Twitter, messaging service that gets much popularity. in politics. So called **twiplomacy can help a small country in building its image and argue for its interests**. A study focused on the example of Latvia, where twiplomacy is a part of the national communication strategy. However, the use of this tool by diplomats and politicians should be subordinated to certain rules. They have to learn how to perform twiplomacy so that it becomes really effective (LT04).

CZ121 dealt with legal aspects of hyperlinks concerning the copyright law and trying to find an answer to the question, if hyperlink placement is covered by the author's exclusive right to use the works. In addition to analyses of so called hyperling trilogy (making accessible, work and public), it is necessary to consider whether a user, which made a hyperlinkg public, had intention of making profit of it. If there was no such intention, it is not possible to consider such act (hyperlinking) as making a work to the public as a form of making it accessible – unless opposite is proven to be true. The author argued that **the EU and national legal approaches are partially not suitable solutions while trying to put this legal topic under copyright law.** The copyright law is primarily intended for other forms of utilisation of works. Reflections of de lege ferenda at the end of the article stem from the author's belief that community and national laws currently address the issue of internet links partly inappropriately while trying to subordinate this very specific institute under copyright primarily created for other forms of use of the work. Based on these conclusions, the author identified himself **the solution by modifying the user's responsibility relationship to the content published by him / her and introducing a doctrine similar to the notice and takedown mechanism. In the context of hyperlinks, the author suggested anchoring an adjustment inspired by the ISP's liability regime.** Within this context, it is worth to mention **CJEU ruling that held that compilations of short videos provided by newspaper websites may fall within the AVMSD's scope.** In author´s view, this suggests that **a substantive, public interest driven approach should guide the interpretation and revision of the AVMSD, and not formalistic criteria or entrenched regulatory divides between different sectors**.[36]

HR018 suggested that there is an opportunity for traditional media organisations to reconsider their position and the role in digital participatory culture. Instead of competing with the SNSs, they should enhance the verification function and thus regain their lost trust. While the fact-checking initiatives are reactive, it is imperative to become proactive to invest in digital and media literacy or critical understanding of the contemporary communication as the best form of prevention negative effects of manipulative content.

In Figure 11, we present an illustration of challenges that face journalism as a watch-dog of

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36   Katsirea, I. (2017) Newspaper Websites as Audiovisual Media Services: The New Media Online GmbH Preliminary Ruling. European Law Review, 42 (1). pp. 92-100. ISSN 0307-5400

democracy in converged social media environment.

Figure 11: The New Circuit of Journalism
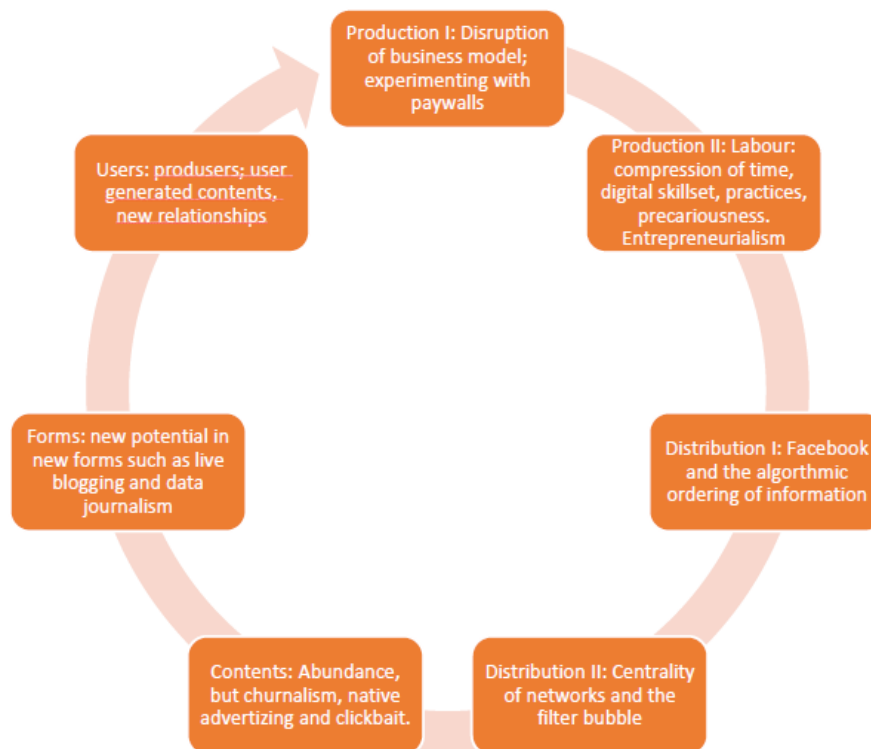
SUMMARY OF TENTATIVE FINDINGS/RECOMMENDATIONS:

