

**Životi koje živimo na internetu:
psihološke determinante i posledice onlajn ponašanja
(radni jezik simpozijuma je engleski)**

Moderator: Bojana Bodroža, Odsek za psihologiju, Filozofski fakultet, Univerzitet u Novom Sadu

Internet i društvene mreže su odavno postali deo svakodnevnog života većine ljudi, a naročito mladih. Iako je primarna namena društvenih mreža bila komunikacija i povezivanje ljudi, ubrzo se raspon funkcija koje one obavljaju proširio, a time se pojavio i značajan broj posledica njihove upotrebe – kako pozitivnih, tako i negativnih. Među najčešće proučavanim fenomenima vezanim za upotrebu interneta i društvenih mreža u poslednjih deset godina su teme problematične upotrebe i zavisnosti od društvenih mreža, samopredstavljanja (a naročito tema selfija), digitalnog nasilja, igranja igrice, formiranja i menjanja stavova u onlajn okruženju, odnosno psiholoških determinanti ovih vidova upotrebe društvenih mreža. Istraživanja pokazuju da različite društvene mreže u različitoj meri podstiču određene vidove upotrebe i zadovoljavaju različite potrebe njihovih korisnika. Cilj ovog simpozijuma je da skrene pažnju na širok raspon tema iz oblasti psihologije interneta, odnosno da ukaže na neke determinante i posledice različitih vidova onlajn ponašanja, kao i na mogućnost primene informacija o korisničkom ponašanju u oblasti marketinga.

**Our Lives Lived on the Internet:
Psychological Determinants and Consequences of Online Behaviors**

Moderator: Bojana Bodroža

Internet and social networks have become an unavoidable part of most peoples' lives. Although the primary purpose of social networks has been communication and networking, the range of its functions have widened, which led to a range of the psychological consequences – both positive and negative. Among the most frequently researched phenomena related to internet and social networks in the last ten years are the topics of problematic internet use, self-presentation (including the phenomenon of selfies), cyberviolence, gaming, attitude formation and change. Research has shown that different social networks and internet services elicit certain online behaviors to a different extent and fulfil different psychological needs. The aim of this symposium is to present the field of cyberpsychology through six empirical studies dealing with the determinants and consequences of a range of online behaviors, as well as possibilities of use of user-generated contents in the field of marketing.

Participants:

- 1. Snapchat selfies: Filter Use, Self-esteem and Appearance Perfection**
Lisa J. Orchard, Rachel Harrad & Diane Williams
- 2. The role of textspeak and attractiveness in perceived compatibility in online dating**
Chris Fullwood, Nichola Sharaf & Luke Wilsdon
- 3. Characteristics of cyber-violence - an overview of seven years of research**
Daniela Šincek, Ivana Duvnjak, Marija Milić & Jasmina Tomašić Humer
- 4. Aspects of life satisfaction and tendency towards problematic internet use in students population**
Darko Hinić
- 5. How to battle false beliefs online? An experimental comparison of two interventions**
Nejc Plohl & Bojan Musil
- 6. Is the level of engagement with travel photos posted by Facebook friends related to the frequency of travelling?**
Tamara Jovanović, Bojana Bodroža & Uglješa Stankov