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Privacy On The Internet Concerning Generation Z In Bosnia And Herzegovina

ABSTRACT

Growing up in digital surroundings and using the Internet on a daily basis have been some of the most prominent features of the young population today. In fact, where Generation Z is concerned, this has virtually been the only *modus vivendi* they know. They find online communication natural, feeling comfortable in the digital world, spending most of their time on the Internet sharing photographs and video footage, having fun, and communicating by means of social media and various software applications. In doing so, they prove very skillful and they have no difficulty mastering new digital trends, but they are often unaware of how vulnerable they are in terms of protection of their privacy and personal data. For that reason, the paper aims at determining to what extent the members of Generation Z expose their private lives on the Internet, whether they are concerned about possible the consequences of these actions, and what steps they should take to protect their personal data. The results of the survey, conducted online, reveal that most examinees are unaware of the possible risks of providing their personal data to unknown entities on the Internet, as well as that the similar percentage of them do not take any steps towards protecting their privacy.

KEY WORDS

Generation Z. Privacy on the Internet. Protection of personal data on the Internet. Digital surrounding.

1. Introduction

Everything that determines our identity (our appearance, our interests, our friends, the way we spend our free time) is often shared by ourselves on the Internet, and it can easily be shared by our friends as well. The Internet, in turn, keeps a record of these pieces of information, with various applications and devices we use automatically collecting data on us, keeping track of our location and browsing history.¹ As technology is becoming more and more sophisticated, interconnected, and commercially sustainable, privacy on the Internet is becoming more and more endangered by new forms of data collection, thus rendering children and the young as particularly vulnerable categories. In contemporary digital surroundings, each and every activity on the Internet is recorded and transformed into data that can be saved, tracked, summarised, analysed and monetised, and this data is durable, searchable, and virtually indestructible.²

Members of Generation Z,³ that is, the Internet generation (iGen⁴), view digital surroundings as important and indispensable segments of their everyday life. In addition, this generation is labelled as the *iFace* and *iPhone* generations, respectively, as well. They are so immersed into digital technology that they fail to notice its impact on them and the way it shapes them, growing up alongside interconnected mobile devices, which provide them with constant access to information, especially in situations they are unable to overcome themselves „(...) due to functions such as keeping people in constant connection and providing instant access to information, social media provides them with a possibility of getting social and psychological support by accessing information and recommendations when they have a problem that they cannot handle, or when they find themselves in a situation of uncertainty.“⁵ Furthermore, they are highly digitally literate and skilled as regards using information technology, and they communicate by means of social media, since they find the virtual surrounding as important as the physical.⁶ As a result, this way of growing up means exposing one's privacy on the Internet. This paper focuses on major members of Generation Z in Bosnia and Herzegovina, that is, those born during the period 1995-2003, although this period extends, according to Twengi's classification, to the year of 2012. Yet, the authors choose to exclude minors from the survey, given the methodology used.

The protection of privacy on the Internet, along with valuing the right to privacy, especially in terms of children and the young, has become a global issue today, given the higher and higher percentage of use of mobile communication devices. The fast development of technologies and services whose business model is based upon collecting and analysing the personal data

¹ STOILOVA, M., LIVINGSTONE, S., NANDAGIRI, R.: *Children's data and privacy online: Growing up in a digital age*. Research findings. London : London School of Economics and Political Science, 2019. p. 4. [online]. [2021-01-05]. Available at: <<https://www.lse.ac.uk/my-privacy-uk/Assets/Documents/Childrens-data-and-privacy-online-report-for-web.pdf>>.

² Ibid, p. 4.

³ „The term Generation Z applies to individuals born after the generation of the millennials. There are many studies and theories concerning the birth years and the age of members of this generation One the most significant characteristics of this generation is the fact that they were born „natives“ in the modern digital world. They have been surrounded by the world of technology since their first days and therefore, the ways they live, socialise, perceive information and make decisions completely differ from those of any other generation before.“, ARTEMOVA, A.: *Engaging Generation Z through social media marketing Case: Hurja Media Oy*. South-Eastern Finland : University of Applied Sciences, 2018, p. 8. [online]. [2020-11-16]. Available at: <https://www.theseus.fi/bitstream/handle/10024/142658/Artemova_Alexandra.pdf?sequence=1&isAllowed=y>.

