11th Central and Eastern European Communication and Media Conference

CEECOM 2018

Communicative Space – Political Space

SHORT AND DETAILED PROGRAM

University of Szeged

2018

SHORT PROGRAMME

30 May 2018 (Wednesday)

09.00–10.00   *Registration*

10.00–10.30   *Opening ceremony* (Ceremonial Hall)

Gábor Szabó, Rector of the University of Szeged

Péter Mezei, Vice Dean of the Faculty of Law and Political Science

10.30–11.30   *KEYNOTE ADDRESS* (Ceremonial Hall)

Epp Lauk (University of Jyväskylä, Finland): **Understanding the Transformation of CEE Journalism Cultures: A Comparative View**

Chair: *Péter Mezei,* Vice Dean of the Faculty of Law and Political Science

11.30–12.30   *KEYNOTE ADDRESS* (Ceremonial Hall)

Jérôme Monnet (University of Paris-Est Marne-la-Vallée, France): **Public Landscape as Communication Space**

Chair: *Péter Mezei,* Vice Dean of the Faculty of Law and Political Science

12.30–13.30   *Lunch break*

30 May

13.30–14.45 Thematic session

T 1	**Religious, communicative and political space** *Chair:* Ákos Lázár Kovács	Room 1
T 2	**Contemporary Forms of Free Speech Censorship in Europe - The Place of the State in Media System I.** *Chair:* Michał Kuś	Room 2
T 3	**Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation I.** *Chair:* Bogusława Dobek-Ostrowska	Room 3
T 4	**Governance without Government** *Chair:* Edit Soós	Room 4
T 5	**Political Space of Entertainment in Late Night Talk Shows and Prison Radios** *Chair:* Norbert Merkovity	Room 5

14.45–15.00 *Coffee break*

15.00–16.00 Thematic session

T 6	**Secular and Sacred Public spheres** *Chair:* András Máté-Tóth	Room 1
T 7	**Contemporary Forms of Free Speech Censorship in Europe - The Place of the State in Media System II.** *Chair:* Bartosz Wiśniewski	Room 2
T 8	**Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation II.** *Chair:* Márton Demeter	Room 3
T 9	**Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy I.** *Chair:* Jérôme Monnet	Room 4

30 May

16.00-16.15 *Coffee break*

16.15–17.30 Thematic session

T 10	**Different Public Needs** *Chair:* Attila Bátorfy	Room 1
T 11	**Innovative methods of studying polarization in communication** *Chair:* Svetlana Bodrunova	Room 2
T 12	**Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II.** *Chair:* Tamás Tófalvy	Room 4

20.00-24.00 *Reception* – Toast by *Zoltán Vajda*, Vice Dean of the Faculty of Arts (Aula)
Zenés-táncos est, fellép a Dollár Boys Band (Díszterem)

31 May 2018 (Thursday)

10.00–11.00 *KEYNOTE ADDRESS* (Ceremonial Hall)

Sabina Mihelj (Loughborough University, United Kingdom): **A Decline of Publicness: Rethinking the Transformation of CEE Media After 1989**

Chair: *Péter Paczolay* Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

11.00–12.00 *KEYNOTE ADDRESS* (Ceremonial Hall)

András Bozóki (Central European University, Hungary): **Discursive Change and Regime Change**

Chair: *Péter Paczolay* Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

12.00–12.15 *Coffee break*

12.15–13.30	Thematic session	
T 13	**Digital Literacy and Inclusion I.** *Chair:* István Zsigmond	Room 1
T 14	**Political polarization in the age of hybrid media** *Chair:* Gabriella Szabó	Room 3
T 15	**Activism, Internet, and Re-theorizing the Political Community** *Chair:* Emilia Barna	Room 4
T 16	**Own and the Other's: national images and identites under construction** *Chair:* Bertalan Pusztai	Room 5

13.30–14.30 *Lunch break*

14.30–15.45   Thematic session

T 17	**Digital Literacy and Inclusion II.** *Chair:* Rozália Klára Bakó	Room 1
T 18	**Populism I.** *Chair:* Gergő Hajzer	Room 3
T 19	**Spaces of the nation: constructing spaces, memories and rituals** *Chair:* Jérôme Monnet	Room 4
T 20	**Mediatisation and/or Self-mediatisation in the Era of Social Media** *Chair:* Robert Imre	Room 5

