

COMPACT: FROM RESEARCH TO POLICY THROUGH
RAISING AWARENESS OF THE STATE OF THE ART ON
SOCIAL MEDIA AND CONVERGENCE

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Deliverable I.2

Part I



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CONTENTS

EXECUTIVE SUMMARY:	7
POLICY AND RESEARCH SUGGESTIONS	9
PROLOGUE	10
PHANTOM PUBLIC SPHERE	11
THE STORY IS ABOUT UNEVENLY DISTRIBUTED INFORMATION POWER	11
FOUR AREAS OF REGULATION OF SOCIAL MEDIA	12
INDUSTRY-WIDE APPROACH: PRINCIPLED, COMPREHENSIVE AND EFFECTIVE	12
THREE SOURCES OF DYSFUNCTION	13
ABOUT THE PROJECT	13
Aim of this policy research	14
Methodology & data collection	14
Constraints on validity of results	16
GLOBAL MEDIA DISCOURSES ON SOCIAL MEDIA REGULATION	18
SOCIAL MEDIA VS. DEMOCRACY	18
SOCIAL MEDIA REGULATIONS	23
A CASE STUDY OF LEGAL MEASURES: HUNGARY	26
OVERVIEW OF REGULATION ON TARGETING ONLINE HARMS	27
OTHER REGULATORY MEASURES: TACKLING THROUGH COMPETITION LAW & OTHERS	35
DISCUSSING REGULATION OF FAKE NEWS	38
DATA PROTECTION	44
PROTECTION OF CHILDREN	45
STOPPING HATE SPEECH ON PLATFORMS	46
KEY RESEARCH AND POLICY SUGGESTIONS FROM PUBLIC EXPERT DISCOURSES	47
CONCLUSION	53
SOURCES:	56
ANNEX 1 - EXTERNAL INTERNATIONAL REVIEWS WITH FEEDBACK PROVIDED BY SCM TEAM	70
ANNEX 2 – SOURCES OF DATA/DOUBLE-CHECKING INFORMATION ON COUNTRY ACTIVITIES AIMING AT REGULATING SOCIAL MEDIA	72
ANNEX 3 - POLICY AND RESEARCH SUGGESTIONS BASED ON SCIENTIFIC RESEARCH	73
AUSTRIA	74
CROATIA	84
HUNGARY	103
IRELAND	113
SLOVAKIA	117
UK	129

LIST OF FIGURES AND TABLES

Figure 1: Misinformation Challenges	20
Figure 2: Zuckerberg' Key Words in His Vision of FB Global Community.....	22
Figure 3: Geographic and Topic Specific Overview of Actions Targeting Online Misinformation	35
Figure 4: Facebook Dominating the Market	36
Figure 5: German, French and Italian Approaches to Tackling Fake News.....	39
Figure 6: UK and Czech Republic Approaches to Tackling Fake News.....	39
Figure 7: Comparison of National Approaches to Misinformation Based on Categories of Regulation	40
Figure 8: The News Media Present in Subscribe with Google Feature	43
Figure 9: Example of Checked and Detected News Item Originating or Linked from Facebook.....	44
Figure 10: Tolerance of Hate Speech.....	47
Table 1: Case Study Hungary: Measures Adopted with Regard to Regulating Social Media Harms	26
Table 2: Country Specific Legal and Policy Initiatives Targeting Online Harms	27
Table 3: Distinct types of fake news	38
Table 4: Key Research and Policy Suggestions from Public Expert Discourses within EU and Beyond on Social Media Regulation.....	48
Table 5: Policy Suggestions for Regulating Social Media.....	49

Future Research on Convergence and Social Media

Deliverable 1.2

Part 1

Andrej Školkay

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COMPACT: FROM RESEARCH TO POLICY THROUGH RAISING AWARENESS OF THE STATE OF THE ART
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EXECUTIVE SUMMARY:

A large combination of the public-journalistic-academic opinions presented in the media started voicing suggestions on how to regulate social media, during 2018 and in early 2019 in EU countries and a few of the other non-EU countries. The summary of these suggestions is the key part of this report. These findings are presented in thematic blocs.

Furthermore, the report explores the political intentions and the legal activities that are being carried out to prevent the impact with the social harms across several countries of the world. Moreover, an overview of about 50 expert commentators and the politicians who are trying to approach the social media with an aim to control them internationally and globally has been presented.

This selection not only gives a sample of the discourses and overview of the issues globally, but it also broadens the traditional regulatory perspective that focuses on self, co, and a public (state) regulation. Furthermore, by definition, the legal discourses show a specifically narrow contribution to the regulatory debate. Thus, there is emerging a clear global view regarding the steps taken towards the social media regulation and the agreement that the social media regulation is needed. For this challenging task, global or at least regional consensus is the best option. However, there is not a full consensus either at the key issues that should be regulated or how the regulation of social media should look like. In addition, a number of authoritative states simply pass the legislation regulating social media or some aspects of them, while for the blocs of the states such as the EU, it is important to first strengthen the self-regulation, including the fast-checking process and explore these issues through detailed reports of the issues that are at stake.

The foremost policy issues discussed appear to be to fight against the fake news, and to protect the social media users against social harms. However, traditional focus to support the pluralistic legacy media and the journalism may not be sufficient strategy in mid-term perspective. Neither support for the media education, critical thinking skills and digital competence, and the media literacy among young people may work in the short term. Yet the regulatory actions are urgently needed. Moreover, this approach is challenged on constitutional (if there is a free speech, why we should limit or ban even fake speech?) and definitional grounds (what is “fake news” and who should determine them).

While co-regulation is slowly taking place, self-regulation of social media seems to be an abandoned approach in many countries. As many regulatory attempts based on legacy media have documented, the traditional solutions are not workable either. In order to tackle the social media harms, **economy-based approaches** towards social media regulation and **technology-based approaches** are emerging in the discourse of modern regulations.

With an aim to tackle the social media harms, **technology-based approaches** may include methods such as the micro-targeted advertising, prohibition of the data-intensive collecting and even, under exceptional circumstances, shutting down of Facebook and other social media. Adjusting the sensitivity of the algorithms, technology has allowed tracking platforms that promote hateful content. During the terrorist attacks broadcast online, these platforms can also speed-up their monitoring and checking procedures. To flag the content for the immediate removal, temporary quarantines may be introduced that may be re-examined later. They may be constitutionally problematic as compared to any other context than just during emergency.

Social media platforms might consider to ban the extensive sharing of the problematic content within their sites. The first solution has already been applied by Whatsapp. The above described approach is called algorithm-incentives based approach. This approach ensures that the content has been

removed from the site automatically by creating a shared database of hateful content making it possible to ban it completely. Lastly, by organizing the platform algorithms that isolates the contribution from the harmful actor's, regular efforts can work best.

It is mentioned that as there is already in operation some "propaganda filters" or spam filter for fake news, and there also are tools for the parents that can help them regulate the behavior of their children online. The deeper involvement of the AI is expected by Zuckerberg in five to ten years. In the meantime, some of the educators should target parents on how to use tools to protect their children and themselves too.

A number of interesting **economy-based approaches** are emerging. These approaches use motivation in order to motivate (reward) or sanction (punish) in the groups of either provider or the user (platforms). To allow permission to use, in some countries governments outline policies for social media platforms that charge citizens who use the social media platforms and indemnification for the social media data breach.

Then there is an idea ("reward") to come up with a new data dividend for the users for the use of their data. Some further suggest to authorize on the cartel legislations for the abuse market dominance or for gathering the information from the users, and there is the idea to break up the big platforms. Finally, plans go further - to look for the non-commercial ownership to social media platforms and the development of a European version of Facebook.

A number of researches have suggested that by smearing on both the inducements-based economic strategies, better outcomes could prevail. Generally, retribution is one of the most long-lasting features, but combining remuneration and castigation works best. Moreover, to alter the three components of the motivation (altruistic motivation, material self-interest and social or self-image concerns) can also change the making that is being attached to the anti-social behavior and hence, leads in the reputational incentive to engage in it.

Conceivably, the area that has been left out of the reach of the European regulators is one of the sectors of the influencers. To regulate the groups of entrepreneurs, it may be important to take in account a negative phenomenon by spreading the low quality of products and services and by promoting reviewing of the medical solutions, either directly or indirectly.

Policy and decision makers' may follow regulatory approaches that are guided by values such as conceptual clarity, technical feasibility and considering adverse consequences. The specific procedures based on these values should be conversed clearly, and lead to cumulative regulatory and podiums operations transparency. The regulatory perspective of the human rights/legal perspective should include the appeal process (both of the platforms and users).

POLICY AND RESEARCH SUGGESTIONS

- We suggest to ask an international panel of experts (consisting of lawyers, regulators, academics and practitioners specialised in social media and legacy media regulation, platforms representatives, citizens-activists/NGOs, psychologists, senior and junior civil servants, AI and algorithm coding specialists, governmental policy specialists, randomly selected lay persons, etc) to review rigorously two streams of identified incentives-based approaches' suitability for (partial or selective) social media regulation. These streams we call **"economy-based" and "technology-based" approaches**. This review could be done in two-three months period using Delphi method (long-distance and partially independent/anonymised assessment). This approach would possibly avoid group-think problem. Moreover, it is cost-effective and time-effective method.
- Independently from above, we suggest considering **regulation of "influencers"** who are promoting products and services on social media. The rationale behind this regulation (which may not be a directive but some alternative form of regulation even at a national level) is protection of consumers from fake or misleading commercial reviews.
- We suggest to carry out **a comparative study why the Netherlands, Estonia and Ireland appear to have the most resistant populations against disinformation, false reports and conspiracy theories**. Within this context, it should be answered why **the Dutch are particularly trustworthy of their news coverage, while Greeks are rather sceptical about quality of their news**.
- We suggest to carry out **a comparative study why Hungary, Malta and Greece show low level of trust in news presented by legacy media**.
- We suggest **to ask an international panel of researchers – specialists in social media, which of many suggested regulatory options presented in Table 4 and Table 5, and mostly research suggestions in Annex 3, should be prioritised**. Again, this selection could be done in two-three months period using Delphi method (long-distance and partially independent/anonymised assessment). This approach would possibly avoid group-think problem. Moreover, it is cost-effective and time-effective method.

PROLOGUE

The last five years or so seem to have been a period when many academics, CEOs' social media platforms, politicians and many other stakeholders in the EU have increasingly accepted both the urgency and the necessity of social media regulation. In fact, the EU (and within the EU, Germany being the first, France taking most complex approach, while the UK took a most radical approach - acknowledged by the British government itself, see e.g. Hymas and Wright, 2019) has become a world-leading example of responsible, innovative and flexible regulation of social media, which has been appreciated by non-EU analysts and commentators (see, e.g. Karentay, 2017, Miller and Stoller, 2018, Hendrix, 2018, Sachdeva, 2019). This is in sharp contrast to the period 10-15 years ago when the internet was seen as an unregulated territory, and almost no social media were present (except for some blogs and early versions of websites). In fact, Scott (2018c) aptly commented that 2018 year was when *"officials in Brussels, Washington and elsewhere struggled to get their heads around how tech went from a legislative sideshow to the center of policymaking worldwide."* Furthermore, Scott (2019c) and others cited in his report explain, *"in this winner-takes-all fight, the first mover occupies the international agenda. And it was Europe — despite, or perhaps because of, its lack of global tech companies — that has established itself as the world's regulatory trendsetter for Big Tech (outside of China)."* However, it should be mentioned that some academic institutions in Hong Kong and Taiwan discussed social media regulation already in 2013 (Chin, 2013).

These changes are underpinned in excerpts off four recent public statements summarised below.

All these comments have in common that the authors:

- a) support social media regulation and consider it a being a social/political priority
- b) are insiders/experts in social media regulation or have long-term experience and in-depth knowledge on the topic

First, we present the ideas of Zeynep Tufekci, a Turkish writer, academic, and techno-sociologist known primarily for her research on the social implications of emerging technologies. Her thoughts on Phantom Public Sphere nicely capture the political necessity of regulating social media and the key challenges associated with regulating social media.

Second, it is pointed here at some quasi-plurality as performed by Facebook and criticised by Viktor Mayer-Schönberger, a professor at Oxford Internet Institute, UK. He speaks about unevenly distributed information power.

Third, we present very recent key ideas of Mark Zuckerberg, founder and CEO of Facebook. He, perhaps surprisingly, calls for more regulation of social media by the governments.

Fourth, we point at a public statement by Brad Smith, Microsoft's president and chief legal officer.

Finally, we present ideas of British computer scientist Tim Berners-Lee, who is credited with inventing a key internet communication protocol.

PHANTOM PUBLIC SPHERE

*"In the 21st century, **the capacity to spread ideas and reach an audience** is no longer limited by access to expensive, centralized broadcasting infrastructure. It's **limited** instead **by one's ability to garner and distribute attention**. And right now, **the flow of the world's attention is structured, to a vast and overwhelming degree, by just a few digital platforms**: Facebook, Google (which owns YouTube), and, to a lesser extent, Twitter. These companies—which love to hold themselves up as monuments of free*



Photo Source: Public Radio International

expression— have attained a scale unlike anything the world has ever seen; they've come to dominate media distribution, and they increasingly stand in for the public sphere itself. But at their core, their business is mundane: They're ad brokers. To virtually anyone who wants to pay them, they sell the capacity to precisely target our eyeballs. They use massive surveillance of our behaviour, online and off, to generate increasingly accurate, automated predictions of what advertisements we are most susceptible to and what content will keep us clicking, tapping, and scrolling down a bottomless feed.

*What's more, **all this online speech is no longer public in any traditional sense**. Sure, Facebook and Twitter sometimes feel like places where masses of people experience things together simultaneously. But in reality, posts are targeted and delivered privately, screen by screen by screen. Today's **phantom public sphere** has been fragmented and submerged into billions of*

*individual capillaries. Yes, mass discourse has become far easier for everyone to participate in—but it has simultaneously become a set of private conversations happening behind your back. Behind everyone's backs. **The most effective forms of censorship today involve meddling with trust and attention, not muzzling speech itself**. There are few solutions to the problems of digital discourse that don't involve huge trade-offs—and those are not choices for Mark Zuckerberg alone to make. **These are deeply political decisions.**"*

Zeynep Tufekci, 2018

THE STORY IS ABOUT UNEVENLY DISTRIBUTED INFORMATION POWER

In Viktor Mayer-Schönberger's (Professor of Internet Governance and Regulation at the Oxford Internet Institute) view, "**Facebook has managed to combine three functions. The platform function, the function of the infrastructure provider and the function of the data evaluator**. This is a bit like going through the open market and having to deposit your shopping wishes with the operator of the open market, who then passes them on to the individual retailers and at the same time whispers to them what they actually want to buy or do not want to buy. **It's just that absurd.**"



Photo Source: oii.ox.ac.uk

FOUR AREAS OF REGULATION OF SOCIAL MEDIA



Photo Source: Wikipedia

"I believe we need a more active role for governments and regulators", says Mark Zuckerberg, founder and CEO of Facebook.

Zuckerberg (2019), continued: "Every day we make decisions about what speech is harmful, what constitutes political advertising, and how to prevent sophisticated cyberattacks. These are important for keeping our community safe. But if we were starting from scratch, we wouldn't ask companies to make these judgments alone.... I believe **we need a more active role for governments and regulators**. By updating the rules for the internet, we can preserve what's best about it – the freedom for people to express themselves and for entrepreneurs to build new things – while also protecting society from broader harms."

Zuckerberg said he believed new regulation was needed in four areas – **harmful content, election integrity, privacy and data portability**.

INDUSTRY-WIDE APPROACH: PRINCIPLED, COMPREHENSIVE AND EFFECTIVE

Brad Smith (2019b), Microsoft's president and chief legal officer said in response to Christchurch tragedy that companies needed to put a **greater emphasis on preventing the abuse of their technology through both technological and human processes**. *"The tech sector needs to do more on its own, the tech sector needs to do more with governments and NGOs, [and] we need to recognise that the law, regulation and governments have an increasing role to play in this space. Ultimately, we need to develop an industrywide approach that will be principled, comprehensive and effective....The tech sector should consider creating a "major event" protocol, in which technology companies would work from a joint virtual command center during a major incident."* Finally, Smith suggested a **need to work on digital civility**." ¹



Photo Source: <https://www.geekwire.com/2019/microsoft-president-brad-smith-release-book-controlling-risks-potential-digital-tech/>

¹ Brad Smith has written a book about his company's efforts to tackle called *"Tools and Weapons: The Promise and the Peril of the Digital Age"* terrorist and violent extremist content, May 15, 2019, <https://blogs.microsoft.com/on-the-issues/2019/05/15/the-christchurch-call-and-steps-to-tackle-terrorist-and-violent-extremist-content/>

THREE SOURCES OF DYSFUNCTION

In view of Tim Berners-Lee, big internet platforms and social media companies must be regulated to prevent the worldwide web from being "weaponized at scale". He sees three sources of dysfunction affecting today's web:



Photo Source:

<https://webfoundation.org>

1. Deliberate, malicious intent, such as state-sponsored hacking and attacks, criminal behaviour, and online harassment.

2. System design that creates perverse incentives where user value is sacrificed, such as ad-based revenue models that commercially reward clickbait and the viral spread of misinformation.

3. Unintended negative consequences of benevolent design, such as the outraged and polarised tone and quality of online discourse.

He suggests that **"Governments must translate laws and regulations for the digital age. They must ensure markets remain competitive, innovative and open. And they have a responsibility to protect people's rights and freedoms online."**²

ABOUT THE PROJECT

This section is based on data collected by following COMPACT project partners:

- **AEI**, Ukraine (20 articles for Germany but in a full-text PDF format and 25 articles covering Poland),
- **ELIAMEP**, Greece (excerpts from 15 articles for Greece, no articles for Cyprus - the task was taken over by SCM),
- **JSI**, Slovenia (excerpts from 20 articles for Slovenia, 20 articles for Italy),
- **University of Latvia**, Latvia (excerpts from 40 articles for Latvia, 37 often very valuable insights from Estonia, 19 articles from Lithuania),
- **PDS**, Croatia (excerpts from 79 articles for Croatia but mostly in form of short summaries, not highlights),
- **Media 21 Foundation**, Bulgaria (excerpts from 15 articles for Bulgaria and excerpts from 11 articles for Romania (with difficult utilisation for our purpose in the latter case),
- **SCM**, Slovakia (excerpts from 50 articles for Slovakia, 25 articles for the Czech Republic, 20 articles for Poland, 10 articles for Hungary, 7 articles for Austria, 10 articles for Germany and over 70 articles from selected international and national media in different languages, mostly in English language),
- **Catholic University**, Portugal - excerpts from 31 articles covering Spain and 31 articles for Portugal,
- **EDA**, Belgium - 27 articles on French speaking countries.

² <https://webfoundation.org/2019/03/web-birthday-30/>, 30 years on, what's next #ForTheWeb? , 2019, March 12,

Project partners MEDIAFRAME (UK), NUI-INS (IRL), ONTOTEXT (BG) did not provide requested “raw” data. Thus, this task was taken over by SCM as discussed above (instead of NUI and MEDIAFRAME) and by M21 (instead of ONTOTEXT). However, NUI-INS contributed to the final analysis with some comments and additional sources.

Aim of this policy research

For this deliverable, the project consortium has analysed and summarized newspaper articles (opinions, interviews and more analytic articles) from a broad range of European countries. The aim of this exercise was to gain a broad understanding of public debates on social media regulation throughout the EU and beyond. The data – opinions, interviews and more analytical pieces - have been published in selected major news and current affairs portals or specialised web portals in English or in local languages in majority of EU members states during the first half of 2018 and sometimes outside of this time span. One of the key challenges when it comes to EU-wide debates is the still prevalent fragmentation of the EU media landscape along divisions of languages. It is therefore very possible that a debate on a certain topic may be limited geographically and may not be taken up EU-wide. **The idea behind their selection was therefore to make accessible usually less vocal local voices in EU-wide debates on various aspects of social media and convergence. Unfortunately, there are so many rapid changes at technological, political and legal regulatory levels that some of the suggestions discussed below may already be obsolete.** Nevertheless, some partners (University of Latvia, Latvia, Media 21 Foundation, Bulgaria and SCM, Slovakia) managed to prepare short summaries of these ideas that we uploaded at the Project’s website almost immediately, already in 2018.

Methodology & data collection

It should be noted that independently, and in fact even before the expansion of social media, there have been generated theories about the emergence of a “network society” (Castells) and a “network journalism” (Bardoel & Deuze) reflecting the new modes of connectivity (Olausson, 2013, 1282). Clearly, the rapidly increasing complexity of global communication infrastructures and technological convergence has facilitated easy national, and sometimes global discussions (in some languages that are used in more countries such as English or Spanish) on global issues such as social media regulation which moreover in some aspects arguably requires global or at least coordinated effort by the key global players. It is true that very few people take this opportunity, partly due to time limitations, to follow global discourse on certain topics. To follow global discussions and to contribute to a global public sphere is furthermore facilitated by modern technologies that allow automatic translation of almost any language on the screen of a computer. Moreover, many online versions of legacy media or online only media allow comments by readers which further contributes to a global public sphere. Obviously, it is assumed here that majority of global or national media put their full- or access limited versions of their contributions on the web.

There are some unjustifiable doubts about importance of national media for global debates. For example: “In the debate on global media, national media, which doubtlessly still are the media that most people turn to, are most often dismissed as not significant knowledge producers concerning the global because of their inclination to depict the world according to nation-state logic (Altmeppen, 2010; Hafez, 2007, 2009)” (in Olausson, 2013, 1285).

Yet if there is any example that supports the role of national media, including specialised blogs, in global discourses, then it is exactly the debate on social media regulation that highlights importance of national media discourses for global debate. In this debate, national discourses are quite relevant, especially as an inspiration of suggested regulatory solutions and for monitoring of ongoing rapidly changing regulatory and technological developments.

Indeed, national public spheres are gradually becoming deterritorialized through the “increased presence of global connections within the national framework” (Hjarvard, 2001, in Olausson, 2013, 1286). This can be seen in international editions of some national media outlets (e.g. The Guardian International), or in international and/or foreign communication/media supported by some

governments (e.g. Al Jazeera English, RT), or in foreign language editions of national media outlets (e.g. Le Monde diplomatique in English). Moreover, national public spheres are providing perspectives on a problem that “both migrates across and transcends national frames of reference or explanation, exposing international interconnections, contextualizing motives and exploring both the scope of the problem and its human consequences” (Cottle, 2009, in Olausson, 2013, 1287). This was the idea behind our motivation to summarise such examples of discourse on social media regulation in Table 1 below. Clearly, “a global news discourseencompasses consensual and unifying constructions of the global as well as antagonistic and polarizing ones” (Berglez, 2008, in Olausson, 2013, 1288). This perspective will be clearly documented in Table 3 below.

Within this general context, we have applied media content analysis approach as our method. Media content analysis is a specialized sub-set of content analysis, a well-established research methodology. If we would follow categorisation of discursive-constructivist approaches in international relations (considering similarity to our global focus) as suggested by Godinho (2017, 6), our approach would fall between Descriptive Approaches (namely, sub-category Argumentation) and Autonomous Approaches (namely, sub-category Content Analysis).

If we would focus at our methodology from political science perspective and with focus at policy making, we could call our approach as “argumentative discourse analysis”. This is based on Hajer (1995) who argues “that in policy making, argumentative processes take place in discussions and meeting as actors position themselves and argue about controversial ‘burning issues’.”

Indeed, our approach and topic is at borderline between media content analysis and (more) argumentative discourse analysis.

It is possible to use both quantitative as well as qualitative approaches here. They all have in common that they use a set of procedures to make valid inferences from messages.

We used here primarily qualitative analysis, although for illustration we offered some statistical data. Neuendorf (2002, 5-7, in Macnamara, 2005, 3) argues that qualitative analysis of texts is more appropriately described and categorized as rhetorical analysis, narrative analysis, discourse analysis, structuralist or semiotic analysis, interpretative analysis or critical analysis. However, Neuendorf acknowledges that “with only minor adjustment, many are appropriate for use in content analysis as well” (in Macnamara, 2005, 3). Miles and Huberman (1994, 29-34, in Macnamara, 2005, 18) argue that sampling strategies for qualitative research should be driven by a conceptual question, not by concern for “representativeness”. We fully followed this methodological advice. Therefore, out of three suggested techniques (1. Selecting apparently typical/representative examples; 2. Selecting negative/disconfirming examples; and 3. Selecting exceptional or discrepant examples), we have focused at all three categories. Moreover, sometimes we went beyond our time-span and included interesting examples from categories 2 and 3.

From the pre-selected local voices, SCM (Slovakia) further **selected those most innovative or original ones**. It does not mean that we endorse without hesitation all selected suggestions - on the contrary, we call for another quick round of debate on these issues mainly by groups of professionals and policy makers.

It turned out that it would not make much sense to present narrowly national narratives on social media regulation, as we explain below. Instead, it worked better to categorise discussions according to issues/topics.

Then we tried to identify (implicit or explicit) suggestions of future research trends, as well as, if possible, suggestions for future regulatory policies. These are presented in a table format below.

In some cases, available materials did not capture regulatory or research issues. In many other cases, provided background materials did not highlight any research and policy suggestions/consequences/trends. In general, considering only limited share of identified relevant materials (between 0 - 15 %, depending on country sample), we expanded our scope and introduced (using Google search with key phrase “social media regulation”) truly global sample, ranging from Canada to Singapore, and covering early 2019. Thanks to automatic translation software, we were able to check sources in regional languages.

Apparently, the most productive global online sources debating social media regulation seem to be *The Conversation*, *Project Syndicate* and *Wired*, and among newspapers *The Guardian* (International Edition) and *The Strait Times* (Singapore). Within EU, a very useful platform seems to be *Politico.eu* portal which covers "Brussels" politics. In total, we have effectively utilised over 100 contributions from all over the world.

In the final phase, internal and external reviewers reviewed almost final versions of this text. Their useful reviews have been partially incorporated into the document or are attached with obvious partial rebuffal.

Constraints on validity of results

However, this is not a scientific text. Rather, it is a hybrid genre attempting at global synthesis of opinions and suggestions for regulating (or not) social media, serving initial comparative policy analysis in this area. For illustration, we have introduced some general topics discussed nationally or globally (some newspapers and magazine have global editions), in a narrative form. It is perhaps not that surprising that there was a lot of repetition, and only very few policy or research suggestions. Moreover, it probably cannot be argued that there is some relevant continuous and in-depth discourse in the majority of EU MS on the issues of social media and regulation. We present here as an example topics discussed in Bulgaria in early 2019. Issues that were discussed can be classified as pertaining predominantly to security on social networks, social networking rights, social networks and bioethics, more conceptual themes like social networks and revolutions or are social networks media or merely connection networks and finally, social media regulation and fake news regulation. There were not many original materials, translated articles dominated in Bulgarian media discourse. However, articles that were analyzed cover a variety of topics – spanning abstract and specific issues. The central problem discussed was safety and security on social media.

In contrast, discussion on social media in general, and their regulation in particular, is more pronounced in both the Czech Republic and Slovakia. The quality press covers these issues constantly, and public television in the Czech Republic runs regular or irregular programmes on these issues.

Apparently, in majority of cases, **controversial issues are emerging from time to time, and then discussion tends to concentrate on some contested issues**. For example, this was typical for the first half of 2018 when the Cambridge Analytica/Facebook scandal focused public discourses on data protection, online surveillance (e.g. Ramonet, 2018, Xeretakis, 2018 and Zuckerman, 2018 in Greek public discourse) and manipulation during election campaigns. Perhaps this is a standard situation in such novel, and by and large technology-inspired cases. Then there are irregular public seminars and workshops that tackle specific issues. Although these are useful discussion fora, perhaps some written summaries, if not recommendations, should be produced from these talks. For example, in late 2018 and early 2019, these workshops and discussions focused at aspects of social media regulation introduced by revised Audiovisual Media Services Directive (AVMSD). Soon afterwards, public and professional discussions turned towards copyright discussion in the European Parliament in March 2019. At about the same time, discussion in the European Parliament, by and large ignored by many local media, turned to concerns in the terrorist content legislation about fundamental rights, namely over the question of how quickly "terrorist" content should be brought down from social media (Kayali, 2019b).

In general, initially almost all regulatory issues are by definition controversial, blurred, and mostly without achieving consensus among all key stakeholders.

This part should supplement our deliverable on future research and policy trends for social media with insights from public expert discourses. We do not claim that we have identified some totally novel ideas, but at the same time, if we are supposed to be innovative, then we obviously should not follow what the Commission already follows/suggests in its documents. Of course, we do follow general "digital agenda", and "social media and convergence" topics. Certainly, we are aiming at future research and policy suggestions which have practical policy implications.

On the one hand, there is a slight tacit danger that if we focus on issues that we individually or even collectively consider important, innovative, we may actually underestimate or even kill really novel emerging ideas. We may think these are irrelevant, unimportant, or simply we do not understand them. This happened in the past with so many, at the end, truly great ideas.

On the other hand, public professional discourse may be misleading too. Again, this happened many times in the past. In particular, some newspapers and online news portal represent particular ideological perspectives which are further reflected in suggested policy choices. In general, it does not make sense to put on equal footing all opinions or to try to make suggestion based on prevailing consensus in a particular area without further critical reflections by practitioners/policy makers on these ideas. Nevertheless, public professional discourse may contribute with different perspectives. Indeed, our sample broadens usually rather narrow or traditional regulatory perspective focused at a triangle of self-, co- and public (state)- regulation. Our contribution also goes beyond narrow legal-judicial discourses. Moreover, it may overcome the obvious challenge of slow pace of publishing of scientific results which is particularly relevant in research on social media and convergence.

It is perhaps interesting to note that it proved to be more difficult to get verification of data, or even to get basic data from larger countries than from smaller ones. We assume that this has to do with more universal focus of experts from smaller countries – they, by definition, have to follow more broadly ongoing developments.

Finally, this material can become interesting although inevitably rough history document of the issues and authors discussed about social media and regulation at a global level especially in early 2019. In fact, only very few people could get such overview of the current discussions on regulating social media world-wide.

GLOBAL MEDIA DISCOURSES ON SOCIAL MEDIA REGULATION

SOCIAL MEDIA VS. DEMOCRACY

MacNamee (2018), who defines himself as a being former techno-optimist, highlighted two negative aspects related to the emergence and popularity of social media. First, and this is explicitly related to a lack of regulation, he mentions that **platforms introduced tools common in gambling industry**. The intention was to create permanent involvement or addiction. As put by Swisher (2018): *"Tech leaders made screens so addictive that they won't let their own children use them..."* The second issue is a more global one - **the platforms enable the powerful to cause damage to those who are powerless (or less powerful) in business and international relations**. Moreover, in near future, with **integration of AI into digital advertising and propaganda, disinformation operations and legitimate political communications will gradually become concerted, automatic and seamless** (Ghosh, 2018). Facebook already runs about 200 content labelling projects training *"the software that categorises items according to five "dimensions"*. The aim is to train an automated Facebook tool that enables advertisers to avoid sponsoring videos that are, for example, adult content or political.³

Referring to Facebook, Vaidhyanathan (2019) pointed out that *"Overall, Facebook undermines our ability to communicate on our own terms, to deliberate about public issues in a sober and informed fashion, and to build trust among citizens. The macro effect is so much more dangerous than any particular abrogation of user trust or violation of privacy law."*

Popović (2018) aptly summarises general academic consensus suggesting that by diversifying the media and fragmenting the audience we get a variety of choices, choosing what to consume, when and where. However, **one of the consequences is the dismantling of a common framework, which in the news/information domain defines public interest** (this is the Public Phantom Sphere discussed by Zeynep Tufekci above); **the second is the disappearance of the trust in the media**, considering that **in the explosion of platforms and channels of communication, mixing "fake" and "real" news, reliable and unreliable sources, producers and audiences, the relativisation of once unquestionable facts becomes visible and apparent**.

This latter issue will be discussed further below in the section related to fake news and social media. It should be mentioned here that one could wonder whether people did not lose their trust in legacy media for other reasons than just for emergence of social media in particular and plurality of voices in general. Moreover, it seems that this 'explosion' is considered to be something new, but it is not – for the last 15 years we have seen a huge amount of social media platforms appearing (and disappearing), in our opinion the novelty is not really in the amount of platforms, but in the growth of frequent users and the social relevance attributed to social media.

The French political scientist Yascha Mounk analysed the impact of social media on society and democracy. In the interview, he touches upon the "giles jaunes" movement, which in his view would not have been possible without social media. Previously, in order to reach out to masses, one needed access to traditional media. Now this situation has shifted to **an oligopoly** with more people having access to

³ May 6, 2019, Facebook 'labels' posts by hand, posing privacy questions, <https://www.straitstimes.com/world/united-states/facebook-labels-posts-by-hand-posing-privacy-questions>

communication channels. **The distance between the elites and the people has decreased**, which is not necessarily bad for democracy, but can lead to greater political instability (Devecchio, 2018). Similarly, Antoinette Rouvroy, the researcher at the University of Namur (Belgium) comments on the deficits of the web and the new form of capitalism based on data (This idea is related to the concept of datafication, identified by van Dijck and Poell /2013/ as one of the four principles of social media logic). According to her, the public space is threatened and **a new social contract between citizens and tech giants is needed**. One can assume that this is just a synonym for regulation. Be that as it may, some of her suggestion are related to Tim Berners-Lee's text published on the occasion of the web's 30th birthday. For instance, she cites the Cambridge Analytica scandal as a phenomenon of micro-targeting. Facebook has the data to make profiles of people which allow the buyers of these profiles to understand political preferences and develop targeted messages. She also speaks about "hyper-personalisation".

In addition,, Urmas Villmann (2018), Kontuur Leo Burnett Creative Director, suggests that in the era of social media, **"minority voices get extraordinary attention. When one reads the press, one can think that the whole world thinks and behaves that way. But there is the silent majority which is quiet. It is living, consuming and being silent. If an ad subscriber (consumer) starts to act like a minority, then the result could be a disaster."**

Ivan Bedrov (2018) goes even further, arguing that Marc Zuckerberg's **social network has created the illusion that all opinions are equal; that knowledge, preparation and experience are not important; that it does not matter if you have facts, it is enough to have fans; that nothing is true, because everything can be true.**

In this line McDermott (2019) shows different aspects of dealing with fake content from perspective of different stakeholders. In an elaboration built upon the case of infamous viral fake video of Nancy Pelosi speech at CAP 2019, he stresses that even when Facebook correctly identifies the content as false, there is no explicit policy that stipulates fake content. Therefore, the content stayed online for a long time. The decision to keep the video online was guided by the principle to *"find the right balance" between free expression and authenticity* (McDermott, 2019). The content was further shared on Twitter, and Twitter itself did not take any action to remove the content neither. At the same time YouTube platform (owned by Google) after flagging the video as seriously altered, took the video down. Therefore, there is a significant difference in standards in the industry and there is lack of common policies on dealing with altered and fake information. The author also recalls some of the stakeholder opinions that while identification of fake content is difficult, with the progress and availability of AI-driven advanced image editing, it will become even more challenging task to distinguish the real and fake material and that requires strong action from social media providers.

The about discussed issues can be perhaps best captured graphically in the following chart (Figure 1) by Goodman (2019).

The Facebook argumentation of "Finding the right balance" has some support by **authors claiming that fake material can in fact be used to raise awareness of important matters or bring attention to valuable contents**. For instance, Evon (2016) presents an article where he debunks a popular social media post about Albert Einstein PhD rejection letter. Even though the letter is clearly identified as fake, the author stresses that it is a modern reflection on the opposition that Einstein faced to his novel theories. Therefore, the social impact of that fake letter is actually positive. Nevertheless, majority of the authors seem to be focusing on the negative implications of fake material dissemination by social media.

In this context a book *Ten Arguments for Deleting Your Social Media Accounts Right Now* (2018) by tech pioneer Jaron Lanier about big tech companies, argues that **social media are undermining the truth**. He argues that social media have created a crisis of truth and an environment which favours conspiracy theories and misinformation. As examples, he cites the debate about vaccination (Verhagen, 2018). Dymek (2016) explains this idea (in a bit narrow perspective about internet and the web, even though one is witnessing an expansion of the social media logics to the web as a whole) by **technological aspects**: „an anti-Semitic sewage, an extreme party bulletin, avant-garde zine and a serious journalistic

institution” - all get in the new formatted internet the same font and binding, are similarly legible, conveniently arranged on the screens of phones and tablets, more and more often only appearing as links to home pages. Thanks to the existence of open photo databases, CC licenses and digital libraries (as well as media poaching and cheap costs of preparing the frame) even low-budget titles create an **appearance of professionalism**.

Figure 1: Misinformation Challenges



Some reviewers question the opinion above as being a little bit problematic. It seems that a connection is being made there between Creative Commons and open access content and lack of professionalism. There is an increasing amount of professionals opting for licence their content with CC licences, as well as contributing to open access databases and archives, in order to contribute to the enlargement of the offer of 'common digital goods' and/or to make their work more accessible to a wider audience. Of course that CC and open access also encourages amateur practices, but not all amateur content is characterized by having an eminent lack of quality.

Perhaps most worryingly, the new media environment has created **different genres of performance crime** (Yar, 2012). The performances have increased in intensity, and criminality – from so-called “happy slapping” videos circulated among adolescents, to violent sexual assault videos. As a solution, we should focus on how the techniques and reward systems we use to represent ourselves to online audiences are in fact a central component of criminal attacks, suggests Yar (2012). This is related to a broader context of converged environment.

However, one should highlight that there are **some positive aspects of social media**. For example, by adhering to the functionality provided by Facebook that allows users to ask friends, it can be asked for donations or gifts, even for institutions. This can be called **the network of solidarity** (Agência Lusa, 2018). Three of the best examples of positive campaigns made with the use of social media: The ALS

Association: Ice Bucket Challenge; ALWAYS: #Like a Girl; #Metoo.⁴ CC licences foster a creative and participatory environment, that provides tools for self-expression and higher levels of participation. **Globally, social media platforms can be the only public space where there is free expression** (Khalaf, 2018). Finally, Mark Turnbull (2019), former managing director of the non-US political division of Cambridge Analytica argues that: „*data-driven insight is no longer optional. That means it should be as much a tool for progressive politics as for division.*“

Commercially, there is a new phenomenon of "youtubers" and/or "influencers" or even a special sub-category of "kidfluencers" who earn money from their - often originally - hobby activity (see e.g. Mravčák, 2013, McIntosh, 2019, Wong, 2019). It should be mentioned here that there are **some governments that consider important to regulate this sector**. For example, the National Media Council of the UAE announced new regulations affecting anyone using social media for commercial purposes in 2018. This includes, in addition to influencers, also electronic news sites, publishers, and on-demand printing niches (Cummings, 2018). Just for illustration, among the conditions that an applicant for a licence has to meet are following:

- The applicant should have good reputation and decent conduct
- The applicant should hold a high academic qualification from a college, institute or an accredited university; however, he may be exempted from meeting such qualification requirement. 5

The problems with influencers, or just fake commercial reviews, is on the agenda for a quite while (see e.g. Courtney, 2013).

From a more business perspective, Hao and Webb (2019) point to a **key flaw with new technologies**: ***"Most of the innovation comes from big tech companies, which are in private hands. Thus, the private investors or entrepreneurs expect a high return on their investments. This leads to a situation, where new technologies, such as AI are employed in ways that can be detrimental to citizens and the society as a whole. It can even be a threat to our democracies."***

Interestingly, Zuckerberg wrote a public manifesto "Building Global Community" in 2017.⁶ Brock (2017a) criticised this manifesto as: ***"The terms are vague, obvious questions begged are ignored and historical context is missing."*** This vagueness can be nicely seen in Figure 2.