⁴ IGen (I-generation) refers to people born in 1995 or later. Members of this generation have grown up using mobile phones, they had their Instagram profile created before started their high school, and they cannot recall any period without the Internet. See: TVENGI, DŽ.: *Internet generacija: dezorijentisanost dece u digitalnom dobu*. Novi Sad : Psihopolis institut, 2019, p. 12.

⁵ GÜL ÜNLÜ, D., MORVA, O.: Whose Information Should Be Shared With Whom?: Parents' Awareness Of Children's Digital Privacy In Turkey. In *Media Literacy and Academic Research*, 2020, Vol. 3, No. 2, p. 113. [online]. [2021-01-15]. Available at: <https://www.mlar.sk/wp-content/uploads/2020/12/8_Unlu_Morva.pdf>.

⁶ PARKS, P. J.: *The Digital Divide*. San Diego, CA. : Reference Point Press, 2013, p. 51.

of social media and Internet users has raised such concerns. Although it is very likely that the technology industry will find a way to cope with hacking data, it is equally likely that it will also find a way of better exploiting this very same data spanning all dimensions of the lives of Internet users.⁷ For this reason, the paper offers a detailed account of the notion of privacy on the Internet and of the protection of personal data within the legislative framework, with special emphasis on Generation Z in Bosnia and Herzegovina.

1.1 Privacy on the Internet

What underlines various forms of abusing the Internet is the violation of the right to privacy, which is, regardless of the fact whether it is in the online or offline sphere, one of the fundamental human rights. According to Helen Nissenbaum, privacy is not a right to secrecy and control, but a right to an adequate flow of personal data. In this respect, Nissenbaum interpretes privacy as contextual integrity,⁸ which implies that an individual, depending on the situation and context, is entitled to personally decide who they are going to share their information with in the digital sphere and to what extent. This approach to defining the notion of privacy means that every person „is entitled to know how and to what purposes their personal data is used, who protects it and for how long, who has access to it, as well as to ask for it to be erased or amended.“⁹

The complexity of the concept of privacy is further deepened by its definition in legal theory, which reads that the privacy of a person encompasses the following spheres: intimate, private, and private-public.¹⁰ With regard to this classification, the second one points to the intertwining of the notions of privacy and personal data, at the same time pointing to the fact that the two cannot be equalised in a simplified manner, since „not every act of exercising, that is, violating the right to privacy is directly connected with the protection of personal data, in the sense that the latter is not always concerned with the right to privacy as part of the human rights set.“¹¹ As such, the data from this sphere must not be shared with third parties without the consent of the person this data refers to, since it belongs to the special category of personal data. It is this sphere of privacy that is the focus of this survey; to be precise, the private sphere encompassing personal data.

Within the context of the protection of privacy on the Internet, the classification of privacy that identifies spatial, information, and communication types, respectively, proves useful, particularly in terms of the last two,¹² with the latter turning into e-privacy, given the changes to the very nature of communication, which is now technologically mediated and determined to a large extent.¹³ With the emergence of new risks as regards the right to respecting private life, and

⁷ LIVINGSTONE, S.: Children: a special case for privacy? In *Intermedia*, 2018, Vol. 46, No. 2, p. 18. [online]. [2021-02-26]. Available at: <<https://www.iicom.org/wp-content/uploads/COMPRESSED-im-july2018-full-min.pdf>>.

⁸ NISSENBAUM, H.: Privacy as contextual integrity. In *Washington Law Review*, 2004, Vol. 79, No. 1, p. 120. [online]. [2020-12-15]. Available at: <<https://core.ac.uk/download/pdf/267979739.pdf>>.

