

PAPERS

Eduardo A. Vizer – Helenice Carvalho
Pandora's box: the main direction and the contradictions
of ICT technology development

In the first decade of the 21. century the emerging mobile technologies and information and communication network structures re-define the individual as an acting object again, who is continuously adapting to many systems and communication networks. This fact shows the image of rather a communication, not an information society. While in the modern era the basic principle of culture was the thinking, educated individual, in today's late modernity (perhaps postmodernity?) it is the moving and migrating person of the "global village". Individuals are not depending on place, time and cognitive processes and the resulting technical capabilities make access to information and communication universal. However, this process will gradually re-create the social, political and cultural building blocks of structures as well. By using technological devices our societies become more mediatized which may reveal an unpredictable and sometimes contradictory future.

Keywords: moving objects, global village, directions, mediatized society, ICT 6

Katalin Fehér
Meta-patterns in new media

New media have been creating a dynamically changing system of digital tools and online networking environment in society, in culture and in the economy. The paper maps these dynamic changes and identifies the meta-patterns along which a system of the phenomena of new media can be established.

Keywords: keywords divergence, transvergence, mediaconvergence, mediadeterminism, platform 24

Attila Márton Farkas – Balázs Kékesi – Éva Judit Técsi
Cognitive advertising analysis. Presentation
of cognitive linguistics-based methodology created to
analyze the impact of communication of advertising

In this study we present a method, which helps to analyse the effects of human communication, based on cognitive linguistics. First, we give a short summery of theoretical foundations of cognitive linguistics, especially those theories, which are the most rel-

evant to our field. Second, we present a method, which we created to help analysing the communicational effects of advertisements. We also show how this method can be used in practice by analysing communicational effects of a TV commercial in details.

Keywords: Cognitive linguistics, embodied approach, metaphorical thinking, communicational effect, analysis of commercials 31

Zoltán Grünhut

The role of government in the Israeli innovation system

The outputs of the Israeli innovation system are more than remarkable such as a complexity as well as according to the exact indicators. For many years the Jewish state spend the most per GDP for researching, development and innovation, while such expenditures per capita is also laudable. In calculation per ten thousand people Israel has the largest number of scientific workers, and the rate of international patents registered per million people is as well outstanding in the Jewish state. Consequently, it is not surprising that according to the indicators of innovation competitiveness Israel is in the world top 10. This paper aims to present the Israeli innovation system and policy, to describe the functions of the institutional actors, as well to highlight the complexity of these structural mechanisms.

Keywords: Israel, research and development, innovation policy, social context 66

Brigitta Zsom

Analysis solutions of e-government with multilevel analysis method

We study the front office side of the electronic-government in Hungary. After describing the electronic- government growth models, we collect data based on an empirical survey (investigating local authorities' websites and valuing them on the bases of growth models.) The study is aimed to examine which factors (individual or neighbourhood) can effect the development level of the e-government. As methods we use multi-level analysis.

Keywords: e-government, multi-level analysis, e-government growth models, websites of local authorities 77

RESEARCH REPORT

Yoo Jinil

The anatomy of the virus-marketing campaign of book titled “A világháló metaforái”

Most viral campaigns advertise a service or a product. These campaigns are usually developed and supervised by marketing agencies. Opposite to this strategy we concluded – without professional support – a viral campaign which served as an experiment to determine how fake news spread online. The experiment was the same time used to advertise the book *The Metaphors of the World Wide Web* published in 2013 by Osiris Publishing House. During the experiment we examined how can a book on online art be advertised in social media. Our general understanding was to organize a campaign involving only 50 friends on Facebook, and using funds as low as 5\$. The managers of the campaign were Zoltán Szűts, Yoo Jinil and László Kálmán. The experiment lasted from 24. May to 26. May 2013 and involved 2 Facebook posts, where one of them was boosted. The aim was to determine how many users could we reach and how successful the campaign would be. In this article we give a detailed account of the steps taken during the campaign, focus on the community which made an effort to share the Facebook posts, examine the comments which followed the posts and finally present detailed statistics.

Keywords: viral marketing, Facebook, fake Facebook pages, dissemination of fake news, online community construction, 1004 Virus Seoul 87

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