4 See 2018, BLOOG, Najlepsze kampanie social media, czyli jak media społecznościowe mogą pomóc społeczeństwu <http://bloog.pl/kampanie-reklamowe/najlepsze-kampanie-social-media-czyli-jak-media-spolecznosciowe-moga-pomoc-spoleczenstwu/>

5 See more at <http://nmc.gov.ae/en-us/NMC/Documents/Electronic%20Media%20Regulation.pdf>

6 <https://www.facebook.com/notes/mark-zuckerberg/building-global-community/10154544292806634/>

Figure 2: Zuckerberg' Key Words in His Vision of FB Global Community



Source: Brock 2017a

In hindsight, one can see that Zuckerberg underestimated next developments, in particular the need for more efficient regulation, especially if one considers his latest suggestions calling for more governmental regulation cited above (see also Scott, 2019b). Moreover, Facebook's earlier internal and follow-up problematic business decisions and editorial-algorithmic choices and later changes are well-described in Thompson and Vogelstein (2018) as well as in Frenkel, Confessore, Kang, Rosenberg, Nicas (2018). Kayali (2019a) summarised that the company's representatives pushed back against almost any form of regulation of its businesses in the EU as late as in September 2017. Greer (2019) put forward 25 reasons from democratic and human rights perspectives, reflecting wrong or hypocritical business and editorial-regulatory policies of Facebook. Greer (2019) claims: *"Facebook's current business model is fundamentally at odds with democracy and basic human rights."* Similarly, John Edwards, New Zealand's privacy commissioner, wrote: *"Facebook cannot be trusted. They are morally bankrupt pathological liars who enable genocide (Myanmar), facilitate foreign undermining of democratic institutions"* (Roy, 2019). Murgia (2019) mentioned among *"dark patterns"*, ie. little design tricks that cheat consumers, a trick called *"privacy Zuckering"*. This trick (named after Zuckerberg) is supposed to incite users to overshare their private data.

As put by New York Times editorial (NYT Edi, 2018, November 19): *"Facebook is not the only tech company that demands regulatory scrutiny. But Facebook has, perhaps uniquely, demonstrated a staggering lack of corporate responsibility and civic duty in the wake of this crisis."*

Today, Facebook calls not only for government-backed regulation, but also adds that journalism and activism would be needed to bolster the company's own effort to tackle fake accounts and fake news (Graham-Harrison, 2019). Facebook has tried to improve its public image recently (see Scott, 2019b). Finally, Facebook's co-founder Hughes (2019) wrote: *"The government must hold Mark accountable. For too long, lawmakers have marveled at Facebook's explosive growth and overlooked their responsibility to ensure that Americans are protected and markets are competitive."* ZUCKERBERG IN RESPONSE ARGUED THAT *"IT WOULDN'T HELP ANYTHING"* (Miller, 2019). Some readers considered Hughes's grand statement as based on logical fallacies.⁷

7 See Opinion, <https://www.nytimes.com/2019/05/17/opinion/letters/facebook-breakup.html#referrer=https%3A%2F%2Fwww.google.com&tf=From%20%251%24s>

SOCIAL MEDIA REGULATIONS

While there was strong resistance towards any Internet, and, later on, social media regulation, some a decade ago, since then "un-regulated" paradigm has shifted. There have been emerging voices calling either for **self-regulation** or **co-regulation** in public discourse. For example, Karentay (2017) argued that *"Governments and social media companies are joint stewards of public interests on social media platforms. This is the paradigm which undergirds 'Co-regulation'."* Policymakers representing the International Grand Committee on Disinformation and "Fake NEWS" from Ireland, Britain, Singapore, Argentina, Brazil, Latvia, France, Belgium and UK discussed with Richard Allan, Facebook's vice president of policy solutions at meeting before the UK Parliament policy choices whether the tech giant should be broken up to the need for curtailing its data collection practices in late 2018 (Scott, 2018b). Interestingly, with exception of missing German representative, these countries appear to be at forefront of regulating social media among liberal democracies - based on media discourses. The results of the first International Grand Committee however were considered to be "inadequate and unsatisfactory"⁸. Therefore, the meeting in UK has been followed by the Second Meeting of the International Grand Committee on Disinformation and "Fake NEWS" in Canada on 28 of May 2019 which holds some promises on progress in regulating the social media – COMPACT project supplied relevant supporting materials to that meeting. The meeting was directly predeceased by Facebook's CEO Mark Zuckerberg and his team meeting the Irish Committee on Communications and calling on the need for strong collaboration with government to regulate Social Media. In particular, as mentioned, Facebook's CEO *called for increased government oversight of the internet in areas like **harmful content, election integrity, privacy and data portability***. The issues of **child protection and age verification** were also discussed in the context of privacy and safety of users (McCurry, 2019). Facebook team discussed the issues of regulation in particular with Chair of the Oireachtas Communications Committee, Hildegard Naughton. Ireland is home to Social Media EMEA centres making it an important player in terms of regulating Social Media in Europe. Therefore, it is not surprising that the next Grand Committee will be held in Dublin, Ireland in November 2019. COMPACT project is again expected to provide extended materials to support that meeting.

Despite all the efforts to co-regulate social media, it appears that the current view on roles and responsibilities of social media platforms is unclear and that was well captured in the Editorial by the Guardian⁹:

Global social media networks are neither traditional publishers, who can reasonably be held responsible for everything that appears on them, nor wholly neutral carriers, like the telephone companies.

Their interests are not entirely aligned with society's, nor with their individual users'. In particular, the social networks want users to spend as much time as possible with them, so that profiles of their interests and desires can be constructed and sold on to advertisers.

Later on, The Guardian added:

"Are social media companies responsible for the lies their users tell? Both the obvious answers, "yes" and "no", are clearly wrong. Complete responsibility is a bad idea, and impossible in practice:.....Yet it can't be right, either, to say that social media companies have no responsibility to exercise the powers they have to remove obnoxious material from their servers."¹⁰

However, if platforms are required to adhere to additional regulations in a country that do not exist

⁸ <https://www.finegael.ie/social-media-companies-must-attend-international-committee-naughton/>

⁹ The Guardian view on extremism online: who will guard the watchdogs?, May 5, 2019, <https://www.theguardian.com/commentisfree/2019/may/05/the-guardian-view-on-extremism-online-who-will-guard-the-watchdogs>

¹⁰ The Guardian view on Facebook: power without responsibility, editorial, 2019, May 27, <https://www.theguardian.com/commentisfree/2019/may/27/the-guardian-view-on-facebook-power-without-responsibility>

elsewhere it may deter them from operating in a country, or may lead to some sites from being blocked altogether to avoid additional regulation. This issue was discussed in case of New Zealand, allegedly being a small country with limited impact on big social media platforms (Graham-McLay, 2019). However, the Latvian example discussed below suggests that perhaps there is workable solution at a national level too - i.e. direct negotiations with platforms. As presented above, Ireland has become quite unexpectedly crucial player in enforcing EU regulation related to AVMSD (tackling social media) as well as GDPR. Both GDPR and AVMSD state that the lead regulator be in the country in which the tech firms have their “data controller” or headquarters – which is, in most cases, Ireland (Vinocour, 2019).

A less extreme scenario could also result in a country specific versions of certain sites (Daniel, 2019). It is well-known that there are unique national alternative social media platforms in China and partly in Russia and South Korea, as well as in some other countries like Poland (currently its popularity is on decline), Hungary (no longer in operation) or in Slovakia.

Social media regulation can oppress unpopular opinions and stop important conversations. Indeed, Facebook’s new (early April 2019) transparency rules require any individual or group posting political adverts on the platform to register in each EU member state they want to show them in. The measures were unveiled as part of the tech group’s attempts to tackle “online disinformation” and foreign interference in European elections. However, many pan-EU parties and candidates have complained they will stop parties from running cross-border campaigns (Khan, 2019). It should be mentioned that similar worries were raised with respect to Facebook’s decision to ban on the spread of racist content by white extremists (O Globo, 05/04/2019, Lima, 2019). The former issue was allegedly resolved by mutual agreement with granting temporary exception from the rules (Scott, Kayali and Baume, 2019). However, it was not clear when Facebook would introduce requested changes.¹¹

Similar rules, which force campaigners to have a valid registered address in every EU country, were rolled out for the US midterm elections and also apply in the UK.

There is also the counter-argument that regulation will only benefit those in power, whether that power is held by (especially oppressive) government or corporations (Arnold, 2018). Knapp (2019) explicitly argues that *“Big Tech wants to be regulated by Big Governments because regulation makes it more difficult and expensive for new competitors to enter the market.”* Similarly, Morozov (2019) claims: *“The long-term effect of their supposedly revolutionary activity is often to actually cement the status quo, even if they do it by means of extremely disruptive solutions.”*

Bosking (2019) suggests at least four separate regulatory policy issues: privacy, market power, free speech and censorship (including inappropriate content), and national security and law enforcement. Interestingly, there is no absolute agreement with regulatory preferences as outlined by Zuckerberg above.

Anyway, in response to violent images spread on social media, or suicides by teenagers, **the legislation regulating violent messages is being rapidly enacted in some countries of the world**, as part of the response to the live-streamed killing of 50 worshippers in two mosques by a gunman in New Zealand, in March 2019. The live video was reportedly up for 20 or 29 minutes, but the recording was reposted on YouTube and spread elsewhere online. Facebook removed 1.5 million copies of the video over the subsequent 24 hours. Australia was the first to introduce such regulation directly in response to this mass murder spread via social media. **The Australian legislation means that social-media executives could face up to three years in jail, or be fined up to 10% of their company’s annual revenue**, if they fail to take down violent content in an “expeditious” manner. Australian Attorney-General Christian Porter suggested “well over an hour” was unacceptable (Sachdeva, 2019). The bill defines “abhorrent violent content” as terrorism, murder, attempted murder, torture, rape, and kidnapping. The law says companies must take it down *“within a reasonable time after becoming aware of the existence.”* There

11 <https://www.politico.eu/article/facebook-mark-zuckerberg-regulation-tech-europe-privacy-data-protection-washington-nick-clegg/>

are certain exemptions for purposes like law enforcement, court proceedings, artistic work, and journalism (Jee, 2019, on criticism of this draft legislation see Thomas, 2019, as well as Bosking, 2019, and in Table below and check opinions of the United Nations human rights experts¹²).

The kinds of additional proposals under discussion in Australia and New Zealand in March 2019 included that live-streaming would require a government permit, and videos could only be broadcast online after a seven-second delay, platforms would be treated like traditional publishers, expected to vet every post, comment and image before they reached the public, or being held responsible for the safety of their products and the harm they cause (Cave, 2019).

The UK government April 2019 recommendations called for the creation of **an independent regulator that will have the authority to issue fines, block access to websites, and hold company executives legally liable for the rapid proliferation of illegal and harmful content through the platforms' algorithms**. Social media firms to be legally forced to protect users under government plans to introduce an independent regulator. That would hold platforms accountable for the spread of extremist content, misinformation, hate crimes, and dangerous material aimed at children.

Other countries, e.g. France, already discussed draft bill to punish platforms for the slow removal of hate speech and illegal content, or removal of fake news (Singapore). The latter legislation, called the Protection From Online Falsehoods and Manipulation Bill, would require websites to run **corrections alongside "online falsehoods" and would "cut off profits" of sites that spread misinformation, among other measures**. The bill defines the public interest broadly, ie ministers could intervene to prevent "a diminution of public confidence" in the government's performance or the "incitement of feelings of enmity, hatred or ill will between different groups of persons," among other threats.

The Canadian government is "actively considering" regulating social media giants and believes that self-regulation of the platforms has failed (Boutilier, Oved and Lytvynenko, 2019).

Russian authorities may block websites that do not meet requests to remove inaccurate information. Individuals can be fined up to around 6,000 eur for circulating false information online that leads to a "mass violation of public order" in Russia. 13

Germany passed a law for social media companies to quickly remove hate speech already in late 2017.

We have summarised this narrative report in a table for a brief overview, as well as copied a map which illustrates these actions globally (with focus at online disinformation exclusively in the latter case). A more in-depth but short materials on various regulatory and research issues are being disseminated before symposia.

We present here an overview of actions taken or considered by governments worldwide against online misinformation. This overview is based partly on media reporting, and partly on anonymous tips received by Poynter Institute. We have updated this information based on available additional sources in cooperation with our project partners.

Apparently, there is no shared trend how to tackle social media harms so far here. **If there is any trend, then more authoritarian states simply pass legislation, while more liberal-democratic states usually appear first ask or expect media platforms to self-regulate, support fact-checking and fake news debunking initiatives, then study these issues in reports ("White Paper" and similar types of documents) and finally pass specific legislation too.** There is one more important difference, though. As this output documents, in almost all liberal democracies there are more or less vivid discussions on the issue of regulating social media. Nonetheless, there appears to be very little use of more innovative approaches attempted within the EU as a whole, or within some states, i.e. co-regulation or incentives based regulation (discussed later on). However, if taken cumulatively, as it is the purpose of this document, these ideas, sometimes possibly too imperfect, present a powerful intellectual framework

12 <https://freedex.org/wp-content/blogs.dir/2015/files/2019/04/OL-AUS-04.04.19-5.2019-2.pdf>

13 <http://rkn.gov.ru/>

for making rational and innovative decisions on regulating social media.

A CASE STUDY OF LEGAL MEASURES: HUNGARY

We offer here as a case study an overview of legal measures taken in Hungary, as an example of diversity of particular measures taken to tackle social media harms. Hungary was selected for no specific reason, one can say it happened by a mistake. We asked our colleague in Hungary to provide data for a table, and she actually provided a rather detailed overview of relevant legislation. Nevertheless, this overview illustrates that there are at a national level many, but partial, legal measures that can be used for social media regulation. Moreover, Hungary appears to be in conflict with Facebook quite relevantly (Graham-Harrison and Walker, 2019).

Table 1: Case Study Hungary: Measures Adopted with Regard to Regulating Social Media Harms

Content made accessible without permission	Act V of 2013 on the Civil Code, Right to integrity and reputation, Section 2:45; Right to facial likeness and recorded voice, Section 2:48; Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information, Section 5; Act C of 2012 on the Criminal Code, Misuse of Personal Data, Section 219, Defamation Section 226 , Production of Sound or Video Recording of a Defamatory Nature, Section 226/A, Publication of Sound or Video Recording of a Defamatory Nature, Publication of Sound or Video Recording of a Defamatory Nature Section 226/B, Slander, Section 227; Desecration, Section 228
Online harassment	Act C of 2012 on the Criminal Code, Harassment, Section 222
Pedophile content	Act C of 2012 on the Criminal Code, Child Pornography, Section 204
Racist/hateful content	Act C of 2012 on the Criminal Code, Incitement Against a Community, Section 332 , Open Denial of Nazi Crimes and Communist Crimes Section 333, Use of Symbols of Totalitarianism, Section 335
Violent content	Act CVIII of 2001 on Electronic Commerce and on Information Society Services, Section 4/A
Data phishing sites and content infected with viruses, spyware or worms	Act C of 2012 on the Criminal Code, Misuse of Personal Data, Section 219; Illicit Access to Data Section 422, Breach of Information System or Data, Section 423; Compromising or Defrauding the Integrity of the Computer Protection System or Device, Section 424
Content promoting drug use	Act C of 2012 on the Criminal Code, Drug Trafficking, Section 176-177, Illegal Possession of New Psychoactive Substances, Section 184
Content inciting acts of terrorism, promoting or contributing to terrorism	Act C of 2012 on the Criminal Code, Acts of Terrorism, Section 314-316.

Any of the above can be reported through the internet hotline, a legal advisory service of the NMHH (national media and infocommunication authority).

Beside the protections provided under criminal law, victims of 'hate speech' have three types of remedies available to them under Hungarian civil and administrative law.

They can either:

- a) initiate a civil action under the new provisions on 'hate speech against a community' of the Civil Code; or
- b) file a complaint with the Equal Treatment Authority under the harassment provisions of the Equal Treatment Act (ETA); or
- c) initiate a civil action before the courts for harassment under the provisions of the ETA together with the provision on inherent rights under the Civil Code.

Under media law, the Hungarian Media Council has the authority to investigate cases of infringement, both ex officio and in response to complaints in 'hate speech' cases, and impose administrative sanctions. However, the Media Council does not have oversight powers over public service media and other state-controlled media.

Other initiatives to mention include those promoting ethical journalism at the Editor's Forum.

Certain forms of 'hate speech' are prohibited in advertising (commercial communications), and the Self-Regulatory Advertising Organisation (ÖRT) has adopted a **code of conduct** that addresses some issues related to discrimination in advertising.

On top, **media literacy materials** have been produced by the NMHH as well as other research that can be used (but not compulsory) in the curriculum.

OVERVIEW OF REGULATION ON TARGETING ONLINE HARMS

The EU has specific role to play here since one should be aware of the possibility that any legislation introduced by the EU would provide the necessary pretext for their introduction in many semi-authoritarian or fully authoritarian states (Satrusayang, 2018, Pollicino, 2019). Indeed, Reporters without Borders (Germany) claim that the German law on online hate speech is now serving as a model for non-democratic states to limit internet debate, in particular with reference to Russia (Sachdeva, 2019).

The table below, compiled primarily from two sources (Funke, 2018 and Alaphilippe, Gizikis, Hanot and Bontcheva, 2019) and then updated and expanded independently, focus primarily at governmental initiatives.

Table 2: Country Specific Legal and Policy Initiatives Targeting Online Harms

Country	Action	Focus
Austria	Austrian criminal code (StGB) defines unlawful content and behavior (with relevance for online communication)	inter alia - insult (Beleidigung) (§ 115 StGB), cyber stalking (§ 107a StGB), cyber mobbing (§ 107c StGB), sedition (Verhetzung) (§ 107c StGB), etc.

	New: Draft proposal for a Law on Diligence and Responsibility Online (SVN-G). Forums covered by the bill would have to conduct an authentication of their users. Note: Whether and when the law will enter into force is not foreseeable at the moment.	Forums covered by the bill would have to conduct an authentication of their users.
Australia	Task force	Foreign disinformation campaigns Removal of violent content
	Bill (2019)	The act that threatens social-media executives with up to three years in jail, or be fined up to 10% of their company's annual revenue, if they fail to take down violent content in an "expeditious" manner.
Bangladesh	Law enforcement	Propaganda and media regulation
Belarus	Law	Misinformation
Belgium	Media literacy	Misinformation
	The consultation of an expert group, May 2018 + a citizen consultation platform	To tackle the spreading of fake news and disinformation online.
Bosnia and Herzegovina	None specific legal and policy initiatives and legislation on social media	Focus is on hate speech in whole country as well as fake news
Bulgaria	discussion	Fake news
Brazil	Task force, Bill	Election misinformation
	Brazil tries to access data from investigated persons who have registered on social networks like Facebook and WhatsApp without the need for a court order (2019) New Presidents rejects social media regulation (2019)	
Cambodia	Law	Misinformation
Cameroon	Law enforcement	Media regulation
Canada	Task force, Media literacy	Media literacy, foreign disinformation campaigns
	discussion on regulation among key political parties (2019)	Social harms
	Canada's privacy commissioner critical report (2019)	Facebook broke privacy laws and 'refused to act responsibly'
Czech Republic	The Centre Against Terrorism and Hybrid Threats (2017)	Misinformation/fake news
	Draft Law (2019) dismissed	To prevent social media to limit freedom of expression
	Draft law (2019)	Special tax to social/digital media
China	Some SM are blocked in China, local SM are monitored, some politically sensitive words are automatically censored outright, others are censored by human	Political censorship
	Law	Misinformation

Côte d'Ivoire	Law enforcement	Media regulation
Croatia	Draft law (2018)	Hate speech
	the government plans to create a national contact point	to warn other EU members about deliberately disseminated disinformation in real-time through a rapid alert system
	Media Literacy (2019)	Better understanding, analysis and critical assessment of media, the identification of misinformation, privacy protection and responsible use of media and social media
Cyprus		
Denmark	Media literacy	
	Gov. action plan of 11 initiatives (September 2018): in particular, intergovernmental task force	Misinformation and media literacy
Egypt	Law enforcement (2018)	To tackle instability and terrorism The state's Supreme Council for Media Regulations has the power to place people with more than 5,000 followers - on social media or with a personal blog or website - under supervision.
Estonia		No remarkable developments or initiatives in this field can be observed neither legislatively nor otherwise.
Finland	Media literacy (since 2014), multi-pronged, cross-sector approach	Disinformation
	Government action plan (2019)	The cabinet appointed in June 2019 files its commitment to curb hate speech as one its main goals in connection to the development of judicial system. The outcomes of this statement are not specified as yet.
	Support fund for harassed journalists (2019)	Leading media firms and unions established a fund to support journalists, who face harassment or need to defend their freedom and integrity in the courts of law.
France	Law n° 2018-1202 (2018) Loi n° 2018-1202 du 22 décembre 2018 relative à la lutte contre la manipulation de l'information (Law regarding the fight against manipulation of information – for all elections)	Election misinformation
	Organic law n° 2018-1201 (2018) LOI organique n° 2018-1201 du 22 décembre 2018 relative à la lutte contre la manipulation de l'information (Law regarding the fight against manipulation of information – organic law for presidential elections)	Fast removal of hate speech and illegal content

	<p>Proposal on ethics committees in media (2019)</p> <p>Des «comités d'éthique ou de déontologie» pour la presse</p> <p>La loi du 14 novembre 2016 « visant à renforcer la liberté, l'indépendance et le pluralisme des médias »</p> <p>A report requested by the French government proposes the creation of a professional work ethics council (a self-regulating entity). If a citizen would see debatable content, they could address this council to make a complaint, thus avoid judicial proceedings. This could help reinforce good journalistic practices and the credibility of media.</p> <p>Law of 14 November 2016 to strengthen freedom, independence and pluralism of media</p>	Self-regulation of legacy media
	Digital tax 2019	Strengthen media freedom and pluralism to tax social media fairly
	Embedding regulators at Facebook for the first six months of 2019	To determine whether FB's processes for removing hate-fueled content could be improved.
	May 2019 Parliamentary debate whether an update to the country's online hate speech law is needed, in an attempt to force social media platforms to take more responsibility for taking down heinous content	hate speech law
Germany	<p>Law</p> <p>Netzwerkdurchsetzungsgesetz (Verbesserung der Rechtsdurchsetzung in sozialen Netzwerken)</p> <p>Updates on act to strengthen children and young people (Kinder- und Jugendstärkungsgesetz) of 29 June 2017 (adopted as part of the reform of Book VIII of the Social Code) assigns responsibility for teaching media literacy to child and youth services and considers it part of educational child and youth protection (erzieherische Kinder- und Jugendschutz). The relevant section (Section 14 (1) of Book VIII of the Social Code) will be amended accordingly. The act came into force on 1 January 2018.</p>	<p>Hate speech</p> <p>Media literacy</p>
Greece	<p>The creation of a fact-checking team within the public service broadcaster, ERT.</p> <p>There is penalization of the spread of fake news or rumours that may cause concern or fear to citizens, that may upset public faith or shake confidence in the national currency or in the armed forces of the country or that may disturb the country's international relations.</p>	Misinformation
Hungary	see special case study in this report	

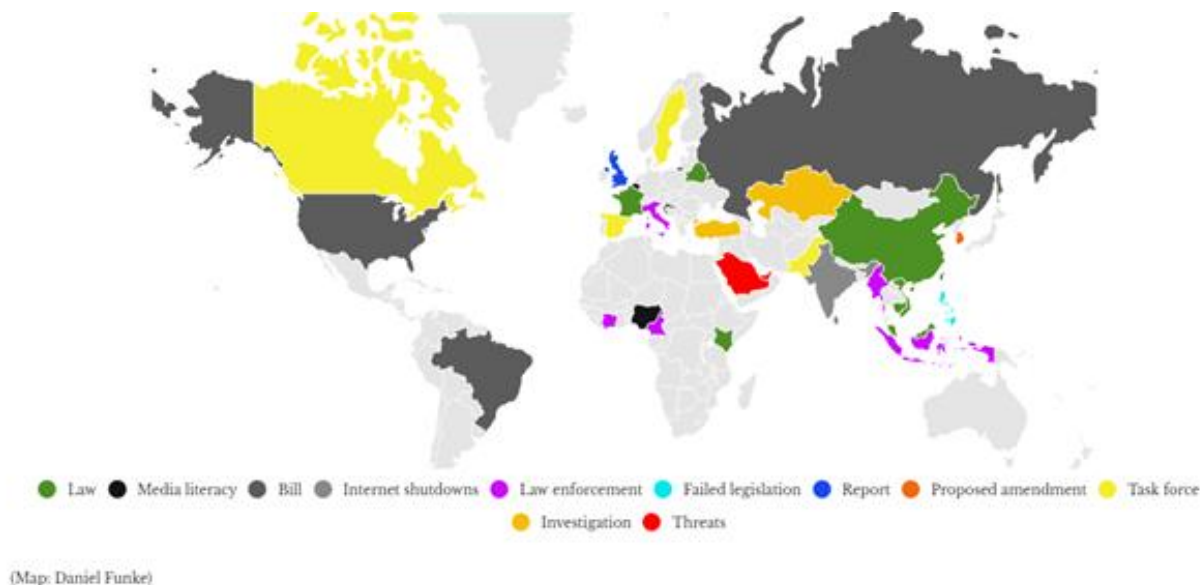
India	Internet shutdowns The rules, proposed by the Information Technology ministry in late 2018	Misinformation To compel platforms to remove unlawful content, such as anything that affected the "sovereignty and integrity of India". This had to be done within 24 hours. The "intermediary guidelines", also propose requiring companies with more than five million users in India to have a local office and a nodal officer for "24x7 coordination with law enforcement".
	a "Voluntary Code of Ethics" by Facebook, Twitter, WhatsApp and ShareChat and their intermediaries for the parliamentary elections (2019)	fake news (any content that breaches electoral law and the Election Commission's Model Code of Conduct will be pulled down by the social media outlets within three hours of its being uploaded).
	Indian National Congress Party promised that it would pass regulations to stop the spread of fake news and hate speech and punish those who misuse digital and social media (2019)	fake news and hate speech
Indonesia	Law enforcement, Task force	Misinformation
Ireland	Bill Draft Bill (2019) Online Safety Commissioner – Online Safety Act (Proposal)	Political bots and advertising Violent Content Online Protection of minors online
	A draft bill to tackle the spread of fake news and hate speech (2017 – not passed)	Misinformation and fake reviews
Italy	a cyberbullying law (2017)	Minors over the age of 14 or their parents can demand content hosting sites to remove damaging content within 48 hours of a request
	Parliamentary Provision (2017)	Telecommunications operators to retain telephone and internet data for up to six years
	the short-term National Police' project, named "red button," (2018)	to report fake news using a portal on the police's website
	Call for self-regulation (2018)	AGCOM invited social media companies to regulate themselves during the 2018 campaign
Kazakhstan	Investigation	Media regulation

Latvia	Ministry of Culture	<p>The use of social networks in social science lessons would help to identify false news, but the use of such tools is not common practice in schools.</p> <p>Policy Advice: Include SM into media literacy curricula</p> <p>Latvian anti-corruption police have reached out and got positive response from social media platforms to help in pre-election corruption monitoring in 2018. This suggests that even smaller countries may manage to get implemented practical policy solutions vis a vis major platform.</p> <p>Policy Response: Direct agency contact and cooperation with platforms</p>
Lithuania	<p>no specific law which would be directed at online platforms</p> <p>Code of Ethics in Providing Information to the Public of Lithuania</p>	Facebook and online media
Kenya	Law	Misinformation
Malaysia	Law	Misinformation (to curb fake news that threatens public order and national security).
Myanmar	Law enforcement	Misinformation
The Netherlands	an online campaign in early 2019	against fake news
Nigeria	Media literacy	Media literacy and misinformation
Pakistan	Task force	Misinformation
Poland	Media literacy (2002)	<p>A broad focus</p> <p>some of the elements related loosely to disinformation and/or hate speech may be found in available legal framework</p>
	<ul style="list-style-type: none"> Polish Constitution (articles 54, 61 - art. 31, 54) Media Law Penal (art. 190, 196, 212, 216, 256, 257) and Civil Codes (art. 23, 24) 	Occasional public debate on anti-fake news law, when some governmental measures seem to increase the risk of higher level of disinformation
	The draft of the Ministry of Digitalization concerning the amendment of the act on the provision of electronic services leaked to the media.	<p>The most important in the context of combatting disinformation, was article 4b of the bill: "service providers of services provided electronically within the framework of social media are obliged to enable the recipient to submit information about the topic and the description, as doubtful as to the truth or reliability". This means imposing on the service provider the obligation to mark content as untrue or manipulated, which was described as a "social form of verification"</p>
The Philippines	Failed legislation	Misinformation

Portugal	<p>Research requested by Parliament (2019). In the sequence of this request, the Regulatory Entity for the Media (ERC) produced a report with some specific suggestions in order to change the present laws, opening their scope to online content. The report, published in April 2019, is available at: https://www.flipsnack.com/ERCpt/estudo-a-desinforma-o-contexto-europeu-e-nacional/full-view.html. Furthermore, in March 2019, the Misinformation</p> <p>Parliament approved a resolution, asking the government to adopt concrete measures in order to follow the “Action Plan against Disinformation”, approved by the European Council in December 2018.</p>	Misinformation
Romania	<p>None specific on social media Law</p> <p>Government Ordinance</p>	<p>Disinformation, but only in relation to national security and EP elections 2019</p> <p>General regulations on hate-speech</p>
Russia	<p>Law on fake information (2019)</p> <p>Law on disrespect for authority (2019)</p> <p>Sovereign Internet Law (2019)</p>	<p>Misinformation and election misinformation to combat false news and abusive online comment.</p> <p>It aims to minimize the transfer of data of Russian users to other countries and establishes the rules of traffic routing and control over their observance</p>
Rwanda	Law enforcement	Media regulation
Slovenia	Workshops organised by US embassy (2019)	Fake news
	The government had earmarked additional funds in 2019.	information and cyber security
Saudi Arabia	Threats	Misinformation
Singapore	Report, Media literacy	Misinformation and media literacy
	Bill (2019)	To combat false or misleading information on the internet
Slovakia	GDPR (2018) Political discussion about regulation of social media (2018-2019)	Limited access to social media under 16 years old
	Task Force (2019)	Misinformation
	Discussion on special tax for digital media	Misinformation
South Korea	Task force, Proposed amendment	Misinformation
Spain	<p>Task force</p> <p>The Security Committee of the Spanish Congress (non-binding resolution)</p>	<p>Misinformation and election misinformation</p> <p>To strengthen the media in order to fight disinformation</p>
Sri Lanka	Internet shutdowns	Misinformation

Sweden	The Swedish Civil Contingency agency (MSB) Task force	Foreign disinformation campaigns (the diffusion of leaflets + they also monitored disinformation)
Taiwan	Bill	Misinformation
Tanzania	Law	Media regulation
Thailand	Law, Law enforcement	Media regulation
Turkey	Investigation The Presidency of Telecommunication and Communication (TIB) has the power to block access to content (i.e., to URLs) without prior judicial review	Misinformation If posting violates an individual's right of privacy
Uganda	Law	Internet regulation
	Special Taxation	Uganda has rolled out a controversial daily levy on citizens for using SM platforms. The case is before the Constitutional Court there.
United Arab Emirates	Threats Directive (2018)	Misinformation Using SM for commercial purposes
United Kingdom	The DCMS report (July 2018) + Task force	Misinformation and foreign disinformation campaigns Violent Content on SM
	Britain National Security Communication Unit	Combating disinformation by state actors and others".
	White Paper + Draft Law (2019)	To punish platforms for the slow removal of hate speech and illegal content).
	Ofcom	Social media firms including Facebook and Twitter to be legally forced to protect users under government plans to introduce an independent regulator
United States	Draft (2018)	An executive order for President that would instruct federal antitrust and law enforcement agencies to open investigations into the business practices of Alphabet Inc.'s Google, Facebook Inc and other social media companies.
	Bill	Political ads, foreign disinformation, general misinformation, media literacy and deepfake videos Those applying for a Schengen visa to enter the Schengen area might be asked to complete a questionnaire about their social networking activities.
	Discussion	<i>California's consumers should also be able to share in the wealth that is created from their data.</i>
Vietnam	Law Vietnam has asked tech companies to open local offices and store data domestically	Misinformation

Figure 3: Geographic and Topic Specific Overview of Actions Targeting Online Misinformation



Based on information presented in the table on the initiatives targeting online harm it can be observed that misinformation is an important problem and that it has been addressed to some extent in many countries through open discussions, bill proposals and laws. Nevertheless, there is a great lack of coordinated approach at addressing the most fundamental issues around fake content handling by social media providers and governments. That includes lack of common definitions, practice and legal frameworks. For instance according to (Wardle, 2017): “Misinformation is only one type of information disorder and relates to false information shared without harmful intentions. Disinformation happens when fake information is explicitly shared to cause harm. Finally Malinformation term relates to genuine content that is shared to cause harm (like in case of terrorist attacks material).” Therefore, disinformation and malinformation appear semantically better aligned and more relevant term to the legal frameworks discussed and listed. Out of the three types mentioned, the misinformation poses the least threat. Therefore, it is pivotal that there is more initiatives such as the discussed International Grand Committee on Disinformation and “Fake NEWS” that would set a common ground to common issues with Social Media information disorder, safety and privacy issues. In particular there is a need for more coordinated EU level approach and initiatives addressing information disorder through structured, research & practice -based discourse.

OTHER REGULATORY MEASURES:TACKLING THROUGH COMPETITION LAW & OTHERS

In terms of regulating social media through financial incentives (the carrot vs. the stick), there are two opposing approaches. On the one hand, Uganda has rolled out **a controversial daily levy on citizens for using social media platforms**. The major telecom companies set up special mobile money menus for users to pay the tax or be denied access to a list of 58 websites, apps and voice calling platforms. Those who use them will pay a few cents a day. Communication platforms encourage defamation. Therefore, their usage must be taxed, argument goes. Telecoms insiders explain it hasn’t required any new technology or external assistance to implement the “tax-or-block” system. Local telecom engineers only had to write new rules onto existing systems that already handled customized products like zero-rated services and the popular social bundles. Smaller ISPs have simply increased the cost of data across the board, assuming that whoever has access to the internet will in fact use anyone of the now taxable sites

or apps at least once a day. The case went to the Constitutional Court (Pravda, 02.06. 2018, Namubiru, 2018).

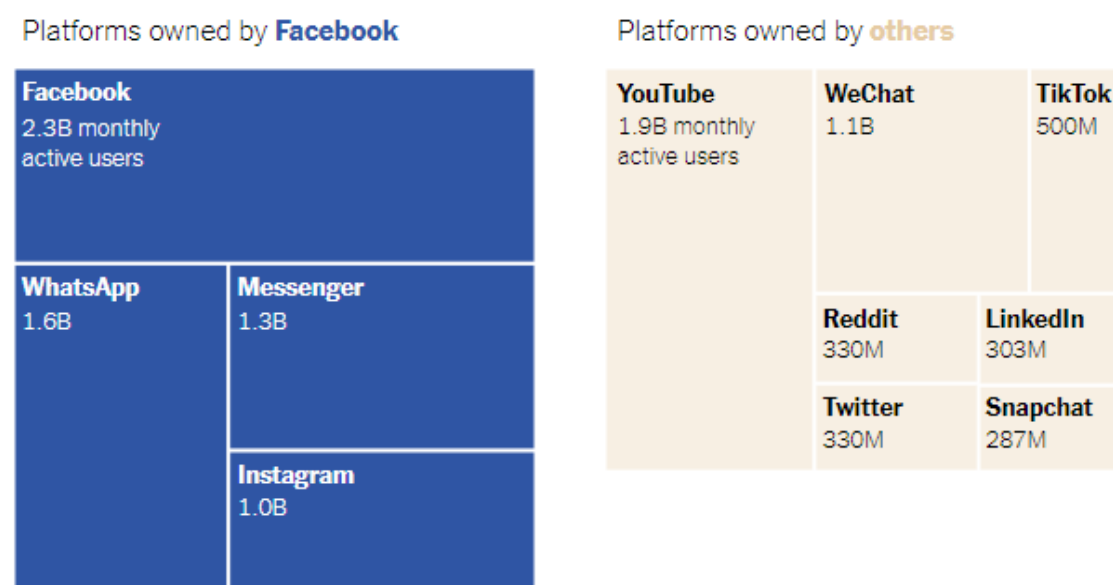
The idea that for example users would be charged for add-free Facebook was raised by Zuckerberg himself (Votavová, 2018).

On the other hand, California Governor Gavin Newsom proposed “a **new data dividend**” that could allow residents to get paid for providing access to their data. Newsom did not provide details, but some tech experts have suggested that companies like Facebook and Google should pay consumers for their data (Daniels, 2019). Similarly, UK’s MPs suggested an additional tax on the profits of social companies to combat the “detrimental effect on young people’s mental health and wellbeing, in early 2019 (Daniel, 2019). This is in line with increasing concern among key players, including IMF, about unfair share of taxes paid by big platforms (Inman, 2019).

When it comes to regulation of tech giants in Europe, **Facebook has been ordered by the Federal Cartel Office (Germany) to curb its data collection practices in Germany after a ruling that the world’s largest social network abused its market dominance to gather information about users without their knowledge or consent.** Facebook said it would appeal the landmark ruling. In its order, the German Cartel Office said it would only be possible to assign data from WhatsApp or Instagram to Facebook subject to the voluntary consent of users. Collecting data from third-party websites and assigning it to Facebook would only be allowed if users give their voluntary consent (Busvine, 2019). US Republican lawmakers led by Senator Ted Cruz threatened social media companies with regulation. They would consider charging “big tech” **with antitrust violations or fraud or could remove the protection from liability provided by a decades-old US federal law** (Guynn, 2019). Some go even further or are more direct. For example, U.S. Senator Elizabeth Warren has pledged that, if elected president, she will aim **to break up the big tech companies** Amazon, Facebook and Google (Smith, 2019a, see general support for this idea in Rogoff (2019), Rajan (2019) and there are even earlier calls for such action by Miller and Stoller (2018) as well as Lynn and Stoller (2018), and for negative assessment of this proposal see Bosking, 2019). Similar suggestion was made by News Corp Australia with respect to Google (Meade and Remeikis, 2019).

Figure 4: Facebook Dominating the Market

The total number of users across Facebook’s platforms far exceeds the number on any rival platform.



Source: Hughes, 2019, based on: Hootsuite and We Are Social, via DataReportal.com, by The New York Times

There have been more radical suggestions to make of big tech companies **publicly owned entities** (Haggart, 2018 and Sängerlaub in Slezáková, 2018) through "nationalisation" but with condition that nationalised social media would be rapidly withdrawn from direct governmental control and made to coordinate their efforts across national boundaries (Raddi, 2019), or **to create a European Facebook** (Verhofstadt in Heath, Letschert and Štrba, 2019), respectively **U.K. Labour leader Jeremy Corbyn's proposal, that the EU should take the lead and coordinate the efforts of its member states to create a "European Digital Corporation" (Raddi, 2019).**

Even though there is clearly need for regulation, there are still plenty of different opinions on the role of regulation in social media.

For example, Kari Käsper (2018), the Head of the Centre of Estonian Human Rights, argues that Facebook (and other social networks) can be adapted to support and not weaken their autonomous individual and democratic system. This means regulation that prevents abuse. Technology companies themselves have realised that this is indispensable to win back society's trust. It means **a strict law of political advertising, greater transparency of messages and targets, and informed users are needed.** Then social media can instead support closer communication and information exchange between voters, interest groups and politicians and increase the legitimacy of representative democracy. Values are experienced through emotions and values can also be strengthened and weakened by using emotions.

George Soros (2018a), philanthropist and investor, believes that the fact that Facebook and Google are **almost monopolistic information sharers makes social media a public service.** Facebook and Google **should be regulated more strictly, to maintain competition, innovation as well as fair and equitable access to services.** Social media purposely lead persons to give up their independent thinking. If we are once left without freedom of thought, it is difficult for the virtual age generation to win it back. The lack of freedom of thought has far-reaching political consequences, which makes it much easier to manipulate people. Technology giants miss the will to protect society from the unintended consequences of their business activities. It makes them a danger to society and the only way to protect the society is to regulate monopolies. US laws are not strong enough to stand against the political influence of monopolies, argues Soros. However, the EU is in a better position and has no such technological giants and it defines a monopoly differently from the US. Furthermore, in Spanish press, the author (Soros, 2018b) discusses the consequences of possible alliances between authoritarian states and large computer monopolies, leading to the union of state surveillance systems with corporate surveillance systems. In contrast, Jursa (2019, in Odkladal, 2019) argues that Facebook is impossible to break down, although in case of Google one can separate YouTube.

Gore (2019) argues that **defining harm may be problematic**, for example at a forum discussion around self-harm – "where does mutual support between individuals looking for help end, and the encouragement of vulnerable people to inflict injuries on themselves begin?" Moreover, for the public, a multiplicity of regulators may be highly confusing.