⁹ KUZMANOVIĆ, D.: *Zaštita ličnih podataka i privatnosti na internetu*. [online]. [2021-02-13]. Available at: <https://digitalni-vodic.ucpd.rs/zastita-licnih-podataka-i-privatnosti-na-internetu/#t3_subheading-2>.

¹⁰ BOBAN, M.: Pravo na privatnost i pravo na pristup informacijama u suvremenom informacijskom društvu. In *Zbornik radova Pravnog fakulteta u Splitu*, 2012, Vol. 49, No. 3, p. 584. [online]. [2021-01-14]. Available at: <<https://hrcak.srce.hr/86834>>.

¹¹ MURTEZIĆ, A. O.: Konvencija 108: aktuelni značaj i primjena. In MRVIĆ PETROVIĆ, N. (ed.): *Strani pravni život*. Beograd : Institut za uporedno pravo, 2020, p. 100. [online]. [2021-01-29]. Available at: <<http://straniprav nizivot.rs/index.php/SPZ/article/view/784/752>>.

¹² BOBAN, M.: Pravo na privatnost i pravo na pristup informacijama u suvremenom informacijskom društvu. In *Zbornik radova Pravnog fakulteta u Splitu*, 2012, Vol. 49, No. 3, p. 585-586. [online]. [2021-01-14]. Available at: <<https://hrcak.srce.hr/86834>>.

¹³ E-privacy „represents a concept of data protection related to communication by means of electronic networks in any form conceivable“; Ibid, p. 587.

in response to the need for introducing specific legislation regulating the area of collecting and using personal data in the information society, a number of legal systems have recognised new privacy concepts termed „information privacy“ and „right to information self-determination“.¹⁴

1.2 Protection of personal data on the Internet

Security on the Internet is significantly determined by the level of protection of personal data.¹⁵ „With regard to that, existing technologies have made it possible both for personal data of users to be collected easily and almost free of charge and for their online activities to be monitored, which represents a fertile land for their abuse.“¹⁶ Given the expansion and popularisation of social media and various software applications on the Internet, the protection of personal data has acquired new dimensions. „There is a large amount of personal data collected and stored on social media and other websites, regardless of the fact of whether this data has been released/posted with a view to being shared or whether it has been designed by the very website of the respective social media.“¹⁷ Consequently, a high level of penetration of social media, along with the continual development of internet applications that do not require excessive engagement on the part of a user and that can easily be accessed from a number of electronic devices, coupled with offering various opportunities as regards satisfying personal needs, have all contributed to emphasising the issues of collecting, storing, sharing, protecting, and abusing personal data in a digital form. In this respect, it is the data left in the respective form of *digital fingerprint* and *digital tattoo* that is of particular importance, since they contribute to the emergence of digital identity.

„Digital identity is comprised of „digital fingerprints,“ traces an Internet user leaves behind themselves, whether consciously or subconsciously or in an active or passive way, while browsing, texting, or, in most cases, while using social media by means of interconnected devices.“¹⁸ By referring to the phrase „digital tattoo“, some authors try to point to the durability of the data left on the Internet, that is, to their consistency in the digital world.¹⁹ Within the context of creating digital identity, as well as shaping a digital tattoo, there is an important division of

¹⁴ Priručnik o evropskom zakonodavstvu o zaštiti podataka. Izdanje iz 2018. [online]. [2021-01-04]. Available at: <<https://fra.europa.eu/hr/publication/2020/prirucnik-o-evropskom-zakonodavstvu-o-zastiti-podataka-izdanje-iz-2018>>.

¹⁵ „Under the term of personal data we understand the data or pieces of information referring to a person, on the basis of which their identity can be established. In this respect, we distinguish between identification data and specific data. The former covers the following: first name and family name, address of residence, date of birth, and personal identification number. The latter refers to the following: race, nationality, ethnic designation, political beliefs or party membership, union membership, religious, philosophical, or similar beliefs, health condition, genetic code, sexual life, criminal record, and biometric data (for example, fingerprints).“ Personal Data Protection Agency of Bosnia and Herzegovina. [online]. [2021-01-18]. Available at: <http://azlp.ba/FAQ/Default.aspx?id=281&langTag=bs-BA&template_id=149&pageIndex=1>.