Social media in particular and Internet in general impacted the level of revenue generation for legacy media as well as significantly affected journalistic work and labour relationships.

The digital transition (the growth of online news and the move to digital terrestrial television) has only limited implications for the pluralism of information within the Italian media system.

The digital transition is more significantly impacting the power relations between broadcasters and newspaper organisations in the online news market.

An author prefers effective self-regulation as it is advantageous for the intermediates to be accountable.

Twiplomacy can help a small country build its image and argue for its interests, but such communication strategy should be coordinated.

Copyright protection rules may be a chance for less important web sites to attract attention of users.

REGULATORY ISSUE: DEMOCRACY AND CONVERGED SOCIAL MEDIA

First, it should be mentioned that there are already **about 250 tools for social media monitoring available**, of which about 200 are paid, with the remainder free or using a freemium model. Moreover, there is an open source toolkit of commonly used components, openly available web-based services, and a methodology for customising and combining these to the needs of each specific application. The GATE-based open source framework includes data collection, semantic analysis, aggregation, semantic search, and visualisation tools. Semantic annotation and search are core to the framework. The authors demonstrate scalability and efficiency of their toolkit in the case studies.[37] This can be seen at example - Figure 12 here below or page 13 of the cited study.

Figure 12: Visualisation of the GATE-Based Open Source Framework
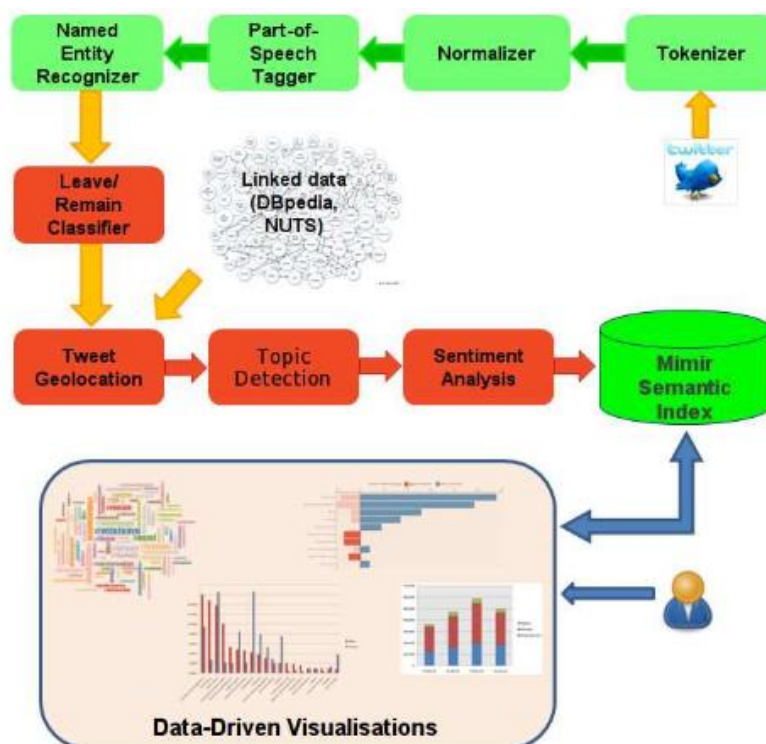
Source: Maynard, D. G., Roberts, I., Greenwood, M. A. et al. (2 more authors) (2017) A Framework for Real-time Semantic Social Media Analysis. Journal of Web Semantics. ISSN 1570-8268

