

Participarea civică 2.0 în România

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Abstract: Social communication studies show an increasing interest for the phenomenon of Social Media. Characterized by increased interaction among users, instantaneous feedback, permanency of messages and user-generated content, Social Media appears to be a public-controlled communication medium. The public no longer just receives information, but also helps generating and further spreading it. The youth, especially students, are more likely to adopt and use the instruments of Social Media according to their needs and goals. Also, due to the interactivity of its instruments, Social Media stimulates the connections and norms which form social capital and generate political participation. The study will provide an image of the Social Media concept and its evolutions, in report with the concepts of social capital and civic engagement.

Keywords: Social Media, civic participation, uses and rewards, capital, Facebook, wired society,