¹⁶ BRAUTOVIĆ, M.: Zaštita privatnosti kod hrvatskih onlajn medija. In *MediAnali: međunarodni znanstveni časopis za pitanja medija, novinarstva, masovnog komuniciranja i odnosa s javnostima*, 2007, Vol. 1, No. 1, p. 28. [online]. [2021-02-01]. Available at: <<https://hrcak.srce.hr/41342>>.

¹⁷ MCPEAK, A.: The facebook digital footprint: Paving fair and consistent pathways to Civil discovery of social media data. In *48 Wake Forest L. Rev.* 887, 2013, Vol. 48, p. 103. [online]. [2021-02-10]. Available at: <https://papers.ssrn.com/sol3/Data_Integrity_Notice.cfm?abid=2246990>.

¹⁸ *Medijska i informacijska pismenost; Radni listići za aktivnosti u učionici za nastavnike*. [online]. [2021-01-11]. Available at: <<https://www.medijskapismenost.hr/wp-content/uploads/2020/12/clemi-materijali.pdf>>.

¹⁹ Araoz explains the difference between the digital print and the digital tattoo by singling out their characteristics. In this respect, he states that the former is temporary, passively created, reactive, and unintentional and uncontrollable. As for the latter, Araoz says it is permanent, actively created, proactive, and controllable. ARAOZ, L.: *Your Online Presence is a digital Tatoo, Not a Footprint*. [online]. [2021-02-03]. Available at: <<https://thegoldenageofeducation.com/2016/03/12/your-online-behavior-is-a-digital-tattoo-not-a-footprint/>>.

digital fingerprints into active and passive. The former refers to the activities on the Internet directed at providing information on one's own, at sharing personal data, at creating a profile on social media, at posting comments on blogs and similar pages, whereas the latter is left, in majority of cases, without intention, such as disclosing one's own IP address by accessing a website.²⁰ As it is, Internet users, apart from actively participating in the digital sphere, which almost certainly implies storing some sort of data on them, also engage in activities that cannot be labelled as active, but which contribute to a large extent to the complete image of their digital identity as well.²¹

Given all the potential of the Internet as regards the aforementioned treatment of personal data, many of which go largely unnoticed by its users, using mechanisms and settings that can help secure one's own personal data and privacy on the Internet becomes an all too important issue.

What is more, some of these represent resources that are already at the disposal of internet users, and they are as follows: logging off any account before browsing any contents on the Internet, installing anti-virus software on electronic devices used for accessing the Internet, using software for keeping the IP address hidden from other users, disabling the location tracking function on a mobile electronic device, avoiding providing personal data whenever it is possible, checking the settings when downloading application software, downloading files from credible sources etc.²²

1.3 Legislative framework

The protection of privacy and personal data has been regulated by international legal acts, as well as by those introduced at the state level. In accordance with its socio-political design, Bosnia and Herzegovina has introduced the legislation in question at all respective authority levels,²³ respecting the norms of the international law that have been incorporated into it. The regulation of the right to protecting privacy and personal data requires a comprehensive analysis, that is, an analysis of the Constitution of Bosnia and Herzegovina, of the Constitution of the Republic of Srpska, and of the Constitution of the Federation of Bosnia and Herzegovina, respectively, along with an analysis of the laws concerning the matter at both the state and entity levels. In addition, the analysis, in this respect, extends to the international laws governing the aforementioned that Bosnia and Herzegovina, as a member of the Council of Europe, has ratified.

As one of the fundamental human rights, the right to privacy has been primarily protected by international legal acts, by the *Universal Declaration of Human Rights*²⁴ and by the *European*

²⁰ SETYOWATI, L.: Digital life, digital tattoo and the filter bubble: raising the awareness and the cautions on online activities through information literacy education. In MURSYID, M. (ed.): *International Conference on Science Mapping and the Development of Science*. Republik Indonesia : Library and Information Management Graduate School, Gadjah Mada University, 2016, p. 138. [online]. [2021-02-07]. Available at: <https://www.researchgate.net/publication/305682940_Digital_Life_Digital_Tattoo_and_The_Filter_Bubble_raising_the_awareness_and_the_cautions_on_online_activities_through_information_literacy_education>.