37   Maynard, D. G., Roberts, I., Greenwood, M. A. et al. (2 more authors) (2017) A Framework for Real-time Semantic Social Media Analysis. Journal of Web Semantics. ISSN 1570-8268
https://doi.org/10.1016/j.websem.2017.05.002

Then there is a meta-study on the state of the art in the development of key components of rumour classification systems in SM. Despite substantial progress in the research field, this is still an open research problem that needs further study.[38]

Figure 13: Architecture of a Rumour Classification System
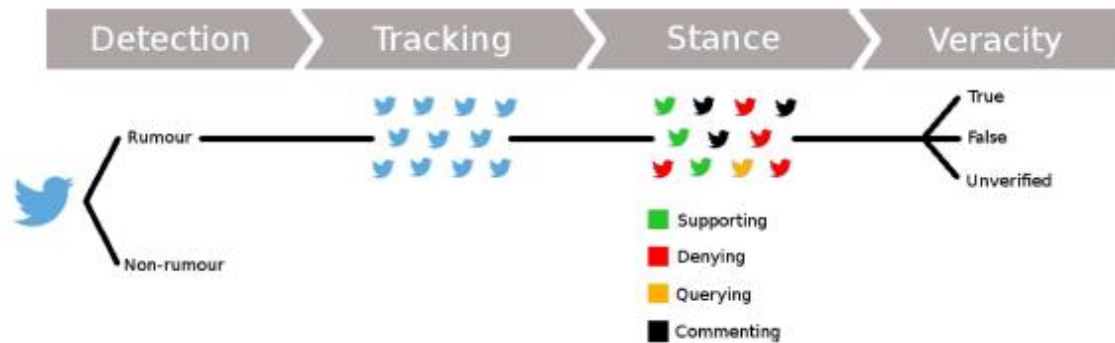
Source: Arkaitz Zubiaga, Ahmet Aker, Kalina Bontcheva, Maria Liakata, and Rob Procter. (2018), Detection and Resolution of Rumours in Social Media: A Survey. ACM Comput. Surv. 51, 2, Article 32 (February 2018), 36 pages. https://doi.org/10.1145/3161603

UK030 reflected that it would be too simplistic to generalise blogging and social networking as the condition for an enhanced democracy. Yet these **platforms and practices do not guarantee any particular outcome, do not necessarily inculcate democratic values or develop shared ethical norms. Indeed, negative news is almost as popular online as in print. However, the most popular stories online are rarely concerned with the governing structures and policies. Digital media can help challenge mainstream news agendas, but the most popular online stories do not reflect this democratic ideal. The most common news value is entertainment.[39]**

A crosssectional analysis of Eurobarometer survey data related to 27 EU countries and a supervised sentiment analysis of online political information broadcast during the Italian debate on the reform of public funding of parties sugggested that **the consumption of online news is linked with trust, even though this relationship differs according to the Internet source from which the user gathers information.** The results disclose the differences between Web 1.0 websites and Web 2.0 social media, showing that **consumption of news from information/news websites is positively associated with higher trust, while access to information available on social media is linked with lower trust**. This has implications for the debate on social media as a public sphere besides the tension between professional and citizen journalism (IT28).

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38 Arkaitz Zubiaga, Ahmet Aker, Kalina Bontcheva, Maria Liakata, and Rob Procter. (2018), Detection and Resolution of Rumours in Social Media: A Survey. ACM Comput. Surv. 51, 2, Article 32 (February 2018), 36 pages. https://doi.org/10.1145/3161603

39 Tony Harcup & Deirdre O'Neill (2016): What is news?, Journalism Studies, DOI: 10.1080/1461670X.2016.1150193

The results of semi-structured interviews with 32 German Facebook users enquiring them about their perceptions and experiences with their municipalities' Facebook profiles drew a disillusioning picture. **Despite the possibilities to actively contribute to government activities, citizens prefer to passively consume information, if at all. The main barriers to deeper interactions with governments are citizens' unawareness of government profiles, missing perceived benefits, missing trust and perceived pressure from their social environment.** In general, we find the social environment to play an important role, both in the decision to 'like' government profiles on Facebook as well as in the decision (not) to contribute to e-participation on Facebook (D079).