In Fagan's (2018) view, **regulation should be less about targeting specific content, and more about configuring the platform to isolate and quarantine the bad actors—and in the process—drive regular people toward platform areas where discursive excellence thrives.**

An interesting complex regulatory perspective was outlined by US authors Miller and Stoller (2018). In their view, lawmakers need to impose **strict privacy rules** on Facebook, suggesting using EU GDPR as a guide. Next, they suggest **break oligopoly** of social platforms. Finally, they suggest **to held liable top executives.** Additional regulatory suggestions, targeting US lawmakers and Facebook are to be found in Lynn and Stoller (2018). Finally, a rather unusual approach has been applied by the US administration in May 2019 - **A TOOL FOR PEOPLE TO REPORT INSTANCES OF PERCEIVED SOCIAL MEDIA BIAS (DARCY, 2019).**

DISCUSSING REGULATION OF FAKE NEWS

The term is not new, but has become a widely used political tool, to denounce journalistic content with which one disagrees on the one hand, and to attack free and independent media on the other, argues Brian McNair, Professor of Journalism (2017). Within this context, it is interesting to observe that the Netherlands has the most faith in the accuracy of news, while only 22 percent of respondents while in Greece say that their news coverage is accurate.¹⁴ Furthermore, Malta, Greece and Hungary seem to show low level of trust in the news and information they access either through radio, television or print media¹⁵.

When discussing regulation of fake news, Born (2018) suggests to consider at least four dimensions: Who is sharing the disinformation?, Why is the disinformation being shared?, How is the disinformation being shared?, What is being shared?

In addition to already mentioned and quite often used categorisation of information disorder by Wardle and Derakhshan (2017), we present here an alternative categorisation by Verstraete, Bambauer, and Bambauer (2017).

Table 3: Distinct types of fake news

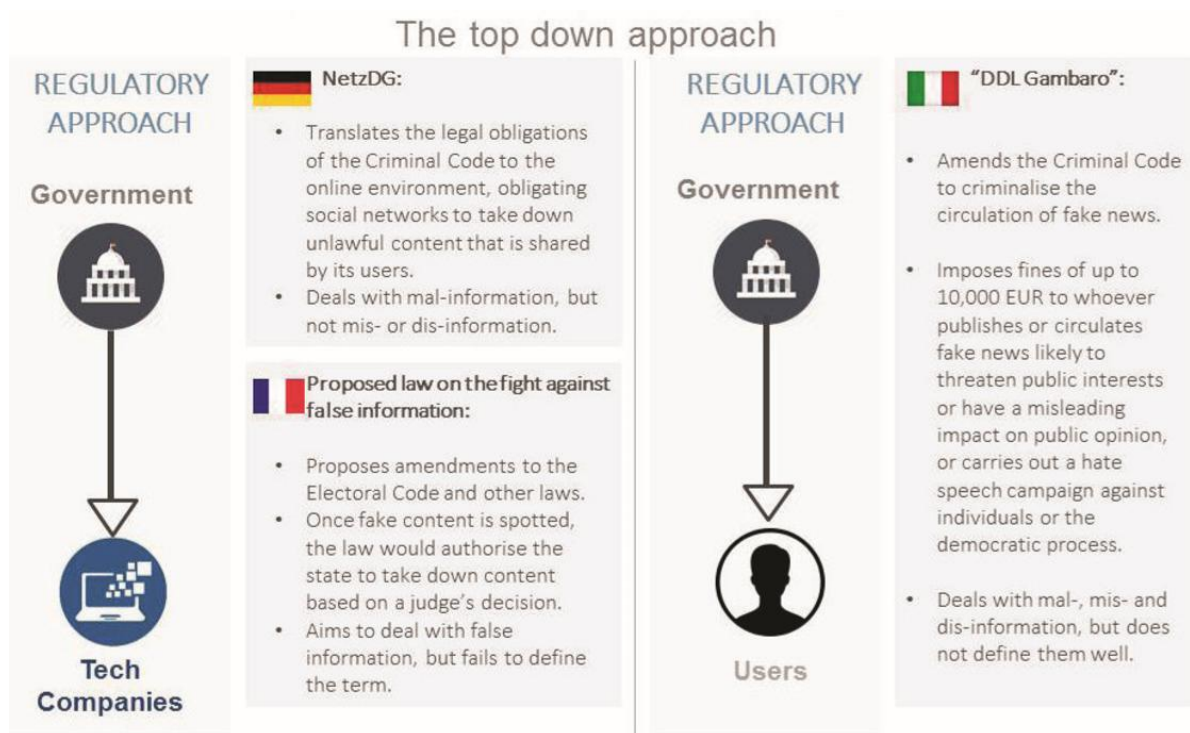
Intent Deceive ²⁸ ← → Not Deceive		
Financial ↑ Payoff ↓ Not Financial	<i>Hoax</i> Example: Macedonian Teenagers	<i>Satire</i> Example: The Onion
	<i>Propaganda</i> Example: Controversy Re: Hillary Clinton's Health <i>Trolling (Lulz)</i> Example: Jenkem Episode	<i>Humor</i> Example: Twitter parody accounts ²⁹

We have found an interesting comparative study of some EU countries on legal approaches to fake news.

¹⁴ <https://www.zerohedge.com/news/2018-01-18/theres-no-fake-news-holland>

¹⁵ Flash Eurobarometer 464

Figure 5: German, French and Italian Approaches to Tackling Fake News



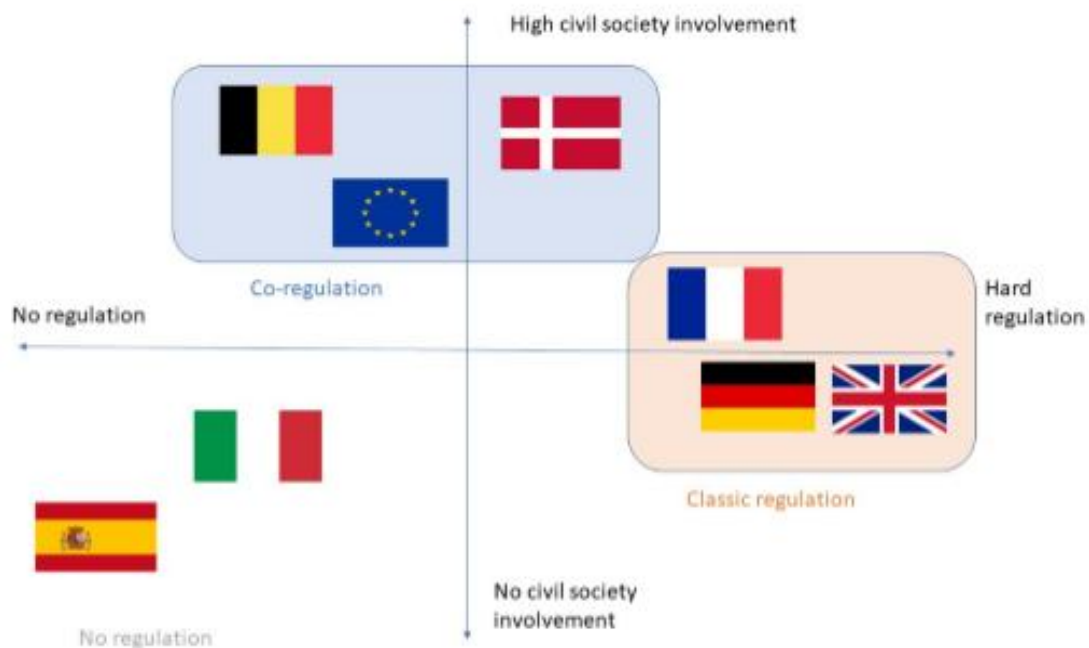
Source: Goldzweig, Wachinger, Stockmann, and Römmele (2018)

Figure 6: UK and Czech Republic Approaches to Tackling Fake News



Source: Goldzweig, Wachinger, Stockmann, and Römmele (2018)

Figure 7: Comparison of National Approaches to Misinformation Based on Categories of Regulation



Source: Alaphilippe, Gizikis, Hanot and Bontcheva (2019)

However, there are some **myths that drive the discussion about Fake News**, argues Žiga Turk (2018). He is professor, engineer, former politician. Nevertheless we provide some evidence that statements made by Turk seem not always well - aligned to facts reported in the literature.

Among these alleged or real myths as outlined by Turk the most prevalent ones are:

1. Citizens have the right to be informed. Reliably informed; (This is not true, argues Turk. They have the “right to freedom to receive and impart information without interference from the governments”).
2. Real is preferred to fake in fundamental human rights charters; (This is not true, argues Turk. Documents about human rights do not give any preference to imparting or receiving fake over real).
3. There is fake news and there is real news; (This is not true, argues Turk. While there is possible to find something that clearly is fake news (impersonation etc.) and something else that clearly is real news, there is a vast grey area in between that includes all kinds of biased, partisan, motivated reporting).
4. Fake news cause harm; (This is not true, argues Turk. Apart from the pizzagate affair — where a pizza store in the US was harassed — there is no evidence of an objective real world harm caused by fake news).

Note: There is some evidence that social media are indeed contributing to social harm, e.g. to a genocide in Myanmar in 2018 (e.g. Stecklow, 2018), or bringing negative effects in elections (e.g. Italian elections in 2018, see Trevisan, 2018), or at a more personal level, e.g. suicides among teenagers (see Wong, 2017). Similarly, there were cases of people killed, spurred by child abduction rumours spreading over WhatsApp in India.¹⁶ See also more in Tangermann (2018). Hett (2019, a software engineer, claims that major platforms such as YouTube and Facebook are a primary and active component in the radicalisation of, mostly, young men. There are, however, also voices that point that at that the influence of fake news on political decision-making appears to be limited (e.g. [De Cock Buning and Maduro, 2019](#)).

5. Old media is quality media while new media is not; (This is not true, argues Turk. Old media just had

¹⁶ <https://www.bbc.com/news/world-asia-india-44856910>

the monopoly on distribution and therefore everyone was reading and watching it).

6. Platforms have an interest to disseminate fake news; (This is not true, argues Turk. This argument is a bit like “supermarkets have an interest to distribute junk food”. Platforms (and supermarkets) disseminate what users like to consume).

Note: This criticism is partially true but at the same time it points to issue 4 as raised by Turk. For example: “Russian influence operations and viral false reports should have been anticipated byproducts of Facebook's business model, which is based on selling advertising on the back of user engagement. In short, Facebook capitalizes on personal information to influence the behavior of its users, and then sells that influence to advertisers for a profit. It is an ecosystem ripe for manipulation” (NYT Edl , 2018, November 19). Indeed, for example Sharockman from PolitiFact argues that the major motivation behind fake news is actually profit, not politics (in Jančárik, 2019, see also Janeway, 2019).

7. Self regulation, co-regulation or regulation of platforms will solve the problem; (This is not true, argues Turk. In matters of freedom of speech, governments should not outsource “interferences” to NGOs /fact checkers, speech monitors) and particularly not to platforms/).

Note: This argument is supported by Dutton (2016) who argues that “one of the only useful approaches that does not threaten the democratic value of social media and email, is the need to educate users about the need to critically assess information they are sent through email and by their friends and followers on social media.” Rachman (2018) relies on long-term perspective: “Ultimately, the truth will out.”

8. Oversight of platform algorithms would make the problem go away; (This is not true, argues Turk. If the algorithm used by Google to rank search results or Facebook algorithm that selects what people see at the top of their feeds was transparent and known in advance it would be easier to hack the algorithm and push content to the top. What is important, though, is that platforms should be neutral and impartial and treat all content equally — Content Neutrality).

Note: There are many ways that bias can trickle in, but the two most apparent in Facebook’s case relate to issues during problem framing and data collection. Sandvig (2019) argues that “... big data, used in this way, can never give us a better world. In fact, it is likely these systems are making the world worse by accelerating the problems in the world that make things unjust.” There might be ways to address this problem. However, **policymakers will need to play a greater role if platforms are to start investing in such fixes** (The Algorithm from MIT Tech Review, 4/5/2019 6:21 PM). Sharockman (in Jančárik, 2019) argues that only platforms have knowledge and tools to tackle fake news.

Indeed, Facebook has announced to launch a new feature in May 2019 that will let people find out why the site is showing them particular posts by clicking on “Why am I seeing this?” in the contextual menu for each item.

The major absurd problems with algorithm- or even human- based regulation are well-known, e.g. ‘napalm girl’ censorship¹⁷ or breastfeeding photos.¹⁸ Among less known cases is Lithuanian story how Facebook banned artistic creations in Lithuania. Since 1st of January, 2018 in Lithuania any kind of alcohol ads are banned, so also Facebook censors ads. Story is about an artist who creates candles from empty wine bottles. Her ads are banned from Facebook, because social networks looks at it as alcohol ad, because there one can see wine bottle.¹⁹

Instagram has introduced a set of policies based on algorithms, too. In particular, graphic images of self-harm are banned, and algorithmic boosts given to non-graphic content are “heavily stifled”.

9. Fake news is a problem (This is not true, argues Turk - it is a symptom);

Note: There is some support for this claim. For example, Nyhan (2019) believes that many of the initial

17 <https://www.theguardian.com/technology/2016/sep/09/facebook-reinstates-napalm-girl-photo>

18 <https://www.theguardian.com/media/2008/dec/30/facebook-breastfeeding-ban>

19 <https://www.15min.lt/verslas/naujiena/bendroves/lietuvisku-draudimu-ibaugintas-facebook-draudzia-reklama-net-jei-vyno-butelis-virto-zvake-663-930636>

conclusions that observers reached about the scope of fake news consumption, and its effects on our politics, were exaggerated or incorrect. Relatively few people consumed this form of content directly during the US presidential 2016 campaign (Guess and Nyhan, Brendan, Reifler, Jason, 2018). Moreover, a key factor that is directionally motivated reasoning — it is people's increased willingness to accept dubious claims that are consistent with their partisan or candidate preferences (Flynn, Nyhan, Brendan and Reifler, 2017). In addition, people who score low on analytical thinking ability are especially prone to endorse false headlines. However, Nyhan also mentions that these findings do not alleviate every concern about fake news. Dutton (2016) reasons that first, except in the more egregious cases, it is often difficult to definitively know the facts of the case, not to mention what is 'news'. Secondly, and more importantly, efforts to mitigate fake news inevitably move toward a regulatory model that would or could involve censorship. Finally, Harford (2019) suggests that despite a certain degree of moral panic, fake news itself does not pose an existential threat either to democracy or the free press. There is little evidence that they had swung the US presidential election. However, as discussed here earlier, and highlighted e.g. by Balasubramani (2018) Fake News is harmful: "It promotes false facts, which in turn affects people's opinions negatively. It overshadows more important, pressing and true stories that must reach people. It demeans the credibility of press and media as a whole." A German research suggests that reach and engagement with fake news is low, although people perceive fake news almost everywhere (Slezáková, 2018). The main problem appears that there are no intermediating gatekeepers, thus those more prone to fake news can try to find arguments in support of their opinion (Slezáková, 2018).

10. Truth is what an independent, impartial, nonpartisan, agnostic, fair ... authority finds it to be.

(This is not true, argues Turk. Truth is established in a free confrontation of ideas).

Note: Fitzgerald (2019) argues: Consensus is not truth.

There is no agreement among selected limited sample of **US experts on whether publishing a fake news should be considered a crime or not.** The voices vary from "What if this opens the floodgates to successful statutory limitations on free speech?" to "Free speech does not include shouting fire in a crowded theater." (Ozy, 2017).

Jelena Berković, executive director of the NGO GONG in an interview (author: Jasmin Klarić, 2018) reflects on hate speech and political advertising online and in the media and spreading of fake news on social networks. She underlines the problem of a gap between good national laws and their poor implementation, while the EU is still looking for suitable general solutions. Publishing on social networks includes several aspects and types of subjects (provider, user), so **it is difficult to find a universally convenient approach to its regulation. However, the crucial, but long-term role of media education and media literacy and critical thinking is showing up.**

However, with hindsight, one could argue that is emerging some successful EU-wide regulation of social media.

Pauls Raudseps (2018) highlights some legal and media-political questions that arose before the general elections in Latvia as concerns abiding limits of campaign financing in respect to promotion on Facebook. **The national anti-corruption authority KNAB had been considering very seriously a proposal to ask a court for ordering to block Facebook website nationwide during the election period.**

Ainārs Dimants (2018) rejects supposed novelty of „fake news” phenomena (today's „buzzword”) in the sphere of human communication. According to him, **three principal domains where to find tools to fight fake news exist already long time: the legal one (defending subjects), self-regulatory (by media professionals) and educational (helping consumers).** For example, the NGO "Reporters without Borders" is working on this task too (Boutte, 2019). "Reporters without Borders" argue that they *devised a self-regulatory mechanism based on a global analysis of the news and information domain. It is designed to combat disinformation online under the name the Journalism Trust Initiative (JTI).* Benefits of this self-regulatory mechanism can be attached to the quality and independence of journalism through preferential distribution and treatment by algorithms

of search engines and social media platforms, leading to better visibility, reach and advertising sales²⁰. Another similar project is US based Trusting News Project.²¹ Similarly, Facebook was considering the introduction of a dedicated news section on the social network, which could use either humans or algorithms to chose stories from outlets that are “broadly trusted” by society in spring of 2019 (Waterson, 2019). In the US and western Europe, Facebook has protected the ability of major media to advertise their content by creating a “whitelist” of reputable news organisations (Graham-Harrison and Walker, 2019). Indeed, Google is supporting this effort by creating a new initiative called ‘Subscribe with Google.’ (Balasubramani, 2018).

Figure 8: The News Media Present in Subscribe with Google Feature



Source: Balasubramani (2018)

Stathis Kalivas (2018) argues that the Russian efforts were not in fact effective in swaying voters. **The real problem of fake news, he argues, is voter polarization which is the real threat to democracy.**

It should be mentioned here that there are dozens of academic articles that tackle voter polarisation on social media.

According to the Media Literacy Index 2018 of the Bulgarian Open Society Institute, the least resistant countries against disinformation, false reports and conspiracy theories are among 35 countries Southeast European ones, while Slovakia follows immediately afterwards. The reasons for this negative results appear to be **mainly poor education and controlled media**. The most resistant countries are the Netherlands, Estonia and Ireland (TASR, 2018).

Some authors tackled developing or redesigning technologies to encourage more accurate perception, e.g. by **developing a propaganda filter or something like a spam filter for lies** (Ralph, 2017). These projects are apparently ongoing (e.g. Digital Intelligence Lab Programme at Oxford University Institute (Wooley, 2017). Perhaps one of these is 'Checkpoint Tipline', unveiled by WhatsApp. where people can check the authenticity of information received.²² Another one is NewsGuard, the trust-rating outfit that

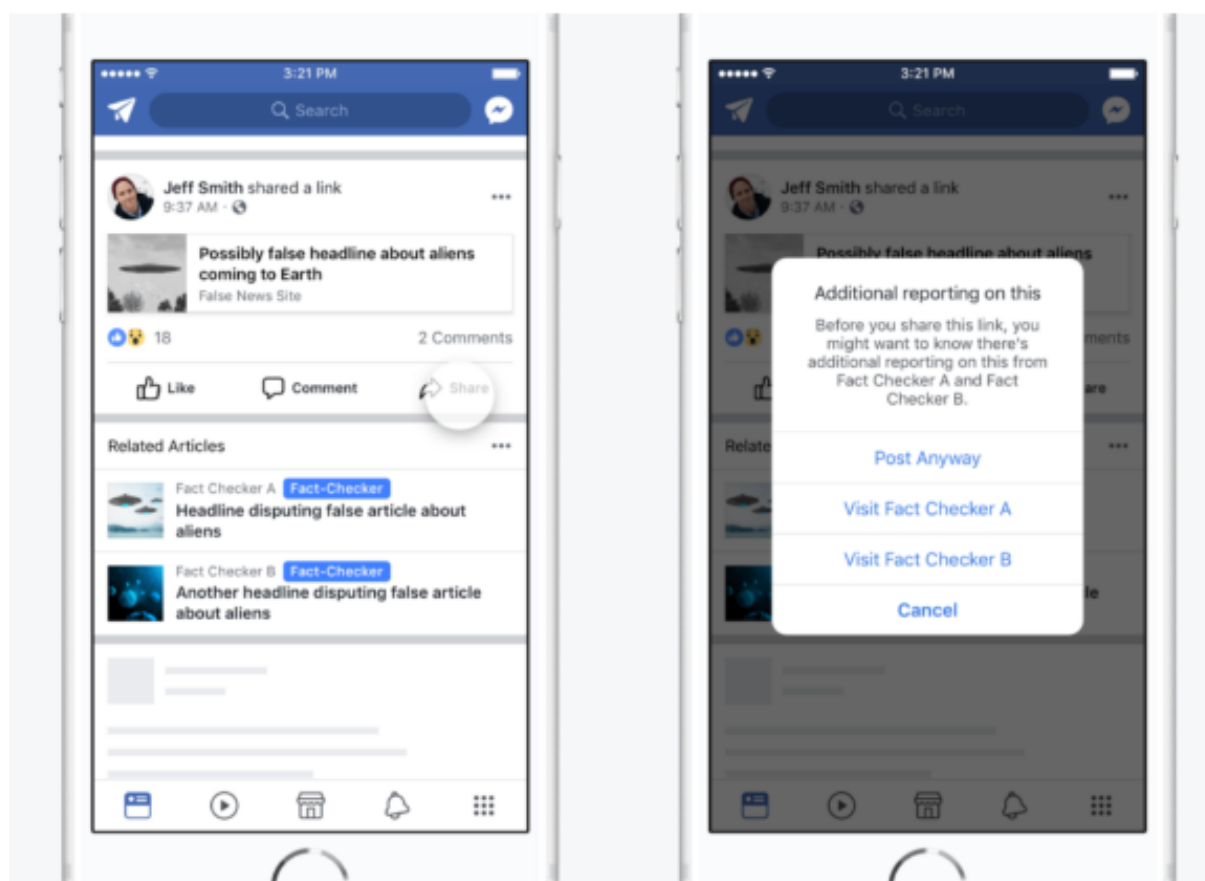
²⁰ <https://rsf.org/en/news/rsf-and-its-partners-unveil-journalism-trust-initiative-combat-disinformation>

²¹ <https://trustingnews.org>

²² <https://youtu.be/NDayFbPu3gc> and <https://www.bloomberg.com/news/videos/2019-01-21/here-is-what-whatsapp-is-doing-to-stop-fake-news-video>, <https://blmgqt.news/general-election-...>

has just expanded operations to the UK. The labels rank news outlets on a number of categories, which are then combined into a trustworthiness score, expressed as a green checkmark or red “x.” There is a certain pattern present.²³ This is important development since legacy media serve as a major source of news further shared via social media.

Figure 9: Example of Checked and Detected News Item Originating or Linked from Facebook



Source: Jančárik, 2019

In general, research results or opinions cited by newspapers tend mostly agree on negative aspects of fake news and hoaxes. For example, report summarised by Stern (2018) states that *"The main problem with fake news is that when false information is broadcast on established media, it is accorded a higher degree of credibility....a politician's false statement gets 2.5 times as much exposure as the factual correction of that statement.....Fighting fake speech with counter-arguments does not work anymore.....The damage caused nowadays by false reporting is not only to the audience that reads the report today - but to anyone who searches for it a year from now...."*

DATA PROTECTION

Andreas Drimiotis (2018), business consultant, commented on the Cambridge Analytica scandal. According to him, this scandal was not really unexpected. In fact, it had been almost predicted by the book *"The New Digital Age. Reshaping the Future of People, Nations and Business"*, published in 2013

²³ <https://www.rt.com/news/457468-newsguard-nato-russiagate-fake-news/>

which foresaw that in the future the political consultants of US presidents will be experts in algorithms and behavioral psychology.

It turned out that the largest professional social network **LinkedIn** has its own flaws that allow personal data theft, which in turn can lead to much more unpleasant consequences (CW, 2011). There are problems with Facebook's lack of adequate procedures for collecting proof in the lawsuits. As a results, there are longer procedures and difficulties in collecting data in legal cases pertaining to online offences than in the offline world.²⁴ Paršonis (2018) pointed out that Facebook gathers our personal information through quizzes and that this personal information can be used or abused.

Pikus (2018) argues that computers take privacy away from us and regulation by the state helps just little. "The real solution is between the PC monitor and the keyboard. First of all, we have to remember that we can't do anything against data recording. However, we can move the matter to a level at which we can establish an open relationship with the "trackers", and in that relation to define clearly who and how does monitor, what he can do with obtained data, whether and where he stores the data and for how long. Instead, he suggests that it might be the best strategy to **try to learn how to set up the level of privacy on Facebook, Google, on once' mobile phone, anywhere**. There's a little bit work with it, but nobody will do it instead of a user, and the regulation from the state will help only a little. One can be surprised by the variety of what can be set".

However, in Portugal, DECO agency will ask for an **average indemnification** of 200 euro per user for social **media data breach** (Reis, 2018). This seems to be **an interesting indirect, market-based approach to post-factum regulation**.

On the other hand, **some data related to social media usage can be used in order to prevent violent acts and it is arguable whether they should be protected by data protection policies**. An example of the use of social networking data for security reasons is the US Department of State standard requiring that all those applying for a visa to enter the country have to complete a questionnaire about their social media activities in the last five years and personal data of the last 15 years (La Vanguardia, 1.04.2018).

PROTECTION OF CHILDREN

The EU Member States can set the minimum age of young people for when they can register on social media on their own between 13 and 16 years. E.g. in Slovakia, the law prefers the upper limit. Such **enforcement of parental consent does not make sense**, according to Janice Richardson (2017), expert on children's rights to the Council of Europe. She claims that we rather need to teach people much more about critical thinking. EU states are passing laws that are easy to avoid no matter how hard we try. In contrast, according to The Guardian²⁵, teenagers should not be prevented from accessing social media but the way the access the popular communication platforms should be monitored. In particular, authors stress on the link between the use of social media by teenagers and depression in British teenage girls. According to the article, more than a third of depressed girls experienced online harassment and many experience issues with self-esteem and related anxieties. That is again linked to the nature of social media where there is strong emphasis on "attractiveness", "good image" and popularity. In this context, the negative peer-behaviour that might not affect adults can cause significant harm to children and may take form of cyberbullying. At the same time authors point out that social media providers are not the only parties to blame and they can also be an easy target for politicians who should rather consider the problem as more complex and focus on providing more resources to schools

²⁴ October 11, 2017, <http://regiona.bg/>

²⁵ <https://www.theguardian.com/commentisfree/2019/jan/04/the-guardian-view-on-children-and-social-media-a-safeguarding-failure-by-the-state>

and health services to ensure better children mental-support in the digital era.

Some experts propose a close dialog of parents with children and a set of rules in using social media to prevent harm²⁶. The article stresses on many benefits of using social media by teenagers such as: staying connected with their peers, possibility to volunteer, enhance creativity and social skills followed by education. The major risks involved, elaborated relate to privacy & safety and include: posting personal photos, revealing personal information such as birthdate or addresses followed by inappropriate advertising and potential online harassment. Another article from UK by GetSafeOnline corroborates the opinion that parents should be in constant dialog with their children and act as soon as possible if any incident occurs²⁷. The incidents can also be that the child can be actually the abusive party to others – in case of cyberbullying or saying inappropriate things. Based on those elaborations it seems reasonable to recommend that Social Media platforms should consider giving extra rights to parents to oversee or analyse their children's accounts to ensure best-possible protection. That would not prevent teenagers from accessing their favourite online social spaces (that they could access in secret anyway) while ensuring that parents or guardians can protect them in case any potential threats emerge.

In the Netherlands young people going to university get standard e-mail addresses they have to use to contact official services. If the state created such e-mail addresses for all children, social networks providers would be able to verify their real age. But there are many pros and cons of such measures that could rapidly lead to a police state. We have to find a way of proving the real age of people using social media but we have to do this in a way where we will protect one's personal data first. That was challenge was corroborated in the late discussion between the Facebook's CEO Mark Zuckerberg and Irish parliamentarians in which it was clear that extra measures must be taken to provide effective age verification and to protect children (McCurry, 2019). No advanced methods seem to be applied as of now. The open question here is whether technological means are not available or rather that the problem is the public perception of "age tracking" as implicit age verification can be considered a threat to privacy.

Nevertheless there are extra measures discussed that can be taken and **tools available for parents to regulate what kids see and how long they spend online** are reviewed by Ives (2019). Some of the tools proposed include special mobile phones (like Monqui phone), safe search option in broadband settings as well as Google Safe Search and restricted YouTube mode. The authors also argue protection at the network level – new generation, advanced home wi-fi routers may help to solve majority of the problems with access. However, authors also warn that local technical means of limiting children accessing contents on the internet may prove weak as children can "outsmart" their parents in breaking the limits imposed. That corroborates the statement that it is protection at a service level (by social media providers and other portals) that can only ensure better results.

STOPPING HATE SPEECH ON PLATFORMS

While Grygiel (2019) calls to shut down Facebook Live in the interest of public health and safety, Vidgen (2019) proposes four special measures which are needed to specifically target the short term influx of hate. First, it is far better than to ban all content from being uploaded **to adjust the sensitivity of the algorithms so that people are allowed to share content but platforms catch a lot more of the hateful stuff**. Second, **during terrorist attacks broadcast live, platforms could introduce special procedures so that staff can quickly work through content without fear of low performance evaluation**. They could also introduce temporary quarantines so that content is flagged for immediate removal but then re-examined at a later date. Third, platforms should **limit the number of times that content can be shared**

²⁶ <https://kidshealth.org/en/parents/social-media-smarts.html>

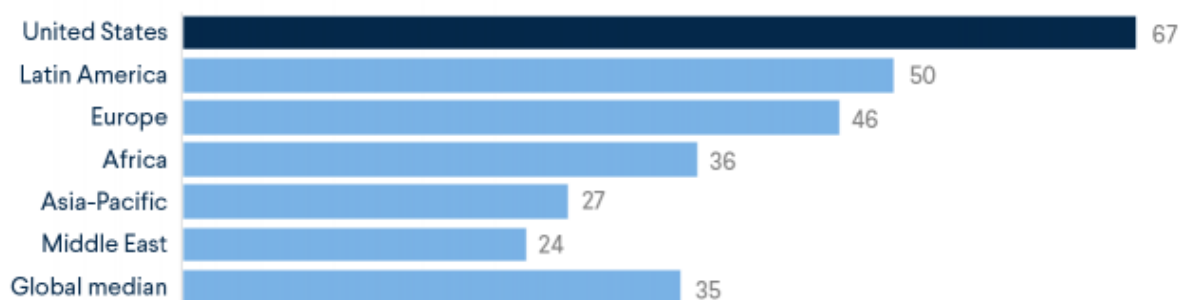
²⁷ <https://www.getsafeonline.org/safeguarding-children/your-child-and-social-networking/>

within their site and potentially ban shares between sites. Lastly, creating a shared database of hateful content would ensure that content removed from one site is automatically banned from another.

In general, problem with regulating hate speech online was correctly summarised by Robyn Caplan, a researcher at Data & Society, USA (in Graham-McLay, 2019): “Each country will have its **own definitions of what constitutes hate speech and what constitutes harassment**,” there was often a problem of resources as countries asked tech companies to hire more staff members with specific cultural and linguistic knowledge. " This can be seen in a comparative survey below:

Figure 10: Tolerance of Hate Speech

Percent that agree “People should be able to make statements that are offensive to minority groups publicly” (2015)



Note: Displays the median among countries included in the survey.

Source: Laub (2019)

KEY RESEARCH AND POLICY SUGGESTIONS FROM PUBLIC EXPERT DISCOURSES

We present here a selection of research and policy suggestions as identified within global public-media discourses.

The content of these tables was created on direct, but sometimes, especially in case of research suggestions, indirect extrapolation of possible ideas.

One can agree with Vaidhyathan (2019) who suggests that “Governments and citizens will have to consider advertising taxes, financial penalties, restrictions on data collection, restrictions on data use, transparency about how the algorithms work, and restrictions on some content itself (where permitted). Some of the larger powers, such as the United States and the European Union, should consider severing WhatsApp and Instagram from Facebook so there is some semblance of competition...Most importantly, states should consider their approach to Facebook as a comprehensive program.”

However, there are some caveats. As summarised by Goodman (2019), first, establishing a relationship between content and harm is in practice incredibly difficult. Second, attempts to prevent harm should be proportionate to the risks. Third, there is a need for more clarity on how to address problematic content that might be spread with differing intentions.

Table 4: Key Research and Policy Suggestions from Public Expert Discourses within EU and Beyond on Social Media Regulation

AUTHOR	RESEARCH SUGGESTIONS	POLICY SUGGESTIONS
Popović (2018) Country: Croatia	Is it possible to restore a common public communicative framework? If yes, how to do it via social media?	Support reliable information sources
Berković (in Klarič, 2018) Country: Croatia	What attempts at regulation of the political propaganda and freedom and speech online apply among countries, organizations or other bodies (e.g. EU)? What shape takes and how effective proves to be the media education in respect to informational vulnerabilities in various societies and social environments? Comparative research on effectiveness of social media regulation as regards a relation between the script and practices?	Support the applied research of the process of creation of problematic/undesirable content in social media. Support for further comparative study and exchange of experiences/policy results among countries (or international organisations like the EU, OECD etc.) as concerns online content regulation would be useful.
Raudseps (2018) Country: Latvia	To what extent and by what mechanisms the social media can and do influence outcomes of democratic elections? Where could be the effective tools against negative impacts and breaking of rules found – at national, supranational/EU or global level – and what is being undertaken in that respect?	Prospective legal and technical tools , both at national and EU level, against violating rules of fair political competition in the online environment (with special regard to the social media) should be sought for and developed , for to be at hand in situations such as various electoral campaigns.
Dimants (2018) Country: Latvia	To what extent are the pre-internet era legal, political, educational etc. tools and strategies for eliminating online misinformation currently usable? The national, EU, ISPs and organizations' policies in fighting "fake news" should be subject to a more in-depth research.	Politicians and policymakers should support and use in-depth analyses of sources, intentions, design, mechanisms of creation, spreading and impacting of misinformation , both in their strategies and practical activities.
The 70th World Press Conference and World Publishers Forum (2018)	What are the necessary conditions that should be in place for social media to operate as genuine public sphere in the convergent environment (regulation)?	To consider slow reactions of legacy media to messages disseminated on social networks
Stathis Kalivas Country: Greece	Is voter polarization - and not fake news/hoaxes - the real threat to democracy?	If fake news is not a problem, but voter polarization, how come that this issue does not dominate at policy agendas?
Žiga Turk (2018) Country: Slovenia	Are there really some myths that drive the discussion about Fake News? If so, what is wrong with science?	If our policy decisions are being misguided by some myths about fake news, how come that myths by and large dominate policy agendas?
Adina Marincea Country: Romania	How does the different national media/socio-economic/political configuration within EU states impact the production, sharing and reception of disinformation ? What factors increase vulnerability? What tools, besides regulation, do less-resourceful countries	Strengthening reliable information providers , that follow established protocols of information production and sharing (ex. mainstream media institutions), including through funding/grants (including for moderation) especially the least resourceful ones.

	and other stakeholders (ex. mainstream media or civil society organizations) have in addressing both disinformation and hate speech online? More transdisciplinary research into the potential benefits, pitfalls and safeguards of using Artificial Intelligence to address these issues. Cost-benefit analyses.	Funding media literacy programs, elaborating national policies where there are none (ex. Romania), selecting relevant experts to contribute to strategy, materials, implementation. Including (social) media literacy in curriculum , only after public consultations with experts. Funding transdisciplinary (cross-country) research on tackling these issues Expert workgroups and ethics committees , consultations with different stakeholders
Andrej Šolkay Country: Slovakia (2019)	Why are the Netherlands, Estonia and Ireland the most resistant countries against disinformation, false reports and conspiracy theories?	
Ralph (2017) Country: NZ	Facebook can support development of a propaganda filter — something like a spam filter for lies.	

The selection of recommendations presented above revolves around two major issues both in terms of research and policy suggestions.

The first is the quality and genuineness of contents on social media. That is reflected both in need to ensuring that the sources are reliable (explicit provenance information and reputation tracking is important) as well as that society is educated accordingly and does not participate in promotion or propagation of low quality and fake information. That involves funding relevant research into tools and methods to ensure persistence of only quality information online as well as funding literacy programs and strengthening reliable information providers while penalising fake information distributors.

The second issue is that of polarisation of opinions on social media that often results in hate speech. Extra research must be conducted into how to make the social media a fully functional public sphere where everybody can express their position without judgement or facing offensive comments. That should be also be reflected in relevant policies on raising awareness of unconscious biases and methods of identifying and dealing with personal and group biases.

Table 5: Policy Suggestions for Regulating Social Media

AUTHOR	POLICY SUGESTIONS
Elvin Heinla , Kantar Emor research expert (2018) Country: Estonia	Trustworthiness is a clear advantage of national legacy media and, therefore, PSM must continue to be supported.
Giovanni Pitruzzella AGCOM head (2016) Country: Italy	Regulation of misinformation on the internet was best done by the state, rather than by social media companies such as Facebook. He also suggested the creation of an EU independent body to label fake news and remove it from circulation or impose fines when necessary.
Nelly Ognyanova Country: Bulgaria	There are two important conditions for the safe operation of social networks - transparency , regarding the issues of the platform, trends and how it moves over time and an independent appeal process.

Richardson (2017) CoE	There is only one correct way on how to enforce age limits when accessing social media and it is gathering personal data from children and cross matching anything that could inform about the child's age. Social media providers will also need to track their location to know which age requirement applies.
Karentay (2017) Country: USA	First, content standards should be interpreted and operationalized on social media platforms through an inclusive mechanism . Second, Governments and social media companies should establish a system of public accountability. Third, governments and social media companies should both make commitments, and be held jointly accountable, to public goals.
Edward Lucas, CEPA vice-president Country: international (Latvia)	The solution to fake news is education and vigilance from all parts of society.
Airis Meier European Parliament's Adviser to the ALDE Group on Culture, Education, Media and Sport Country: EU	The rules governing the legacy media should be valid to Facebook too.
Matthias Heitmann (2018) Country: Germany	Freedom of information also includes the right to influence others and also to be influenced by oneself, the key is to learn how to handle it properly.
Liisi Jürgen Country: Estonia	A parent is a person who is responsible for the child's safety.
Urmas Villmann Country: Estonia	Be aware whether social media discourse presents minority opinion (more likely) or majority opinion (less likely).
Dimitar Dekov Country: Bulgaria	The advice to everyone is to get acquainted with the social security options of any social network. From time to time it is worthwhile to visit them again because social networks and technologies are evolving.
Rein Raud (2018) Country: Estonia	Ensure maximum possible plurality of opinions with equal status on social media.
Kari Käsper Country: Estonia	A strict law of political advertising, greater transparency of messages and targets, and informing users are needed.
Hendrix, 2018 Country: USA	Greater transparency to governments and independent researchers Accountability to citizens Responsibility for addressing externalities
George Soros (2018) Country: Estonia/USA	SM should be regulated more strictly, to maintain competition, innovation as well as fair and equitable access to services.
Brock (2017b) Country: UK	At the minimum, it should be required a high degree of transparency from platforms, not just about the algorithms they use, but also about all aspects of their operations
Reporters without Borders (2018, 2019)	<i>Journalism Trust Initiative</i> Publicly labeling high quality versus low quality journalism
Nye (2018) Country: USA	Investigative journalism and alerting the public in advance can help inoculate voters against disinformation campaigns.
Tusikov and Haggart (2019) Country: Canada	First, it's necessary to prohibit the data-intensive, micro-targeted advertising-dependent business model that is at the heart of the problem. Second, it's vital that countries craft rules that are appropriate to their particular

	domestic social, legal and political contexts. Third, and most provocatively, it's time to consider non-commercial ownership of social-media entities — including non-profit or some form of public ownership
Carys Afoko (2019) Country: UK	But ultimately no regulation of tech giants will work unless users are involved.
Thomas (2019) Country: Australia	Regulators should consider when tackling violent content online: First, conceptual clarity . What are we trying to achieve, and is this the best way to achieve it? Second, technical feasibility . How will it work in practice, and is it really going to be an improvement on the current situation? Third, regulators need to consider adverse consequences . For example, an increased crackdown by the big social media players will not take this content offline; it will simply disperse it more widely.
Swisher (2019) Country: USA	Suggestions for tech industry CEOs: Embrace transparency, hold leaders accountable, avoid groupthink, invest in diversity, don't be afraid of self-reflection.
Benton (2019) Country: UK	In order to decrease misinformation, it is useful to make a story's age more prominent , both to readers and to those who might only see a link on social media without clicking through.
Open Society Institute (2018) Country: Bulgaria	Since it appears that there is important correlation between quality education and freedom of the media on the one hand, and trust in fake news and hoaxes, more support should be given to quality education and freedom of the media.
Mayer-Schönberger (2018) Country: Austria	First, better privacy through direct state control . Second, data sharing obligation . Facebook has to make a random part of its data accessible to competitors in order to break its informational power.
Miroslav Pikus (2018) Country: Slovakia	Try to learn how to set up the level of privacy.
Balázs Orbán (2018) Country: Hungary	A good regulation cannot be achieved without the intervention of the state.
Zoltán Bátky (2018) Country: Hungary	One cannot expect the social media to make their rules of data protection stricter forever , otherwise we can end up with blurred Facebook profile pictures, or a three-round verification process needed to post a picture of a cat.
Hadas-Lebel (2018) Country: France	Better media literacy and new categorisation of social platforms that would give them editorial responsibility
Fitzgerald (2019) Country: Ireland	All media, and particularly PSM, must look into how they handle group-think .
Verhofstadt (2019) EU Parliament	We need a European Facebook
Sängerlaub (2018) Country: Germany	It is important to be transparent , especially the media.
Gibbs (2019) Country: UK	What we really need is for adults to stop condemning social media sites, and start trying to understand them rather than trying to block it from view.
Sharockman (in Jančárik, 2019) Country: USA	He supports rather self-regulation (by platforms) then regulation by governments . The governments should provide access to trustworthy and reliable information, including support to journalism and media literacy. Journalists should provide sources and facts.