²¹ See: BÜCHI, M., LUTZ, C., MICHELI, M.: *Life Online: The Digital Footprint Gap*. Paper presented at International scientific conference for the Partnership for Progress on the Digital Divide 2017, San Diego, presented 25th May 2017. [online]. [2021-01-22]. Available at: <https://www.researchgate.net/publication/319943869_Life_Online_The_Digital_Footprint_Gap>.

²² STOILOVA, M., LIVINGSTONE, S., NANDAGIRI, R.: *My data and privacy online: A toolkit for young people*. [online]. [2021-01-20]. Available at: <https://www.lse.ac.uk/myprivacyuk?fbclid=IwAR3BIbpwNskPJAYBHfjLKG_DzDh1rUm3Tg511zrYWbNcG9mYmrScDsF-2ZU>.

²³ Bosnia and Herzegovina is comprised of two socio-political entities, the Republic of Srpska and the Federation of Bosnia and Herzegovina, and the Brcko District.

²⁴ „No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.” Article 12. The Universal Declaration of Human Rights . UN General Assembly, 1948/1971.

*Convention for Protection of Human Rights and Fundamental Liberties.*²⁵ The first binding international legal act significant within the context of protecting personal data is the Convention for Protection of Individuals with regard to Automatic Processing of Personal Data (Convention 108).²⁶ This Convention is unique in relation to other international documents in that it refers to the protection of data exclusively, it is global as regards membership, and it implies an executive mechanism.²⁷ In 2018, Convention 108 was amended and modernised by adopting the Protocol on Amendments to the Convention (ETC 223). Thus, the consolidated text of the Convention that incorporates this Protocol is referred to as Convention 108+ or the Modernised Convention. Although there were no changes made to the basic principles upon which the Convention rests, the document was revised to a large extent in terms of concretising general provisions and adjusting to the newly-created social environment significant for the area of personal data protection. As for Bosnia and Herzegovina, it ratified Convention 108+ in July 2020.

Within the context of personal data protection, an important document, alongside Convention 108+, is the *General Data Protection Regulation (GDPR)*, adopted by the European Parliament in 2016 and effective as of 25 May 2018. As a result, the Directive 95/46/EC was abolished,²⁸ with the GDPR empowering the rights of the data bearer and increasing the duties of those that process this data. In addition, the authority of watchdog entities/bodies/organs and the possibilities of competent institutions to impose sanctions in this respect is increased. The GDPR may not be the direct concern of Bosnia and Herzegovina since it is not a member state of the European Union, but the former is still compelled to harmonise its legislation to that of the latter with regard to certain aspects of it.

In addition to the ratified international legal acts, the right to privacy in Bosnia and Herzegovina is protected by means of provisions of the Constitution, both at the state and entity levels.²⁹ With regard to the state level, the most important legal act is the Law on Personal Data Protection from 2006, which laid the foundations for the establishment of the Personal Data Agency of Bosnia and Herzegovina. Furthermore, this area is regulated by the Criminal Code at both the aforementioned levels, with the list of violations expanded to unauthorised use of personal data.

Yet, despite the fact that there is a growing need for more detailed and comprehensive regulation of the issue of privacy and personal data protection, especially in terms of their protection on the Internet, there are no legal acts at the level of Bosnia and Herzegovina that regulate this matter in an explicit fashion.

²⁵ „Everyone has the right to respect for his private and family life, his home and his correspondence.” Article 8. The Convention for the Protection of Human Rights and Fundamental Freedoms/ The European Convention on Human Rights. Council of Europe, 1953.

²⁶ The Convention 108 was introduced at the level of Council of Europe on 28 January 1981. This date has been proclaimed The Data Privacy Day at an international level, which points to its significance.

