





# Participatory Culture and the Future of Democracy

Book of Abstracts

Edited by

Marcin Pielużek

Nika Škof

Tadej Pirc

CIP - Kataložni zapis o publikaciji  
Narodna in univerzitetna knjižnica, Ljubljana

321.7:316.72(O82)  
316.72:323.212(O82)  
327.5(O82)  
323.1(O82)

PARTICIPATORY culture and the future of democracy : book of abstracts / edited by Marcin Pielużek, Nika Škof, Tadej Pirc. – Krakow : Jagiellonian University, Institute of Journalism, Media and Social Communication ; Gornja Radgona : A priori, društvo za humanistiko, umetnost in kulturološka vprašanja, 2016

ISBN 978-961-94077-0-7 (A priori, društvo za humanistiko, umetnost in kulturološka vprašanja)  
1. Pielużek, Marcin  
286258176

# Table of Contents

Introduction.....	8
Conference Schedule.....	9
Schedule of Presentations.....	10
Keynote Speakers.....	12
The role of social media in tourism (Petra Barišić, Darko Prebezac).....	14
Participatory culture in Spain as a principle in accommodating diversity (Maja Biernacka).....	15
Theatre of the Oppressed for Participatory Democracy (Tonya Callaghan).....	16
Tyrion Lannister in Washington. The participatory model of using the transmedia storytelling. The case of "The Game of Thrones." (Agnieszka Catek).....	17
Young Media Workers in China: the negotiation and conflicts with existing journalistic structure in digital era (Adam Zexi Cao).....	18
Changes in new media due to user generated content – the Polish case (Rafał Cieniek).....	19
Participatory Cultures: Making Annotated Portfolios (Alma Leora Culén).....	20
Culture as Fear of Oblivion (Catalin Ghita).....	21
Trickle-up influence in political socialization. How participatory culture reverses the roles of parents and children – the case of the Polish radical-right (Anna Gondek).....	22
Adaptation in the foreign policy of Singapore towards regional organizations (Anna Grzywacz).....	23
Compassion 2.0, or How to Share "Virtual Care"? (Magdalena Hodalska).....	24
Empowered Participation Starts with Fervent Cognitive Subversion (Krzysztof Korzyk).....	25
Bridging the participatory gap from the citizens' side (Thomas Kronschräger, Anne Fuchs, Felix Kreinecker).....	26

DIRECT DEMOCRACY? Ethical and Philosophical Issues in Social (Re)Media(ted) Communication between Legislators and Constituents (Sam Lehman-Wilzig).....	27
Participatory Culture and Normative Texts: Democracy and the Rule of the Law (Daniel Leisser).....	28
Performativity and power: The 'theatre' of participation in public hearings at the Canadian Radio-Television and Telecommunications Commission (CRTC) (Michael Lithgow).....	29
Digital Democracy, Net Art and the Artistic Production of Sociability (Bojana Matejić).....	30
Democracy and Active Citizenship: A Human Rights based approach to Participation (Nicholas McMurry).....	31
Participatory Research and Science Literacy (Ahac Meden).....	32
If we knew what it was we were doing, it would not be called research, would it?: Research at the Community Action Training Center (1964-66) (Jeffrey Miller).....	33
Coalition formation, structure and functionality (Lindelwa Nxele).....	34
The (Non) Cooperation in Online Communication (Jair Antonio Oliveira).....	35
Anticipating the Future, Participating in the Forecasts: A Futurology-Oriented Culture (Jakub Palm).....	36
Picturing Participation: Discussing the missing narrative of South Africa's #FeesMustFall student protest (Sandra Pitcher).....	37
Participatory Democracy, Dalits, Discrimination and Social Inequality in India (Parshuram Sial).....	38
Transforming Neighborhoods – The Public Space as Shared Museum and Express Yourself/city (Stephan Siegert).....	39
Society of active and self-aware human beings – a fantasy or a realistic vision of the future? (Aleksandra Tychmańska).....	40
Community archives in Poland – the past, the present and the future of the grassroots documentary movement (Magdalena Wiśniewska).....	41
Notes.....	42

# The role of social media in tourism

Petra Barišić, Darko Prebezac

University of Zagreb (Croatia)

petra.barisic@net.efzg.hr

Social media represents a relatively new phenomenon in tourism, and its role has been continuously increasing in recent years. In a very short time, its impact has become so great that it has fundamentally changed the functioning of the tourism market. It has deeply changed consumer behaviour, as well as marketing approaches on the Web. Due to social media, travel agencies and tour operators have lost a significant part of their power because the advice and security that they have provided for a fee, are now provided by other tourists for free. Social media sites, such as Facebook and Twitter, but also specialized ones, such as TripAdvisor, Booking.com, and Airbnb, are becoming the main source of information confirming the decisions of consumers. For the first time, consumers are participating actively, not only as tourists using tourism product but also as people who have an opportunity to post their opinions and express their needs and desires. Therefore, the purpose of this paper is to determine the role and importance of social media in tourism through a literature review of 60 papers published from 2007 to 2016 in the world's most eminent tourism and marketing journals. The analysis shows that social media has created a cultural revolution in tourism, changing the way tourists plan their trips since they have easy access to huge amounts of information and easily share their experiences, comments and suggestions in an informal and collaborative way increasing the value and influence as determinants of choice for other tourists.

Questions, comments?