

RESEARCHER PROFILE

PROF. JENNY BRONSTEIN

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HORIZON EUROPE TOPIC(S) OF INTEREST:

HORIZON-CL2-2022-DEMOCRACY-01-07: Politics and the impact of online social networks and new media

CONTRIBUTIONS TOWARD CALL TOPIC

My research involves the investigation of the factors that shape online civic and political participation and how politicians utilise these online environments as political platforms. This experience can contribute to the understanding of how social media advances democratization of political systems by fostering active engagement or, alternatively, hinders participation.

I can lead projects examining the use of social media by individuals and politicians as platforms for the dissemination, retrieval and creation of information that will ultimately provide an understanding of their potential to bring about democratic changes. My field experience both in user studies and in content analysis can contribute to investigating both sides of the political spectrum, the politicians and citizens.

With experience in the information field, I can also participate in the design and implementation of platforms that will foster digital citizenship, examine the extent to which platforms and new media actually help democratize political systems and offer avenues of active engagement.

PROFILE BRIEF

My research in the area of *political participation in social media* explores the different aspects of the information behavior of politicians during election periods. My past research in this area examined use of social media by US presidential candidates during the 2012 elections. Concurrently, between 2011-2014, I took part in a multidisciplinary project that aimed to find ways to increase citizen involvement and empowerment in e-democracy using the Internet and social networks. This project investigated how participation in online social platforms is impacted by the following parameters: the nature of the motivations that drive users to participate in the particular social platform, interest in the specific topic and the type or nature of the social group with whom they are communicating. I also examined the use of Facebook as a political platform during the 2015 general elections in Israel. This study examined four distinct elements of the Aristotelian language of persuasion and different engagement factors such as: (1) the level of online engagement measured by three different types of feedback: likes, comments and shares; (2) the use of personalization elements as engagement strategies; and (3) the vividness of the features used in the post (text, photographs and videos). My aim is to continue to investigate different aspects of the use of social media in political platforms to better understand online information behavior and the role that social media can play in the civic engagement of individuals.

RELEVANT PUBLICATIONS

1. **Bronstein, J.** (2013). Like me!: Analyzing the Facebook pages of 2012 US presidential candidates. *Online Information Review*, 37(2), 173-182.
2. **Bronstein, J.** & Aharony, N. (2015). Personal and political elements of the use of social networking sites. In *Proceedings of ISIC, the Information Behaviour Conference, Leeds, 2-5 September, 2014: Part 2*, (paper isic23). Retrieved from <http://InformationR.net/ir/20-1/isic2/isic23.html>
3. **J., Bronstein, J.**, & Aharony, N. (2015). Israeli parties and party leaders on Facebook during the 2013 election campaign. *iConference 2015 Proceedings*. Retrieved from https://www.ideals.illinois.edu/bitstream/handle/2142/73671/23_ready.pdf?sequence=2
4. **Bronstein, J.**, Gazit, T., Perez, O., Ba-Ilan, J., Aharony, N., & Amichai-Hamburger, Y. (2016). An examination of the factors contributing to participation in online social platforms. *ASLIB Journal of Information Management*, 68(6), 793-818.
5. **Bronstein, J.**, Aharony, N., & Bar-Ilan, J. (2018). Politicians' use of Facebook during elections: Use of emotionally-based discourse, personalization, social media engagement and vividness. *ASLIB Journal of Information Management*, 70(5), 551-572..
6. Perez, O., Bar-Ilan, J. Gazit, T., Aharony, N., Amichai-Hamburger, Y., & **Bronstein, J.** (2018). The prospects of e-democracy: An experimental study of collaborative e-rulemaking. *Journal of Information Technology & Politics*. Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3162587

BAR ILAN UNIVERSITY PROFILE

Established in 1955, Bar Ilan University (BIU) is currently one of Israel's largest universities with a total undergraduate and graduate student enrollment of 19,000. With more than 1,600 senior and junior faculty members, BIU has achieved an international reputation for academic and research excellence, especially, but not limited to the fields of artificial intelligence, renewable energy, bio-medicine, brain sciences, cancer, cyber security, cognitive sciences, environment, quantum technologies, medicine, archaeology, nanotechnology and advanced materials.

Building on our past and current successes in FP6, FP7, H2020 and ERC projects, BIU is committed to strengthening its research and innovation infrastructure and supporting multidisciplinary innovative research initiatives with its 55 research centers and 60 endowed chairs. In addition, the Bar Ilan Center for Smart Cities is recognized by the EU SMART SPECIALISATION PLATFORM as a Digital Innovation Hub.