Malik (2019) Country: Pakistan	The prior restraint model is an obsolete mechanism to regulate free speech on social networks. If speech needs be regulated, it should be by judicial determination , and not executive decisions. Combating fake news should be done through public information campaigns which sensitise the population on the need to fact-check their sources of online content.
Raddi (2019) Country: USA	A combination of existing policy tools — heavily taxing private social media companies, for example, and banning targeted advertisement and the use of personal information for commercial gain — would softly sentence Facebook to death. Especially if they are combined with new, high-quality public social media alternatives.
Greer (2019) Country: UK	Hefty fines, civil rights audits, antitrust, data privacy legislation, shareholder activism and employee organizing .
Scott (2019c) Politico	In the race to regulate Big Tech, there is one rule of thumb — whoever moves first gets to write the rules .
Morozov (2019) Country: USA	Breaking up the tech giants, having them pay a fair share of taxes, making better use of their data are all necessary but, alas, insufficient conditions for effective social – not just individual or institutional – transformation.
Vaidhyanathan (2019) Country: UK	Each country will have to assess how its social, cultural and political health is affected by Facebook. Each will have to approach Facebook as part of an information ecosystem, connected intimately with other systems of expression and media forms like television and news services. Each will have to assess how much power it wants Facebook to have in that ecosystem. Each will have to deploy an array of responses to mitigate the negative consequences of Facebook while recognizing its value in people's lives.
Newport (2019) Country: USA	Since freedom of expression is also affected by server ownership, the solution are new social media on independently owned servers. One of the systems is called <i>POSSE</i> , for “publish on your own site, syndicate elsewhere”— encourages competition and innovation while allowing users to vote with their feet. However, the author does not see this as a realistic alternative.

The interesting observation that can be made based on the social media regulation suggestions presented in the table above is that many authors provide quite conflicting statements. Some authors suggest policies requiring stricter control of contents posted on social media both in terms of legal requirements and technological verification. That is mainly to tackle the problem of political manipulation and stopping hateful content. On the other hand, authors argue that overregulation may inflict a compliance overload where users will have to go through many approvals before posting “an image of their cat”. That “extra burden” caused by recent policies enforced, can be already observed in similar case: Almost all the websites today present to users dozens of notifications with forms to accept terms and conditions relating to collecting information through so called “cookies” or relating to compliance with GDPR requirements. That approach introduced a lot of burden on services providers as well as worsen the user experience significantly as users have to deal with many forms and agree to many requirements and lists of conditions and permissions before using the service. Moreover, it is questionable whether all users, or even majority of users carefully read these rules. Nevertheless, some authors agree that Social Media companies must be more transparent in their operations and stricter laws should apply (similar to mainstream legacy media legal frameworks) and there is a strong need for policies supporting better media literacy as it is social media common users who propagate unwanted contents. General population should be also educated about online privacy threats how to use privacy settings already available on social media platforms to stay safe online.

It should be mentioned here that we did not include in the above summary a rather comprehensive (23 pages) White Paper (a draft) - **Potential Policy Proposals for Regulation of Social Media and Technology Firms** prepared under auspices of US Senator Mark Warner in early 2018 (see Tangermann,

2018).

Some of the suggestions presented in that draft, apart from the issues discussed by other authors, relate largely to improved transparency of the contents and user profiles on social media in terms of provenance – clear indication of whether the account is a bot or real person as well as relevant information should be provided on the actual source of information – anonymity on social media should be significantly limited. Another important aspect is legal liability of the platforms for not taking down the harmful content or accounts. At the same time relevant explicit disclosures should be demanded in case of online advertising, in particular political advertising.

We did not include here the **Reuters Institute for the Study of Journalism** report that analysed how Facebook has tackled specific issues concerning political information and political speech, and then suggests nine ways to make the platform a better forum for free speech and democracy (Ash, Gorwa, Metaxa, 2018).

Similarly, we did not include here **the UK House of Lords Communications Committee** a report proposing a set of 10 principles to “shape and frame all regulation of the internet”: parity, accountability, transparency, openness, privacy, ethical design, recognition of childhood, respect for human rights, education and awareness-raising, and democratic accountability, proportionality and an evidence-based approach”, and a new Digital Authority to oversee this regulation, published in early 2019. Those principles corroborate the policy suggestions made by other authors in particular in terms of transparency and accountability.

CONCLUSION

Following professional and partly lay public discourses on social media regulation in the media appears to be absolutely a must for considering the most recent developments in research and policy making on social media regulation. Moreover, it is equally useful and enriching experience to map these discourses among EU M.S. and beyond. There appear to be strong differences in scope and quality of public discourse on social media. For example, while Bulgaria seems to be lacking behind here, Czech Republic and Slovakia seem to have quite lively discussions on social media in quality legacy media, including, in the Czech Republic, public television.

The pace of scientific discourse is slow, and although there is increasingly trend towards publishing in English and open access mode, still, many important and interesting voices and opinions are lost in national discourses only. Perhaps most importantly, regulatory debate has intensified in the last months and even weeks - not only in EU, but in non-EU countries such as Australia, Canada, Singapore and New Zealand.

This output suggests possible ways how to approach this complex task. Although we have been able to extract only small quantity of useful data/opinions/suggestions from our international sample, the next contributors can easily improve their rate of data utilisation thanks to this study (learning from our mistakes).

There is a need for caution, though - not all suggestions can pass the test of truth, as we have documented in the case of professor Žiga Turk. In particular, there is a strong need for deep cross-checking of the local, national and individual statements with scientific works and non-scientific elaborations and reports coming from other countries and international sources to ensure that individual suggestions are not propagated as established truths and relevant solutions to issues identified. Many common opinions (often misleading) about addressing social media challenges prove not to be supported by strong evidence or any relevant studies.

In this conclusion, we focus at policy/regulatory recommendations, and leave research recommendations aside, these being tackled in a separate part of this larger deliverable. Moreover, a

major problem with the latter issue is that there may already be ongoing such research projects on national or even international levels. We assume that national and international research grant awarding agencies may have better overview in this area.

Despite identifying quite many articles on social media and convergence in public discourses, valuable policy & regulatory recommendations are rather scarce.

At the same time both governments and social media companies call on the urgent need to provide relevant policies and regulatory frameworks.

Majority of the authors present negative view of social media, and sometimes rather unorthodox ones. For the former group of news and opinions, this by and large may reflect the general media (and increasingly algorithmic) logic - good news is no news, emotions drive discourse to extreme.

Surprisingly, we have found relatively very little debate on fact-checking and fake news debunking initiatives, and these were often rather sceptical ones. Maybe this can be explained by the fact that fact-checking organisations and fake-news debunking initiatives consider their very activity as a *sui generis* social media regulation. In other words, fact-checking initiatives are seen as already existing social media regulation, thus authors seek alternative regulatory approaches.

Social Media platforms are blamed for not providing enough support to fighting fake and harmful content but no explicit proposals are made or solutions are offered to co-produce solutions and frameworks that could effectively fight disinformation, misinformation and malformation or ensure safer online communities. There is a strong imbalance of opinions in which Social Media appear to be an easy target to politicians who fail to provide more resources to ensure better media literacy and improved legal frameworks.

Nevertheless, there appears to be consensus that regulation of social media is an issue of great importance and urgency. However, there is no visible shared vision or strategy so far how it should look like. If there is any observed trend, then more authoritarian states simply pass legislation, while more liberal-democratic states or blocs such as the EU usually appear first to attempt to strengthening self-regulation, including into process fact-checking and fake news debunking initiatives, then they commission special task forces to study this issue in in-depth reports and finally pass specific or more general legislation as well.

The general Europe-wide consensus appears to be that the key policy in the fight against fake news is to support high-quality journalism and pluralistic information media, as well as education, developing critical thinking skills and digital competence, in particular media literacy among young people. Overall, there is a trend from self-regulation via co-regulation to public (state) regulation.

Apparently self-regulation is not enough, while co-regulation is only slowly taking place. Overall, as we have documented, many traditional solutions and approaches are possibly not workable solutions either. Perhaps surprisingly, the calls for more involvement of governments in social media regulations comes from the platforms themselves.

Instead, there are emerging in public-professional discourses novel **technology-based** and **economy-based approaches** (or incentives based approaches) to tackling social media harms.

The **technology-based approaches** to tackling social media harms include some radical ones such as **prohibition of the data-intensive, micro-targeted advertising** and even **shutting down Facebook Live**. Then there are less radical technological approaches such as **adjusting the sensitivity of the algorithms** so that people are allowed to share content but platforms catch a lot more of the hateful stuff. **During terrorist online live broadcast and similar activities, platforms could introduce special fast speed procedures**. There could be introduced **temporary quarantines** so that content is flagged for immediate removal but then re-examined at a later date. These measures may be legally-constitutionally problematic in other contexts than during emergency. Also some of the measures can significantly obstruct the availability and usability of social media services.

Platforms should **limit the number of times that content can be shared within their site and**

potentially ban shares among accounts. The first solution has already been applied for WhatsApp.

The above described approach can also be called algorithm-incentives based approach, and it is supported by Tim Berners-Lee who explicitly suggests to "change incentives."²⁸

Furthermore, **creating a shared database of hateful content** (there is already such database for terrorist content for platforms) would ensure that content removed from one site is automatically banned from another. Lastly, **configuring the platform to isolate and quarantine the negative actors and drive regular users toward platform areas where discursive excellence thrives.**

It should be mentioned that although there are already in operation some **"propaganda filters" or something like a spam filters for fake news/lies**, as well as there are **tools available for parents to regulate behaviour of their children online**, yet **deeper involvement of AI** into this process is expected by Zuckerberg not sooner than **in five to ten years** from now. In the meantime, some education targeting parents how to use these tools to protect children but also themselves might be useful.

Moreover, a loose group of developers and techno-utopians, so called the IndieWeb, has been creating own social-media platforms run on **independently owned servers**. These movement hopes to rebuild social media according to principles that are less corporate and more humane.

There are emerging interesting **economy-based approaches**. These approaches use opposite motivations - either to sanction (punish) or to motivate (reward), and in both groups - either users or providers (platforms). For sanctions, there is an idea of a **levy on citizens** for using social media platforms, and indemnification of platforms for social media data breach. The idea that for example users would be charged for add-free Facebook was raised by Zuckerberg himself.

For rewards, there is an idea to introduce **a new data dividend paid by platforms to users for their data**, going further **to sanctions based on cartel legislation for abuse of market dominance to gather information**, and finally **to the idea to break up the big platform**, or, even **to consider non-commercial ownership of social-media entities or to establish a European version of Facebook**.

Some research suggests that applying **both incentives-based economy strategies could work best**: Normally, punishment is the more lasting factor, but the combination of reward and punishment works best (Hilbe and Sigmund, 2010). Moreover, **altering any of the three components of motivation** (altruistic motivation, material self-interest and social or self image concerns), changes the meaning attached to prosocial (or antisocial) behavior and hence **feeds back onto the reputational incentive** to engage in it (Bénabou and Tirole, 2006).

Perhaps one area that is left outside of the focus of European regulators is sector of influencers. It may be worthy to **consider to regulate this group of entrepreneurs** as well, taking into account such negative phenomena as spreading and promoting actively fake or low quality products and services' reviews and directly or indirectly promoting inefficient or dangerous medical solutions.

Be that as it may, we hope that have provided valuable suggestions for policy-makers and research grants awarding research bodies that may be critically and creatively discussed further by various specialised bodies such as the High-Level Expert Group on Fake News, High-Level Expert Group on AI and other EC/EU advisory bodies.

When doing so, academics, advisors, regulators and policy makers might wish to adhere to policy guiding principles such as **conceptual clarity, technical feasibility** and considering **adverse consequences**. For example, **Facebook's spring 2019 transparency rules required any individual or group posting political adverts on the platform to register in each EU member state they want to show them in**. The measures were unveiled as part of the tech group's attempts to tackle "online disinformation" and foreign interference in European elections. However, many pan-EU parties and candidates have complained that these measures will stop political parties from running cross-border

28 <https://webfoundation.org/2019/03/web-birthday-30/>

campaigns.

The specific measures based on these principles should be discussed transparently, and lead to increasing regulatory and platforms operations **transparency**.

From human rights / legal perspective, regulatory measures should include **independent appeal process** (both for users and platforms).

Finally, although the discourse has turned to calls for regulation, one should not forget about positive aspects of social media, be these at personal, societal or political (national and international) levels, as discussed earlier.

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ANNEX I - External International Reviews with feedback provided by SCM Team

We are very grateful to some great minds who contributed their critical comments and observations to our earlier versions of our deliverable.

REVIEW 1: Comments on 'Global suggestions for research on social media and policy choices for social media regulation', **Dr. Irini Katsirea**, Reader in International Media Law, Centre for Freedom of the Media Communication, Media and Journalism Research Group, Journalism Studies, University of Sheffield, UK
2 May 2019

I have the following comments on the report, and in particular on its conclusions:

1. Some of the conclusions do not reflect findings made in the body of the report, and therefore seem unsubstantiated. For example, the statement that there are usually negative or unorthodox views about social media does not seem founded on evidence collected and presented in the report.

Explanation: This is based, first, on overall media (and currently algorithm) logic, and second, based on readings of newspaper' commentaries and public policy- regulatory suggestions presented there. In other words, media usually do not publish positive or optimistic opinions and visions, or, at least, prefer negative over positive. This is even more visible trend for social media. This is not mean to be a suprising finding, just statement of what can be perhaps seen as common knowledge.

Similarly, the view that high-quality journalism and media literacy are not sufficient and/or workable solutions does not seem supported by evidence presented in the report.

Explanation: This suggestion was presented just as an issue raised in one or two commentaries or interviews, and should be explored furthermore. In part, the very speed of disseminating online harms justifies this sceptical position. In other words, faster and perhaps more efficient solutions are needed. Moreover, one can not expect that all people will be highly educated in media literacy and there will be only high quality (quasi)-journalism around...We did not aim at making conclusions based on majority or consensus among those making recommendations and producing thoughts...

2. The finding that more authoritarian states simply pass legislation, while more democratic ones only pass legislation after self-regulation has failed, is interesting, but would need to be fleshed out further by clearly pointing to the relevant jurisdictions in question, and in particular, at their failed efforts at self-regulation.

Explanation: Well, there is a general or prevailing consensus on this issue now. Self-regulation has traditionally been problematic for legacy media in most countries. In most countries, there is no relevant legislation targeting specifically social media.

3. The paragraph outlining technology-based approaches to tackling social media harms incorporates four suggestions by Vidgen, which pertain to the aftermath of terror attacks. However, this is not made sufficiently clear as the report talks about 'online attacks'. While some of these suggestions might make sense in the extreme situation of a terror attack, they would be problematic in other contexts. For example, the introduction of fast speed procedures renders assessment of the potential illegal – not just offensive – nature of content difficult, and has been one of the criticisms of the German NetzDG.

Explanation: This is correct observation, we will clarify this part, thank you.

4. The conclusions seem to place trust in the ability of AI to counteract some of the evils discussed in the not too distant future, as promised by Zuckerberg. However, the problems with trusting technology companies with policing content online on a grand scale both for freedom of expression and democratic accountability should also be considered.

Explanation: This is partly correct observation, although we do not claim to show trust in the ability and capacity of AI to solve this issue or significantly contribute to solving it, now or in near future. We just report others's opinions. Policing or nor content by the platforms is interesting issue, since on the one hand, the platforms themselves ask for governmental interventions and regulations, while on the other hand, some IT experts claim that platforms can do more, using algorithms and other internal measures. We do not know who is right, we just outline these perspectives.

5. The report mentions the levy on citizens using social media platforms as an interesting economy-based approach. However, this measure was implemented in Uganda and has been very controversial as acknowledged in the report itself. This finding should therefore be reconsidered/qualified.

Explanation: Well, we do not recommend, we just summarise the most interesting approaches. This should be made clear in our report, thank you for pointing at this aspect. However, there are similar thoughts on this position too, e.g. digital tax, currently discussed in 6-7 EU countries...(of course, taxing providers, not users). Moreover, considering social harms caused by excessive use of social media, maybe this could be an interesting approach how to regulate excessive use of social media among teenagers by economy-based approaches...?

6. The suggestion that influencers could be regulated is interesting. The report mentions that some governments consider it important to regulate this sector. However, it only goes on to mention the example of the UAE where the regulation of influencers comes together with that of electronic news sites, publishers etc, raising questions about the motivations behind this regulation. It would be worth explaining which other governments have considered moving in this direction.

Explanation: So far, we do not know about any other governments that would consider moving in direction of regulating influencers. However, it perhaps does not matter whether overall motivation of the UAE is positive or negative. It is just an inspiration we found interesting and definitely useful.

7. The report would benefit of some language editing to ensure better flow of the text and correct mistakes as in the paragraph beginning 'In general, there are usually negative...' where the word 'former' rather than 'latter' is used in the third sentence.

Explanation: Sure, thank you, this is definitely our intention, we do expect a final editing by a native speaker.

ANNEX 2 – Sources of Data/Double-Checking Information on Country Activities Aiming at Regulating Social Media

Joaquim Fidalgo, (Professor Auxiliar), Dep. Ciências da Comunicação, Universidade do Minho, Campus de Gualtar, Braga, Portugal

Tobias Eberwein, Austrian Academy of Sciences, Austria

Anna Gureeva, Lomonosov University, Moscow, Russia

Heikki Heikkilä, researcher, Tampere University, Finland

Jonas Lefevere, Free University, Brussels, Belgium

Artur Lipinski, Adam Mickiewicz University, Poland

Jakub Macek, Masaryk University, Brno, Czech Republic

Dragan Mitrovic, Faculty of Law, PIM University, Sarajevo – Lukavica, Bosnia and Herzegovina

Dariusz Kalan, Central Europe Correspondent & Analyst, Poland

Urmas Loit, PhD, Tartu University, Estonia

Trisha Meyer, Ph.D., Assistant Professor and Postdoctoral Researcher, Vesalius College and Institute for European Studies, Brussels, Belgium

Donatas Puslys, Vilnius Institute, Lithuania

Prof. Raluca Radu, PhD, Head of the Journalism Department,, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

Ceren Sözeri, Associate Professor at Galatasaray University in Istanbul, Turkey

ANNEX 3 - Policy and Research Suggestions Based on Scientific Research

The sources of this selection are deliverables D1.1 and D1.3

This output is based on collection of articles and studies elaborated within previous deliverables D1.1 and D1.3. This material includes suggestions for future research and policy recommendations based on research findings from Austria, Hungary, Croatia, the Czech Republic, Ireland, Slovakia, and UK, identified and already pre-selected by SCM (Slovakia) team. In other words, not all research findings could be selected for further processing.

Sometimes there are only FUTURE RESEARCH TRENDS or POLICY RECOMMENDATIONS identified here only, sometimes there are both FUTURE RESEARCH TRENDS and POLICY RECOMMENDATIONS mentioned.

In line with agreed three-step methodology, we kindly asked our partners to assess these FUTURE RESEARCH TRENDS SUGGESTIONS AND POLICY RECOMMENDATIONS, by putting there in a proper column YES - NO - NOT SURE. Yes (Y) means that an expert supports that this text passes to the next round to be assessed by another round of experts. No (N) means that an expert - for whatever reasons - believes that this text should not be further dealt with. NOT SURE (NS) means that an expert has no clear /unambiguous opinion on this text, for example, the suggestions need some improvements..

Unfortunately, this work division worked only partially - only M21F from Bulgaria provided requested input on Austria and Hungary.

AUSTRIA

	SUMMARY	FUTURE RESEARCH TRENDS	APPROVE/ DISAPPROVE yes - no- not sure	POLICY RECOMMENDATIONS	APPROVE/ DISAPPROVE yes - no- not sure
AT 001	These 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. Organizations can use these results to "tune" both their internal crowdfunding campaigns and their aggregate social networks, expanding their employees' strategic patterns of self-directed egonet growth.	It would be useful to further explore the relationship between social-connectedness and crowdfunding success. Furthermore, it would be insightful to discover the social factors, particularly characteristic of social media engagement, which negatively or positively affect crowdfunding success.	Y	Given suggestions of relationship between social-connectedness and crowdfunding success, it would be intuitive to establish best practices for maintaining a social media culture which fosters trust and reliability, and provides opportunities for success in crowdfunding as well as other socio-economic endeavours.	The latter can be studied also with respect to securing a new method of funding engaging a variety of subjects for instance for public service media funding and distributing the burden among them. Besides crowdfunding can be explored from the perspective of distributing funding among many subjects and guaranteeing media independence. 3 angles of research – social media culture, distributing funding among different subjects, a guarantee for media independence
AT 002	The results lay the basis for some generalizations concerning the conceptualization and the interplay of communicative push and pull factors in current accounts of the adaptation of existing and the emergence of new social practices and genres in computer mediated discourse	The volume of penetration into various parts (branches) should be studied.	Y NS	Social media appetite may be influenced by how people share information and react to them. Enacting best practices for such serious information may make social media more attractive and useful; probably, even to the conservatives.	NS It is possibly a question of media psychology not of regulation.
AT 003	A visual analytics dashboard provides access to the results of the content processing pipeline, providing a rich interactive interface to explore emerging stories and select video material around those stories for verification.		NS	Given the continued confirmation that majority of people are more productive with visualization, companies, institutions etc should adopt visual analytics dashboards as much as possible to facilitate better performance of tasks.	NS it is probably a technical issue
AT 004	This article considers the power of one event on a much smaller scale: the passage of same-sex marriage (SSM) law in New York in June 2011 was not only significant for marriage equality in the US but also for the operating logic of the news ecosystem in which the political decision was made – the state house in Albany.	Social media reflection of new and developing social phenomena deserve continuing research within multiple contexts and levels.	Y	The pattern of news distribution and consumption after events like the passing of the same-sex law in New York in June 2011, suggests that news consumption and distribution on social media is significant for the current generation. It may be more effective to share critical information requiring enormous reach and rapid distribution through social media.	Y New modes of distribution and transformation also of content across platforms and media should be studied.

AT 005	Author shows that when the importance of social media increases, the amount of disagreement in the society first decreases and then increases. Simultaneously, people of the same type hold increasingly similar beliefs. Furthermore, people who find it hard to communicate with people in the same region may interact with similar people online and consequently hold extreme beliefs. Author proposes a simple way to model people who neglect a potential correlation of signals and show that these people may be made worse off by social media.	Building and maintaining opinion bubbles seems to be a more appropriate subject of research.	Y	Overcoming divisions, broadening views, breaking outside opinion bubbles would be relevant subject to policy recommendations.	Y The new mechanisms and the role of social media for social cohesion.
AT 006	The paper present an original user-friendly tool developed by the authors to extract information from Social Media and to perform Spatial-Temporal Textual (STTx) analysis. The early examples proposed in the paper demonstrated how it is now possible to analyse what, when and where people know, feel, appreciate, need with regards to places, facts, and processes. If properly (and ethically) used, this new pluralistic knowledge might eventually change decision-making dynamics and affect the discourse in the urban and regional planning process.	As the article presents a specific new tool; a parallel research could be supported about wider possibilities in related area. Lastly, if existing tools infringe on any user rights, research into optimising them to be less invasive is important. Furthermore, finding novel less invasive tools will be useful.	Y	Social media analytics could be used in a legitimate way to access the needs of society and performance of authorities, governments and other stakeholders. As an instance, an angry citizen may post about how a security personnel ignored their call for help...or how they were abused by irresponsible security personnel.	Y Possibly a parallel research can be on the necessary legal and ethical frameworks for implementing the new mechanism.
AT 007	U.S. panel-survey data show that individuals who perceive news will find them are less likely to use traditional news sources and are less knowledgeable about politics over time. Although the news-finds-me perception is positively associated with news exposure on social media, this behavior doesn't facilitate political learning. These results suggest news continues to enhance political knowledge best when actively sought.	The future research can be wider than this and study various aspects of relations between using social media and politics/ political knowledge.	Y	Political learning endeavours on social media may also be better facilitated by putting strategies in place to match political learning outcomes using traditional news sources.	Y Studying political knowledge and communication how they change from a media to a media and from a platform to a platform.
AT 008	The job profile of "social media expert" was developed containing knowledge, experience and personal skills descriptions. It includes the importance of texting skills, strategic orientation, monitoring know-how, experience in campaign development, and technology know-how.	It is advisable that a study among employers of social media management graduates, be conducted to assess whether the contents of the curriculum reflect the organizational needs. (cultivated from the summary) It will be useful to also explore the contributions of social media experts to corporate success and growth. This should also seek the possibilities of "over-hyping" the social media expert's usefulness. Finally it would be good to explore the evolution of the job profile of "social media expert". Is it changing? Is there the need for	Y	The job profile of a social media expert is developed to suit the prevailing needs of industry. More importantly, it has prescriptions for the knowledge which must be acquired. This provides an opportunity for governments, authorities, and other relevant organisations to instil decorum on social media by getting involved in shaping the curricula of training schools. By integrating best practices in curricula, graduates may be at the forefront of implementing social media discipline. However, social media is a tool, so they should not be overrated in school	Y Strategies on training social media experts It would be pertinent to develop criteria on which a definition of social media expert is based.

		curricular change?		curricula – could be part of general media.	
AT 009	Applying grounded theory, a first version for a maturity model is developed which will serve as a tool for introducing and assessing organizational social media activities, including a set of relevant demographic information, organizational prerequisites, as well as dimensions of maturity. The maturity model itself consists of six dimensions: Operational social media management (M.1), human resource management (M.2), social listening and monitoring (M.3), social media integration (M.4), social media strategy (M.5) and guidelines for responsible behavior (M.6).	The novel social media maturity model is an important step in regulating social media. Further research should facilitate the development of scales for the different areas of the maturity model as well as the application of the maturity model in certain cases. The correlation between the maturity designations and organisational success must also be established, lest it becomes near irrelevant.	Y	Social Media maturity models may represent potentially effective ways of enforcing best social media practices and regulating corporate social media behaviour. As social media maturity models represent potentially effective ways of enforcing best social media practices and regulating corporate social media behavior, they should be further examined, developed and introduced into practice."	Y How it relates to classical media regulation and management, what are its pros and cons and progressive characteristics to justify the amendment of the existing regulatory mechanisms and management tools.
AT 011	The paper looks into a successful project communication via social media, and which are the most applied social media tools for that purpose. The survey also looks into differences between private and professional use of social media tools, and related tool preferences and believes. 2	It is good insight that project management in Europe is utilizing social media proactively. "Patterns of usage and aversion, together with composition and structure of involved organizations should be covered by future research.	Y	Integration of social media in the toolbox of European project management, sets a good precedence for the possible use of social media as a convenient and effective tool for corporate collaborative purposes. Stakeholders may encourage the exploration of the innovative ways of using social media productively within the project management frameworks..	Y a set of guidelines can be elaborated for better project management including social media
AT 012	The paper assesses where small business enterprises and direct marketing firms in Austria stand regarding Social Media Marketing. It does so via a literature-based model that was tailored to the requirements of small-scale enterprises. Recommendations: Do not lose sight of the content! Become familiar with customers! What do you want to achieve: gaining customers is good, involving customers in dialogue is better! Think first, then write, then speak! Yes, it takes time, at least regularly! Your target group is on Facebook, where else? Eyes open: who, what, how, where, how much?	Research suggests that small business enterprises in Austria will benefit from social media marketing with guidance from industry's success factors. It would be useful to conduct a similar research for large enterprises. This would allow for comparative analysis which will provide new insights into the trends of social media marketing in Austria. Perhaps a set of more advanced recommendations would be useful to develop.	Y	Inferences from research findings on the perception of small scale enterprises, are consistent with the fact that social media marketing is a viable marketing option in Austria. Organisations may achieve more personalised outreaches through social media marketing than through traditional media.	Y this type of research can encompass a comparative study on the issue across European countries and how the new market strategies can boost businesses with an emphasis on small scale enterprises
AT 013	An innovative approach is presented that combines social science research and technical development for policy making and decision support in the public sector based on public user-generated content in social media. Based on a Hadoop software framework, publicly available postings, comments and articles are collected, processed and indexed and furthermore analysed in order to make the huge amount of data usable for policy makers. The tool is elaborated as a software-as-a-service solution, allowing end users to access UniteEurope independently of location and device. There is	Endeavours to utilize social media content in policy making and decision support have a good outlook. It may be useful to assess the limitations and benefits of using social media data to assess trends and tendencies which must be supported through policies.	NS	The emergence of innovative approaches which utilise social media generated content for policy making and decision support in the public sector is good. These solutions present more convenient and useful ways of gathering data for assessing the needs of society.	NS it is more of a technical issue but may be it will be worthwhile to study whether such solutions can be standardized and put into practice and whether they can be more effective than the existing approaches.

	no information available on its further utilization.				
AT 015	A view on empirical studies to understand the implications of technological advancements and the changes they have wrought for civic life and civic participation. It deals i.a. the question whether the ability to connect and communicate with virtually everyone is making people to be more engaged and dutiful citizens.	An interesting study leads the way by looking into the influence of social media on civic participation and/or engagement. Subsequently, it is useful to question what social media strengths facilitate positive changes on civic participation. Secondly, the social media weaknesses which facilitate negative changes on civic participation may be investigated.	Y	Stakeholders should harness the community building capabilities of social media to improve civic participation. It may be more effective to use social media to solicit support for causes than use traditional media.	Y adopting strategies for civic education rooted in social media functions.
AT 016	Based on individual cases, this qualitative study gives insights into current transformation processes related to the scholarly uptake of social media and leads to the establishment of further challenging research questions.	There is research to demonstrate that peer pressure is a phenomenon which exists within the social media space too. Interestingly, research demonstrates that this is true for the academic community too. It would be helpful to determine the outcomes, both positive and negative, of academic peer pressure on social media, or on research on social media.	NS	Stakeholders may utilise academic peer pressure to facilitate desirable directions in research. As academics influence themselves through peer pressure on social media, they may push the limits on how much and in what direction they are willing to contribute to the body of knowledge in their respective fields.	NS not sufficiently clear what kind of strategy is pursued.
AT 18	Listeners of Classical music are less active on social media than fans of other genres. We conclude that listeners of Classical music in the general population are less active on Twitter and Last.fm.	The research finding that classical music listeners are less active on social media is a pacesetter. Future research could explore the social media activity trends of listeners of other genres of music.	Y	Research on such trends as social media activity and classical music listenership, provide insights about how stakeholders can utilise social media for different categories of people.	NS not clear, why stakeholders should use social media for other people?
AT 019	Four independent studies demonstrate that first, successful brands can be created in virtual worlds, second, user-generated content drives the creation of unique brands, third social media strongly influences the social value perception of brands, and fourth, social media impacts consumers' purchase decision process.	Studies demonstrate that social media is an effective tool for branding and brand success. Future research may explore the perceptions of businesses on different social media and comparatively. For example, they could assess whether business would use facebook for certain types of marketing instead of twitter or instagram.	Y	Social media branding is effective for brand health and success. Brands may invest in social media strategies to achieve good results for branding.	Y It should be studied first whether in practice and to what extent social media and which social media and how influence branding.
AT 020	Memes – user-generated image-text combinations that are disseminated via social media and usually contain image-based satirical-paradoxical representations – can collide with the copyright permissibility. There is the "BGH judgment (I ZR 9/15)", which for the first time implements the provisions of the "EuGH (C-201/13)". To what extent the copyright barrier intervenes is finally discussed with regard to possible free uses of works under Austrian law.			It would be useful to establish regulations for memes. There is a tendency of using images of people in ways which may defame them, or use images and text which are copyrighted.	Y possibly regulation as a part of the copyright regulation online. Developing codes of ethics of memes use.
AT 021	Islamic leaders in Southeast Asia use social media as means of self-representation in yet unprecedented ways. These	It might be useful to explore the role of social media in transformation of religious values (a	Y	The unprecedented use of social media by Islamic leaders in south-east Asia	Y I discern two issues here – the impact of social media on religion and

	online presences trigger new perceptions and articulations of authority and preacher-followers relationships which do not remain uncontested. The infusion of digital media in everyday expressions of Islamic piety affect not only the construction of Islamic authority but also popular understandings of Islamic gender roles. Another aspect of social and digital media, which is rarely touched upon, is the effect of sound or music both upon consumers and music production industries.	lot has been researched on the role of social media in spreading hate and violence). It could be useful to explore the effect of sound or music both upon consumers and music production industries.		emphasises the viability of social media in building followership and establishing authority. It may be judiciously used by leaders to strengthen authority.	religious values and the impact of social media on leadership not only religious one.
AT 022	Applying grounded theory, a first version for a maturity model is developed which will serve as a tool for introducing and assessing organizational social media activities, including a set of relevant demographic information, organizational prerequisites, as well as dimensions of maturity.		Y	The emergence of maturity models for social media activity is important for social media regulation. Policy makers may facilitate the implementation of maturity models, for assessing and regulating social media activities of organizations.	Y
AT 023	Analyses of an online survey of adults in the United States show that (a) social media users perceive more political disagreement than non-users, (b) they perceive more of it on social media than in other communication settings, and (c) news use on social media is positively related to perceived disagreement on social media.	Results from research demonstrate that political disagreement is perceived more on social media than on any other communication platform. This provides the substrate for garnering information about the patterns of social media usage by politicians and politically inclined persons. The key unanswered research question, then, is not whether social media contribute to the fragmentation of the public sphere, but whether they are important enough to counteract fragmentation online, in face-to-face settings, and in the media. Future research could approach this issue in a systematic manner. Future research should focus on testing whether there is a direct evidence that (or how) cognitive elaboration and reflection mediate the process of perceiving disagreement. Future research could also focus on the differences between conservatives and liberals, as prior research has shown that conservatives are less likely to be exposed to disagreement on social media. Future research could also dwell on the disparities between the levels of political disagreement on social media and other platforms, to assess and compare the accuracy and reliability of political information	Y		Y May be this research can be related to political communication in society and political and civic education.

		shared on (selected) social media and other platforms.			
AT 024	This paper introduces an integrated categorization model for contemporary crime types in social media including modern forms like social spying, cyber grooming or crime mobilization. A visual taxonomy with Social Hacking, Social Scamming, Social Insulting and Social Agitating as main clusters is presented to provide a clearer, insightful understanding of the complexities of social media crime.	<p>The categorization model for contemporary social media crimes provides a basis for exploring other probably unknown or emerging forms of social media crimes.</p> <p>It would also be useful to explore the vulnerabilities of social media which are exploited in social media crimes.</p>	Y	Stakeholders must commit to continual detection of social media crime patterns and implement regulations to foster user safety.	YTwo issues are relevant in this context – safety and security of users on social media and modernization of legislative framework particularly penal codes.
AT 025	The authors have listed the advantages of Social Media in Crisis Management, discussed the various types of posts found in Social Media, including so-called anticipative rumors, drawn a line between valid news and undesired rumors, and shown some defense mechanisms. There is at least hope that rumors can be detected and local defenses built. We hope that this paper may trigger more ideas and approaches to this crucial problem.			<p>Stakeholders may rely on social media to quickly detect information which may have damaging consequences, and implement strategies to minimise these consequences. Having an eye that surveils social media platforms could be advantageous to organisations.</p> <p>The effective crisis communication is about using social media's potential to:</p> <ol style="list-style-type: none"> (1) create dialogue and to choose the right message, source and timing; (2) perform pre-crisis work and develop an understanding of social media logic; (3) use social media monitoring; (4) continue to prioritize traditional media in crisis situations. (5) Finally, effective crisis communication is also about using social media in its own right during crises <p>Eriksson, Mats (2018). Lessons for Crisis Communication on Social Media: A Systematic Review of What Research Tells the Practice. International Journal of Strategic Communication, 12(5), 526-551.</p>	Y devising effective crisis management strategies in any social sphere
AT 026	Studies suggest that differences in internet use practices among young people can be explained, to some extent, by socio-demographic factors, while others indicate that media literacy could have an important role to play in young people's new media usage practices and preferences.		Y	Social media patronage may partly depend on media literacy. The acceptance or adoption of social media practices, although determined to a certain extent by socio-demographic factors, may be facilitated by media literacy education.	Y Study of the factors influencing the creation of an effective media literacy strategy and how it correlates with social media proliferation

AT 027	Mobile devices and social media are used privately by students but not yet really integrated into the classroom. The 'seamless learning' means the practical link between learning inside and outside the classroom by taking advantage of social media and mobile devices. These tools should not be banned from classrooms but become an integral part of the teaching process, argues the author, suggesting three concrete learning formats for the active inclusion of web 2.0 / social media tools and mobile devices into classroom lectures and beyond, for learning alone at home and in groups	It would be useful to explore the potential of integrating mobile and social media into classrooms. It may be useful to stack possible positive outcomes against current threats gathered from the perceptions of stakeholders: educational leaders, educational faculty, students, etc. It is important to assess the effectiveness of learning formats proposed by research which advocate for 'seamless learning'.	Y	Integration of mobile phones and social media in classrooms may be optimised to maximise learning, monitoring and facilitate better student involvement in the education process.	Y Adoption of new education strategies taking into account the potential of social media and other technical achievements, also dealing with distance learning and life long learning processes.
AT 029	Social Media might also bring about change in the attitude of people, from a "they have to help" to a "we will help". In this paper authors have described - from the viewpoint of Social Media - needs and trends. It has to be understood that the technical communication media must keep pace with the abilities and the requirements of information interchange. The optimal utilization of the information processing capabilities and the communication facilities still prove considerable challenges both for technical and human factors experts.	The challenges with optimal use of information processing capabilities and communication facilities of social media, present research opportunities. Solutions must be developed to overcome them.	Y	Social media is emerging as a more effective way for garnering support for causes. The community building capabilities present effective opportunities for organisations and causes for soliciting support.	Y In this regard it is important to explore how social media promote causes in order to structure the necessary strategies.
AT 030	The present paper reflected hate speech and cyber hate as a complex, common and increasingly crucial issue especially in the social media, covering various phenomena of discrimination, for example due to ethnic origin, sexual orientation and religion, and as a field of tension with regards to the freedom of speech. Based on these insights the social media-driven concepts of monitoring, distribution and collaboration were suggested to counter online hate speech content occurring especially in the social media.	Future research may assess the effectiveness for current modalities of monitoring, distribution and collaboration, as measures for preventing hate speech. New modalities for minimising hate speech and other demeaning behaviour exhibited on social media, will be needed as social media use evolves. Future research may be dedicated to this.	Y	Stakeholders should consider implementing suggested concepts of monitoring, distribution, and collaboration for minimising hate speech on social media, as a step toward solving cyber hate. Implementing them provides an opportunity for assessing their effectiveness.	Y
AT 031	The article presents a first comprehensive analysis of campaign functions of a social media platform during an Austrian campaign with a focus on visual aspects	The first comprehensive research on the campaign functions of social media platforms during an Austrian campaign necessitates the exploration of positive future implications and/or dangers of the evolution of social media as a political tool. Ideally, this should be within a more longitudinal or comparative research framework.	Y	Regulatory frameworks for social media may be strengthened for transforming the political exploits of social media into a curative process for facilitating good governance.	Y It would be interesting to study the relationships between social media and good governance, instinctively our reaction can be that social media influence good governance in a positive manner but they can act to the opposite direction as well. First of all it should be determined what good governance means in the age of convergence, what are the criteria for this and whether social media is a factor – positive or negative for good governance.