The analysis of youth's vocabularies of participation has shown that **young people adhere to different participatory habitus, each characterised by distinctive dispositions regarding (a) citizenship orientations, including orientations toward the institutions of representative democracy, (b) citizenship practices and (c) digital engagement**. Contrary to prior studies, "legitimate" and "alternative" young citizens show, how volunteering can equally result in standby or DIY citizenship without necessarily leading to dutiful citizenship in adulthood? Consistent with prior research, results show that the relationship between social media use and youth participation is not linear - the findings highlight the diversity of young people's uses of social media: **those still adhering to a dutiful citizenship model tend to create a hybrid social media space in which news and relational spaces overlap; young activists who engage in on- and offline actualising citizenship make political uses of social media - including forms of citizen journalism and media activism. By contrast, those who are more politically disenfranchised are actually engaged in a variety of creative uses of social media** (IT29).

Italy and Spain in particular experienced the emergence of successful parties relying heavily on digital media linked to previous social mobilisations and protest milieu**. The role of digital media shifted their function from facilitating protest cycles with limited impact on party politics to becoming a tool for challenging the established political actors** (IT19). Similarly, the surveys show that **protesters and digital media users are more likely to vote for protest-based and movement-like parties in southern Europe** (IT23).

The results of monitoring online public opinion and its mobilisation during the policy cycle demonstrate that **social media data can help policymakers rate the available policy alternatives according to citizens' preferences during the formulation phase of a public policy; can help them monitor citizens' opinions during the implementation phase; and capture stakeholders' mobilisation and demobilization processes.** The authors argued that although social media analysis cannot replace other research methods, it provides a fast and cheap stream of information that can supplement traditional analyses, enhancing responsiveness and institutional learning (IT30).

There is a shift in the relationship between government, media and citizens whereby social media is enabling governments to become news providers, bypassing the 'prism of the media' and going

direct to citizens. It can be seen that a new phase of normalizing media influences within government when civil servants think of what they do as making media. When they start to think of themselves as media, rival to mainstream media, then we see a further embedding of media within government that signals a shift in the underlying conception of the relationship between government, media and citizens. There are proposals about delivering government information by using "trusted" third parties to "amplify messages", too (UK 019).

In some countries, political communication power struggles are going on in social media, suggested authors of another study. It focused on Russia and its analysis showed that pro-government users employed a variety of communication strategies to shift the political discourse and marginalise oppositional voices on Twitter. By such means, **authorities can disempower critics and successfully manipulate public opinion on social media.** The study empirically confirmed that indeed "whoever has enough money, including political leaders, will have a better chance of operating the switch in its favour". The results are based on a new kind of computational dynamic discourse analysis that is based on quantitative time-series measures (DE 38).

There is an argument that there is a need to respond to these challenges: (1) **effectively addressing potential market failures** in the production of the public good of independent, professional, quality journalism, (2) **securing an efficient and competitive media market place** and (3) **ensuring that citizens develop the media and information literacy skills** necessary to navigate the media environment effectively in their own best interest (CoE, 2016). [40]

Tibor Dessewffy suggested that the EU should establish or support indirectly establishing by private subjects European social networking sites.[41] Christian Fuchs (2018) suggested creating new digital services such as public service media, public libraries and public universities that are non-commercial, advertising-free and non-profit. Such services would constitute the public service Internet, whose purpose is not to yield profit, but to engage citizens, foster political understanding, online debate and participatory culture.

There is much more reading on closely related and highly relevant topics (Artificial Intelligence and fake news) in our Supplement 3.