15.45–16.00   *Coffee break*

16.00–17.30   Thematic session

T 21	**Digital Literacy and Inclusion III.** *Chair:* István Zsigmond	Room 1
T 22	**Journalism Under Pressure- Journalism as a profession** *Chair:* Epp Lauk	Room 2
T 23	**Populism II.** *Chair:* András Bozóki	Room 3
T 24	**Digitalization and Politics** *Chair:* Csaba Fazekas	Room 4

17.30- 17.45   *Meeting at the Entrance Hall*
18.00–20.00   *Mayor's office – Reception Greetings by Ottó Berkesi*
20.00-22.00   *Szeged by Night (max 40) or*
21.00-24.00   *Night Bath at Anna Bath*

31 May

1 June 2018 (Friday)

9.00–10.30   Thematic session

T 25	**Digital Literacy and Inclusion IV.** *Chair:* Rozália Klára Bakó	Room 1
T 26	**Politics, Music and a Diva: Spaces of Entertainment** *Chair:* Norbert Merkovity	Room 2
T 27	**Discursive sense of place: time-space (de)compressions in the times of uncertainty** *Chair:* Jacek H. Kołodziej	Room 3
T 28	**Spatial Experience and Mediated Places in Central and Eastern European Television Fiction** *Chair:* Gyula Maksa	Room 4
T 29	**Activism, Communication and Locality** *Chair:* Mihály Szilágyi-Gál	Room 5

10.30–10.45   *Coffee break*

	10.45–12.15 Thematic session	
T 30	**Public discourses and the struggle for credibility on online SNS in contemporary Romania** *Chair:* Hanna Orsolya Vincze	Room 1
T 31	**Social Media within V-4: A Comparative Analysis** *Chair:* Andrej Školkay	Room 2
T 32	**The Politics of Space and Contemporary Media** *Chair:* Robert Imre	Room 3
T 33	**Understanding digital space beyond web analysis** *Chair:* Prof. Michał Jacuński	Room 4
T 34	**Social Media Watch of the Hungarian General Elections in 2018** *Chair:* Péter Bence Stumpf	Room 5

12.15–13.00 *Closing of the Conference*

15.00-17.00 Sightseeing wine-tour in the charms of Hungaricums or

15.00-17.00 Pick Museum

1 June

DETAILED PROGRAMME

30 May 2018 (Wednesday)

09.00–10.00 *Registration*

10.00–10.30 *Opening ceremony* (Ceremonial Hall)

> **Gábor Szabó,** Rector of the University of Szeged
>
> **Péter Mezei,** Vice Dean of the Faculty of Law and Political Science

10.30–11.30 *KEYNOTE ADDRESS* (Ceremonial Hall)

> **Epp Lauk** *(University of Jyväskylä, Finland):* **Understanding the Transformation of CEE Journalism Cultures: A Comparative View**
>
> Chair: *Péter Mezei,* Vice Dean of the Faculty of Law and Political Science

11.30–12.30 *KEYNOTE ADDRESS* (Ceremonial Hall)

> **Jérôme Monnet** *(University of Paris-Est Marne-la-Vallée, France):* **Public Landscape as Communication Space**
>
> Chair: *Péter Mezei,* Vice Dean of the Faculty of Law and Political Science

12.30–13.30 *Lunch break*

13.30–14.45 Thematic session

T 1	**Religious, Communicative and Political Space** *Chair:* Ákos Lázár Kovács • András Máté-Tóth: The phenomenon of populism in the religion studies • Rafal Lesniczak: Contemporary relations of religion and politics – communicative space and political space. Polish perspective after 2015 • Dóra Laborczi: Mission Impossible: Independent and Professional Journalism on Religion in Hungary • Anna Adamus-Matuszynska, Krystyna Doktorowicz, Piotr Dzik: Logo as Visual Symbol of Country Identity	Room 1
T 2	**Contemporary Forms of Free Speech Censorship in Europe – The Place of the State in Media System I.** *Chair:* Michał Kuś • Judit Bayer: Could publication through platform providers be regarded as a human right? • Waldemar Tłokiński, Bartosz Wiśniewski: Journalistic media supposition in the mirror of political space • Marius Dragomir: Media capture: when politics and business marry to gag independent journalism • Péter Bajomi-Lázár: Authoritarianism and ideology	Room 2
T 3	**Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation I.** *Chair:* Bogusława Dobek-Ostrowska • Lilia Raycheva: Populist Political Communication in the Bulgarian Media Ecosystem • Andrej Školkay: How the Murder of a Journalist Changes Politics and Society: Causes and Consequences as Framed by the Media Coverage of the Assassination of Journalist Ján Kuciak • Svetlana Bodrunova: Mapping Oppositional Discourses in Today's Belarus across Languages and Platforms • Gabriella Szabó, István Micsinai: Facebook as pathway to news media. The case of Hungary	Room 3
T 4	**Governance without Government** *Chair:* Edit Soós • Tamás Kaiser: Territorial governance in flux: a case of the city regions in England • Edit Somlyódyné Pfeil: Preconditions of Network Governance in Hungary from the Aspect of Cross-border Institution Building • Zsolt, Menyhárt: Cross-border cooperation in frame of the cohesion policy • Gyula Ocskay: The EGTC : a tool for cross-border governance? Experiences of the Hungarian Groupings	Room 4