AT 032	Drawing on social learning theory, results indicate the triggers of learning and that knowledge workers acquire and internalize connectivity skills by direct experience, modelling and self-control. The matched-dependent behavior is particularly important in the connectivity field, have revealed the authors.			Organisations may find it useful to design their learning programs to be practically oriented. This approach has been continually demonstrated as more effective in research findings.	Y practically oriented in a converging environment possibly means using or at least considering the use of social media?
AT 033	The findings support a skeptical perspective regarding social media's perceived significance and effects. 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.	Based on research findings that Austrians and Swiss political parties and candidates do not discriminate between offline and online political communication strategies, future research may explore the general impact of traditional political communication strategies. Furthermore, the social media usage patterns in Austrian and Swiss politics may be explored. Lastly, investigations may be made on the correlation between the perception and the extent of use of social media, by Austrians and Swiss.	Y	The importance of traditional (offline) political communication should not be underestimated within certain national contexts.	Y Strategies can be elaborated taking into account the impact of on and offline political communication, these research and strategies can be combined with other political communications issues, see above.
AT 035	Authors studied the relationship between picture features and personality traits. The online survey participants were asked to fill in a personality questionnaire and grant access to their Instagram account. Among 113 participants and 22,398 extracted Instagram pictures, distinct picture features (e.g., relevant to hue, brightness, saturation) were found that were related to personality traits. The findings suggest a relationship between personality traits and these picture features; personality traits can be also predicted. This shows new ways to facilitate personalized systems.	Research findings suggest that Instagram picture features like hue, brightness, saturation, etc of users relate to their personality traits. It would be intuitive to explore: a) other relationships between user personality and social media usage characteristics. b) ways in which social media may be tailored to be adaptive to personality dependent preferences. c) how such studies may set substrates for implementations which breach privacy.	Y	Stakeholders may encourage personalized systems which may be tuned to personality traits. However, this method can also be abused by various actors. Therefore, attention should be paid to this issue.	Y definition and features of personalized systems, frameworks for putting them in practice, ethical and legal considerations and elaboration of guarantees for personality rights.
AT 036	Based on network characteristics and qualitative analyses of profiles, authors identify eight clusters with more-or-less clear political tendencies and two clusters with nodes that share common localities, all of them in the periphery of the network. A media cluster and a community of civil society actors are at the network's center, mediating between the other clusters. The findings were interpreted in relation to Austria's political constellation and discussed with regard to the changes of political communication due to the increasing importance of social media		Y	Stakeholders may find it more efficient to use a media cluster and a community of civil society actor in mediating as an effective alternative to traditional media in marketing, dissemination of news etc.	Y this issue to be combined with other issues on marketing and social media, and civic education
AT 037	The wide variety of internet platforms available to the medical profession results in quick and uncomplicated access to the latest publications and in a worldwide networking connection	As internet facilities for healthcare evolve, it becomes necessary to analyse concerns and reservations, especially professional, regarding	Y	Stakeholders should encourage more social media tools for healthcare. These tools must be streamlined to ensure	Y studied and strategies drafted taking into account other broader concepts as AI, smart

	between colleagues. Surgical disciplines in particular additionally benefit from videos presenting operation techniques, which are gaining in importance. By using social networks medical centers and institutions have the possibility to correctly and safely inform potential patients and lay persons, too. PubMed, Embase and Cochrane databases were searched for scientific publications regarding the impact of social networks on the medical profession	access to health information on social media platforms.		privacy and security.	cities. Interdisciplinary study for the preparation of comprehensive and future oriented strategies in healthcare encompassing social media. Formulation of ethical and legal guarantees.
AT 038	Employing a two-wave-panel survey in the United States, results show this emergent practice (people's use of a second screen (i.e., smartphone/laptop) while watching television to access further information or discuss TV programs) makes people more open to changing their political opinions, particularly among those who habitually use social media for news or frequently interact with others in social media contexts	Social media may be used to stimulate change in people's political opinions. Future research may explore the implications of social media persuasion on the objectivity of public assessments of politicians and their governments.	Y	Policy makers may find it useful to encourage the use of Second Screening in fight against fake news and hoaxes.	Y can be related to the elaboration of policy and legislation against various forms of information disorder, also can be combined with research and strategies in political communication and civic education and participation – see above.
AT 039	Main Messages: • Online social networking enhances communication and collaboration between peers • Social media facilitate access to educational and scientific information • Recommendations and guidelines from policymakers and professional organisations are needed • Applications are desired for efficient and secure exchange of medical images in social media	Online social networking enhances communication and collaboration between peers, according to research. Future research may explore the patterns of collaboration and communication among peers across various socio-demographic distributions. Patterns of access of educational and scientific information across socio-demographic distribution may also be useful if researched into.	NS very general	Organizations may find it useful to establish cultures which capitalize on social media as an effective collaborative tool for teams. It may also be used for learning programs for employees.	NS may be as part of a media literacy strategy, it can be explored and used complementing other issues, see above.
AT 040	No differences were found in motivations, suggesting that people may use both Online Dating Agencies and Tinder™ for similar reasons. Tinder users in the current sample were younger than online dating agency users, which accounted for observed group differences in sexual permissiveness. There were no differences in self-esteem or sociability between the groups. Men were more likely than women to use both types of dating to find casual sex partners than women. Men also scored more highly on a measure of sexual permissiveness than women. These findings support previous research in indicating that users of both Tinder™ and Online Dating Agencies do not differ from the general population	Research findings indicate that users of both Tinder™ and Online Dating Agencies do not differ from the general population. Future research may explore the likelihood that findings from this research are extensions of demonstrable diminishing aversion toward social media usage, even for personal purposes.	N		
AT 041	This essay provides insight into the nature of social media as relatively new digital channels of communication, their impact on the workplace and the socio-legal environment they function in. It indicates that a routine pre-interview Google		NS	Pupils and students should be made aware that their digital imprints may impact their future employability opportunities and career paths.	NS not clear whether a special corporate strategy is suggested and how it will be implemented

	could lead to discriminatory selection practice or negative comments posted online about the management may serve as grounds for disciplinary actions.			Boards of trustees should not consider all online complaints with equal value.	
AT 042	The Facebook conversation of utility companies and their stakeholders meets the basic requirements of a virtual stakeholder dialogue. Nevertheless, less than half of the companies perceive their current stakeholder conversation on Facebook as truly interactive. Therefore, even if the basic requirements of a dialogue are met, most companies still do not seem to fully use the dialogue potential of Facebook.		Y	There are still reservations about the use of facebook in corporate processes. Stakeholders may facilitate change through social media education. Certain dialogues are better not undertaken on facebook in the immediate vicinity of time.	Y three related topics are relevant here – new corporate strategies, media literacy and digital literacy and social media dialogue underpinning the smart cities and smart environment realization.
AT 043	The network formed by Austria's most relevant political Twitter users is dominated by an elite of political professionals but open to outside participation. The topic analysis reveals the emergence of niche authorities and the periodic divergence of the political discourse on Twitter with that of mass media. The article concludes with a summary of how these phenomena relate to political participation.	Future research may compare the trends of political discourse on the leading social media platforms. Research findings seem to be emphasizing the predominant use of Twitter for political discourse.	Y necessary to study the different specialization and impact of social networks	Twitter may be seen as the future global news network. Therefore, European and national strategies should be developed or adjusted accordingly.	NS too strong and very unconditional conclusion, elaboration and adjustment of strategies depends on the research results .
AT 044	Authors present research on algorithms, techniques, methods and empirical studies aimed at the prediction of future or current events based on user-generated content in social media. The taxonomy and the accepted papers represent simply a first step towards a more systematic exploration of the potential and limitations of social media-based forecasts.	Research on the algorithms, techniques, methods used for forecasting from social media data, opens the way into the exploration of the potential for this trend. Future research may assess the potential for forecasting using social media data.	Y	Social media allows access to huge data which wasn't possible previously. Without infringing on user rights, data from social media may be useful for forecasting and its application in areas like risk management.	Y necessary to clarify what risk management in the new convergent environment means and how it can be implemented guaranteeing human rights.
AT 045	Authors explain how social media is used as a business tool, in particular in Information Technology industry environments. Authors also show the results of the SIMS project which aimed at developing a new skill set and a job role qualification study program, where competencies in social media networking are customised for the European industry into an online study program complemented with an on-line examination and certification training and certification schema for the job role of social media networker. The SIMS training is now fully functional and is currently available from mid2013.	Future research into online training programs for corporate roles are necessary. Online learning as an alternative to traditional learning especially in corporate training has huge potential.	Y	As social media increasingly becomes integral to marketing and branding, social media networking expertise remains crucial. Specialised training for social media specialists therefore become paramount.	Y complementing research and policy measures in media literacy, corporate strategies, marketing – see above.

CROATIA

	SUMMARY	TREND/FOCUS in FUTURE RESEARCH	POLICY RECOMMENDATION
HR002	The survey showed that 80% of Croatian households have the access to the Internet. The most widely used Internet access devices were smartphone (57%), desktop PC (48%), laptop (52%), tablet (23%), and game console (6%). 46% of respondents confirmed that they have a profile on a SN. Most commonly used is Facebook (45%), followed by Instagram (14%) and Twitter (6%). 60% of respondents had heard about media literacy or media education. Even 90% think that "children and parents need permanent education on how the media can affect the development of children ". The most important role in such education should have parents (44%), teachers (37%), kindergarten educators (9%) and media professionals (7%).	N/A	In the field of media education, we must not only think "technically" but in a far more formative and educational way: it is not enough just to think that every child must "have access to the media, especially to the electronics, and then immediately to acquire some kind of (software) parental controls (such as internet filters), but the child and the young person should be raised to become a critical user of media content. Media culture and media education should bring media and information literacy into our educational system from pre-school age through primary and secondary schools to faculties and lifelong education.
HR003	Digital media have created a very open world for travellers, with highly available information. A study based on 2,830 participants shows rapid developments in the collection of data and making a travel decision. Business travelers usually choose the hotel recommended by their company, however, many of them use search engines and online travel agencies. In the tourist travel recommendations of friends and colleagues have the far most important role followed by websites, search engines and online travel agencies.	N/A	There is a need to increase the number of digital media campaigns in tourism for all destinations because it has a positive effect on the number of arrivals and nights
HR004	The media environment can be divided into groups: 1. traditional media; 2. converged media / new media; 3. new new media. Traditional and converged traditional media are defined as mass media. Internet and new media are not, but they are used for mass communication, too. Mass media are institutions, legally regulated sources of information based on the work of media professionals. Converged media on the Internet platform – newspaper portals, on-demand radio, on-demand TV etc. allow users to communicate with the media. New media changed the communication paradigm from one to many to one by one: e-mail, video games, blog. For the New New Media - Wikipedia, YouTube, Facebook, Twitter and other social networks is significant that their users are at the same time the content producers. In this communication, many are in line with many.	As in other social discourses and in the media field, numerous and irreversible changes have occurred. They have to constantly explored, analyzed and critically evaluated, especially the ways how media content is created.	N/A
HR007	Research results confirm the prevailing importance of content's relevance to the user's interests compared to its visual presence , as well as the existence of a slight correspondence between reach and the number of "likes". But this may be related to the extremely low share of content without visual elements. It can be concluded that the content of a post, alongside the presence of other elements such as its topicality to content recipients and the specific interests of profile visitors (related, for example, to prize giveaways, job notices, feedback by important persons) has a much stronger influence than the presence of visual elements. Study proves a positive correlation between reach and the number of "likes" in cases of some organizations but a very low with others.	Further research should be directed towards the study of other elements which influence the adoption of content on Facebook, such as vividness and interactivity, alongside the presence of additional variables.	N/A

HR009	The research was conducted via online survey in 2012 on a convenience sample of Croatian youth (N = 577). The results indicate there is a consistent link between the usage of internet social networks and the number of memberships in non-governmental organizations and civil activism . A positive correlation with activism remains significant even after including standard correlates such as memberships in organizations or generalized trust. Religiosity is positively associated with membership in non-governmental organizations, but negatively with social engagement and activism. SNs, due to their technological and communication characteristics, serve as a relevant agent for participatory practices of youth with the necessity to expand research with a probabilistic sample.	For a more precise insight into the nature of the relationship between participatory dimensions of social capital and social networks, further research should be carried out on a random sample, using the methodology of a network analysis among persons on social networks. Also, any further research should take into account the variability of the interactive nature of the media system, as well as the rapid changes in media preferences of young people..	N/A
HR015	The use of “Facebook methods“ proved to be useful, as the pupils showed significantly greater school achievement	What should be tested in future research is how much the use of Facebook has contributed to the improvement of student achievement, individualized access and additional work with students.	N/A
HR017	The research shows a positive view of Facebook's use of foreign language teaching, although its use at the same time causes a certain amount of distrust and skepticism. Also, students use Facebook for entertainment, and that their perception of Facebook as an educational tool is still limited. That's why they need help in selecting learning strategies that will help them make the most of this innovative environment. Additionally, teachers need to be trained for this kind of teaching to successfully target students.	Additional research is needed that will enable teachers to know how best to apply and use Facebook in teaching.	The use of Facebook in teaching creates dynamic and interactive environment and provides the opportunity for foreign language learners to participate in an authentic context by communicating with native speakers. Also, research show that students use Facebook for entertainment, and that their perception of Facebook as an educational tool is still limited. That's why they need help in selecting learning strategies that will help them make the most of this innovative environment. Teachers need to be trained for this kind of teaching to successfully target students.
HR018	The US election and UK's referendum exposed the weaknesses of traditional media and journalism in an online dominated environment. Social networks have confirmed their increasingly significant position in the flow of information. First, there is no regulation of online sources and lesser transparency. Second, social networks personalize displayed news, and that minimizes exposure of different opinions. Thirdly, news on social networks is short and visual with little room for context and explanations, so usual there is simplification and infamous narratives. Traditional media organizations should reconsider their position and role in digital participatory culture. While fact-checking initiatives are reactive, it is necessary to be proactive – invest in digital and media literacy, or critical understanding of contemporary communication.	N/A	Traditional media organizations should reconsider their position and role in digital participatory culture. While fact-checking initiatives are reactive, it is necessary to be proactive – invest in digital and media literacy, or critical understanding of contemporary communication.
HR019	Millennials rarely consider privacy and security of their smartphones, however, the increasing amount of sensitive data pose security challenges to users. In order to prevent data and information leakage it is very important to increase the security awareness of people.	N/A	If one wants to prevent data and information leakage, it is very important to increase the security awareness of people. Technology alone cannot address and solve security problems as they are not just a matter of technological factors, but human factor is involved as well. More attention should be paid to human behaviour, general attitude and misconceptions with regards to smartphone security. There is a need for education on technology in order of creating more

			effective security measures.
HR020	<p>The number of friends on Facebook is positively associated with online participatory practices of youth as well as with online bridging social capital. That points to two attributes of Facebook friends as an indicator of the social capital of Croatian youth. The first highlights the relationship of civic activism and Facebook as a more flexible form of social engagement compared to classic forms of institutional and organizational engagement (membership in non-governmental organizations). The other emphasizes the role of Facebook as a medium that connects individuals outside their local contextual limitations. Both of those attributes are indicative not only of how communication is being carried out in cyberspace, but also how different forms of social capital are being accumulated in the »digital« society.</p>	Further explore possible utilisation of social media for improvement in civic activism	To consider positive impact of social media on social capital and social activism when outlining specific policies
HR022	<p>Based on the analysis of the official websites of the cities of the Split-Dalmatia County, it comes to the conclusion of the insufficiently utilized communication possibilities with citizens and other public. There is insufficient investment by city administrations in the modernization of official sites. There was a limitation in the traditional way of informing only those topics that are of public interest to the city authorities. Interactivity and two-way communication is not enabled in a modern way. Cities websites have common features that are recognizable by publishing basic information, city information, business activity data, culture, sports and education, while a smaller number makes it possible to ask questions to administrations. The analysis also shows the different profiles of persons responsible for writing information, since most official websites are experiencing inconsistency and lack of professionalism. No official website of the Split-Dalmatia County has taken advantage of the possibility of interactive communication in foreign languages. Finally, there is a need to educate the relevant leaders and services on the importance of official city websites in local and global frameworks.</p>	N/A	There is a need to educate the relevant leaders and services on the importance of official city websites in local and global frameworks.
HR024	<p>Examples of tweets (Twitter posts) will show that the core principles of traditional communication – conventionalization and contextualization – remain strong and are visible in concrete realizations through new ‘communicative items’ such as hashtags (i.e. #onokad) and handles (i.e. @username). The technology behind the media opens up new avenues of creativity for the participants (users, speakers), yet the creativity remains situated within ‘contexts’ (micro- and macro-level) and perpetuated (or dismissed) through mechanisms of ‘conventionalization’. Pragmatics is shown to be a highly relevant and appropriate scholarly field for comprehensive research into language and communication on social media.</p>	Reconceptualizing and repositioning pragmatics may prove to be of great help in obtaining a more comprehensive view not only of social media, but of all channels of online communication as well as the interaction and mutual influence of traditional modes of communication with the modes provided by new communication technologies.	N/A
HR027	<p>Regarding the process of general digitization and media convergence, we must ask if it is possible to predict the future of the ‘old media’, especially of television, which is still the most influential. If it wants to survive, public service television has to reorganize and redefine itself as a converged, multimedia public service.</p>		The concept of the public service media where television still carries the fundamental role must be modernized digitally. The 20th century public service radio-television must be transformed into a converged multimedia public service, using the advantages of all the media.

HR029	<p>Digital technologies paved the path to some new possibilities in generating and exchanging information in various forms and through various media. Traditional questions of media freedom and its economic and socio-political determinism does not suffice any longer. It is necessary to investigate the ways the technological innovations in question are utilised, such as the media companies' thrive in producing more content for less money and in less time. Multimedial availability and exchange of video, in particular, destabilises the traditional divide between the press, radio and television media. "Digital news" has set up some new rules on its own. To mention but a few, what was the most important news item is now the latest one, the institutionalised sources are accompanied by the users, while television delivers information with the help of the press, and vice versa. The increased fluctuation of media contents is fostered by the development of media, which disperses the contents into an array of directions and through various media technologies.</p>	<p>Further research will have to try to explore the implications for the transformation of public media service in the context of commercial media, which should borne in mind that, in the field of media texts, the boundary between informative and entertaining content becomes blurred.</p>	N/A
HR030	<p>Croatian universities are insufficiently supported by innovative projects in the field of journalism and the media. Unlike Croatian practice, the journalism faculties in the world whose programs have been analyzed base their program on an interdisciplinary approach at the doctoral level. The faculties of journalism should review their curricula and change them in line with changes in the media and labor market.</p> <p>While media houses seek for different ways to implement convergence, faculties have a chance of testing out innovative projects which, as opposed to the media business, will not put profit first.</p> <p>The paper represents an attempt at systematizing experiences at renowned European and US faculties educating future journalists, as well as a comparison of journalism study program curricula with the ones in Croatia.</p>	<p>Research questions that are certainly need further research - what is the relationship between technological innovation and professional curriculum transformation, and what can the local institutions learn from the experiences in the USA and in Western Europe? The sample has set out issues that can be divided into two main themes. What is the current position of journalism at the university and to what extent does it correspond to the real needs of the media market?</p>	<p>The faculties of journalism should review their curricula and change them in line with changes in the media and labor market.</p>
HR033	<p>Media, particularly television and the Internet, have become among the most important factors in socialization because they powerfully affect the social behavior of the young and are indispensable in obtaining information, formation, the transmission of values, creation of a vision of the world and life, shaping of lifestyles and developing identity. The modern media have imposed themselves as new »social institutions« in the socialization process of children and young people. In seeking causes for the increased risk behavior among the young, the author came to the crisis in communication, especially communication within family. The author stresses the urgency of providing education in the responsible use of the media. The basic goal should be to equip the young to use media in a responsible and independent manner, and develop a mature critical attitude towards them.</p>	N/A	<p>The task of adults is to alert children and young people to the importance of accountability, prudence, moderation, and wisdom in using the media to bring them up as friends and allies. Therefore, the solution is not to ban media, but to educate youngsters on the mature and responsible use of media, from the earliest age.</p>
HR036	<p>The results concluded that media is an important part of children's lives, and the hypothesis was confirmed: it was found that entertainment was the main use of media among children, followed by information, with educational purposes coming on third place.</p>	<p>It is necessary to examine how children in their daily life are confronted with the media that they are exposed to more and more.</p>	<p>Teachers and parents should take the time to talk to children about the media, their use and possibilities, and point out the dangers to which children are exposed. In order to prevent media becoming the most important socialization agent in the lives of children, parents should inform themselves about the media used by their children. Afterwards, children should be</p>

			taught on how to critically address the media they are exposed to, to avoid various media manipulations.
HR037	<p>The results have shown that media play a significant role in their lives and that children use the media in fun and then information and education at the very end for educational purposes.</p> <p>In a general social context, where the media have lost their primary importance, there is an increasing need for an independent and free communication system. New communication technologies, primarily enabled by the advancement of the Internet, create new development opportunities to communicate to the public. Blogs, web forums, web pages, online-magazines, e-mail lists, chat rooms, social networks, etc. are new forms of public communication, where citizens have equal opportunity to participate in the public sphere, where communication becomes a re-exchange of opinion. In the field of public relations they improve communication and influence social change. Unlike traditional methods, the new methods are far more subtle.</p>	N/A	<p>A key role in education should be taken by traditional media workers. This would contribute to the creation of a new democratic public platform, make active individuals aware of the influence and significance of new media in society that communicate with one another and through rational, civilized social dialogue, and hopefully contribute to solving the problems of the local and regional community, which is ultimately the path to a civilized, democratic society.</p>
HR039	<p>Applying the scientific method of content analysis, the authors reveal that 40% of parishes in the Archdiocese of Zagreb have their own website. However, majority of websites are not being updated regularly, and 26% of websites don't include any type of news – neither parish news, nor archdiocesan news. The possibility of interaction with the community, as one of the greatest advantages of digital communication, is not recognized – 65% of websites do not offer any kind of interaction tool, and almost 80% of all parishes in the Archdiocese of Zagreb don't have an account on the most popular social network site – Facebook. While majority of websites offer basic parish information, the presence of evangelization and formation content is minimum. The authors conclude that the usage of the immense possibilities that new media offer to evangelization is insufficient and encourage intensifying proactivity in the digital world so Church could follow modern communication trends and social habits.</p> <p>The authors reveal that 40% of parishes in the Archdiocese of Zagreb have their own website. However, majority of websites are not being updated regularly, and 26% of websites don't include any type of news – neither parish, nor archdiocesan news. 65% of websites do not offer any kind of interaction tool, almost 80% of parishes in the archdiocese don't have a Facebook account. The authors conclude that the usage of the immense possibilities that new media offer to evangelization is insufficient and encourage intensifying proactivity in the digital world so Church could follow modern communication trends and social habits.</p>	N/A	<p>It is necessary to create a strategic plan for the use of new parish level media that will be compiled by specialists and will provide concrete know-how. It is necessary to create a contextual framework for parish websites that would facilitate the first virtual steps for parishioners and their associates. There is a need to standardize the internet domains of parish websites because there are currently no clear and unique criteria in this area. It is necessary to create a team of people who will work on monitoring trends in new media and educating parish about these trends and their implementation in parish level communication. Only when the phase of discovering new media passes, it can be passed into the phase of their active use.</p>
HR041	<p>The author uses formal content analysis on a sample of fifteen community virtual museums to discover which of them communicate virtual identity, and which are just simulating it. After processing the material on the internet it was observed that a number of museums are not eligible to be called virtual, but are rather at the level of electronic newsletters and digital museums.</p> <p>The new media by their features offer two options in the communicating of traditional messages – either the virtual identity (virtuality) or simulation. The terms "digitality", "multimedia", "interactivity" and "hypermediality" are recognized through analysis of literature as the dominant features of computer-mediated media. From the sample of</p>	N/A	<p>It can be concluded that virtual museums need to fully utilize the features of new media to make the fullest contribution to communication in modern society.</p>

	<p>fifteen community virtual museums in fact a number of museums are not eligible to be called virtual, but they are rather at the level of electronic newsletters and digital museums.</p>		
HR044	<p>The application of digital media <i>eo ipso</i> does not lead to an increase in the quality of learning and teaching. New media are just opening up space for the development of a new learning culture and a new organization of learning and teaching. An important prerequisite for pedagogically designed use of digital media in modern education is the systematic implementation of media education in schools in order to prevent or at least mitigate possible adverse impacts on young people. The family has a significant role in this as the primary and most important instinct of education. On the other hand, for the fruitful integration of digital media into our contemporary education, there are certainly some changes in the contemporary didactic theory that we could briefly summarize: from didactics of teacher-oriented mediation and teaching, itowards the didactic of student-oriented learning and learning. The implementation of new media and new forms of learning has caused significant changes in the traditional learning culture. Those changes relate to the constructivist paradigm of learning, which has significantly changed some perceptions of the nature of the process of learning and teaching. In accordance with that, new organisation of learning and teaching is also needed.</p>	<p>The new culture of learning emphasizes the greater degree of student autonomy in the learning process, the greater responsibility for competency development and the networking of learning content. A new culture of learning should open up more space for research and discovery, and enable the learner to actively participate in the choice of goals, content and teaching methods.</p>	<p>The application of digital media <i>eo ipso</i> does not lead to an increase in the quality of learning and teaching. There are some changes in the contemporary didactic theory that we could briefly summarize: from didactics of teacher-oriented mediation and teaching, itowards the didactic of student-oriented learning and learning.</p>
HR045	<p>The paper proposes cultural-material analysis as methodological framework for understanding of social changes related to changes in media structure. By proposing new methodology, the paper confronts “technodeterministic” interpretations of (new) media as social transformers.</p>	<p>cultural-material analysis as methodological framework for understanding of social changes related to changes in media structure</p>	<p>N/A</p>
HR046	<p>Research results show that most respondents claim they will not adopt media contents that disagree with their existing attitudes and beliefs without verifying them first. According to the respondents' answers they will speak to persons from their physical environment in order to verify received information. Moreover, they will use the media to verify these pieces of information. Therein, the internet is of the utmost importance as the source of contents and issues which they do not dare to ask in interpersonal communication.</p>	<p>N/A</p>	<p>Systematic and planned teaching in media literacy would enable young people to perceive different levels of media influence that they are not able to perceive individually.</p>
HR047	<p>By digitising literature we achieve a principle of edutainment by approaching literature via the new media which foster a better reception and cognition opportunities, and modernise the process of instruction. Therefore, one can conclude that the high quality digital content such as literature provides numerous advantages, such as learning motivation and the higher appeal of content itself.</p>	<p>N/A</p>	<p>The high quality digital content such as literature provides numerous advantages, such as learning motivation and the higher appeal of content itself.</p>
HR048	<p>The initial hypothesis that Jutarnji list on the last page publishes plagiarisms written in foreign media and signs them with their journalists' names has been fully verified. The numbered statement that each day in April 2008, on average, two plagiarisms on one, only, and attractive backlog showed a low level of ethics in one of the leading Croatian daily newspapers. The first auxiliary hypothesis that Jutarnji journalists who steal other writings do not respect the rules of their own profession, was confirmed by comparing with the provisions of Croatian and International Code of Ethics. Another</p>	<p>N/A</p>	<p>It is imperative to teach ethics to participants of public communication, whether they are self-educated or professionally trained journalists.</p>

	<p>auxiliary hypothesis according to which plagiarists, even more responsible editors, are allowed, because without their permission the plagiarism could not be published, was confirmed by providing readers' coverage in the online edition of the Jutarnji list. The plagiarisms are recognized and publicly condemned, but the editors have not responded or reduced their number in the coming days. For all this, it is imperative to ethically teach the participants of public communication, whether they are infamous, self-taught or expertly trained journalists, or about recipients who become their message messengers with their own releases.</p> <p>The benefits of new media which enable the global accessibility of information can be used for both positive and negative purposes. The technological progress simplified the theft of intellectual property, including media stories. The research aiming at exposition of plagiarism in Jutarnji list in April 2008 proved that the journalists and editors of this newspaper adopted other authors' articles without mentioning them or their media as the source, and that was their usual practice.</p>		
HR050	<p>New media gives the Church significant opportunities to meet with the world and with people, to present the Church to the world as well as to witness values within virtual world. Evangelization and communication have a common goal they want to accomplish, which is to meet with the person and to achieve communion.</p> <p>The evangelization in the virtual world requires more than the application of existing methods of pastoral ministry. In areas of the new media and the digital culture a person experiences significant changes. Therefore, the first step of evangelization points to some characteristics of the new culture, adopting new codes of communication and new dynamics that develops between »interlocutors«. Special attention should be paid to the shaping of personal identity as well as sociability which are formed through social networks. Through the evangelization of digital world the Church enriches and humanizes society by developing an authentic communication and bringing its values to the spaces of communication.</p>	N/A	<p>Special attention should be paid to the shaping of personal identity as well as sociability which are formed through social networks. Through the evangelization of digital world the Church enriches and humanizes society by developing an authentic communication and bringing its values to the spaces of communication.</p>
HR055	<p>Although the conceptual core of information literacy (IL), with its emphasis on acquiring abilities that enable one to ethically seek, use and create information, remained quite stable, recent transformations in experiences of information and information use are subverting the current discourse of IL. The Web 2.0 transformed information environments into complex and unstructured places, therefore central conceptions of IL are being re-examined and reshaped respectively. Today, more than ever, it should deal less with finding information and focus more on evaluating, using and communicating it. The author introduces the concept "Information Literacy 2.0"</p>	<p>Due to tremendous changes triggered by Web 2.0, becoming information literate requires understanding of what constitutes information and how and by whom the information is created, disseminated or used. Therefore, developing conceptual insights into information landscapes and abilities of interpreting them becomes the core rationale of information literacy practice while research should explore how these processes are evolving in current information environments.</p>	N/A
HR058	<p>Literacy has always been a part of culture and tradition. Present computerised era has interconnected people, cultures, knowledge and business. The daily life characterized by using computers imposed new social practices, new types of media and new methods of creating values. Consequently new interpretation of literacy emerged. Traditional expressing of meaning through a language is now shifted towards multimedia expressions.</p>	N/A	<p>It's not enough for students to just learn how to use computers and computer programs to help them gather and process information. They should be taught not only how to gather information, for example with the help of appropriate internet programs, but also how to use them and transform them into knowledge.</p>

			Contemporary education requires a new learning model - active learning based on information resources of the real world.
HR060	<p>In terms of students, a higher level of computer self-efficacy, more positive attitudes and frequent use of new media 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. 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 rather than the use of new media in instruction.</p> <p>The results show that, 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. 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. 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 rather than the use of new media in instruction, as confirmed by some previous theoretical assumptions. Although significant correlations were obtained, the results point to an occasional organisation of constructivist teaching. The possible reasons and implications of such results are explained in this paper.</p>	N/A	New media in teaching should be viewed as part of didactic strategies for student-centred approach.
HR061	<p>Despite the fact that in the previous parliamentary elections, unfortunately we have not had the opportunity to see enough professional and creative online campaigns like overseas, among which we could point out the recent campaign of the new Podemos party in Spain, where their prime candidate via YouTube videos "looks for work" citizens should not diminish the importance of online tools and the role they have had in the elections in Croatia. Inadequate utilization of available network platforms could in the first place be attributed to generally badly predestined campaigns lacking a clear strategy. In all political options, there is still a lack of knowledge, clear strategies and well-educated staff to lead online campaigns. However, it is positive that more and more important parties are present on social networks and have opened up these channels for communicating with citizens. While most of the parties have used only the Internet marketing potential, while the democracy is largely neglected, we still have to note that a certain move is felt and that political parties and their candidates are increasingly present on online platforms.</p>	N/A	Inadequate utilization of available network platforms could in the first place be attributed to generally badly predestined campaigns lacking a clear strategy.
HR062	In research part authors found deficiency in evaluating visual communication elements, while visual in multimedia communication is becoming increasingly important. Media communication and public relations evaluation is in the focus of interest for modern business community, academic circles and professional	The research on the evaluation of media communication from the point of view of the multi-channel appearance of new media and social networks is a demanding and painstaking	N/A

	institutions studying and evaluating effective professional public relations. Media communication and public relations evaluation is in the focus of interest for modern business community, academic circles and professional institutions studying and evaluating effective professional public relations. The authors, by analyzing methodological, theoretical and practical results of media communication evaluation in the new digital and multimedia convergent environment, conclude deficiency in evaluating visual communication elements, while visual in multimedia communication is becoming increasingly important.	communication path that seeks synergic links between interdisciplinary sciences, especially media communication, graphic design communication, visual multimedia communication, journalism, linguistics, media rhetoric and qualitative and quantitative methodology.	
HR063	The research was conducted using the focus-group method, with participation of 13 journalists in two focus-groups. Most respondents agreed that in their work, social networks do more good than harm. This is true only if, when using these contents, they never lose from sight the basic principle of journalistic profession: checking the reliability of information. Social networks have penetrated both business and private life, even these two spheres often overlap in the realm of social networks. Social networks altered the mode of operation of journalists and check the veracity of published contents. They play their role in crisis communication. From the sample of journalists, most respondents agreed that in their work social networks do more good than harm. They are helpful only if journalists do not lose from sight the basic principle of journalistic profession: checking the reliability of information.	The user's influence on creating media content goes through additional filters of media professionals, so media professionals / journalists take over the role of the gatekeeper. Selection criteria are different and are not standardized. Further theoretical and applied research should be conducted.	When it comes to crisis communication, social networks should not be the main communication channel, but only auxiliary one.
HR064	The new forms of social communication weakened some authorities and formed new ways of social interaction within the »digital continent«. Social networks, as the result of not only new technologies, but also the »new culture«, are becoming a challenge also for the Church. It is seeing new ways of evangelisation and catechesis and tries to respond to them. Nowadays, the Church is active on various social networks and web-services as well as it exploits applications for smart phones that can contribute to better familiarisation with faith, education in faith, and personal or communal, especially prayerful, faith practice.	Evangelization-catechism in the space of social networks opens up numerous questions of sacralization of the digital space, as well as profanization of sacred content. To what extent can true prayers be made in digital spaces, is the display usable as a prayer, misal or liturgical manual, how true is the spiritual atmosphere of 3D environments within virtual churches, how true community and sociality is built on the foundations of the digital space and do they have a meaningful basis for spiritual exercise, online religion classes, Bible courses, or virtual pilgrimages that exist in the content of cyber space content?	Although the social network is insufficient to carry an authentic testimony of life, it can, however, make a significant contribution to genuine prayer and liturgical encounters within the living Christian communities, to bring about the truths of Catholic faith, to help find answers to life issues, to facilitate the availability of information and at the same time in the space of virtual prostrances to form Christian communion.
HR065	Research shows that most pupils have their Facebook accounts and that they are spending large amount of time participating in Facebook activities. Checking on their friends and news about them several times every day, viewing their photographs, listening to their favourite songs or adding new friends, that is, updating their accounts, has become routine pupil behaviour.	N/A	There is a need for educating students, parents and teachers about online social networks and social networking in the virtual world. Pupils need to be aware of the characteristics and settings of online social networks and educated about good and bad sites, privacy, and moral and ethical behavior towards others since those who participate in online social networks can influence and direct their behavior and behavior of others in the system. It is also important for students to educate themselves about quality leisure activities and to offer them other options than Facebook.