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40 Rasmus Kleis Nielsen Alessio Cornia Antonis Kalogeropoulos (2016), Challenges and opportunities for news media and journalism in an increasingly digital, mobile, and social media environment, http://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Challenges%2520and%2520opportunities%2520for%2520news%2520media%2520and%2520journalism%2520in%2520an%2520increasingly%2520digital%252C%2520mobile%2520and%2520social%2520media%2520environment.pdf

41 Personal communication, Tibor Dessewffy, dessewffy@tatk.elte.hu, August 2018

SUMMARY OF TENTATIVE FINDINGS/RECOMMENDATIONS:

Consumption of news from information/news websites is positively associated with higher trust, while access to information available on social media is linked with lower trust.

There is a need to address potential market failures and competitive media market as well as media literacy skills among citizens.

There are suggestions to create or to support establishing of pan-European SNS with a public service functions.

The relationship between social media use and youth participation is not linear - those still adhering to a dutiful citizenship model tend to create a hybrid social media space in which news and relational spaces overlap; young activists who engage in on- and offline actualising citizenship make political uses of social media - including forms of citizen journalism and media activism. By contrast, those who are more politically disenfranchised are actually engaged in a variety of creative uses of social media.

The role of digital media shifted their function from facilitating protest cycles with limited impact on party politics to becoming a tool for challenging the established political actors. Similarly, protesters and digital media users are more likely to vote for protest-based and movement-like parties in southern Europe.

Social media data can help policymakers rate the available policy alternatives according to citizens' preferences during the formulation phase of a public policy; can help them monitor citizens' opinions during the implementation phase; and capture stakeholders' mobilization and demobilization processes.

Table 25: Studies Detected on the Impact of Fake News and the Bias of Algorithms

Bibliographic reference	Article title	Findings
Allcott, H.; Gentzkow, M. (2017)	"Social Media and Fake News in the 2016 Election"	Analysis of the dissemination of fake news in the 2016 US elections. Social media were not the main source of news in the 2016 elections. Only 14% of the population stated that they were the main source.
BakShy, E.; Messing, S.; Adamic, L. A. (2015)	"Exposure to ideologically diverse news and opinion on Facebook"	Comparison between the role played by Facebook's algorithmic bias, on the one hand, and the voluntary, intentional choice of Facebook users to access ideologically discordant content. This second variable plays a stronger role in terms of exposure to cross-cutting content.

Dutton, W. et al. (2017)	"Social shaping of the politics of Internet search and networking: Moving beyond filter bubbles, echo chambers and fake news"	Study of the communication systems of Germany, Spain, USA, France, Italy, Poland and the United Kingdom. The results indicate that the risk of echo chambers, fake news and algorithmic bias is mitigated by each country's media culture.
Fletcher, R. et al. (2018)	"Measuring the Reach of 'Fake News' and Online Disinformation in Europe"	Analysis of the dissemination of fake news in France and Italy in 2017. The websites with fake news in these countries reach a minimal audience in the internet ecosystem. The online traditional media reach a lot more of the population and generate a lot more interaction.
Guess, A. et al. (2018)	"Selective Exposure to Disinformation: Evidence from the Consumption of Fake News During the 2016 US Presidential Campaign"	2016 US electoral campaign. During the period of October-November 2016, the consumption of fake news was concentrated in a small group. Almost 6 out of 10 visits to the websites analysed with fake news came from 10% of people with ultraconservative diets of online news.
Nelson, J.; Taneja, H. (2018)	"The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption"	The consumption of fake news is limited to a small, disloyal group of very active internet users.
Newman, n.; Fletcher, R. (2017)	"Bias, Bullshit and Lies: Audience Perspectives on Low Trust in the Media"	Study of eleven countries on attitudes towards social media. Citizens' trust in social media concerning information is much lower than that in traditional media. Moreover, there is a vague awareness of the bias of news algorithms.
Vargo, C.; Guo, L.; Amazeen, M. (2017)	"The agenda-setting power of fake news: A big data analysis of the online media landscape from 2014 to 2016"	Study of websites with fake news from 2014 to 2016. Although a growing phenomenon, these websites do not have too much effect and are also related to recognisable partisan media.
WatanaBe, k. (2017)	"The spread of the Kremlin's narratives by a western news agency during the Ukraine crisis"	Study of Russia's information warfare during the Ukraine conflict. It is not proved that the media controlled by the Russian government managed to project a "Russian narrative" beyond its strict area of influence.