13.30–14.45 Thematic session		
T 5	**Political Space of Entertainment in Late Night Talk Shows and Prison Radios** *Chair:* Norbert Merkovity • Eean Grimshaw, Menno Reijven: Politician's changing Identities in Late-Night Talk Shows • Dorottya Molnár-Kovács: From political to politicized– how late night comedy became a sphere of political activism in the United States • Menno Reijven: Entering Entertainment: Being a Politician on a Late-Night Talk Show • Gergely Gosztonyi: Communication behind the grids: the experience of the prison radios	Room 5

30 May

14.45–15.00   Coffee break

15.00–16.00 Thematic session

T 6	**Secular and Sacred Public spheres** *Chair:* András Máté-Tóth • Zoltán Hidas: The Sociological Revelation of the Phenomenon of the Space • Ákos Kovács: Secularization Theories and Mediated Public Spheres • Mónika Andok: Religious Communities' Digital Media Use and their Digital Public Sphere	Room 1
T 7	**Contemporary Forms of Free Speech Censorship in Europe - The Place of the State in Media System II.** *Chair:* Bartosz Wiśniewski • Irina Kharuk: Online Journalists and Bloggers in Russia under the New Legal Regulations: Current Changes and New Practices • Boguslawa Dobek-Ostrowska: How the Media Systems Work in Central and Eastern Europe • Ferenc Hammer: Rock around the blocks – State and popular music between 1977 and 1987 in Hungary	Room 2
T 8	**Network Citizens in Central and Eastern Europe. Communicative Political Power and Empowerment of Digital Generation II.** *Chair:* Márton Demeter • Bissera Zankova: Medialized politics and politicized media. Some characteristics of the Bulgarian media model • Anna Litvinenko, Svetlana Bodrunova: No Longer Textual: Electoral Talk in Russian Facebook and Twitter of 2018 and the Rise of Political Videoblogging • Dina Vozab, Antonija Čuvalo, Zrinjka Peruško: Mediatization at the periphery	Room 3
T 9	**Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy I.** *Chair:* Jérôme Monnet • Marie Palmer: Encoding and decoding in the context of Facebook's algorithmically-customised circulation of legacy news content. A qualitative study of how millennial French journalists make meaning on Facebook. • Tamás Tófalvy: Facebook and the changing digital media ecosystem: the case of Hungary • Dmytro Hubenko: How Ukrainian Journalists Used Facebook as a Digital Space during a Political Crisis of 2013-2014 in Ukraine	Room 4

16.00–16.15 *Coffee break*

16.15–17.30	Thematic session	
T 10	**Different Public Needs** *Chair:* Attila Bátorfy • Agnes Jele: The Reflection of Central Bank Communication in the Media: (De)constructing a Common European Public Sphere • Dinko Gruhonjic: Problems With Project Based Model Of State Co-Financing Media Content Production In Serbia • Judit Bayer: Media pluralism as part of the European regulatory policy • Brindusa Armanca: Fake opinion makers in media. How could EU regulations to fight against them?	Room 1
T 11	**Innovative methods of studying polarization in communication** *Chair:* Svetlana Bodrunova • Anna Sytnik: Case Study: the Syrian Conflict in «Twitter» and Mainstream Media • Radu Meza: A Digital Social Science Approach to Studying Hate Speech on Facebook in Romania and Hungary • Sergei Bogdanov: Symbolization of the political process in Russia	Room 2
T 12	**Platforms and Digital Journalism – Mapping the Connections between Technology, Culture and Policy II.** *Chair:* Tamás Tófalvy • Margareta Salonen, Niina Sormanen, Epp Lauk: Newspapers' Facebook pages as a space for interaction with the readers • Bartosz Pietrzyk: YouTube platform as a space of communication: Youtubers age • Sylwia Męcfal: Journalists under pressure on the local level – case studies from Poland. • Michał Kuś, Piotr Sula: Public or National? Polish Political Parties' Views on the Role of Public Service Media	Room 4