			Schools should provide education for pupils, parents and teachers, and prevent access to online social networks in their space due to the fact that it hampers the learning process
HR067	<p>More than a teacher learns that teachers use teaching technology (27.1% of students), which can simply be explained by the fact that the pupils who are studied are taught by teachers who are not interviewed and who may more and more often use teaching technology. However, the result of the assessment of one and the other group of respondents is defeated, ie less than 30% of the students and the teachers consider the teaching technology to be sufficiently present in the classroom. The same conclusion and justification can be made in assessing the frequency of use of social networks in teaching. However, a significant difference in responses can be observed in the claim that teaching would be more interesting, ie better when teachers and students could communicate through the social network. Namely, even 68.8% of students agree with this statement, while only 3.4% of the examined teachers, or only one trained teacher, agrees with the said statement. 7.2% of teachers consider Edmodo as a possibility of collaborative learning, while only 10.3% of them consider that the quiz in Edmod really examines the student's knowledge. This last result is truly defeated when it is taken into account that the tasks students have taken to download quizzes from their textbooks and notebooks, meaning that teachers are skeptical of the quiz simply because they are not solved by a pencil than by clicking a mouse. On the other hand, as many as 79.2% of students think that the quiz truly examines their knowledge and has repeatedly expressed their enthusiasm over the course of two weeks of work by solving such tasks that remind them of the game and facilitating difficult teaching content. The results of this research once again point to the problem in Croatian schooling today - a great deal in the use of technology between students and teachers. Specifically, in the case of using the social network Edmodo, there were numerous positive aspects of such work. Digital culture has imposed the need of modernization of teaching process and bringing closer teaching content to students. Social networks have to be seen as potentially useful in the teaching process. Edmodo is a social network appropriate for both teachers and students, and is dedicated exclusively to teaching/learning. Authors outline the design and implementation of educational content in Edmodo for pupils of the 5th and 7th grade. The results concluded that 89, 6% of students and 57.1% of teachers from the sample have a positive view towards introducing Edmodo in classes.</p>	N/A	Digital culture has imposed the need of modernization of teaching process and bringing closer teaching content to students. Social networks have to be seen as potentially useful in the teaching process. Edmodo is a social network appropriate for both teachers and students, and it is dedicated exclusively to teaching/learning.
HR068	<p>In Croatia, they are most affluent social networks such as Facebook and Twitter, while our users use less domestic social networks, and although their development is predicted, experts are still convinced that they will never experience the destiny of global networks such as Facebook or Twitter. But what we can safely say is that the communication future is largely made up of social networks on the global Internet communication space, and since the Republic of Croatia is part of that space, it is necessary to take certain strategic steps to eliminate all weaknesses and provide our a communication standard that will enable them to participate actively and paritetely. Communication through social networks is a logical consequence of human</p>	<p>Why domestic social networks such as Iskrice, Tulumarka, Trosjed and Teen can not challenge the success of global networks?</p>	

	<p>aspiration for both communion and technological progress. It is important to keep pace with the progress and competition, in order to make the linking of social web pages better, simpler and user-friendly. In Croatia, global social networks are used by most users; however, there are domestic social networks, too: Iskrice, Tulumarka, Trosjed and Teen. Experts are convinced that they will never experience the success of global networks. Croatia is part of the global Internet communication space, and it is necessary to take certain strategic steps to eliminate all the weaknesses and provide Croatian people with standards that will enable them to participate actively and equally.</p>		
HR070	<p>The emergence of social networks has brought about certain changes that have an impact on the behavior of firefighters. Social networks can be used as a tool to promote firefighting activities and educate citizens and firefighters. Social networks provide far greater exposure of firefighters to the public court during fire-fighting interventions, which can result in social facilitation / social inhibition, while simultaneously contributing to an increase in stress levels during fire-fighting interventions. The behavior of firefighters on the Internet and the social network must be responsible, and therefore it is necessary to establish a code of conduct for firefighters on the internet and social networks.</p> <p>Development of mobile technology and devices allows making photo and video contents which in simple and fast way can be distributed through internet and social networks. Firefighter interventions attract interest and there is a big possibility that witnesses or participants on the site make photos, record or broadcast activities of firefighters. They have to be aware of that and to have strong control over their behavior. Social networks allow easy public communication and there is obligation of firefighters to use internet and social networks with a high degree of responsibility.</p>	N/A	<p>The communication of firefighters on the social network must be responsible, and therefore it is necessary to establish a code of conduct for firefighters on the internet and social networks.</p>
HR071	<p>It has been proven that technology users believe that social networks have the potential to increase the quality of promotional activities of retail chains, highlighting the aspect of advertising, trend tracking, socially responsible business, up-to-date and easy access to information, sales promotion, high quality content visualization and interactive element in terms of direct collection of feedback. It should also be noted that the creators of the retail chain promotional policy must respect consumer preferences regarding their wishes in terms of controlling the type or amount of promotional content. Also, the results of the analysis show that gender and age have not had a significant impact on the importance of social networks for the promotion of consumer goods, but the growth in spending and spending has had a positive impact on the perception of social networking potential for the purpose of promoting retail sales of retail chains. Social networks today outnumber the role of the alternative promotion channel and become an important tool for creating new value-added retail retail chains and can play a key role in generating the success of retail businesses. Social networks influence retailing business, too. It exploits users' perception, habits and preferences in promotion of products to customers. Especially the major retail chains use social media tools extensively. Also results of this paper emphasize the economic potential regarding promotional activities on social networks in retailing business.</p>	N/A	<p>The creators of the retail chain's promotional policy must respect consumer preferences regarding their wishes in terms of controlling the type or amount of promotional content.</p>

HR072	<p>Results supported the propositions of the socio-cultural model in the context of online social networks use. Frequency of social networks use was associated with dissatisfaction with one's appearance through internalization of body ideals. Moreover, the relationship between internalization of body ideals and satisfaction with bodily appearance was partially mediated by self-surveillance, which corresponds to the self-objectifying theory. Moderating effect of self-esteem on the relationship between internalization of body ideals and satisfaction with one's appearance was not confirmed, but self-esteem was found to be a direct predictor of satisfaction with bodily appearance. The relationships between self-esteem and some aspects of family socialization were also established. That points to a possible mechanism of a protective role of family socialization and the possibility of prevention of adverse outcomes of media idealization of bodily appearance and accentuation of its importance by affecting the development of self-esteem in female adolescents. Prevention focused on self-esteem development in young people can be achieved through the education system as well.</p> <p>Results support the presumptions of the sociocultural model about using online social networks. The frequency of it by an individual was correlated with her dissatisfaction with own appearance through internalization of body ideals. The degree of self-surveillance corresponds to the self-objectifying theory. The relationships between self-esteem and some aspects of family socialization were also established. So there is a protective role of family socialization against adverse outcomes of media idealization of bodily appearance and accentuation of its importance. Prevention focused on self-esteem development in young people can be achieved through the education system as well.</p>	N/A	Prevention focused on self-esteem development among young people can be supported through the education system.
HR073	<p>The analysis suggests that candidates in the 2015 Croatian presidential elections considered social media as a channel for communication with voters. The incumbent Ivo Josipović (IJ) was the most active on social networks, publishing a total of 194 statements during the campaign. His main challenger, Kolinda Grabar-Kitarović (KGK), published 89, Milan Kujundžić (MK) 66, while Ivan Vilibor Sinčić (IVS), also the only one who, perhaps surprisingly, did not have a Twitter account, published only 42 statements on social networks. However, candidates used social media mainly to strengthen their campaigns rather than as a real space for democratising politics and political representation. There is limited evidence to suggest that presidential candidates used social media to reach, engage or bond with voters.</p>	It would be interesting to further develop this study by comparing politicians' utilisation of social media across Central Eastern Europe and within other similar contexts. Moreover, it would be interesting to examine how voters utilise the political information available on social media within this context. and what voters' expectations are with regards to online communication with politicians.	N/A
HR074	<p>Social networks have formed an unregulated virtual environment conducive to spreading extreme views and deliberate counter-information, as well as creating deceptions. Social networks are being used to radicalize, recruit, popularise and shape public perception of the actions of terrorist, anarchical, radical and extreme groups, which use the networks to agitate, to impose ideological concepts and to impose interest-based narratives. That is expressed also in the political communication, contributing to polarisation of society. With the help of software robots, influence operations, as well as information, media and psychological operations can be conducted, from the part of both state on non-state actors.</p>	The models of spreading misinformation and counterfeits with software robots as well as the methodology of functioning software solutions that should prevent their expansion will surely find their place in further exploration of information science theory.	N/A

HR075	The Church should use the new communication opportunities, especially social networks, not only as an evangelization bulletin board, but as a challenge to enrich the “digital continent” with the Gospel, using the dynamics of two-way communication that evaluates speaking and listening, arguments and testimony of Christian digital profile. That is already true in some extent, and concerns first of all Facebook, YouTube, blogs, Instagram, Twitter, as well as many mobile phone applications. However, these new opportunities open up some moral and ethical issues, too.	N/A	The dioceses could connect all parishes and offer support for the creation of parish sites, and offer even more multimedia catechetical, theological, and homiletic contents. Intranet options, data exchange, online webinars, lectures and more immediate communication are opening up, which will in future be even more up-to-date and more useful.
HR076	Social networks can distract the attention of employees from executing tasks in the Office or lead to an unethical employee behavior while using them. The employer can prescribe the regime of usage of social networks during working hours by the rule book. That has to be aligned with common moral principles in business relations, as well as the business ethics and rules. The ethical codex serves as a company framework in that regard.	N/A	A defined guidebook for employees on access to social networks during working hours is needed.
HR077	The globalization and modern communication tools imposed the need of preparing counselors (pedagogues) to work with a varying school population and searching for efficient approach in the complex combination of correlation between contemporary events, youth, educational institutions and dynamic environment. The challenges regard social networks, branding youth, beauty, health and happiness through body aestheticization and other (anti) values in the globalization context. New concepts of counselling require a holistic approach, as pedagogues are uniquely positioned – they can see a complex picture of students’ life circumstances and needs. This approach, also called the pedagogy of life’s journey, calls for changes in education policies and pedagogues’ training.	N/A	New concepts of counselling require a holistic approach, as lecturers are uniquely positioned – they can see a complex picture of students’ life circumstances and needs. This approach, also called the pedagogy of life’s journey, calls for changes in education policies and pedagogues’ training.
HR078	123 domestic and 49 foreign owned companies have taken part in the survey. Out of 172 employees, 64% were women and 36% were men. The most represented education levels were undergraduate university degree with 58% and high school degree with 39%, while those with elementary school education, as well as those with graduate and postgraduate degrees were represented in only 1% of cases respectively. When it comes to education of company owners, 59% hold an undergraduate degree, 24% have a high school degree, 10% have MSc titles, 5% have a doctoral degree, while 2% have only elementary education. Almost 47% of employees are between the age of 20 and 30, 29% between 30 and 40, 17% between 40 and 50, while the percentage of employees over 60 is significantly lower. There are 38% of company owners in the 50-60 age range, 29% of them is between 40 and 50, with other age groups represented in lower percentages. Research has confirmed differences in the use of information technologies between domestic (Croatian) and foreign owned companies. The latter ones invest more in the information technology and encourage their employees more to be informatically educated. On the other hand, there is awareness among domestic companies on the possibilities of applying the information and communication technology in doing business, but it has not been sufficiently used. Age of participants was not crucial for the use of social networks; but the education levels of participants do have an effect on the use and acceptance of information and communication technology.	N/A	There is a need and opportunity for new activities in strategically approaching domestic entrepreneurs with the new technologies, who would then know how to use them in order to strengthen their competitive capacity on the market.

HR080	<p>More than 60% of graduate or graduate students were able to study teaching subjects on entrepreneurship. It is very indicative when it comes to teaching content, but ultimately to the very notion of entrepreneurship, that research has shown that a truly impoverished or unilateral understanding of entrepreneurial activity prevails, which in some way, by establishing such perception in the mental matrix of the students, can also affect their limitation of the imagined field of entrepreneurial activity. What fields of innovation can all be words, is an essential part of learning for entrepreneurship. Another data obtained in the survey deserves our attention - and this is the fact that only 32.2% of respondents answered that the non-material forms of capital were the subject of study in teaching. The answer suggests that the topic of starting a new job and entrepreneurial activity is largely present in the conversations of the group that we have labeled as an English term for business students or business students. When it comes to the possibility of looking at the relationships that come from individual networks as well as the payroll or hack for recruiting employees or those who would be engaged in a new project, the answers were expected. Respondents would give confidence to network participants. Generally, research has confirmed that immaterial forms of capital are not present in teaching or teaching sufficiently.</p> <p>The research on a group of business students from two countries confirmed as essential that a student teaches the understanding of individual social capital, and introduces new collaborative strategies and boundless opportunities that social networks provide in the realization of entrepreneurial endeavors. Instead of petrified silabuses, the content needs to be innovated for phenomena that have become a social reality. The moderate positive correlation was measured between the topic of entrepreneurship education and the responsibility of the individual towards the prosperity of his country. However, the innovative contents require a more open approach to creativity and multidisciplinary.</p>		<p>Student should be taught the understanding of individual social capital, and introduce new collaborative strategies and boundless opportunities that social networks provide in the realization of entrepreneurial endeavors. Instead of petrified silabuses, the content needs to be innovated for phenomena that have become a social reality.</p>
HR081	<p>In early-school communication, therefore, in pre-school and younger grades of primary school (from 6 to 12 years), it necessarily broadens communication and non-meta-language, thus creating a multilingual environment and inevitably establishes parallel language codes in the communicative process. At the very beginning of elementary education, students are required to adopt the core tasks of the teaching area of language expression related to acquiring the habit of using the spelling norm and analogous to that of successful written communication. The habit of adhering to spelling norms, except in an official institutional environment, should also be represented in unofficial messages (SMS messages and online social networks such as Facebook). Therefore, the text of the fourth grade is analyzed in the paper, assuming that in the lower grades of elementary school they should master the basics of spelling norms, distinguishing the voices, distinguishing statements, questioning and exclamation clauses, etc. The results of the research indicated a large number of repeats of the errors of all the above mentioned orthographic rules, which greatly distorts the fundamental tasks of language expression related to the habit of using orthographic rules. The habit of its successful use should also relate to informal communication that would then be potentially conducive to its adequate</p>		<p>Improving the language culture of pupils via the educational system. It would certainly be interesting and motivating for students to point out their mistakes when writing messages and comments.</p>

	<p>adoption. This will reduce their further deterioration. Namely, previous research has shown that both upper secondary school pupils do not take into account the respect of spelling norms in unofficial forms of communication, and we are witnessing their repetition among an adult population. It would certainly be interesting and motivating students to point out mistakes that make writing messages and comments. Moreover, in line with the new framework curriculum, the expectations of written texts relate to the application of language (grammatical and spelling) norms and vocabularies in accordance with age and features of simpler functional and creative, predefined and individually selected, related texts with regard to purpose and readers. They also emphasize the importance of taking responsibility for writing in accordance with age and in different situations.</p> <p>In writing messages and communication on social networks, a large number of spelling errors is being recorded; most of them being those whose adoption is foreseen in the lower grades of elementary school (from 6 to 12 years), but they are made also by older children and adults, too. Authors advice to address this phenomena by the education system, in order to improve language culture.</p>		
HR082	<p>Social media can constitute either a threat to national security or a resource for the protection of a state's strategic interests. A wider framework of national security strategy should include a particular approach towards social networks, otherwise the risks to national security increase. Governments can use social networks as content creation tools, for external cooperation, community building, etc. The SM can serve both for the defensive actions – prevention, warning, prediction, institutional communication, crisis management – and offensive actions: influence, propaganda, deception. In defense, the early warning requires tracking social networks while the strategic warning presupposes identification of intentions, choices and strategic directions of the opponents.</p>	N/A	<p>Social networks must be integrated into the broader concept of national security strategy. If political leadership adopted the strategy in the wider framework of the national security strategy, this would mean choosing a certain approach to social networks. On the other hand, the lack of media stance, ie social networking strategies, exposes national security to great risks.</p>
HR083	<p>The results show that candidates did not use social media to portray their personal side, humanise their image and create their image of a leader through references to their skills and qualities. Rather, this research shows that in spite of the growing importance of social media, and the willingness and skill of the politicians in employing social media, traditional media, such as newspapers, remain indispensable for providing information about political issues to citizens in this new democracy during presidential elections.</p>	<p>It would be particularly interesting to examine how voters negotiate impressions about politicians that are based on their direct communication via social networks and those based on mediated statements, given their difference. Furthermore, it would also significantly add to the body of knowledge on the subject to analyse whether voters who get their information primarily via social media have different opinions of political candidates as opposed to those who get their political information primarily via traditional media.</p>	N/A
HR084	<p>The results indicate that young teenagers have about four hours of free time a day, on average, and that during that time about 75% of respondents participate in various organized leisure activities. Furthermore, 89% of 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 socializing, the majority of respondents prefer meeting their peers face to face. The paper suggests that there is a need for more</p>	N/A	<p>More room for media education of young teenagers, as well as greater involvement of parents in children's activities on the internet. Responsible institutions could deliberately approach the younger teenagers' free time and organize different activities.</p>

	organized outdoor activities, which would make it possible for teenagers to spend time with their peers, and that more attention should be paid to media education.		
HR085	The results highlight that Facebook has an impact on romantic relationships – from developing, and maintaining until its dissolution. Most notable are the problems of jealousy and partner surveillance.	Further research needs to focus on effective solutions that can cope with the new type of jealousy, surveillance and insecurity that Facebook has introduced into the contemporary world of love affairs.	N/A
HR087	The Guidelines for Developing Services and the Use of Social Networks in Public Libraries here are aimed at facilitating and assisting libraries to utilize and implement in the most expansive way the opportunities that they can access through the use of social networks, noting that social networks are complementary and are in no way a substitute for official web site libraries. The paper describes basic steps (phases) designed to help librarians opting to implement social networks in library services, with guidance on how to permanently develop and track the progress of library services on the selected social network. With the implementation of the Guidelines, libraries can achieve more quality and user-friendly presence on social networks, better visibility for the public with quick feedback from users.	N/A	With the implementation of the Guidelines, libraries can achieve more quality and user-friendly presence on social networks, better visibility for the public with quick feedback from users
HR088	The analysis of the online parish site shows that new digital media can become a platform for new forms of community, interactivity and collaboration, without which it is difficult to imagine the life of a contemporary "virtual" religious community, since digital media does not only create the virtual world, but change the ways of communication as well as the communication itself.	Research should be extended to communication between religious communities, between (over)dioceses, between Catholic associations, as well as among the faithful and the Church at the national level.	N/A
HR090	Author presents the instructional design using social networks Edmodo and Facebook and based on ADDIE model, as a generic iterative process within defined phases. Results showed a good possibility of the application of it for educational purposes in higher education. In a survey, students stated that collaboration and communication on Facebook is more accessible due to its chat and messaging tools. Edmodo has advantages in the process of learning, teaching and knowledge testing due to the content (libraries) and specialized tools.	N/A	The prerequisite for the application of social networks for the purpose of education is realized if the teaching is based on didactic principles that respect the developmental and cognitive potential of the participants.
HR091	The analysis found that the total number of "posts" shows a small number of photographs of children but also that those published by Kim Kardashian are often used to promote some of the products or programs, which violates the privacy of children and increases the number of "likes". So research has shown that big world stars use social networks advertise themselves or their products, which is particularly pronounced in Kim Kardashian's case. On profiles, she does not only promote herself, but also her family including the children. However, growing old before the eyes of the public often turns to a burden for children who later show devious behavior. Children should grow away from smartphone phones and walls on social media profiles such as Facebook, Twitter, or Instagram. The author argues that publishing children's photos both in media and on social networks violates their privacy right, which is protected by numerous laws and regulations.	N/A	Continue in protection of childrens 'privacy rights and in limiting their time spend on social media.

HR094	It has been confirmed that parties and candidates most frequently use the Internet for promotional purposes (one-way communication). On the other hand, the Internet is also effective if exploited for its potential for two-way communication. Should parties make use of the Internet, they shall achieve better party mobilization and contribute to increased participation in elections. A moral evaluation, as well, of political communication via the Internet demonstrates that it is important to strive for two-way communication between politicians and the people. Of course, communication must be conducted in the manner of honest and responsible dialogue on equal terms, with respect for the dignity of the human person while striving to achieve the general good.	N/A	Should parties make use of the Internet, they shall achieve better party mobilization and contribute to increased participation in elections. It is important to strive for two-way communication between politicians and the people
HR095	It was noted that most parties and candidates use the Internet only as a means of advertising (one-way communication) and not as a means of dialogue, conversation (two way communication). Because the Internet is communication tool that features the ability of two-way communication it is best used as a means to, jointly through dialogue with others, create the best political solution and consequently increase the electoral participation.	N/A	It is best used as a means to, jointly through dialogue with others, create the best political solution and consequently increase the electoral participation.
HR098	The research concludes that there are not too many attacks on personal electronic data and intrusion in a computer of surveyed students and teachers. The reason is probably good prevention through media, courses, lectures in schools, through Internet and the project "Child safety on the Internet". Of the 154 respondents, 34 represent themselves on the Internet under false identity, supposedly mostly on Facebook. The organizations where research has been conducted will seek to positively influence respondents to reduce false presentations. The author also proposes to introduce biometricizing users of Internet services in that regard.	N/A	In order to prevent the entry into the computer more efficiently it is necessary to ensure its physical protection or the room where it is located. If there are important data stored in the compartments' rooms, these rooms should be further protected by video surveillance, smart cards, biometrics or in some other way.
HR102	Descriptive analysis has shown that 169 (80.5%) teachers possess, or 41 (19.5%) do not have a profile on any of the social networks. On the other hand, with regard to the amount of weekly time spent on social networks, 19% do not spend time on social networks, 52.9% spend one hour per week, 21.4% for two hours, 4.3% for three hours, 1% per cent four, or five hours a week, and 0.5% by eight hours per week. The results show that although majority of elementary primary school teachers from the sample have profiles on social networks, they tend to use them only occasionally. Moreover, the surveyed teachers have positive views on lifelong learning in the sense of improving and updating professional skills but not towards gaining social media skills. So the most important predictors for all of the aspects of lifelong learning are the working goals. In general, tendencies for lifelong learning in digital age are not determined by usage of social networks, but with competence and motivation of an individual to do the job properly.	N/A	Encourage teachers to develop intrinsic motivation, ie target orientation towards learning and development, because it is an essential predictor of lifelong learning preferences
HR104	This analysis provided several conclusions. In the first place we have seen that Facebook has become an important tool in political communication and that no longer can one ignore its' presence in the real world. Politicians realized they had to join the platform which became enormously popular in the last few years. Bearing in mind that Facebook penetration in Central and Southeastern countries is at a high level ⁴ , this is not surprising. They have obviously realized that it would be unwise to avoid a tool that enables them to reach thousands of their citizens, regardless of the risks it brings	Further research should try to find evidence of what kind of status messages engage more citizens and what is needed to get more constructive and supportive comments.	N/A

	<p>at the same time. Furthermore, contrary to the conclusions of some scholars who argue that new media are a more personalized sphere (Papacharissi, 2009), we have found that only in 21% of cases the examined status messages of city mayors were personal, while most of the time they use Facebook as a bulletin-board for announcements of their political affairs. Our findings suggest that social media in this case were not used for expressing cynicism and distrust. Only 17% of all comments were cynical. Furthermore, 18% of all comments were categorized as constructive, meaning that Facebook has a potential for rational and constructive discussion. Our study revealed that citizens are able to be constructive and rational, even when they are not guided to do that. Lastly, most of the comments were supportive (37%) and neutral (28%). this was expected, if we remember obama's campaign and how he used social media to gather supporters.</p> <p>Politicians realize they have to use Facebook, which became enormously popular. In contradiction to some scholars who argue that new media are a personalized sphere, authors have found that only 21% of examined status messages of city mayors were personal, while most of the time they use Facebook as a bulletin-board for announcements of their political issues. 18% of all comments were categorized as constructive, meaning that Facebook has a potential for a constructive discussion. Only 17% of all user comments were cynical. Lastly, the biggest parts of the comments were supportive (37%) and neutral (28%).</p>		
HR105	<p>This paper shows how the Croatian government is using Facebook and the communication patterns resulting from their work. The quantitative analysis of 20,546 posts and 52,311 comments show that communication is one way, rather than interactive. Government users do not follow the 90-9-1- rule of thumb for social networks.</p> <p>Facebook is becoming an increasingly important tool for governments in policy making. It has the potential to increase political participation, but many governments fail to use it in the right way, as they just share information online and do not engage with followers/citizens. The quantitative analysis from the research confirms that communication of the Croatian government is one-way, rather than interactive. The users do not follow the 90-9-1- rule of thumb for social networks.</p>	N/A	<p>Besides the simple sharing of information (or simple posting photos in the case of the Croatian government) the government needs to start a dialogue with their citizens. The governments needs to gain their attention, and later on trust, in order to ensure they will have the citizens' support. This is only possible when there is two-way communication that will include the production of content that will be informative, educational and even sometimes entertaining. Of course, being active and present online most of the time is crucial.</p>
HR109	<p>The average Croatian public library on Facebook is represented through a page with 742 users, uses four applications, has 200 photos and four notes published, and has announced 13 events. In May and June 2012, it had a total of 17 posts, 14 of which were published by the library itself, and three were published by users.</p>	<p>Future research should show whether (and how soon) the Croatian libraries that used profiles replaced that type of presence with pages, and whether this attracted new users and resulted in better interaction. Future research could focus on the usage of Twitter, YouTube, and other social services in libraries.</p>	<p>Facebook Groups can be useful for the communication within smaller groups of users (e.g. groups for various ages of users, groups for the participants in library activities, etc.). Regardless of the presence of a group, the library should have a page, and the administrators of the page and the groups should cooperate. Administration of pages or groups should be well planned and regularly carried out.</p>
HR110	<p>For journalists, ethical codes and laws have clearly prescribed the rules for publishing children's photographs in the media, but there is no clear regulation in cases when parents publish the photos of their underage children on social networks. Parents have moral responsibility, but they often practice in such a manner that can negatively affect the identity and psycho-physical development of the child. Also some pastoral</p>	N/A	<p>Regulation or public campaigning in cases when parents publish the photos of their underage children on social networks</p>

	workers face this problem in their daily work.		
HR113	<p>Of the 310 study participants, 56% of them spent more than 2 hours a day on the Internet, 27% from 1 to 2 hours and 17% up to an hour. Although most respondents (93%) reported watching television every day, just 29% of them spent more than 2 hours watching it, 28% spent 1 to 2 hours and 36% an hour or less. Seven percent reported not to watch TV at all. While 58% of the respondents listened to radio daily, 29 per cent respondents said they listened to radio less than half an hour and 19% from 30 minutes to 2 hours. About one-quarter of the respondents claimed not to play video games at all. Alternatively, approximately 28% said they spent playing games under 30 minutes daily, followed by 17% between 30 minutes to 1 hour and 11% over 2 hours. It is obvious, that a vast majority of the participants in this study were spending a great deal of time focusing on media daily. Next, the respondents were asked how often they participate in various Web 2.0 services daily. The results are presented in Table 3. The majority of respondents used Facebook (95.20%). When 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) 2-3 hours and 12,60% (n=39) over five hours. Fifteen participants (4.80%) reported spending zero minutes on Facebook. Following Facebook was Youtube (94.20%) with a very similar time-spent distribution 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 on other Web2.0 services as Instagram, Flickr and Tumblr, with the more users (n=91, 54.16%) in the lowest amounts of time spending in this activity.</p> <p>The most developed new media literacy skills among secondary schools students were visualisation, collective intelligence, play and judgement. The gender, type of educational program, exposure to media and engagement in Web 2.0 services have significant effects on these skills. From the study participants, 56% spent more than 2 hours a day on the Internet, compared to 29% watching TV more in such extent. Relatively less popular are radio and video games. As concerns social media, the majority of respondents used Facebook (95%), from them almost 25% spending on it 2 and more hours a day. Following was Youtube (94.20%) with a similar time-spent distribution to Facebook. Fewer respondents participated in Twitter activities (10%), blogging (9%) and podcasting (5%). About 54% participated on other Web 2.0 services as Instagram, Flickr and Tumblr, offering them less time.</p>	<p>Empirical research on NML skills with regard to new social media is still relatively new and much more research is needed to develop strong theoretical basis as well as an effective assessment tool.</p>	<p>Young people need resources and learning principles to acquire new skills and to think critically about their own relationships to the media. Although youth are acquiring some of these skills through their participation in the informal learning communities that surround popular culture, a systemic approach is needed. Intentional learning and practice of these skills will enable all young people to be equal participants within a technology- advanced world</p>

HUNGARY

	SUMMARY	FUTURE RESEARCH TRENDS	APPROVE/ DISAPPROVE yes - no- not sure	POLICY RECOMMENDATIONS	APPROVE/ DISAPPROVE yes - no- not sure
HU001	Based on the lessons learned from school experiments, Facebook is a useful educational environment. Another success and result is that in both school experiments a collaborative, motivating educational material has been created that will be useful in the future as well. Both young and older participants were equally interested in and welcomed the idea of creating Facebook groups. Some have been actively involved in common knowledge building while others have considered and used it as a tool for fast communication.	Although the use of Web 2.0 technologies for educational purposes is the subject of several empirical researches, there are still many challenges for researchers in the field of using social media in schools. There is a need to develop tasks that will further facilitate the generation of common knowledge building, so that less active participants can be more involved in the "learning community".	Y	Facebook developers and decision-makers may be more interested in the widespread but guided use of the Facebook system in schools.	Y studying all social networks on a comparative basis and drafting training and media literacy strategies.
HU002	Although the European situation in the protection of personal data in pre-employment stage varies widely due to the relatively wide range of state-level regulations in line with the provisions of the directive, there is agreement on the need for regulation to address the most important aspects. These questions may be: (1) a general ban on social media search for the purpose of employment; (2) some exceptions to the general ban; (3) the operation of an external control, where employees can also complain. This possible regulation could be formulated in a "model law" that MSs could implement in their own internal law. This would be followed by a report on the solutions that have been made in the MSs. However, this is a simple proposition for a relatively controversial, relatively uncertain ongoing debate.		NS	The possible regulation on the protection of personal data in pre-employment stage could be formulated in a "model law" that MSs could implement in their own internal legislation. This would be followed by a report on the solutions that have been made in the MSs.	NS not clear what is recommended
HU003	Regarding both stages (the pre-employment as well as the employment stage) the current, typical practice (i.e. unregulated and boundless monitoring) goes against the most basic principles of lawful data processing, it is unlikely to change because of two main reasons. Firstly, the employers are tempted too much by the already-mentioned benefits (SNSs are a fast, cheap and easy way to gain many information including red flags). Secondly, while users do not intend their (future) employers to see their posts and pictures on Facebook or Twitter, it is them who make it possible for the public, including employers to access information on their profile. The desire of self-expression, information sharing, networking, etc. is dominant when the profiles are shaped.		Y	Imposing a complete ban on pre-employment screens is probably not feasible mostly because the invisibility of the search and the benefits it offers for the employer (it is a fast, cheap and easy way to gain many information including red flags). The solution the UK Information Commissioner's Office advocates, that is to notify the candidates about the background checks and document data which is collected, is more realistic. A written policy that specifies what information or sites will be consulted before the decision is made,	Y Based on the research carried out strategies for modernizing employment laws taking into account the social networks use to be elaborated.

	The opposite desire, for a clear separation of work and private life, the wish for solitude surfaces later or too late. Employment related search on social networking sites remains in the grey zone of law. For the benefit of all concerned, reasonableness and adoption of a clear policy on SNSs appears to be the best solution.			who will conduct the review, and what records will be maintained helps to prevent possible lawsuits.	
HU004	The use of social media adds new opportunities and a new range of interpretations to social tensions such as the 2012 student protests in Hungary. This may be seen in the dynamics of the simultaneous multiple media presentations and time lags, or the merging or restructuring of previously separated phases (and the channels used for them), or the appreciation of the network, both in media usage and consumption. "	The research on the use of social media adds new opportunities and a new range of interpretations to social tensions such as the 2012 student protests in Hungary.			
HU006	There is a controversial result of the impact of network distance on user behavior, which has not yet dissolved the uncertainty about the role and effects of distance in cyberspace. However, the concept of distance is present in this world. Analyzing online community nets can provide a whole new insight into one-on-one activity and allow you to go further in the debate about distance disputes, for example, using the fact that online community nets' databases include simultaneously stock and flow data. Furthermore, online social services are usually generated in urban spheres, so cities are the starting point for the spread and later remain the primary areas of networked elements. The larger the settlement size the more registered users there are. On the other hand, online activity, which is shown by the number of friends in the community nets or the number of contacts, seems to be much less dependent on the settlement size.	The processing of data from online community networks can provide a new insight into agglomeration research. For example, the data on online social networks can formulate new dimensions of measurement of diversity and investigative attributes (eg private background, occupation, field of interest, etc.) about the territorial structure of networks.			
HU007	Individualism, optimism, community and affinity modules are psychologically valid analytical tools that can be used to recognize a change of opinion on the social media surfaces of political groups.			Policy makers can get quick state of opinions among social media users in certain parameters, instead of more expensive and slower traditional opinion polls. However, these should not necessarily guide long-term policies.	NS the recommendation itself is not very well grounded
HU010	This article has attempted to demonstrate how Sandy Hurricane's example can be used for social media in disaster relief. The US government has exemplary use of some social media tools in population preparation, information, rescue and damage recovery. This practice is worthwhile to study and to explore the possibilities of adaptation.	The practice of using social media in disaster relief should be further studied.	N it is possibly relevant for another field of research		

HU011	Comparing the data provided by the CDR and Facebook events, one can find a good approximation of where the masses are heading. Unfortunately, Facebook restricts access to certain events, but the available information is still useful. Since CDR data are pointing at an antenna covered area this means that a person in a particular zone can be observed. On the other hand, Facebook event contains an exact address, which means that the destination is more specific. With the purpose of planning the given area and the route load, one can conclude that the processing of the data provided by SM specify the data and give opportunity for further use from the point of view of the traffic controller.			With the purpose of planning the given area and the route load, one can conclude that the processing of the data provided by SM specify the data and give opportunity for further use from the point of view of the traffic controller.	Y from the perspective of broader research themes and aligned to broader complex issues as smart cities and smart environment construction.
HU016	Using linear regression analysis, general political activism and identification were identified as the strongest predictors of participation in all three phases of protests, but specific predictors of endurance were the community reinforcement function of social media positively, and conscientiousness negatively. Different types of participants were distinguished with the help of cluster analysis, and their comparisons underlined the significance of different motivational constellations. The results about the motivations, social media use and personality clearly show that political protests that require the continuous presence need distinct explanations that build upon existing social psychological theories of collective action.	The results found in the three areas studied - motivations, social media use, and personality - clearly show the existence of relationships, but cannot explain the causal relationship, so exploring it will be the task of future research. If we understand the direction of the relationship between online and offline activism and the need for political demonstration that requires constant presence, we can make significant progress not only in the explanatory statements of the collective action theory, but also for the social goals that these political actions are pursuing.			
HU031	It discussed the framework in which critical infrastructure can be attacked through the tools of social media to finally propose the elimination of shortcomings that can hinder the proper cyber security.	Three areas that should be considered in a cyber attack have a potential and should be further studied: the possibility of a positive perception of the military, the use of social media in crisis communication, and the comparison of the principle declaration and implementation of the goals of NATO's cybercrime policy.	Y	Prevention and resilience are particularly important because, in spite of every effort, the reality is that there are still threats we need to defend against. The best way to protect against such attacks is to increase our level of preparedness and reduce the risk of malfunctions and their consequences. Flexible response and reaction are the most important, because they allows minimizing the consequences of an attack and quick recovery.	Y with respect to studying and drafting strategies including social media role in cybersecurity, first there should be a special study about the security of social media themselves and further how they can support the general cybersecurity on the net. It is a part of elaborating a solid Internet governance strategies.
HU033	Analyzing cyber-crime trends, defense industry companies, primarily SMEs, have been targeted by the attackers. Because of the presumably smaller budgets, they have not developed a proper security protocol. Through them, it is possible to reach larger companies that have been forced to develop a strategy for these attacks. One of the biggest security risks is the user, whether it is in public or organized	It might be useful to develop a training for raising user awareness.	Y	Attackers are trying to access the data they want through a weak user with regard to naivity, and sensitive information. It is unlikely that a ban can effectively defend companies, so focus should be on educating users to minimize the risk.	Y the cyber security strategies are much broader including corporate management and security strategies and media literacy strategies. Comprehensive and complex policies are necessary.

	crime. Attackers are trying to gain access to the data of naive, vulnerable users (in terms of data and information vulnerability). We can not effectively protect ourselves by banning such users, so we need to focus on educating users to minimize the risk.				
HU044	While the European public generally appears to be the publicity for the EU, the media law case clearly shows that politicians who are broadly interpreted, ie political parties beyond national parties and governments, have enjoyed a great deal of freedom in creating and influencing the European public against the constraint of legal and institutional structures. Following the curve of the media regulation debate, one could see how the issue was dealt with on the official agenda of the EU in the 2010-11 round of disagreement with the intention of Hungarian legislators. The initiators of raising the Hungarian media law as a common European problem were not the official representatives of the EU, and the discussions were mostly not in the EU forums. Although the socialist faction of the EP has been attempting to speak at the early stage of the debate to raise the mediaity of Europeanism, the European Commission has stayed out of the debate for a long time (until late December 2010). But then, the European Commission emerged as the most important representative of EU media policy to counteract the practice of the Hungarian legislation in force. The change in the position of the European Commission clearly demonstrates the successful exercise of pressure on political actors, including citizens, to demonstrate the power of the European public about the matter.	Although the stake in the processes for the international scientific community is mostly the bursting of the European Union (and the European public) or the further deepening of the integration, it seems that at the same time the appreciation of cross-border political communication situations is equally exciting. It may lead to understanding of new interaction patterns. The mindset of political actors which more and more intensely counts on European public is, in any case, triggering new research questions for political science.	Y together with other political communication issues, see above		
HU051	The research shows that the liking of a site - at least in the short run - is typically for practical reasons, but it is the responsibility of the company to handle this community along its own sphere of interest, to meet its information and affective needs in the longer term. It can also be seen that social media seems to have taken on the role of the business's own official domains (eg official website).	This research provides a potential for further - even quantitative - research in the exploration of 'liking' motivations, which would include mapping among online social media users the internal motivations identified in exploratory research and supported by literature, the measurement of which could be a useful practical implication for user companies.	Y in connection with another research on similar issues		
HU053	The Hungarian police does not have a strategy for the use of social media, and it does not exploit its potential, so it falls out of the population's measurement of its performance, its potential for feedback and a channel where the population could provide information in a quick and easy way about criminals, commenting on them. The Hungarian model does			Community police should be present in social media too.	Y policies in different social spheres including the police should take into account the social media operation with all related consequences.

