

# Social Media and Politics in Central and Eastern Europe

Edited by  
Paweł Surowiec and Václav Štětka

 **Routledge**  
Taylor & Francis Group  
LONDON AND NEW YORK

# Contents

<i>List of illustrations</i>	ix
<i>List of contributors</i>	xi
<i>Foreword</i>	xv
<i>Acknowledgements</i>	xvii
Introduction: social media, politics and democracy in post-transition Central and Eastern Europe	1
PAWEŁ SUROWIEC AND VÁCLAV ŠTĚTKA	
<b>PART I</b>	
<b>Political parties, actors and social media</b>	<b>21</b>
1 Who is afraid of the platforms? Adoption of and strategies for use of social media by politicians in the Czech Republic	23
ALENA MACKOVÁ, VÁCLAV ŠTĚTKA, JAN ZÁPOTOCKÝ AND RADIM HLADÍK	
2 The 2014 presidential elections campaign in Romania: connecting with civic-ness on Facebook	45
MONICA PĂTRUȚ	
3 Towards self-mediatization of politics: parliamentarians' use of Facebook and Twitter in Croatia and Hungary	64
NORBERT MERKOVITY	
4 Personalization of political communication in social media: the 2014 Slovenian national election campaign	81
TOMAŽ DEŽELAN, ALEM MAKSUTI AND JERNEJ PRODNIK	
5 Professionalization and intentional disengagement: Facebook campaigning in the Bulgarian local elections in 2015	101
OGNYAN SEIZOV	

**PART II**

<b>Social movements, interest and professional groups and social media</b>	<b>121</b>
6 We have been to Bolotnaya: Russian protests, the online public sphere and the discourse of division ALINA RYABOVOLOVA	123
7 The networked public sphere and Ukrainian journalists DMYTRO HUBENKO AND MELISSA WALL	142
8 Branding Poland online: propagating and resisting nation branding on Facebook PAWEŁ SUROWIEC AND MAGDALENA KANIA-LUNDHOLM	160
9 The dilemmas of social media-enabled civic activism: the case of sexual minorities in Lithuania GALINA MIAZHEVICH	182
Conclusions VÁCLAV ŠTĚTKA AND PAWEŁ SUROWIEC	198
<i>Index</i>	205