30 May

20.00-24.00 *Reception* – Toast by *Zoltán Vajda*, Vice Dean of the Faculty of Arts

31 May 2018 (Thursday)

10.00–11.00 *KEYNOTE ADDRESS* (Ceremonial Hall)

Sabina Mihelj (Loughborough University, United Kingdom): **A Decline of Publicness: Rethinking the Transformation of CEE Media After 1989**

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András Bozóki (Central European University, Hungary): **Discursive Change and Regime Change**

Chair: *Péter Paczolay* Professor of the Faculty of Law and Political Science, Judge of European Court of Human Rights

12.00–12.15 *Coffee break*

12.15–13.30   Thematic session

T 13	**Digital Literacy and Inclusion I.** *Chair:* István Zsigmond • András Vajda, Gyöngyvér Tőkés: Grannies go digital: the role of digital technology in grandparenT grandchild relationships • Livia Benkő: CEE pattern of IoT accross the Hungarian communications context • Gyöngyvér Tőkés, András Vajda: Digital Exclusion among Older Adults in Rural Regions of Romania	Room 1
T 14	**Political polarization in the age of hybrid media** *Chair:* Gabriella Szabó • Béla Janky, Gabriella Szabó, Zoltán Kmetty: Media consumption, networks and political attitudes in the age of hybridity • Lenka Hrbková: Trust in Media in Polarised Times: An Experimental Study • Jelena Kleut; Ana Milojević; Aleksandra Krstić: Media framing of "Stop the Dictatorship" protest in Serbia: Examining the protest paradigm in polarized media landscape	Room 3
T 15	**Activism, Internet, and Re-theorizing the Political Community** *Chair:* Emilia Barna • Annamária Neag: The Hungarian Two-tailed Dog Party: political parody and the rise of the 'nectorate' • Mihály Szilágyi-Gál: Internet as Anarchy - Toward a Political Philosophy of the Internet • Jakub Nowak: Civic space revisited – activism on/and platforms	Room 4
T 16	**Own and the Other's: national images and identites under construction** *Chair:* Bertalan Pusztai • Benedek Tóth: Metropolitan environments in the 19th. Century: new ways of constructing and understanding of social space • Gulbin Kiranoglu: Nationalizing Istanbul • Anton Dinerstein: Public Creativity and Cultural Identity in Modern-day Belarus	Room 5

31 May

13.30–14.30   *Lunch break*

14.30–15.45 Thematic session

T 17	**Digital Literacy and Inclusion II.** *Chair:* Rozália Klára Bakó • Katalin Gál, Levente Székedi: Digital Literacy at the Partium Christian University • Otilia Armean: Multiple presences in the classroom • István Zsigmond: Metacognition and digital literacy • Barna Kovács: Human wisdom in a digital world	Room 1
T 18	**Populism I.** *Chair:* Gergő Hajzer • Dorota Piontek, Małgorzata Tadeusz-Ciesielczyk: Mediatization of politics and populization of political communication • Snjezana Milivojevic: Popularity Performance and Critical Reporting • Réka Sárközy: "Who is in the picture?" Poster Wars In Hungary • Tamás Tóth: Key Modifications in Donald Trump's Twitter Rhetoric after the 2016 Presidential Election	Room 3
T 19	**Spaces of the nation: constructing spaces, memories and rituals** *Chair*: Jérôme Monnet • Aron Kerpel-Fronius: Constructing Civic Religion Through Sites of Memory. The Case Study of Hungary and Poland • Nataša Simeunović Bajić, Marija Vujović: Sacred spaces of mediatized cultural memory: Return to the socialist Yugoslavia • Hanneleena Hieta, László Mód: Szobori Búcsú: A Multiple Times Invented Tradition • Bertalan Pusztai: Exoticising minority traditions in culture economies: invented traditions in rural festivals	Room 4
T 20	**Mediatisation and/or Self-mediatisation in the Era of Social Media** *Chair*: Robert Imre • Elena Makarova: Mediatization of the ruling regime and opposition: case of Russia • Katarzyna Gad: Using new media by the heads of the state of the European Union member countries • Andreea Mogoș: The self-representations of the Romanian politicians on Facebook. Roles, frames and social media engagement • Norbert Merkovity: Self-mediatisation and Populism: The rise of Attention-based Politics in Hungary	Room 5