	not exploit the opportunities inherent in the public relations (and not the propaganda!) Or, in the interest of achieving its goals, inadequately engages the population in its own activities. Professional performance can be influenced by such tiny factors as well. Community police should be present in social media too.				
HU055	Respondents seem to be self-confident consumers: 30 percent strongly, while 52 per cent typically considered it to be difficult to influence their decisions. Surprisingly high number, 81 percent of respondents claim that they are mostly or not at all uncertain in choosing a product / brand, so they do not have to rely on a specialist's opinion either. This is consistent with the fact that the answer to the question "Are you inclined to make unsupervised decisions when purchasing?" is in 50 percent of cases "mainly not", while 27.9 percent of the respondents answered "typically not". What confirms the previous findings is that 30 percent are not trend-sensitive at all and 42 percent hardly follow fashion. Based on the above, it is no surprise that more than half of the respondents say that a person who offers a specific product / brand directly in advertisements is not credible for them.	Research can be extended in several directions. These include examining the role of opinion leaders in the context of different product / service / consumer groups and comparative analysis of traditional and online opinion leaders.	Y		
HU056	The sample people are becoming more and more natural in using mobile phones in intimate life situations. At the same time, the Internet, and more specifically in the case of social media, if it is not a direct risk of income or property being compromised, it is less common that respondents are worried or are doing something against the violation of their privacy. If privacy is threatened in an offline sphere, there is a much stronger and more intense resistance among the sample people than online. Thus, it seems to be more common on the platforms investigated that there is a blurred line between the private sector and the public - otherwise sharp - boundary.	As a future research direction, it can be noted that there are exciting questions about the interaction between the attitude, behavior and trust of the private sector in the use of mobile phones and social media.	Y		
HU059	Police, national security services, prosecution should deal with issues that are in line with legal requirements. It is also important that similarly to the other countries, in Hungary an organization that specializes in non-standard operations and has capabilities that can be used in social media including psychological operations and civilian military cooperation is established.			It is also important that similarly to the other countries, in Hungary an organization that specializes in non-standard operations and has capabilities that can be used in social media including psychological operations and civilian military cooperation is established. Finally, it is imperative that an educational approach is promoted, starting from preschool, which facilitates adaptation	Y in connection to media literacy and other issues, see above

				to the changed world.	
HU060	It has been proven that law enforcement agencies (especially police) working methods to prevent crime, crime detection and terrorist acts are more effective in terms of effectiveness when using social networking tools and social media tools and user support.	Attention should be paid to the content and people who intentionally use online police information.	Y the issue can be crime prevention, legal culture		
HU062	It can be stated that only the use of such simulation software can be successful, which can be "customized" and further developed (e.g. in the form of different applications). In addition, I argue that a crucial and fundamental principle of a successful course is a strong methodological background in the traditional sense and its continuous renewal, as well as the interactivity and involvement of the lectures, especially with regard to social media; ie improving the quality of teaching and improving the effectiveness of learning outcomes			A prerequisite for a successful course is a strong, traditional sense of methodology and its continuous renewal, as well as the interactivity and involvement of the students, with special emphasis on social media; that is, improving the quality of teaching and increasing the effectiveness of learning outcomes.	NS sounds somehow vague.
HU063	The "loser" user attitude towards various visual content - in terms of privacy concerns - may also be a rich source of information for market research and marketing communications companies. It is useful to reinforce the users' willingness to share content (for the benefit of outside users) by means of external reinforcements (incentives, gifts, etc.) so that they can later be a rich repository of social media content. As in the Hungarian sample there was a significant fear of data loss, a suggestion could be counterbalancing as a potential task for industry companies. Emphasizing the role of self-development and fame - and the motivation of users to show themselves on each platform - can encourage companies to give them the opportunity to fulfill their customer's self-fulfillment (e.g. through opportunities for consumer engagement). The role of oral advertising in information sharing is foretelling that mobile and social media can support user-initiated oral advertising activities. Managing user fears, reducing possible causes of privacy concerns (e.g. transparent privacy principles, procedures) may also lead to a wider range of information shared by the users.	In the future, cross-sectional research may be proposed, which would reveal changes in consumer attitudes and public attitudes that have changed over time. Other social media types, including actual platforms, should be considered in the future, taking into account the specific features of the platform and the results of this research. For example, in a social media platform, such as Instagram - where non-textual, but visual, image-centered content is emphasized - how does personal data protection work and how do consumers add to it? If the analysis of photographic data does not cause a significant loss to consumers in relative terms and relative to other data types, it is necessary to explore the extent to which this loss may affect certain factors of consumer presence and publicity. Finally, future research can be used to survey real-world behavior on social media platforms, and in particular to conduct content analysis in the future to test the validity of our research and gain new insights into the topic.	Y	Supporting platforms' policies that manage user fears, thus reducing possible causes of privacy concerns (e.g. transparent privacy principles, procedures) may lead to a wider range of information shared by the users.	NS
HU073	Social media is a new hybrid of traditional marketing communications, which has an impact on traditional (one-	Which social media and how should the companies be present should be studied in a	Y	Both academic researchers and corporate decision-makers should take social media	Y social media should be taken into account in any strategy

	way) communication. Research is in the initial phase, supported by the fact that there is no clear and consistent definition of social media. In our study, we have collected the definitions that are most strategic. However, most companies are not aware of the different types of social media and their features. The purpose of presenting the seven functional blocks (identities, dialogs, sharing, presence, relationships, reputation, groups) is to help companies select and apply the right social media tool for their marketing goals.	strategic context.		into account in their marketing strategy.	
HU075	So far, social media has been used as an extension of traditional practice, i.e. librarians as information brokers, and the readership as end-users have been involved in the process. One can get much more access to social media tools in other ways. Instead of looking at how to build a tool for our existing practices, librarians should think about how to develop new services and which of the opportunities offered by social media would be best suited to deliver them. One should take advantage of the potential of mobile applications. It is important, however, that end-users may also be involved in the development process. A successful strategy is available for end-users to become contributors and to create a community that develops new services that meet their own needs		Y research in library practices	With a successful strategy, end users can become contributors and create a community that develops new services that meet their needs.	Y It is necessary to be emphasized the importance of drafting library and culture strategies related to media literacy also taking account social media potential
HU077	It was introduced a six-dimensional scale of 12 items that can help theoretical and practical professionals understand the fan motivations and provide an opportunity to enhance the fan's experience by tailoring the product and service offerings and communications to each segment in an appropriate manner. The results show that other factors become relevant to demographic variables and others to behavioral variables. That is, one can provide consumers with a fulfillment of a variety of needs for fans of different motives, and it can be hoped to bring them back to the sporting events once a week.	Despite the fact that the number of economic researches related to sports in Hungary shows a steady increase, neither sports science nor business science has invested energy in exploring and understanding the motivations behind the behavior of supporters of certain sports, despite the fact that by understanding these motivations, it can increase value for viewers, which can ultimately increase the attendance of the sport event itself and thus the income of the associations.	N		
HU080	The research has highlighted two important consequences. On the one hand, on-line marketing spending is now difficult to bypass in case of any industry. We've 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. It is worth exploring what the presence of "information crumble" is, which can increase the effectiveness of your campaigns. The second part of the research also draws attention to another	An interesting area of research is the semantic analysis of search ads, and linking it to marketing efficiency. The mapping of the links between the quality features of users on social media sites and the effectiveness of their marketing efforts is also a huge challenge.	Y		

	phenomenon: the personality of the users basically determines the willingness to receive marketing communication messages. This is not a fresh discovery, but it's important to emphasize that social media make these personalities more and more definable than previously, which can be taken into account when allocating a full marketing and advertising campaign budget. When designing social media presence, it is worth thinking about the relationship between the target variable and the company's effectiveness in the campaign: my research found that a similar approach to the "like" competition, which is still common in practice, is highly questionable.				
HU083	Real-time processing of large amounts of data can bring significant successes in commerce, education, and the development of smart cities and medicine. Likewise, it can play an important role in recognizing policy trends and current social problems and ultimately support the finding of peaceful solutions.			Can we really say that the world of big data is democratic and everyone can access it? Big Data brings us new challenges to the protection of personal data and privacy.	Y a good issue for research and strategy making – aspects – BD impact on public sphere, democracy, media and journalism.
HU085	It was reviewed the interpretation traditions of communities based on musical preference, and an analysis of a highlighted extreme genre scene, the deathcore genre, with argument that in the age of online social media, the concept of genre color can provide a more appropriate conceptual framework for community organization along music preferences for several reasons compared to the CCCS subculture concept and the alternatives offered by post-subculturalist theories. On the one hand, it has fewer presuppositions on the music-based communities, and on the other hand, it comprehends the practices of individuals belonging to and connected to the scene, and, thirdly, it is closer to the everyday discourse of musicians. Furthermore, it does not focus on individual isolated local, translocal, and online "components"	The world of extreme genres can prove to be an ideal place for a researcher in the relationship between social media and musical scenes: transformations are taking place very quickly and with spectacular results, and thanks to the focused discourse it is easy to follow how the boundaries of the former units are broken and how they are legitimized, explained, commented, appreciated by the community members, constantly re-creating the boundaries of the scene, overnight.	Y boundaries between genres, styles and types of content have become fluid. How social media impact these processes.		
HU087	Using a latent profile analysis on the six items of the Bergen Social Media Addiction Scale (BSMAS), the adolescent social media users were divided into three different classes, and the analysis demonstrated that 4.5% of participants could be classified as being at-risk. Regarding validity of the BSMAS, the at-risk group showed the lowest self-esteem and the highest level of depressive symptoms and the most time spent on internet and social media use, and was therefore in line with previous research findings. In addition, adolescents that were at-risk of social media use were			This instrument may be especially useful in school environments to identify those adolescents who are at-risk of problematic social media use and therefore could be utilized in prevention and intervention programs (i.e., content-control software, counseling, cognitive-behavioral therapy;	Y

	mainly female, and reported the greatest amount of internet and social media usage. Previous studies have found similar gender differences in problematic social media use and problematic internet use. Furthermore, the results of the present study showed that within the at-risk group the withdrawal component had the highest score. Therefore, withdrawal symptoms should be highlighted when developing prevention and treatment programs in school environments for adolescents being at-risk of problematic social media use.				
HU088	For organizations that ensure value to knowledge sharing, integrating social media tools into their daily business life is essential to enable for the employees an easy access; and offer trainings to inexperienced users. For example, developing document- or knowledge management systems while ignoring the power of social media that everyone uses daily would be wasteland. Several managerial implications can also be utilised. It is recommended for management to support introducing social media technologies, establish the terms and conditions of usage, communicate the benefits and provide the necessary trainings. Moreover, organizations should develop a reward system to encourage employees' willingness to use social media tools for knowledge sharing.			Organizations should develop a reward system to encourage employees' willingness to use social media tools for knowledge sharing.	Y related to corporate culture management and professional training strategies.
HU089	The results show that the appearance of posts greatly effects reactivity. Facebook offers ample opportunities for visual communications, but even so, textuality remains pivotal. At the same time, memes, which amalgamate textuality and visuality, seem to be a very effective method of communication in terms of reactivity on Facebook. Another important finding is the salience of negative emotion-filled contents, as these induce significantly more reactions. Negative emotional content proved to be the most viral in terms of shares. However, our hypothesis was rejected concerning the virality potential of humor in political communication on Facebook. Personalized content is really effective form of communication on Facebook in terms of getting likes and comments.	Qualities of reactions are also important in two aspects: first, because it matters how posts appear to followers' Facebook friends, and second, it also matters who reacts to a given post because not all reactions are equally important. Network position is also important because a user in a bridge position linking separated groups of users may be more valuable, as a reaction from this user may transmit the message to those who otherwise would not encounter it. The character of a user's ego-networks may also matter. The number of floating voters in one's ego-network is far from irrelevant, as is the diversity of political opinion. Individual attributes are also relevant, such as whether the user in question is considered an opinion leader in her network or whether the user's peers listen to her opinion in political topics. Future research should address these questions as well.	NS		

HU094	Awareness, liking and environmental friendliness ratios of renewable energy sources resulted in significantly (average results: $F=13,426$; $p=0,002$) higher levels in the group of frequent internet users. .			In order to reach governmental goals regarding alternative energy consumption it is evitable to focus on the next, young generation, who spend enormous time on the Internet, especially on social media sites together with their friends. This research showed that the derived social media activity clusters can be applied as potential segmentation in the diffusion of information about renewable energy sources in order to reach a tipping point in the future and change current energy consumption attitudes and behavior in Hungary.	Y in the context of drafting policy for building a smart environment.
HU100	It was found more excessive internet usage, more frequent daily Facebook visits, and more popularity to be disadvantageous for students in terms of overall school attitudes; in line with certain previous studies associating extensive online activities with negative outcomes (Kraut et al., 1998). In our study, more extensive presence was particularly disadvantageous for females, with lower levels of academic self-perceptions and motivation, and more negative school attitudes. This indicates that the impact of online presence should be explored separately for males and females, as females may need additional assistance and guidance. Age, or in other words the difference between high school and college students, was found to be an important mediating factor in terms of the relationship between various CRM and school attitude outcomes. Overall, college students appeared to be more negatively affected, and while definite conclusions cannot be drawn, these results definitely highlight important takeaways.	Future studies should be conducted to further disentangle the potential associations between online presence and educational experiences.	Y		
HU103	The present research demonstrated that the Multidimensional Facebook Intensity Scale is able to grasp the main facets of Facebook use, namely persistence, boredom, overuse, and self-expression. This short scale has good psychometric properties, reliability and temporal stability. It can separate problematic and non-problematic aspects of Facebook use. Facebook intensity is related to the subjective value of Facebook. The differentiated Facebook intensity facets can predict better frequent Facebook-related behaviors as liking and posting than previous measures. additional research could examine the validity of the MFIS in different populations, among elderly or	Additional research could examine the validity of the MFIS in different populations, among elderly or	NS not clear		

HU116	From the questionnaire research it can be stated that the younger generation (under 35) who actively participates in the everyday life of social media sites requires the role of the police to enhance their security. The police should not ignore these requests because a significant part of the crime methods and behavioral methods have been transferred to the social media sites. As regards crime prevention and crime detection, the role of the police is decisive for the future.			It has been proven that the working methods of law enforcement agencies (especially the police) to prevent and detect crime and prevent terrorist offenses are more effective in terms of effectiveness when using social networking tools, social media tools and user assistance. However, attention should be paid to the content and persons who deliberately intend to use the police's shared information.	Y elaboration of new police and criminal law policy and legislation taking account of social media presence.
HU131	The strong religious and nationalist narratives, coupled with the family narrative being tied to populist redistributive policies resulted in a large and relatively stable support for the two governments and a fragmentation of the opposition parties in both countries, regardless of numerous signs of autocratic tendencies, recent constitutional crises and corruption scandals. The differing parliamentary power of Fidesz and PiS meant in a different extent to which the two parties were able to capture media (both public and private outlets) and thus in the extent to which they were able to monopolize public discourse. As a result of this there is a somewhat less fragmented opposition and more active civil society in Poland.		Y extending national to comparative research	The opposition forces of the two countries will have to come up with credible counter-narratives on all three ideological levels, and will have to find platforms on which they can effectively spread these counter-narratives. If they fail to do so, the emergence of the unchallenged central political force will be inevitable and irreversible in both countries – until their money lasts.	Y in a broader context how social media can replace or strengthen other media use.
HU133	It has been argued in this article that some parties in Central and Eastern Europe and especially in Hungary assume control over the media not only in order to suppress critical voices and to gain favourable coverage but also to extract various resources from the media.	Further research should address the question of which parties under what conditions are more likely to colonise the media.	NS		

IRELAND

	SUMMARY	TREND/FOCUS in FUTURE RESEARCH	POLICY RECOMMENDATIONS
IE001	This article provides doctors and medical students guidelines on how to interact professionally with social media and online platforms. In particular, it recommends remember that doctor patient confidentiality extends to social media and interactive online platforms. Normal consent procedures apply online, just as they do in any other situation. Moreover, they should avoid adding/accepting your patients and their relatives into social networks Doctors and medical students should always be wary of the digital legacy they leave on the internet	N/A	Doctors and medical students should always be wary of the digital legacy they leave on the internet. Anything that has once been typed or posted and immortalized on the internet can always resurface. While journal articles, medical blogs and medical education platforms may be positive contribution to the advancement of the profession, there may be images or personal views that could surface at any time and could have serious implications for your professional career, particularly for future employers.

IE002	<p>New media technologies are now an intrinsic part of family and household life. New media technologies are having a negative impact on social interaction within the household in terms of “time allocation patterns, in the choice of social functions, in the transmittal of cultural values, and in overall human behaviour”. The location of digital technologies within the household plays an inherent role in the social interaction between household members. When a device is situated in a public space within the household, social interaction and technology is encouraged. However, when such technologies are placed in private spaces within the home, i.e., one’s bedroom, social interaction is impeded. The domestication of the household and the technologisation of childhood has led to a bedroom culture and a digital divide in a negative way.</p>	N/A	Home interior designers should consider locating of digital technologies within the household in a public space within the household,
IE004	<p>This study reveals older Facebook users (30+) are the least trusting group on Facebook. The younger Facebook users (18–25) believe it is more their responsibility to protect their information on Facebook, while older Facebook users (26+) believe the obligation to protect users’ information rests more with Facebook the company. The survey results reveal users who have not changed their privacy settings and users who have read the privacy policy have higher trust levels on Facebook, although both of these groups represent the minority of Facebook users surveyed. The vast majority of Facebook users believe both Facebook the company and the user have an almost equal obligation to protect users’ information on Facebook. This finding shows users expect Facebook to protect their information. However, they do not trust it with their information. Facebook users do not believe Facebook the company has their best interests at heart but believe they have a duty to provide control mechanisms to protect online users to a certain extent. It is recommended this research be conducted on a larger scale, incorporating a balanced mix of all age groups. This study found trust is considered less important in a social networking context compared with an e-commerce environment.</p>	<p>An interesting study to pursue would be to measure the importance of trust in a social networking site relative to e-commerce websites. Another possible research area would be to examine the importance of trust in social networking sites relative to other drivers of social networking activity. In order to progress the research further, a longitudinal study monitoring continued changes to Facebook (new features, services and privacy settings/ policy) would be interesting to observe going forward. Reactions to these changes by Facebook users should be closely examined to enable a more in-depth look at their perceptions of privacy.</p>	<p>Facebook need to address its current privacy policy. The overwhelming amount of information presented in the privacy policy needs to be condensed and presented in a more readable and user-friendly document. Although some Facebook users may still refrain from reading the policy, it is important that Facebook clearly communicates its privacy practices in order to appear reliable and honest. The current policy is cluttered, confusing and long. Confusion and misunderstanding reported on the social networking site could be overcome if the privacy policy was more inviting to users. Secondly, Facebook’s short history has shown continued development and commercialisation of the website has brought subsequent privacy concerns. Users have been tolerant of lapses in privacy to date and membership continues to grow in some countries, however discontent may accelerate further unless Facebook addresses its overall approach to privacy. It is important that Facebook continues to take measures to reassure users it is taking responsibility for its customers’ information and to show it is also providing users with the necessary controls to protect their information. New features and services must be adequately accompanied by suitable protective measures. Facebook users must consistently be provided with control mechanisms.</p>
IE008	<p>The research revealed that 34 percent of 6th year students surveyed had engaged in ‘sexting’, defined as the act of exchanging sexually explicit content online in the form of images, videos and text. The analysis revealed four main social activities. Firstly, this social network, who referred to themselves as “the squad”, used the platform to reach out for attention and support by posting photographs of themselves, meaningful pictures or quotations and commenting on others’ posts. They also used the platform to keep out those deemed outsiders by using in-group language, referencing private jokes and selectively ignoring outsiders, for example, by not liking and responding to their posts. Posting of selfies, group events and material goods saw the girls engage in a very</p>	<p>While some research tells us a lot about the “who”, “what” and “how many” regarding teens and social media usage, substantially less is known about “why” and “how” teens engage with social media.</p>	<p>Education programmes that teach children to critically assess the content and potential risks associated with “sexting”.</p> <p>The creation of a digital citizenship programme to be compulsory in every school for children aged from four to 14 and beyond.</p>

	<p>active performance of self as they selectively constructed an image of their social bubble.</p> <p>Finally a sense of social order was evidenced through the enforcement of social rules which revolved around utilisation of a common social currency centred on likes, emojis and comments. Girls were called out if they were noted to have not liked or responded appropriately or with sufficient speed to the post of another member of the squad.</p>		
IE009	<p>9 out of every 10 Irish teenagers have a social networking profile. One third of 9-16 year olds have more than one profile. Facebook is the most popular social networking service (57%) among Irish kids. Bebo is also popular, particularly among younger users (37%). There are many underage users on SNS: One fifth of 9-10 year olds, 42% of 11 year olds and 61% of 12 year olds use SNS, in contravention of the terms of service for these platforms. Parents appear to go along with their children's SNS use. There are strong parental restrictions for the youngest users but parental attitudes are more mixed for 11-12 year olds. Just under half of parents do not allow 11-12 year olds to use social networking; one third allow it under supervision and nearly a quarter do allow it at any time. Most young people keep their SNS profiles private (63%) or partially private (22%). This is among the highest in Europe and suggests that education and awareness-raising efforts have paid off. Girls are more privacy conscious than boys. A tenth of 11-12 year olds, however, have their profiles set to public. Most teenagers (80%) report good safety skills but less than one third of 11-12 years old can manage privacy settings.</p>	<p>On-going research of both a qualitative and quantitative nature is needed about children's use of ICTs and the internet in Ireland. Given the pace of change, on-going research is needed to identify developing trends, emerging risks and new areas of opportunity.</p>	<p>Promoting wider opportunities for all children online, teaching digital literacy and skills at the earliest possible age and supporting policy through more and better research are the key priorities of a national children's digital strategy. Arguably, online child protection struggles to keep pace with change in technology and user trends and in this context digital literacy becomes all the more important in empowering the user to be the principle agent responsibility for safer and better internet use.</p>
IE011	<p>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. While 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. In general these negative impacts of social media are typically attributed to unrealistic depictions in posts that cause viewers to feel inadequate. Social media can easily make people feel as if they are not good enough which can then lead to negative feelings and desiring to alter yourself or your life. The more often you spend on social media and the more social platforms that you are on can also lead to increase negative feelings and rates of depression and anxiety.</p>	N/A	<p>Especially mentally vulnerable persons should be somehow prevented from spending too much on social media.</p>
IE012	<p>SM not only has been successful in creating awareness about everyday violence against women, it has also created a network of support for victims of harassment, especially for young women and girls. Such practices create a "virtual space where victims of inequality can coexist together in a space that acknowledges their pain, narrative, and isolation". This example illustrates how the creative actions of modern feminist activists span technologically "augmented" hybrid spaces and open up new avenues for cross-border political engagement. Social media not only makes an issue visible, but also results in real feelings of connectedness and closeness to others. One such example is 'Anti-Street Harassment Week', a global online solidarity campaign aiming to tackle street harassment. As part of this campaign,</p>	N/A	<p>Awareness of specific social issues can be raised through campaigns on social media.</p>

	activists around the world went out into the streets and wheat-pasted anti-street harassment art while simultaneously photographing and sharing their actions online using the hashtag #EndSHWeek.		
IE013	The stakeholders interviewed are appreciative of the need to engage with social media in times of a food safety crisis. However, most valued social media as a one-way channel to help spread a message and there was little reference to the interactive nature of this medium.	Future research should investigate how the broader spectrum of stakeholders within the food sector is actually employing social media in times of a food safety crisis; the risk communication function being served by social media and the extent to which conversations with the public occupy this platform in a crisis.	It is advisable that stakeholders within the food sector who choose to employ social media in times of a food crisis (and indeed, outside of crises), do so in a manner that takes full advantage of its ability to create a conversation with, and amongst, the public. A better understanding is needed of why stakeholders are less inclined to engage in two-way risk communication in a crisis, particularly in relation to social media – an inherently interactive platform that has the potential to contribute positively to the practice of two-way risk communication.
IE014	This article investigates the reason why Bebo platform is preferred to other social media platforms. The findings indicate that the participants are actively using Bebo for their own personal motives and gratifications in terms of presenting and managing a certain identity and persona in a social context. Furthermore, the relatively impersonal nature of the online environment is seen to especially facilitate the young participants in negotiating the practicalities and difficulties that can arise offline, in terms of forging identities and managing relationships. Originality/value – U and G theory has attracted criticism in terms of a perceived limitation that it only serves to offer lists of reasons as to why audiences attend to the media, and furthermore, a perception that much of the extant U and G research has desisted from discerning between gratifications sought (GS) and gratifications obtained (GO). This paper affirms the appropriateness of the U and G theoretical approach in the context of online research. SNS such as Bebo facilitate in executing personal aims (for example, identity creation and management) with a view to obtaining certain gratifications (for example, peer acceptance). Therefore, a clear distinction but inextricable link is demonstrated between the GS and GO from participating in SNS.	Future research might consider the Uses and Gratifications theory that older audiences might seek and obtain from other SNS such as Facebook and MySpace. Furthermore, the participants view Bebo, their SNS of choice, as a resource for their own personal and social uses. Therefore, a potential research avenue is to explore SNS users' experiences of, and attitudes towards the marketing and advertising messages that are becoming increasingly prevalent in these sites. As SNS continue to attract substantial numbers of new and existing members on a daily basis, user motivations for participating in SNS, and the resulting rewards and gratifications, represent fertile ground for further exploration.	N/A
IE015	This article investigate the impact of adopting social media as a technique for campaign in the 2016 Irish general election. Social media <i>is</i> increasing in importance for general election campaigns. However, it was also found that, despite this growing importance, traditional forms of campaigning like door-to-door canvassing and traditional media outlets, like television, are still key to winning an election, and social media has not overtaken these things in importance. This is particularly evident in statistics from the analysis of blogs which showed those parties who used social media the least got the highest number of votes - the strong consensus was that you cannot win an election on Facebook.	Further research could be carried out to determine whether or not political parties are beginning to use social media more for interaction with the electorate and if this could have any influence over how people vote. Social media is still a fairly new phenomenon, particularly in comparison with legacy media. As we all still get to grips with the best ways to incorporate this tool into everyday life, political parties too have to find the most effective ways to use social media for their campaigns. The way it was used in examined elections may not be the way it will be used in the next, and so work should continue to be carried out on this topic.	N/A

SLOVAKIA

Number	SUMMARY	TREND/FOCUS in FUTURE RESEARCH	POLICY RECOMMENDATIONS
SK338	The media analysis proved the current argument of some scholars and analysts that Marian Kotleba and political unit LS-NS was able to occupy the media sphere through online content and online media despite the fact, that the mainstream medias were blocking them. The authors were able to state the view that is well known also in other states and yet confirmed also through this research. Online media on one hand are able to promote violence, extremism and radicalism, including the ability to recruit similar radical and extremists, and on the other hand, they are facing ethical/professional dilemmas when covering the extremist and radical views.	It would be worthwhile to focus on the classification of topics that are ignored and tabooed in the mainstream media. These may find their room for expression in social media. This is due to the fact they are silent but sometimes pressing and moreover attractive issues. At the end, the lack of attention to such issues may lead to the radicalization of young people. It should be examined whether or not some silent political or social issues are being pushed out of public agenda, and the mainstream media use "only the right political solutions". This can concern also the historical themes that need to be constantly explained, especially to every new generation. Would it be possible and/or useful to distinguish between who is the author, the disseminator and who is the only passive recipient of extremist views on social networks?	To distinguish between extremist views and political movements and parties. To identify what is actually radical and extremist point of view and then to restrict or prohibit the dissemination of these views and parties on social networks.
SK305	The influence of information technologies on the journalistic work cannot be questioned. Besides being skilled writers or communicators in general, the journalists also have to know how to use computers and specialized editing software that play an important role in the production of journalistic content. In recent years we have been witnessing "a battle" between traditional newspapers and online newspapers. However, in the light of current development trends of media production, the future result of this presumed "rivalry" is uncertain and almost impossible to predict.	Would it be worthwhile to focus on changes in a text construction, an argumentation, a share of analytical component in texts of mainstream media in print and electronic publishing in recent years? If so, how much did the quality of the text have been reduced (did retreat to), and how did the text fit into a simple (tabloid) way of communicating, repeating familiar facts and making simple conclusions similar to social media, speech and audio-visual media? If this trend is not prevailing, at least in some media, how come that they have survived in the market and how have their popularity developed?	Can the quality mainstream print and electronic media be able to withstand social media competition independently or they will have to adapt their language and themes to their information flows and their communication in the near future with the help of certain targeted policies?
SK275	The goal of the article is first, to introduce strategy for effective use of social networks, goals setting and use of metrics enabling to follow how they were fulfilled and optimization of selected approaches. The libraries most often use Facebook (40%). Frequently used are also Foursquare and Google+, however their profiles were mostly non active or not complete. Libraries on their Facebook page react minimally to their fans posts, and that is a mistake. It was also found out that social media are not well connected to libraries web pages and sometimes libraries even substitute their web page with Facebook page. However, the profiles at social networks should be built mainly on quality web pages.	To study how the use of social media (Facebook) libraries changes over time, how effective they are in attracting new readers or promoting quality sources, how does contribute to change of the habits and moods of readers.	To develop or to identify a best policy strategy to increase the attractiveness of libraries' services through social media.
SK285	The use of application of Facebook to the educational process is for students of non-technical curricula quite beneficial, easily manageable and useful alternative. However, when we compared, students studying non-technical curricula and students studying technical curricula, application of Facebook to	To determine the causes of this trend, ie why application of Facebook to the educational process is more welcome and have more use for students studying technical curricula than for non-technical curricula. A comparative study could be	To prepare comparative study summarising experience and know-how on proper use of social media in the educational process and to assess whether this is the right approach.

	the educational process is more welcome and have more use for students studying technical curricula.	useful here too.	What are best rules for using social media in education?
SK265	Many newly established contacts from well developed online relations lead to real social contacts, which may help in reducing social isolation. Online environment enables adolescents to establish and keep social contacts as well as searching, building and experimenting with their own identity in the (relatively) safe environment behind the keyboard. Virtual world offers new, attractive possibilities of interaction and communication with other people. It is also a source of information, relax and fun.	It would be worthwhile to research further to what extent the use of social networks has expanded real social contacts. This could be compared with past data. How does the development of new technology applications help to establish and develop real-life social contacts?	Would it be appropriate policy to use communication on social networks as a therapy for people suffering from disorders by making social contacts in real life?
SK245	The results of the analysis confirm that in social statuses networks dominate information status, the desire for (inter) active audiences, to a lesser extent courteous responses to contributions from other users and emotional responses. There is also a reflexive positioning, focus of the authors statuses on themselves, over mixed positioning of themselves and others users.		To formulate a strategy for social networks regarding social harms, and to support creation of spaces for another forms of communication.
SK241	Applications of social media make work and life easier for some activities. A child who does not have a smartphone may feel socially excluded and finds this situation challenging.	Continuing research in line with the dynamic development of technology applications. Social media rapidly expand and change and create a new, alternative virtual world.	To integrate into media literacy programmes curricula about the risks (and a prevention) of social media use and utilisation and the virtual world challenges.
SK233	Based on a computational analysis of their websites' content, this paper presents a system and an analytical tool to identify contentious frames and predicts online escalation between radical right and liberal political parties. The authors model the type and volume of spikes by these ideological opposites in Eastern Europe using Slovak parties as a case study. They train a predictive classifier to discover contentious and ignored frames of each ideological camp and predict online escalation. They show that the classifier achieves an average predictive accuracy (F-measure) of 82.8%. They also present a qualitative analysis of the identified frames. Contrary to most studies of political extremism that focus on largely 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 at predicting sudden bursts.	In the future work, by matching diachronic online media to real-time events data to build predictive analytics to determine which types of spikes in which contexts precede which types of real world outcomes. Perhaps it would be useful to distinguish among specific traits/indicators, based on ideas, themes and real solutions, not by a possibly biased designation of political parties - extremist or liberal.	.
SK232	The authors present a draft of the course aimed to help teachers of primary and secondary schools in raising their qualification in the field of teaching of robotic builders as part of the teaching of informatics curricula.	To study and research the effectiveness of the work of teachers with pupils regarding handling (usage) with new information technologies, social media and the virtual world.	Increase the education of teachers able to prepare pupils to work in the virtual world, on social media and with new applications.
SK230	The authors describe specific aspects of social networking. The main attention is focused on social networking as a marketing communication tool and more specifically on the social network Pinterest. The importance of Pinterest is that both dealers and brands can present their products in a different way and in a positive way to influence the perception of users as potential customers.	It would be worthwhile to identify which social media, at what time frame and for how long, can help present and sell products on the market the most successfully.	Is it necessary for each company to make marketing through social networks? Will their marketing be equally cost-benefits effective? How is it possible to determine effective policy in this regard?
SK227	The authors analyse the experience of the high school and university teachers with using social networks for supervising students. They aimed at mentoring of	To continue in the research on utilisation of social networks for supervising students by expanding to larger groups,	Experimentally introduce usage of available results into practice at schools.

	small groups such as student theses and group projects. They performed a qualitative and quantitative study along with an experiment of using social networks in supervising.	elementary schools, more schools in general, and then to compare results at individual levels of schools – elementary, high school, university.	In the case of positive feedback/results, consider possible extension of the project to other schools.
SK226	This paper describes the significance of text analysis from the social networks for decision-making support and thus towards obtaining of competitive advantages for companies or organizations. The main goal is to describe the usage of topic modeling methods and visualization techniques suitable to support decision making processes in organizations.	Does the appropriate visualization of data have the same impact/consequences and advantages in all sectors of the economy and society?	N/A
SK220	The main goal of this paper is to increase effectiveness of the mutual communication between lecturers and students in the supervision process. The authors suggest an integration of available tools into decentralised system similar to a social network. To support and verify findings authors have designed and implemented SchoolSpace. All lectures appreciated the high level of the mobile application user interface design and at the same time they highlighted the used standards and conventions from the user interface of the web application. All of the students appreciated the mobile application.	What are the additional options of implementing social media in communication between teachers and students?	Consider policy study/paper on to what extent (size) can social media replace direct communication between lecturers and students in the future? How will the future teacher-student communication model look like?
SK219	The goal of this research was to determine the level of use of social networks by college students in Slovakia. Part of the research was also to discover the effect of social networks on job searching of a selected sample of students. The research was conducted on a sample of 407 Slovak students. Nearly 90% of respondents used the Internet for job search at least once or it is a way how they search for a job regularly. It was found out that job search via social networks was not so widely used among respondents.	Why is not job search via social networks widely used among respondents? Or has situation changed?	Can social media really be a major actor in the search for and obtaining work in the future? How are government-supported online job search platforms responding to this challenge?
SK214	The authors dealt with the latest trends in the process of employees' recruitment based on application of possibilities provided by the ICT. They identify the relation of Y generation towards ICT and point out at opportunities to address potential employees from this generation by companies via their preferred social networks. The data confirm the high dependence of generation Y on social networks. Slovak human resources managers more frequently use new ways to recruit employees which might become proper ways how to employ young talented people.	Is it a new phenomenon of Y generation or of their current age (habits can by maturity and development change)? Do, for example, low ranking universities search actively for talents through social networks? If no, why this is not the case?	Is it possible to apply a job recruitment policy to the Y generation, with some adjustments, for all generations? How to properly set up fair job recruitment policy for everyone?
SK213	The authors attempted to understand the hidden trends and various developments in data from social media and extract possible new and interesting knowledge for business purposes. For this purpose, the authors used data from two different social networks: Twitter and Tom's Hardware. The completely analytical process was performed in line with CRISP-DM methodology; the authors selected the suitable methods of machine learning and exploratory data analysis to get the expected results. The best-achieved accuracy was higher than 95 %.	It would be worthwhile to expand research by using data from other social networks, and compare them.	The EU and national governments, as well as specialised agencies, might consider further utilisation of social media data.
SK211	The author proposes a pragmatic framework for evaluating sanitization systems in real-life and use of data mining utility as a universal measure of usefulness and privacy. It uses sanitization method with the aim to prevent attacks on	How can these suggested sanitization methods (systems) prevent abuse of personal data in general and in the future? Are there perhaps alternative methods?	Can governments and their agencies, or educators, help in assessing privacy settings from the user's perspective or help the user to handle the privacy risks properly?

	personal data while maintaining usefulness of the data for legitimate users. It shows that using data mining algorithms increases their proposed adversarial gains.	The follow up research would be useful.	What are today sensitive personal information and what should not be considered as such?
SK208	The article describes the issue of media literacy as a way to education of the young generation and a better understanding of media content, it also approaches to media literacy in some European countries and especially in Slovakia. The analysis shows that performance standards are related to media education only within specified topics.	Are there appropriate assessment exchange experiences/reports among EU MS or other measurements tools as integral parts of media literacy education?	There is a need to develop common goals into each learning area, to specify them as detailed as possible in all subjects and grades, to name activities, and set outcomes of learning areas of individual subjects reasonably and clearly.
SK207	The article provides results of monitoring the ownership and exploitation of mobile communication devices and social networks within the pre-service teacher preparation at the Faculty of Education, University of Presov in Prešov, Slovakia.. The research sample consisted of 473 respondents who answered by the method of questionnaire.	To extend research to other faculties/ universities and compare results.	How did the Faculty of Education react to the results? Did they integrate them into their policies and approaches?
SK205	Promotion of the company, products and services through the social networks provides benefits that cannot be achieved by an advertising campaign in other media. The key to success is the efficient targeting of the 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 company can benefit greatly from its communication on the social network. Given the fact that fans of the social network respond actively to its range of products and recommend them further, it becomes thus an important source of information, bookings or purchases.	Are the benefits of using social media in every segment of the economy and in each kind of product the same? What are the differences, causes and perspectives?	Is it possible to determine any minimum common strategy and tactics for each segment of the economy, or any kind of product, the segment must have a specific?
SK204	The article deals with an analytical view on social networks used in tourism. The main aim is to find out and point to the chosen marketing activities with orientation to e-activities of Slovak tourist information centres in the Slovak regions in chosen towns in tourism area. It is observed that an important factor in this case is the gender of the respondents. Statistically, it was 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.	Are the results of Slovak tourism research comparable to international ones? It would be worthwhile to compare results from other countries to achieve generally valid results and patterns.	Is it possible, based on the results achieved, to have a strategy for social networks valid in Slovak or international tourism?
SK202	The paper focuses on how internet activism can help to solve environmental issues such as littering, light pollution, vandalism in an urban area. The city of Bratislava was used as a case study. The Bratislava case confirmed a relatively small degree of interest from citizens to actively participate in solving environmental problems. In addition, the paper argued that the rise of Internet activism through social networks and public perception of active support does not automatically lead to an increase in the success rate and/or achieving the objectives of environmental groups.	Because social media - applications and usage - are developing dynamically, would it be useful to repeat the research? What are the results in other Slovak and European cities?	If the experiences in other European cities are different, what policy is recommended to Slovak cities? Can it be further specified?
SK201	This study points out a relatively common negative occurrence in the Slovak society as well as in Europe in general. Various parties, associations and movements use the social networks to promote their ideas and to manipulate by many the society. There is a great need for individual awaking and for educating	In further research, if the social media and legacy media cause of this phenomenon, this should be more specifically identified.	What should be the strategy to fight against anti-Semitism, racism and xenophobia? Or is there any in respect to social and legacy media? How to proceed in education at schools, in the media and

	all age categories who find themselves in the circle of influence and power of mass media. We witness a dangerous phenomenon in Slovakia, wherein the promotion of the ideas of anti-Semitism, racism, and xenophobia is coupled with an emphasis on the Christian religiosity, or more precisely, pseudo-religiosity.		in civic activism?
SK196	This study deals with privacy risks by publishing information on social networks. The authors surveyed already available measures that assess privacy from the user's perspective or help the user with the privacy risks and related decisions in social networks. These examples and experimental results show 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 add 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 assessed users.	To continue in the research in line with the dynamic development of social media, related threats, and the adoption of means and laws to protect privacy and laws.	
SK195	It shows that the introduction and use of enterprise social networks is advantageous for companies. Since the creation of user profiles with their personal information, features of discussion forums as questions and answers, creating of shared documents in the inter-cloud-based solutions, subsequently sharing of created documents, sharing of knowledge and creating new ideas are tools for generating benefits for companies by their employees. Those advantages are 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.	In future research, to analyze a particular case or to bring concrete data confirms hypotheses or arguments.	Is there a general model (strategy) for well-functioning enterprise social networks?
SK192	It describes the present status of text-mining in communication content. In this context the interconnection of term and style based approach is being emphasized which by their mutual connection create an opportunity of theme identification and author identification of the conversational content .	The article itself is of an older date and therefore it is important to define a new status based on new knowledge and to determine possible tracking in this very dynamic developing segment. Will it be possible to identify based on the author's content and style? What is needed?	To develop all instrument to prevent authors from publishing, spread and distributing anonymous texts.
SK190	This paper focuses on methods of machine learning, particularly on regression analysis to solve a problem of authority identification within social networks. The weighted opinion analysis could multiply the measure of positivity of a given contribution with the weight represented by the estimated authority value of the contributor, who is the author of the given contribution. Thus, the opinions of authoritative contributors would have greater influence on the summarized opinion.	Are there or can be developed tools to limit the fact that the opinions of authoritative contributors would have greater influence on the summarized opinion?	How to defend against undemocratic tendencies based on the published results?
SK152	Philosopher points at a contradiction: on the one hand, society turns away from traditional forms of communitarianism, on the other hand, there are emerging new forms of collective intelligence. Does it mean that there is emerging a new form of collectivism or can we rather speak about isolated hamlets of thinking?	This interesting contradiction needs to be further researched because the forms of communication themselves are still developing dynamically.	What consequences can a new form of collectivism have for democracy?
SK140	As part of this paper, the authors presented the design and implementation of	Do the same analysis in other election countries and	Can communication via Twitter be a unique policy tool to

	the web application for analysis current data. The selected domain for processing was Twitter data on the presidential election in the US in 2016. There were implemented several visualizations within the application and output tables to compare different aspects of individual candidates presenting themselves in the elections.	compare the results and impacts and the importance of communication via Twitter.	talk to citizens directly and bypass classical forms of journalism?
SK139	The main objective of the work presented within this paper was to design and implement the system for twitter data analysis and visualization in R environment using the big data processing technologies. Our focus was to leverage existing big data processing frameworks with its storage and computational capabilities to support the analytical functions implemented in R language.	N/A	N/A
SK134	We propose a new method for supporting the exploratory search on the Twitter social network. The method copes with several challenges, namely brevity of microblogs called tweets, limited number of available ratings and the need to process the recommendations online. In the experimental evaluation, we showed that it is possible to learn how to interpret implicit feedback even if the observed items are short messages optionally containing URLs. Experimental evaluation also showed that the proposed method reached overall success rate of 68.02%.	Is this kind of approach is appropriate and suitable for further research?	N/A
SK131	The research was conducted by semi-structured interviews with a small group of respondents. The findings showed that in the initial stages of the partnership, Facebook can have many benefits for young couple, but when the relationship mature, it can be the source of many conflicts stemming from the partner's various activities in this online environment. The role of Facebook in relationships does not stop even after breaking up - precisely when it is used by former partners as a valuable source of information	It is worthwhile to examine the usage Of FB in partner relationship of mature or older people.	How to support benefits and how to suppress negatives of FB for young people?
SK128	The article deals with the possibilities of obtaining data capturing population sentiment at social networking Facebook. It examines ways of analyzing these data and the obstacles that this analysis faces. Based on a review of the data acquisition and analysis options, it selects a specific approach - determining sentiment based on responses on the Facebook social network. It has failed to prove that weather would have an impact on the global sentiment determined by reactions in the Facebook. For benefit one can consider a functional download program from Facebook. On them then we can then calculate the ratios of the number of individual reactions in the Facebook social network, which tell us the degree of global sentiment in the form of the number of individual types of reactions carrying a positive, neutral or negative sentiment.	The calculations could be improved - for example, by taking into account individual countries and their local weather, or it might also be interesting to include comments on the comments on the calculations contributions submitted and put into use on one day (this research on May 5, 2017).	N/A
SK124	This paper offers findings based on analysis of data drawn from a 2015 survey of 286 children and adolescents in Slovakia. This study investigates what the patterns of use of Social Networking Sites (SNSs) are among Slovak children and adolescents. Factors such as sex, age, time spent on the Internet, viewing SNSs as a freer place, and experience with cyberbullying were taken into consideration. Online communication, in comparison to face-to-face communication, offers more controllability of self-representation and selfdisclosure. More than one third	In the next study to analyse why more than one third often visits SNSs without any serious purpose.	Why are girls are more prone to spend more time using SNSs like boys?