Source: Martí Petit (2018), Towards a Critique of Algorithmic Reason. A state-of-the-art review of artificial intelligence, its influence on politics and its regulation, QUADERNS DEL CAC, 44, vol. XX, 5-14

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LIST OF REVIEWERS

In some cases, partners managed to get local experts involved to assess importance/relevance of collected articles. We duly acknowledge their names and contributions here.

General Feedback Provided by

Dr Evangelia Psychogiopoulou, ELIAMEP, Greece
Dr Tatiana Azderska, JSI, Slovenia
Dr Adegboyega Ojo, NUI-INS, Galway, Ireland
Dr Nelson Costa Ribeiro, UCP, Lisbon, Portugal

Double-checking of national samples:

1. Igor Daniš, researcher, School of Communication and Media, Bratislava, Slovakia
1. Juraj Filin, researcher, School of Communication and Media, Bratislava, Slovakia
2. Dr Andrej Školkay, researcher, School of Communication and Media, Bratislava, Slovakia

Greece

3. Christina Akrivopoulou, Lawyer, Educational Staff, Hellenic Open University (Greece)
4. Panagiotis S. Anastasiadis, Associate Professor of Lifelong and Distance Learning, School of Education, University of Crete (Greece)
5. Irene Andriopoulou, Film & Media Literacy Expert, National Centre of Audiovisual Media & Communication (Greece)
6. George Nikolaou, Professor, Department of Primary Education, University of Patras (Greece)
7. Anna-Maria Piskopani, Lawyer (Greece), PhD researcher, Department of Law, National and Kapodistrian University of Athens
8. Marianna Sigala, Professor of Tourism |Director of the Centre for Tourism and Leisure Management (CTLM), School of Management, University of South Australia Business School (Australia)
9. Efthimia Syngollitou, Emeritus Professor, Department of Psychology, Aristotle University of Thessaloniki (Greece)
10. Liza Tsaliki, Assistant Professor, Faculty of Communications and Media Studies, National and Kapodistrian University of Athens (Greece)
11. Georgios Tsimonis, Lecturer in Marketing, Department of Strategic Management & Marketing, Leicester Business School, Faculty of Business and Law, University of Leicester (UK)

Czech Republic and Slovakia

12. Dr Viera Žúborová, researcher, Bratislava Policy Institute, Bratislava, Slovakia
13. Igor Daniš, researcher, School of Communication and Media, Bratislava, Slovakia
14. Ľubica Adamcová, researcher, School of Communication and Media, Bratislava, Slovakia
15. Dr Andrej Školkay, researcher, School of Communication and Media, Bratislava, Slovakia
16. Juraj Filin, researcher, School of Communication and Media, Bratislava, Slovakia
17. Dr Zuzana Bačíková, researcher, School of Communication and Media, Bratislava, Slovakia

Cyprus

18. Michal Koumis, researcher, Cyprus
19. Dr Andrej Školkay, researcher, School of Communication and Media, Bratislava, Slovakia
20. Juraj Filin, researcher, School of Communication and Media, Bratislava, Slovakia

Hungary

21. Gergo Hajzer, PhD candidate, University of Szeged, Hungary
22. Veronika Vighová, researcher, School of Communication and Media, Bratislava, Slovakia
23. Dr Peter Bajomi-Lazár, associate professor, Budapest Business School, Budapest, Hungary

Poland

24. Tomasz Anusziewicz, researcher, School of Communication and Media, Bratislava, Slovakia
25. Igor Daniš, researcher, School of Communication and Media, Bratislava, Slovakia
26. Juraj Filin, researcher, School of Communication and Media, Bratislava, Slovakia

Romania

Dr. Romina Surugiu, researcher, University of Bucharest, Bucharest, Romania