15.45–16.00 *Coffee break*

	16.00–17.30 Thematic session	
T 21	**Digital Literacy and Inclusion III.** *Chair*: István Zsigmond • Gyöngyvér Tőkés: The Influence of Parental Mediation Strategies on Romanian Young Children's Digital Practices • Neha Hooda: The Virtual Child: Indian Children in Virtual and Geographical Spaces • Orsolya Gergely: Getting smarter? The szekler teenagers, their parents and teachers in the smartphone era. • Rozália Klára Bakó: Digital Literacy and Parental Mediation	Room 1
T 22	**Journalism Under Pressure- Journalism as a profession** *Chair*: Epp Lauk • Tina Bettels-Schwabbauer, Annamária Torbó: Journalism education in Germany, Hungary, Portugal, and Romania: A call for change • Róbert Takács: Journalism and Press/Media Control under the Kadar Era • Attila Bátorfy: Rethinking Public Service Journalism • Dominika Popielec: A Concept of Investigative Cross-Border Journalism. The Essence and Functioning of the Vsquare Project in the Visegrad Region	Room 2
T 23	**Populism II.** *Chair*: András Bozóki • Andras Toth: Crisis of Globalization and Economic Nationalism: Understanding the Rise pf Populist Nationalist Right and Moving away from the European Model in the European periphery • Alban Zeneli, Dren Gërguri, Gëzim Qerimi: Kosovo's path towards the EU and Populism in 2017 General Election • Marius Mircea Mitrache: The Influence of Romanian Populism on the Political and Media Landscape. An Electoral History and Discourse Analysis (1990-2012) • István Hegedűs: Hard Populism, Radicalised Political Communication, Politics of Fear: Towards a New Phase of the Orbán-regime?	Room 3

31 May

16.00–17.30   Thematic session

T 24	**Digitalization and Politics** *Chair*: Csaba Fazekas • 1. Marton Bene: Political communication on Facebook during the Hungarian General Election Campaign • 2. Michal Jacunski: Digitalization and party life. A study of party members and party structures in Poland. • 3. Flavia Ţăran: The digital ambassadors: a view on how cultural exchanges on Reddit outline the national identity of Eastern-European countries	Room 4

17.30- 17.45   Meeting at the Entrance Hall
18.00–20.00   Mayor's office – Reception Greetings by Ottó Berkesi
20.00-22.00   Szeged by Night (max 40) or
21.00-24.00   Night Bath at Anna Bath

1 June 2018 (Friday)

	9.00–10.30 Thematic session	
T 25	**Digital Literacy and Inclusion IV.** *Chair*: Rozália Klára Bakó • Anett Árvai: The Impact of Introducing E-Governance on Marginalized Social Groups: Social and Spatial Dimensions • Annamária Neag: Disengaged participation: the case of unaccompanied refugee children • Tamás Pongó: How to define and refine cyberbullying?	Room 1
T 26	**Politics, Music and a Diva: Spaces of Entertainment** *Chair*: Norbert Merkovity • Csaba Toth: Democracy and Dictatorship in Mainstream Science Fiction Universes • Robert Imre: The Politics of The Expanse: Neverending Great Game • Madis Järvekülg: From institutionally embedded 'serious' to individualized 'popular': a report on the values and attitudes in Estonian music criticism • Adrián Lips: The implementation of the Hollywood Formula in Hungary: The Diverse Understandings of the Karády-phenomena between 1938 and 1948 • Daniël Jurg: Beyond Postmodern Political Satire	Room 2
T 27	**Discursive sense of place: time-space (de)compressions in the times of uncertainty** *Chair*: Jacek H. Kołodziej • Agnieszka Szymańska: Diversity of European discourses and time-space cohesion of European Union • Bartłomiej Łódzki, Justyna Arendarska: War games and discourses: Polish media and the threat for Polish territory during manoeuvres 'Zapad 17' • Jacek H. Kołodziej: Polishness in the discourse of Jarosław Kaczyński: the aspect of time and space disturbances • Michał Bukowski, Joanna Grzechnik: Urban time-space decompression: discursive perspective on urban social movements	Room 3