	often visits SNSs without any serious purpose. This is particularly important for adolescents. Girls are more prone to spend more time using SNSs.		
SK105	Number of users and devices connected to Internet respectively volume of global data exchange have been significantly increased, what create oportunities to violate criminal activity. The scientific study focused on criminal claim aspects of criminal activity linked to propagation and gathering information in Internet. Insufficient computer care, low computer literacy and knowledge of Internet and service principles, ignoring privacy and sensitive privacy rules, ignorance of the threats that ICTs and information systems are exposed on a daily basis are the gateway to becoming an undesirable victim of the attack.	This study was focused on V4 countries. How is a situation in Slovakia in comparison with other EU countries in the area of criminal activity linked to promotion and gathering information in public internet?	To educate, especially at schools, about computer literacy and care, about functioning of of Internet and service principles.
SK102	The aim of presented paper is to evaluate conative aspects of communication in relation to social responsible behaviour of celebrities within the scope of content analysis. Celebrities were not engaged only with non-profits, but also they acted socially responsible by themselves or by work. We noticed that important employees, writers and dancers are congruent more often than actors, moderators, musicians and athletes. Numbers of social responsible posts followed this lead. Interesting finding of this paper was that Slovakian celebrities jump theme from one burning issue to the other and due to this they cannot become experts in some special field of social responsibility.	It is worthwhile to compare the situation and the results in Slovakia in this interesting area with other countries in the EU or in the world, or globally.	N/A
SK101	The paper compare the results of election polls and preferences of political subjects on the social network Facebook within Facebook metrics and sentiment analysis. Comparison of selected political parties were realized between data from official Facebook pages of political parties and election survey conducted by the Agency FOCUS.	It is recommended the implementation of statistical quantitative surveys and qualitative analyzes on the Facebook Social Network and Electoral Surveys in Dependence from actual election results.	Check and correct possible false or misleading infomration about election polls on FB and social networks.
SK099	The purpose of this study is to explore how successfully merchandise retailers utilise social networking for managing their external communications with users. We analysed the properties and topics of 4 mecrhandise retailer posts on Facebook sites. We conceptualised success in online communication. The weakness of the methodological process of sentiment analysis is the ambiguity of assigning polarity expressions. The analysis shows that the best ranked statuses were in the category of advertising, sponsorship and PR, worst sales support, e-mail marketing and socially responsible marketing.	To consider other methodological proecesses and approaches in further research and to expand the research into other sectors of the economy.	N/A
SK051	These social networks are gathering information about us but only few of them provide a service for checking what data are being held about us. This paper describes creating semantic layer for such a tool; deals with Facebook Graph API, Semantic Web technology, OWL and describes the Facebook Ontology: a formal framework handling Facebook profile-related information including profile's edges like albums, videos, events, etc. The paper also shows how to deploy this ontology on triple store and how to query it for requested knowledge.	N/A	To adopt and to tighten rules against the misuse of personal data and to protect them.
SK049	The paper deals with intercultural marketing, which is a combination of two different phenomena -marketing and culture. The use of standardization and	To continue research and to elaborate into more details and comparisons of cultural specifics and differences on social	To propose and to design an effective and specified strategy for marketing managers that can be specifically

	adaptation is not related to the efficiency of marketing communication of individual Facebook profiles. One of the factors that determine the efficiency is cultural specifics visible by cultural forms which were interpreted for each selected culture. The contribution and the originality of this paper lies in providing theoretical and practical information about cultural differences on social media not only for marketing managers operating in different cultures, but also for researchers interested in intercultural marketing. The data come from a research conducted online focused on Facebook. In total 2606 posts on twenty Facebook profiles of selected automotive companies were analysed.	media for each selected culture.	applied to different cultures.
SK048	The aim of this paper is to present the issue of crisis communication under the newly created conditions of social media and evaluate the importance of social network site Facebook for crisis communication on the Czech market. Men incline to complain over Facebook more than women, even though the user ratio is almost accurate 50:50. The reason for this refers back to the nature of both men and women. Men tend more to the urge to show themselves off and present their knowledge publicly. Women on the other hand tend to circumvent the technology as such and when possible, prefer complaining in person. Correlation between age groups and the usage of Facebook have brought expected results. The young people, sometimes called "digital natives" are very skilled in the digital world and using these channels is for them very convenient. As this generation grows older, the heavy usage of digital media shifts to older age groups as well.	Repeat and expand research on the same subject with the aim, whether the obtained results will be confirmed.	Is there any strategy or policy to distinguish between the behavior of men, women and people of different generations in accessing social media?
SK047	The aim of this study was to identify and then interpret the basic preconditions for effective use of the social networking site Facebook as a marketing communication platform for small and medium-sized enterprises (SMEs) operating in a selected Central European market. The findings and information presented in this contribution can help improve our understanding of issues related to the effective implementation of resources (time and finances) by entities using selected marketing tools, particularly marketing communication in the context of the social networking site Facebook for the purpose of promotion and branding.	The biggest limitation in the research process is the mainly local nature of the data sources. The issue is, how significant effect has this limitation on the quality of the research. The challenge for the next research, because a development in the segment of small and medium-size businesses is fast, new technologies are coming, etc	Is it sufficient for the efficient use of selected marketing communication tools on Facebook only improving the expected user interactions? Could based on this study, or on similar studies, suggest a strategy for a small and medium-size enterprises on social networks?
SK046	The discourse analysis of a single Facebook site with anti-Roma focus during nine days of December 2011. Not surprisingly, anti-Roma attitudes prevailed, although there were also comments of polemical type. The authors characterised typical features of anti-Roma micro-discourse too.	This research should take up a longer time zone, more resources, and to be continuously repeated.	What measures should the government take to prevent anti-Roma attitudes?
SK045	The first part is focused on social communication in relation with online environment defined by theoretical concepts. Throughout the process the social media had evolved and specified which form their identity to prevent a significant influence of the competition, support the outreach on users and other indicators. The second part constructs ad content on Facebook social network, which supports whether the propagation itself or the tools used for social media monitoring.	What is the aim – primary, main, second, third – of Facebook and social networks? Communication? Propagation of itself? Journalism? Changes in time.	To adopt new rules for online journalism.
SK044	Facebook brand pages have become a major channel through which consumers	In the further research, to focus on certain specific relevant	Prepare laws and rules in the EU to restrict or to ban hate

	can interact with brands by liking and commenting on posted content. Since one post can gain thousands of responses, there is a need for a compendious scientific method of analysis in order to gain better understanding of customers. In this study, one of numerous digital metrics – sentiment analysis both in theory and in practical application was presented in a specific national environment. Seven hundred and twenty Facebook posts of the eight most common grocery chain stores in Slovakia were analyzed resulting in total of 59,967 comments categorized by the number of likes, expressed sentiment and relationship to brands and types of communication mix tools. We detected 3,8% of polarized sentimental reactions with the dominance of positive sentiment over negative sentiment observable throughout all parts of analysis.	areas and topics.	speech and comments on the social media, FB.
SK043	Social media bring benefits especially to the small and medium- sized enterprises because they provide quite a user-friendly environment for promotion and marketing activities. While classic marketing media like commercials and printed ads are expensive and often don't reach enough people, the costs for advertising and marketing on the social sites are incomparably lower. Also the affected audience is much wider.	It would be worthwhile better elaboration of data and better clarification.	Should Facebook be used by companies, because it is most powerful and effective social media?
SK040	When it comes to direct purchase of a product promoted on Facebook, the survey shows that the ratio between those who bought the product based on Facebook advertising at least once and those who did not do that is 1: 2. But at the same time, users are advised by other users who have shared their product experience with Facebook on Facebook.	On the basis of the sample obtained, there is room for further research, focusing on other age categories, which may have other results, as young people prevailed in this case.	Should businesses let them build a Facebook page and actively communicate with their potential customers?
SK039	This article uses content analysis to identify the extent of users' involvement in the corporate communication on the social network Facebook. The analysis shows that the criterion for the success of the post on the largest social network Facebook is an effort to maximize the involvement of users in the corporate communication through the indicators and instruments "likes", comments and share. The positive values of correlation coefficients indicate the importance of users engaging in activities of companies. Therefore, the possibility of sharing users' posts and the subsequent impact on the number of "likes" seems to be highly important tool for raising the Engagement Rate.	It would be worthwhile to repeat the research because it is an older date and to compare the banking institutions with other financial institutions or other similar sectors, respectively. To compare with other EU countries.	To design a model of the most effective use (what is useful and what not) of social media, Facebook, in corporate communication.
SK036	The paper deals with the fact that Facebook use three non-profit organizations in Slovakia with regard to the evaluation criteria, reflecting the best of the organization on the social network. The analysis carried out on three nonprofit entities shows that they are not adequately promoted at present and exhibit significant shortcomings	Why is currently the application of on-line marketing communication activities not fully established in the third sector environment in the form that would be desirable?	Based on this research and findings, how strategy could be used by all non-profit organizations?
SK034	Presents a case study of a commercial Facebook post of a business entity with the individual metrics and interpretations. It is important to interpret correctly various metrics for the optimization of new posts in order to increase their reach and attracting users. Demographic information about fans on the social network Facebook suggests that female fans slightly outweigh their male counterparts, which is also reflected in the questionnaire	Repeat this case study and compare the results whether the results will be confirmed, how the rapid development of technology and the expansion of social media will change data, respectively to modify the questionnaire.	Prepare rules in the EU to restrict hate comments in the social media in the business sector too.

	survey that was conducted for the very purpose of this case study. In terms of age of users, the study shows a similar trend.		
SK033	Describing aspects of social media as a tool of marketing communication as well as of customer support. Focuses on Twitter. Twitter profile of an organization as a communication channel represents a suitable complement within its communication mix, helping to build the positive image.	The research should be more specified in the time period and in the area, possibly a case study in a country.	It would be useful to define what is actually communicating via Twitter, what are its positives and negatives, how to critically perceive it in the public domain, not to overestimate it - one-way information/screams.
SK032	The aim of presented paper is to evaluate affective aspects of communication in relation to commercial messages within the scope of sentiment analysis. There wasn't a statistically significant correlation between the expression of negative sentiment through Facebook Reaction scale and number of negative comments in posts and same lack of correlation was found for surprise icon marked as emotionally neutral and number of neutral comments. The analysis showed a statistically significant positive relationship between the selection of positively charged Facebook Reactions icons (like, haha, love) and number of positive comments for particular post.	In the further research, specify comments and icons by generation, the development of the young generation and the younger generation coming.	N/A
SK028	The authors aim to identify the latest opinions regarding theoretical backgrounds of the current review of available platforms in the field of social media with a focus on social networks and how companies can use them for marketing communications. At the same time, the authors present the evaluation of the effectiveness of communication activities of Slovnaft. Slovnaft is a part of MOL Group and one of the key businesses in the Slovak market. It is also an integrated refinery and petrochemical plant, which is among the key industrial business entities in Slovakia. The evaluation is based on data of Facebook, the most famous social network, through Like Alyzer portal, which allows us to compare Slovnaft results with its largest competitor in the Slovak market - OMV Slovakia.	Why is the sphere of international marketing communication and effective use of social networks in this specific sector – refinery and petrochemical plant . a way to be successful and competitive in the uncompromising environment of international markets? Is not it possible without them?	Based on this research, can social networks in petrochemical sector break down the borders of intercultural communication?
SK027	The aim of our research was to find out how young couples use social network site Facebook and what is the role of it in their partnership. The research was conducted by semi-structured interviews with 12 respondents (6 couples), aged 19-26 years. FB can be beneficial in early phases of partnership. However, in a more developed phase of partnership can be a source of conflicts that have origin at the very activities on FB. The role of FB is important even after break up of relationship but it serves as an important source of information. However, in general FB's impact is modest but not marginal(this topic is repeated later on).	Certainly to broaden the number of respondents to give research value.	Can FB help to build partnerships, keep them and keep friendships after break? Can FB design an approach or a model?
SK019	Analyses the potential use of Facebook at the Slovak market and its position in the marketing mix of a company. Introduces results of performed survey. Results show preference for partial engagement of consumers mostly through the use of "like" and "comment".	It would be worthwhile, to repeat the research to confirm data and results, because social networks, technologies and applications are developing fast.	Companies should pay attention to Facebook, to make a model of communication, as they need to communicate actively with potential customers.
SK018	This research positions social media marketing strategy and strategic actions in the context of the marketing organization theory, and discusses the impact of the	May firms benefit from boundary-spanning social media activities – e.g., activities contributing to commercial or	Companies could integrate other social media activities into customer-value processes – such as CRM, SCM, or

	incorporation of social media on the concept of marketing organization. The study offers valuable theoretical insight on social media marketing actions and the deployment of social media marketing strategies in companies. The investigation also provides hints about how to maximize the benefits from social media marketing for customer-oriented, market-driven organizations. The framework suggests that companies may capitalize on the potential benefits of social media and their distinctive capabilities to enhance relationship with customers, supply chain, or business partners. Nevertheless, since social media marketing activities influence, and are influenced by, the social activities resulting from the interactions with social network actors or users, there is always the possibility to fail to react properly to consumer or user responses.	purchasing processes?	product innovation – via collaboration with the online brand community.
SK012	The author presents gamification as an online marketing technique to support user engagement into the service or use of the product - the use of library services. The gamification itself does not guarantee user engagement or education of students. It is necessary to have a clear target, carefully plan and implement the gamification project in a way to achieve the desired effect. Gamification does not necessarily require complex technology or huge investments. It is sufficient to use in a creative way with a custom-made library, social media and networks as Facebook, Pinterest, Gowalla, Foursquare or SCVNGR.	Why does not gamification necessarily require complex technology?	It is necessary to have a clear target, carefully plan and implement the gamification project in a way to achieve the desired effect.
SK009	This article deals with the analysis of the scientific and professional, foreign and domestic sources focusing on the new online social media. Online social media play a significant role in academy field as well as in business. In order to clarify the importance of online social media in the academic environment, their potential in science and research can not be forgotten - particularly in networking and sharing knowledge. They are also important in disseminating and using this knowledge by solving real problems in economic life and innovative processes. Interaction - academic soil versus economic practice - can be an indicator of the competitiveness of the given subjects during the application of theoretical knowledge in practical activities.	It would worthwhile to specify how using knowledge from science and research can help to solve real problems in economic life and innovative processes.	Managements in the academic environment should promote the dissemination of knowledge and academic communication through online social media.
SK008	Social media allow people to perceive new ideas or to share information with others anytime and anywhere. The aim of this paper is point out the possibilities of using social media in education. The survey by a questionnaire method has been accomplished in April and May 2015. The survey results are presented in a proposal of possibilities how to use social media in education. The focus is to ensure specific activities by using more significant incentive components. Social media are changing the single way in which people learn and think about, what it means to know something. Open education through SM requires proper intercultural understanding. Younger generation is the consumer rather than the creator of information. Its typical features are mosaic-like combining of parts of texts ("cut and paste generation"), independent learning and preference of interactive social media. Such behavior sometimes violates traditional respect for copyright and	It would be worthwhile to create multiple target groups on upper primary school, secondary school, and universities, and to explore educational opportunities of open education through the social media in the online class.	To create test conditions in school system (target groups) for open education through the social media and then to evaluate using them in the online class.

	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 maximize 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 for their ability to share information with each other.		
SK0 05	This contribution justifies the need for the development of media literacy as a specific personality equipment in the current context of the information (medialized) society. Media literacy as a response to the needs of a human living in a Media society. Apply strategies for the development of Media literacy (competencies) of individuals of different age understood as strategies for the development of ability to value-selectively and responsibly treat Media	To elaborate a detailed study of media literacy competence and ability at lower and upper secondary school in Slovakia with the aim find out the real state of this issue.	There is a very low level of Reading Comprehension among students in Slovakia. Therefore it is necessary to begin increasing this ability and competency (what is part of media literacy) from the lower primary school in the Slovak education system.
SK004	The paper deals with the phenomenon of proliferation of banality in the contemporary massmedia texts, sounds and images. The author's point of departure lies in editorial self-regulation of visualization of these texts, sounds and images considered as a panoptic – synoptic normalization consequence of the massmedia professionals as well as their audience. Technologicalization of the mass media has undoubtedly influenced the form of visualization of texts, sounds and images in modern journalism. Its consequence is the retreat of contextual visualization from the pre-internet analogue era in favor of the current form of visualization of thematic sets of surveys, which apparently does not need the context, but creates ontological plurality of the mediated topic.	How it has developed the proliferation of banality in contemporary mass media texts, sounds and images against or from the internet analogue period, or in the last years. How did it affect and change the details of journalistic procedures in the case of Slovakia?	Should not we proceed to labeling what is high quality, what is bad, poor and what is absolutely not journalism by some central authority, eg. journalists' association?
SK003	Many recipients are not aware of the simplicity of manipulating information in social media. In addition to information on social networks, the public relies on so-called civic journalism available on blogs or reviews of products within discussion groups. Social media is only a channel, and the level of information depends mostly on the users. However, it is reasonable to consider that cases of manipulation should be brought to public attention, for example, by including them in the curricula for information/ media literacy - the subject taught at secondary schools. This would prevent uncritical confidence on the part of users of not only traditional but also social media.	In the further research, focus on specific cases of manipulation on social networks in Slovakia.	Steadily inform, remind, warn and educate on possible actual, specific and general manipulations on social networks.
SK002	Credibility of social media can be viewed from three perspectives: media credibility, source credibility and credibility of the messages or content. Basic general factors that affect credibility, are cognitive factors such as expertise, reliability, relevance and reputation. Technical quality includes surface attractiveness, usability and other factors. Both types may be combined in institutional quality. What makes credible the users of social media is the appearance, especially information in his profile, photo, expression, scope, content and style of the posts and statuses. Also his activity - the frequency of	It would be worthwhile to focus not only on basic and general attributes of assessing the credibility of social media and the relationship of motivation and credibility in the social media environment, but to focus on the specific cases.	Steadily warn and educate on possible specific and general manipulations on social networks and pay attention to education about media literacy, especially in schools.

	publication and comments and his reputation, like social status, level of feedback and interaction with others, visible through the comments and other forms. Selected online tools for supporting the evaluation of credibility use the knowledge of differences in motivation and purpose of the evaluation of source and content credibility on social media.		
SK001	The paper is focused on analysing the issue of the Facebook reaction buttons as a form of hate speech. Pressing these buttons can spread hateful content through Facebook and disseminate extremist ideas. Currently, technologies are so much sophisticated that it is enough to do just one "click" on the computer mouse, touchpad, or display and the content is disseminated. Steadily pressing FB reaction buttons should not be qualified as criminal offence because the social impact of this act is negligible and it would fail in the test of necessity in a democratic society.	Should not social media be treated in a cooperative manner? Should not social networks create their own sanction system when all users have to accept their rules and sanctions for violating the rules?	There could be three possible de lege ferenda solutions: 1. To differentiate committing criminal offence via mass media and via the Internet, with the possibility to apply material corrective in case of the Internet which would be very complicated and would need to novelise the whole Criminal Code; 2. To reduce the upper term of imprisonment, so mentioned crimes would become minor offences and material corrective could be applied; 3. To add another qualified subject matter of criminal offence of Condoning a Criminal Offence according to the Section 338 that would include element "steadily", with the possibility to apply material corrective; this is an issue for a special paper

UK

	SUMMARY	TREND/FOCUS in FUTURE RESEARCH	POLICY RECOMMENDATIONS
UK 001	It is now possible to turn news into a conversation rather than a lecture. This however could lead to poor quality journalism with the focus upon the commercial as a pose to the ideal. The article coins the phrase "Churnalism" to describe this. 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. The article asserts that for journalists there is a growing awareness of building a personal brand on twitter this gives them the focus of securing brand loyalty and securing their position as a watchdog. The article then explores the upsides and downsides expressed by the staff of two local newspapers in a case study. The results found that there were a number of challenges to the use of social media in news gathering (certainly within the relatively small organisations used for the case studies) among these were the following points: The danger of the reporter expressing their opinion at the expense of impartiality. The reporter as a brand and being aware of building their own brand for commercial gain. The time involved in using social media. This is taking time away from filling the newspaper with content. This was of concern as the readership of newspapers was to some degree known however when the reporters were giving their time to the social media platforms the readership was an unknown quantity; this was seen to be a drawback. Study into the use of Twitter by these newspapers revealed that there was a definite trend towards traditional as a pose to	News organizations emerge that provide poor quality journalism including both so called churnalism and curatory social media picking. Research that identifies, possibly classifies and quantifies such models should be supported.	Initiatives that foster fair and quality journalism should be supported, encouraged and provided. However, that does not exclude exploiting the social media in the process of systematically creating of professionally well-made newscast and commentaries.

	individual tweets when reporters used twitter emphasising the slant towards the traditional gatekeeper approach. The web activity for news outlets still revolves largely around building and supporting the media brand and directing traffic to the website. It is a promotional tool first and foremost and not a tool for interacting with the audience. 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.		
UK 010	On the case of Destination Local, a Nesta program with supported projects, the author illustrates validity of previous works. So-called location-based services have emerged out of the particular material and discursive field of the Internet industry, for which 'location' has become a keen subject of discussion, research and development. And there is an ever-widening range of experiments with mobile media and locational platforms by various public and third-sector bodies aimed at enhanced engagement, participation and governance. Hyperlocal media is an emergent form of hybridizing media – where older and newer media logics 'blend, overlap, intermesh, and coevolve' (Chadwick, 2013). The deeper issue was reckoning with the complex, layered ecosystems of existing platforms such as Google, Facebook, YouTube and Twitter - that already circulate and order substantial amounts of geospatial content. Particularly in disadvantaged localities with weak local journalism, associations of community (part-time) reporters might be the initial 'seeds of a different news infrastructure'. At the same time, continued debate over future of media regulation sets out proposals for a regulatory settlement flexible enough to support both existing and emerging media consumers and providers across platforms.	Hyperlocal media, a form of (multi-layer) hybridized media, with their part-time reporters could bring a news infrastructure particularly in disadvantaged localities. Research related to these media, their profiles, activities and operating locations should be supported.	Hyperlocal media, a form of hybridized media involving local community reporters and other actors who use a variety of communication and informational channels – social media in the first row – should be used for communication with local communities.
UK 014	Results indicate that regular use of varying SNSs and attention to certain political content—for example, newsfeeds about student-fee activism—have a positive weak association with off-line formal and activist participation and a considerably stronger association with online “slacktivism.” Moreover, exposure to SNSs was found similarly high across respondents. However, those with typical demographic and psychographic markers of participation (e.g., upper socioeconomic status, early political socialization) showed significantly greater levels of engagement with political content and off-line and online participation. Together, these findings suggest that frequent social media consumption is linked to a minimal and narrow mobilizing impact. The document shows some examples that were not accepted by society and explain the failed “revolution” movement.	The social media consumption has a weak mobilizing impact but respondents with typical demographic and psychographic markers show significantly greater levels of engagement with political content and off-line and online participation. It is desirable that future research would go further in uncovering more precise structure and weight of individual demographic and psychographic markers of young people as concerns their relation to political and social engagement both online and off-line.	Effective forms of media education and initiatives leading to the adoption of more citizenship-conscious attitudes by the young people should be supported instead of “slacktivism”.
UK 019	Along to the archive research, semi-structured interviews were carried out with nine serving senior civil servants - communications or policy specialists. According to one respondent “the biggest single change has been the arrival of social media (as) a way of getting our message out more straight-forwardly”. This is more than simply adding more complexity to media management or shrinking the response time. Respondents sensed a profound change to the „old“ media-dominated model.	Future research into the mediatization of policies of government should examine the backstage and deeper levels of policy development and administration, and to consider not only adaptation and response but resistance, to mediatization.	In the struggle for public attention, governments see social media as a mechanism for producing their own news, bypassing the ‘prism of the media’ and going direct to citizens. It is crucial to examine possible risks this poses for government accountability, transparency and efficacy.

	<p>Possibility of using graphics and video footage was appreciated, too. "Government websites are now news outlets," one respondent said. At the same time, there were risks, as "the space in which people are operating is potentially much more exposed than it was". Here, there can be seen 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 that rival 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. This could also raise questions about the transparency.</p>		
UK 024	<p>The findings emphasise that not all social media tools have the same affordances. For an academic who wishes to develop his/her online presence, the choice of which academic SNS to use may be informed by the disciplinary differences observed between Academia.edu and ResearchGate. However, their connecting potential is limited compared to Twitter, so it is recommended that academics host their identity and files on academic SNS but also share links to them through Twitter. The tools are particularly helpful for early career academics, and for those who actively engage with the platforms; this can go some way to raising a profile beyond the academic hierarchy. The ways that academics conceptualise the sites and build their networks may be at odds with what the sites themselves seek to achieve. Academic SNS do appear to succeed as a way of hosting a formal academic identity and publications, and as such provide an important platform particularly to early career academics and as a type of publishing platform. Further attention may be needed to assist in mechanisms to help academics connect as at present, the main academic SNS do not offer suggestions for novel connections.</p>	<p>The lack of difference in relation to academic disciplines may be indicative of a larger cultural shift towards embedding digital scholarly practices. Furthermore, the links between strategic use of tools, particularly Twitter, and formal academic institutional constraints and responsibilities raises a question of how Twitter may be being co-opted and reshaping other professions.</p>	<p>Academic SNS do appear to succeed as a way of hosting a formal academic identity but rather as their publications, and as such provide an important platform particularly to early career academics and are succeeding in their goals to act as a type of publishing platform. However, if the social network structure is an important part of an academic SNS, further attention may be needed to assist in mechanisms to help academics connect.</p>
UK 041	<p>Media such as Facebook and Twitter are increasingly being used to disseminate information among health professionals and patients but, more recently, are being seen as a source of data for surveillance and research, for example by tracking public concerns or capturing discourses taking place outside traditional media outlets. This raises ethical issues, in particular the extent to which postings are considered public or private and the right to anonymity of those posting on social media. These issues are not clear cut as social media, by their nature, blur the boundary between public and private. There is a need for further research on the beliefs and expectations of those using social media in relation to how their material might be used in research. In contrast, there are areas where the ethical issues are more clear cut, such as when individuals are active participants in research, where traditional considerations apply. Recommendations: There are a number of measures that can be taken to address these concerns. One is to avoid quoting directly from a source that is publically available but rather to paraphrase it, although, as this interferes with the integrity of the data it should be noted that this has been done and it should be recognised that this could introduce bias. Where it is necessary to use direct quotes or to cite names or pseudonyms</p>	<p>There is a need for further research on the beliefs and expectations of those using social media in relation to how their material might be used in research. In contrast, there are areas where the ethical issues are more clear cut, such as when individuals are active participants in research, where traditional considerations apply.</p>	<p>There are a number of measures that can be taken to address ethical concerns in doing research on social media. One is to avoid quoting directly from a source that is publically available but rather to paraphrase it, although, as this interferes with the integrity of the data it should be noted that this has been done and it should be recognised that this could introduce bias.</p>

UK 048	<p>This study is the first to evidence the <i>prima facie</i> plausible relationship between new and old media in the context of social reactions to criminal events, and it lends support to the classic criminological notion that old media retains a significant role in 'setting the agenda' and 'transmitting the images' following crisis situations.</p> <p>The fanning of the flames on social media by individuals identifying with right-wing political groups, bolstered by traditional press coverage (there is the correlation of news headlines and cyberhate in this model), further promotes spurious connections and the propagation of cyberhate.</p> <p>Analysis revealed that while information flows containing cyberhate peaked in the impact stage following the event, (the first few hours following the terrorist event) a sharp decline was evident during the inventory stage.</p> <p>The results lend support to the notion that terrorist events act as triggers for the production of cyberhate, possibly facilitated by 'rumours and the milling process' that characterize the impact stage and that this type of event-specific cyberhate is relatively short term and conditional upon certain factors.</p> <p>The number of newspaper headlines as well as the size of information flow was predictive of the production of cyberhate, evidencing that tweeters posting hateful content may be fuelled by coverage in the press in the early impact stage.</p> <p>The dominance of traditional media and police information flows during the inventory and reaction stages, during which speculation gives way to facts about the case and finally to a focus on the wider issues, may be partly responsible for this half-life of cyberhate in social media networks (evidenced by the rapid de-escalation post impact, and a near absence in the reaction stage).</p> <p>First, these technologies may act as early warning systems for the amplification of deviance beyond the event itself. Second, the 'half-life' of cyberhate and its rapid de-escalation following the first 24 hours of the antecedent event suggests practitioners need to focus their interventions within this impact stage to increase the rate of de-escalation further. Third, the dominance of traditional media and police information flows in social media indicates these are likely effective channels for the countering of rumour, speculation and hate.</p>	<p>It was postulated that dominance of traditional media and police information flows during the inventory and reaction stages, during which speculation gives way to facts about the case and finally to a focus on the wider issues, may be partly responsible for this half-life of cyberhate in social media networks. It was also found initial evidence of counter-cyberhate speech in the data set, suggesting a form of responsabilization. However, confirming either of these postulations was beyond the scope of the data and future research should seek to explore these potential relationships further. If such causal associations do exist then the relationship between the media and the public during the course of reactions to events may be more variable than previously theorized.</p>	<p>Deviant reactions, in the form of cyberhate, can form part of a social reaction in relation to a triggered event. Therefore, these technologies may act as early warning systems for the amplification of deviance beyond the event itself. Second, the 'half-life' of cyberhate and its rapid de-escalation following the first 24 hours of the antecedent event suggests practitioners need to focus their interventions within this impact stage to increase the rate of de-escalation further. Third, the dominance of traditional media and police information flows in social media indicates these are likely effective channels for the countering of rumour, speculation and hate.</p>
UK 049	<p>Messages can be associated with different teams' fans, and that they discuss the same events from very different perspectives. Their methods can be extended to cluster and analyse social media comments in other domains. For example, it may be possible to divide political commentators into groups depending on which party they support, allowing their varied views to be analysed separately, rather than mixed together.</p>	<p>It may be possible to divide political commentators into groups depending on which party they support, allowing their varied views to be analysed separately, rather than mixed together.</p>	N/A
UK 051	<p>This work has important implications for theories on information consumption, information sharing, and opinion diversity. News sharing depends on four factors:</p> <ol style="list-style-type: none"> (1) gratification; (2) selective exposure; (3) socialization; and (4) trust and intimacy. 	<p>Negative sentiment tends to be a strong promoter of news sharing and the stronger the emotion of a tweet is, the higher the chance it is retweeted. Thus investigating on how the sentiment of tweet come across with the factors we considered seems like an interesting follow up work.</p>	<p>Users are more likely to retweet articles that are shared by their favourite friends. This means that news aggregators might want to rank news depending on how popular or socially central the individual sources are.</p>
UK 052	<p>Despite their talk of citizen engagement, most politicians use social media as means</p>	<p>To explore efficiency of traditional media vs. social media in</p>	<p>While cautiously optimistic about the role of social media</p>

	of distributing information (one-way flow) and to make themselves both visible and 'hip' to the public. While cautiously optimistic about the role of social media in the lives of citizens, Members of Parliament also suggest that social media must be complementary to, and thus incorporated in, a broad-based communications strategy, rather than be seen as a replacement for traditional campaign activities.	political campaigning.	in the lives of citizens, Members of the UK Parliament also suggest that social media must be complementary to, and thus incorporated in, a broad-based communications strategy, rather than be seen as a replacement for traditional campaign activities.
UK 054	While users may be motivated to 'Like' a political party, some may feel socially anxious about the impressions their friends may derive from this action, and so ultimately choose to refrain from 'Liking' the party. They propose a new function of 'Secret Likes' (i.e. 'Likes' that others cannot see) as a means to increase gateway interactions. Conspicuous affiliation with political parties indeed hinders intention to 'Like' political pages and is associated with social anxiety. 'Secret Likes' were found to be a successful method to increase gateway interactions.	Though tweets do not seem to be reflective or predictive of an election campaign offline, they are being used for social media campaigns which can and do get covered by traditional media.	A new function of 'Secret Likes' (i.e. 'Likes' that others cannot see) as a means to increase gateway interactions. Conspicuous affiliation with political parties indeed hinders intention to 'Like' political pages and is associated with social anxiety. 'Secret Likes' were found to be a successful method to increase gateway interactions.
UK 057	It assesses the first wave of research on professional sport and new media technologies and concludes that early trends indicate the continuation of existing neoliberal capitalist tendencies within professional sport. The essay concludes by stating as fundamental the issues of ownership and control and advocates that greater cognizance be accorded to underlying economic structures and the enduring, all-pervasive power of neoliberal capitalism and its impact in professional sport.	There remains a need to show cognizance of the multiplicity of forces at play and ground future sports research in an appropriate, real-world, context.	The challenge for sports teams, organizations, media companies and sponsors will be in creating and retaining audiences in a pluralist media world and engaging in sustained conversations with the sports fan. With young people in particular expecting personalized and instant access, it will be interesting to see how sports producers (be this athletes, clubs, federations and host cities) and media organizations use new media technology as leverage, that is, as a customer service tool in integrated marketing campaigns to attract and retain the interest of sports fans (and by default, sponsors).
UK 059	The article identified a sophisticated discourse that includes multiple issues and angles. The four thematic clusters that emerged are related to calls for action and awareness of climate change, its consequences and causes, and the policy debate about climate change and energy. Of particular interest is the cluster about consensus and the causal relationships between the causes and effects of climate change. The emphasis on tweets' content related to climate change 'causation issue' revealed by the LIWC analysis supports the idea of a social grounding process that is not fixed.	The relationship between different media as much as the selection and sharing of online science related news will play an increasing role in the context of studying public opinion dynamics : for example, one application is the study of selective exposure to science news online.	Social media constitute an increasingly vast pool of potential data for analysing public opinion dynamics It is important that social scientists take the opportunity to use these data; currently, the corporate sector leads in this field. There is a need for a theoretically informed, methodologically robust and critical – as well as ethical – use of online data.
UK 060	This book includes debates on what convergence and participation actually mean, a series of case studies of specific social media developments in minority language, as well as comparative studies on how the cultural industries have engaged with the new possibilities brought about by media convergence. Finally, the book also offers a historical review of the development of Minority Language Media worldwide, and evidences the areas in which more extensive research is required.	If we want to use the media to help language development, we need to understand the processes by which people interact with language in the media, but in a general way which will cover any media interaction.	N/A
UK 067	70.4% of the respondents (N = 2687) encountered one or more crises in the past year; almost half of them (49.8%, N = 1337) several times. Professionals in Southern and Eastern Europe encountered a crisis more often than professionals in Western and Northern Europe, respectively 77% and 75.5% versus 64.5% and 69.4%. These differences are significant ($2 = 40.785$, $p < .001$) but the correlation is	The variation of instruments used by different types of organizations, except for dialogue, is an indication that crisis communication might be more dependent on the organizational context and culture and less on professional considerations backed by empirical evidence. This is an	Media relations are closely followed by personal communication with stakeholders showing that personal contacts and open communication channels in a network are important for a crisis situation.

	weak (Cramer's $V = .09$, $p < .001$).	interesting issue for further research in crisis and crisis communication.	
UK 068	It seems likely that many dissemination activities that do not employ the traditional routes of academic journals and conference presentations may be serendipitous rather than strategic or planned. This outcome is not surprising; it replicates prior findings in the literature which suggest researchers often lack awareness of the role of the media in disseminating research. This combined with a sense that they are time poor means proactive communication is not prioritised.	N/A	Communication training and resources for researchers could better support them to plan, devise and support communication approaches for dissemination of their findings in creative ways.
UK 069	This article has tried to show the need for a multilayered and nuanced analysis of the coverage of political leaders in campaigns, as well as their spouses. On the one hand, much of the media attention given to political leaders at election time is driven by their public appearances, often in "battle bus" – style tours. The authors argue that any assessment of the role of the spouses of party leaders has to look at media-driven priorities only alongside the various strategies open to parties and individuals in managing media activities	An issue that will emerge in future campaigns, is how the marketing strategies will alter when the leaders' spouse is same-sex or a man. Ongoing questions therefore extend beyond watching how a leader's partner figures in future campaigns to reflecting upon how these strategies will adapt to accommodate various domestic and gender configurations. On the basis of this election, it is urgent that we think about the implications of any shift toward presidentialization and the accompanying notion of a first family for the relationship between elected office and political influence and between gender and democracy.	N/A
UK 070	The authors present a technique that detects "bursts" of phrases on Twitter that is designed for a real-time topic-detection system. They argue that their methods successfully detect a range of different topics for each event and can retrieve messages (for example, tweets) that represent each topic for the user.	News stories tend to emerge over time, to overlap greatly and to have multiple angles. As more details emerge around breaking news stories, it becomes increasingly important to go further than topic detection and to start identifying links between topics.	N/A
UK 073	According to recent European estimates, the life expectancy of broadcasting as a free-to-air television platform is not more than 15 years. Digital terrestrial television can – under certain conditions – be replaced with delivery using internet protocol. However, it seems that the idea of IPTV taking over digital terrestrial television is just a sophisticated version of 'black box fallacy', driven by the expected growth of the new media ecosystem. The problems in replacing a socio-technological system have largely been neglected.	Why there is a varied success of IPTV, digital cable, digital terrestrial and digital satellite or other forms of TV broadcast /transmission in the EU? Can we perhaps initiate research on why certain policies related to social media were either missing or apparently did not work?	N/A
UK 075	The chapter specifically addresses two inter-related findings: the opportunities for and threats to official crisis communication that emerge from the introduction and uptake of social networking technologies and the re-configuration of crisis information exchange between government, traditional media and citizens.	It is not however clear that social media either causes more problems for crisis management than it resolves, or, that even if the will exists, that it is possible to reverse the scale, scope and use of social media during crisis. Choosing not to engage with social media is no longer an option for crisis managers, and as such perhaps the key question becomes not whether it is impactful but how it might best be harnessed.	The loose networks produced by social media exchanges may lead to increased risk as they enable the rapid dissemination of both intentional and unintentional rumours on internet platforms. These information flows may have significant implications as government policy and official communication is marginalised or ignored with potentially serious consequences.
UK 077	Drawing on modularity as a key organising principle of web design and discourse, the article proposes a modular and iterative approach to research ethics that takes	Perhaps we need to stop thinking about discourse data in terms of materiality and move beyond objectifying texts and	N/A

	into account the complex and fluid configuration of web environments and attends to the conditions of multiple authorship and multiple publics that are increasingly typical of such contexts.	people; then we can embrace richness and complexity as inherent properties of doing research (in any setting, face-to-face or mediated). This can take us a step closer to solutions that orient to research as process and shed light on, rather than obscure, the nuances of communicative encounters, online and offline.	
UK 079	In late modernity , communication comes in many guises. Social media is one guise and it has re-shaped as well as transformed the nature of communications and the relationship between organisations and their stakeholders. Communicating CSR in the Wild West of social media requires diplomatic and political nous, as well as awareness and knowledge of the dangers and pitfalls of CSI. The data reported on in this paper well illustrate the above points and set out scenarios for future development of corporate communication of CSR through and with social media.	The world of social media brings the language and concepts of freedom and rights especially with regards to corporations, communication and CSR into sharp focus. The tensions between positive and negative liberties, along with the paradox of positive liberties are open to further exploration and analysis by communication academics, corporate communicators and social media practitioners.	N/A
UK 081	This article shows that female political leaders continue to be judged according to different and often more taxing standards than their male peers by largely male or male-identified political commentators within the mainstream media. However, new media platforms have the potential to enable feminist-identified women and feminist-identified men to monitor, contest, and bypass, at least to some extent, the interpretative control of masculinist mainstream media, promoting an alternative model of authentic leadership (AL)		N/A Female politicians may prefer to use social media to avoid gender biased among predominantly male commentators of legacy media.
UK 082	This research demonstrates that sociality or “hypersociability” combined with advertising and commercialism is engendering new types of narrative experience and therefore new viewing behaviors, which are proving to be compelling objects of study. The coterminous existence of a transmedia text such as The Inside with the accompanying social media layering also enshrines the importance of interconnectedness and networking as a germane function within the narrative, where social media activity is literally performed simultaneously by both actors and audiences.		N/A
UK 088	The analyses reveal that different combinations of features influence audience engagement differentially from one news category to the next (e.g., sport versus business). the article propose a set of guidelines for journalists, designed to maximize engagement with the news they tweet.	In the last few years, there has been a concerted move from considering Twitter in general to considering it in niche aspects of the Twitter population. An important part of this move has been a more focused analysis on how journalists and news providers are using Twitter and the consequences of the same. Future directions of possible research could be: • To experimentally evaluate the proposed guidelines designed to maximize engagement with the news they tweet and measure the impact that their practical usage has on audience engagement. • To further analyze important predictors for audience engagement, such as mentions, and explore how different aspects of such predictors (e.g. who is being mentioned) impact on the number of retweets received.	N/A

UK 095	The authors introduce a prototype of an innovative technology for proving the origins of captured digital media. The using the trust mechanisms of blockchain technology, the tool can show, the provenance of any source of digital media, including images used out of context in attempts to mislead. The application is an early prototype and its capability to find fake resources is somewhat limited.	To further research the methods and processes for distributing fake news items on social media platforms or the efficacy of the measures taken by those platforms to counter the problem, including blockchain technology.	Although there may be reservations about the possible limitations of technology in combating fake news, the trust mechanisms of blockchain make them better positioned than other technologies for proving the authenticity of media resources. Indeed, organisations are investigating using blockchains for purposes such as transparency and publicly auditable content ranking.
UK 111	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.	It would be interesting to uncover how people's perception of the ethical issues in social media research have changed.	Social media researchers should consider the type of research (such as aggregate, qualitative); the nature of their topic (whether sensitive or trivial); as well as issues of anonymization, confidentiality, informed consent, privacy, and the benefits and risks involved. Guidelines for ethical conduct should be based on the available best practices and standardized to avoid discrepancies and duplication from one institution to another
UK 112	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	Future research should focus on targeting and utilising social media for promoting mental wellbeing among adolescents and educating youth to manage the possible deleterious effects.	N/A