1 June

	9.00–10.30 Thematic session	
T 28	**Spatial Experience and Mediated Places in Central and Eastern European Television Fiction** *Chair*: Gyula Maksa • Anna Keszeg: Silent Valleys and Noisy Cities, Cultural Geography of Romania through Romanian HBO Series • Péter Mészáros: Space as sign in HBO series trailers • Sándor Kálai: Crime Spaces – The Representation of Crime in Eastern European HBO Series	Room 4
T 29	**Activism, Communication and Locality** *Chair*: Mihály Szilágyi-Gál • Maria Subert: Reconsidering the Hungarian Roma Fresco Village as physical political space and communicative space: Counter/emancipatory visual narratives as non-violent strategy in liberating Roma • Emilia Barna: Sexual harassment in the cultural industries in Hungary: media analysis and a creative labour perspective • Anna Szwed-Walczak: The political communication of the Polish national movement in social media.	Room 5

10.30–10.45   Coffee break

	10.45–12.15 Thematic session	
T 30	**Public discourses and the struggle for credibility on online SNS in contemporary Romania** *Chair*: Hanna Orsolya Vincze • Mihnea Stoica: Voices of Europe's "Second Speed": Populism in the East • Meda Mucundorfeanu: The Official Communication of the Main Romanian Political Parties and Political Leaders during a Non-Election Year, in the Context of Protests • Andreea Voina, Anișoara Pavelea, Lorina Culic: Cyberfeminism in Romania: #MeToo and its effects on cyberspace behavior • Delia Cristina Balaban, Maria Mustatea, Sorana Constantinescu: Credibility and Sharing of Fake News on Facebook • Radu Meza, Andreea Mogoș, George Prundaru: GovernmenT funded International Media on SNS in the Age of Computational Propaganda. A Case Study on Romanian Language Contents	Room 1
T 31	**Social Media within V-4: A Comparative Analysis** *Chair*: Andrej Školkay • Andrej Školkay: Social Media in Slovakia and the Czech Republic: Research Agendas • Tomasz Anusiewicz, Andrej Školkay: Social Media in Poland: Research Agendas • Gergő Hajzer, Andrej Školkay: Social Media in Hungary: Research Agendas	Room 2
T 32	**The Politics of Space and Contemporary Media** *Chair*: Robert Imre • Réka Brigitta Szaniszló: Diaspora Diplomacy • Balázs Kiss: Vertical to Horizontal to Central. Space Metaphors in Hungarian Politics for the Last Thirty Years • Jan Pleszczyński: A priori, Ratiomorphism, and Agency in Contemporary Communication • Tiago Quiroga: Time, mediatization and epistemological otherness in the context of 'Information Society' • Sanna Ryynänen: Yes, But Is It Racism?	Room 3

1 June

10.45–12.15 Thematic session

T 33	**Understanding digital space beyond web analysis** *Chair*: Prof. Michał Jacuński • Agnes Buvar: The role of typical advertising knowledge in the recognition of new advertising formats • Sohail Dahdal: Interactive Documentaries as Immersive Digital Space • István Kósa Blanka Bálint, Andrea Sólyom, Zoltán Ambrus, Csilla-Dalma Zsigmond: Avoidance Attitude Towards Visual Material? Effects of Camcorder Symbol, Informational Utility, Individual Verbal and Imaginal Traits on Selective Exposure to Online Headlines • Csilla Herendy: How To Research People's Expectations of Websites? Mental Models and Participating Observation as Usability Inspection Methods	Room 4
T 34	**Social Media Watch of the Hungarian General Elections in 2018** *Chair*: Péter Bence Stumpf • Tamás Szekeres: Facebook Activity of Individual Representative Candidates Durning the 2018 Hungarian General Elections: The Research Methods • Dóra Boldizsár: Facebook Activity of Individual Representative Candidates Durning the 2018 Hungarian General Elections: a Thematic Analysis of Facebook Posts about the European Union and the United Nations • Kornél Németh: Facebook Activity of Individual Representative Candidates Durning the 2018 Hungarian General Elections: Thematic Analysis of the Migrant Crisis in Facebook Posts • László Petrovszki: Facebook Activity of Individual Representative Candidates Durning the 2018 Hungarian General Elections: a Thematic Analysis of Facebook Posts Concerning George Soros	Room 5

12.15–13.00 *Closing of the Conference (Room 3)*

15.00-17.00 *Sightseeing wine-tour in the charms of Hungaricums or*

15.00-17.00 *Pick Museum*