²⁷ MURTEZIĆ, A. O.: Konvencija 108: aktuelni značaj i primjena. In MRVIĆ PETROVIĆ, N. (ed.): *Strani pravni život*. Beograd : Institut za uporedno pravo, 2020, p. 100. [online]. [2021-01-29]. Available at: <<http://straniprav nizivot.rs/index.php/SPZ/article/view/784/>>.

²⁸ The previous Directive was limited in its scope and it represented the minimum of legal standards to be incorporated by member states of the European Union into their respective legislation regulating the area of data protection, with each member state introducing each own law on the matter. The new Directive dealt successfully with this problem, imposing a unique set of standards across the European Union EU. Personal Data Protection. *Agency of Bosnia and Herzegovina*. [online]. [2021-01-18]. Available at: <http://azlp.ba/GDPR_Menu/Sta_je_GDPR/default.aspx?id=2373&langTag=bsBA&template_id=149&pageIndex=1>.

²⁹ „The right to private and family life, home, and correspondence” Article 2, paragraph 3f of the Constitution of Bosnia and Herzegovina, „Official Gazette of Bosnia and Herzegovina,” issue 25/2009 – Amendment 1. The Constitution of the Federation of Bosnia and Herzegovina stipulates exercising the right to privacy. Article 2, paragraph 1g, „Official Gazette of Bosnia and Herzegovina,” issue 1/94. „Human dignity, their physical and spiritual integrity, their privacy, and their personal and family life are inviolable.” Article 13, Constitution of the Republic of Srpska, Official Gazette of the Republic of Srpska, issue 21/92.

2. Methodology

The process of collecting data within a survey on privacy on the Internet of Generation Z in Bosnia and Herzegovina was conducted by means of the dependent variable analysis (purpose and manner of Internet usage, notion of privacy on the Internet, awareness of the rights to protecting privacy on the Internet, exposure of personal data on the Internet, and protection and violation of privacy on the Internet) over the period 10-20 January 2021, with a view to determining to what extent the young in Bosnia and Herzegovina, major members of Generation Z, spend their time on the Internet on a daily basis and to what purposes, to what extent they are familiar with the notion of privacy on the Internet and with their rights to protect it, what personal data they leave on the Internet and what mechanisms they use to protect it, as well as whether their privacy on the Internet has ever been violated and in what way. In addition, one of the goals was to analyse this data in relation to the sex and age of examinees.

The data on the dependent variable was gained through an online survey by means of the *Google forms* platform (www.google.com/forms/about/). This was conditioned due to the inability of organising a field survey as a result of the COVID-19 counter-pandemic measures in effect in the territory of Bosnia and Herzegovina at the time of the survey. These measures implied reduced hours in secondary schools and bans regarding gatherings of students in the open, with university students attending their classes in reduced numbers or by means of online platforms, which meant that it was difficult to gather a number of examinees at a single point in time in one place.

The sample consisted of 671 examinees, using a combined online/offline technique of sampling, with the examinees having been contacted first and then instructed to visit the website for filling in the questionnaire (Popadic, Pavlovic, and Zezelj, 2018). With regard to establishing contact with the examinees, the „snowball“ technique was used (Milosavljevic and Radosavljevic, 2013), which allowed for an adequate number of examinees over a short period of time. The link for the online survey was delivered to around 1,000 email addresses/accounts of major members of Generation Z from 90 municipalities across Bosnia and Herzegovina, with limitations imposed as regards a single visit to the website per account, in order to avoid multiple participations in the survey. Due to the nature of questions posed (they relate to privacy), the only mandatory ones were those referring to demographics, while the rest were optional. Yet, almost all the examinees answered all the questions, which is elaborated in detail in the results section. No minor member of Generation Z was examined, since it was not possible to legally acquire the consent of either the institutions (school) or parents, due to the online nature of the survey. That way, no one could determine whether a minor filled in the questionnaire with consent granted or not.

The instrument used for conducting the survey is a formalised cloze (standardised) questionnaire with precisely defined questions and offered answer modalities (Milosavljevic and Radosavljevic, 2013), with the number of alternative answers within the 2-17 range.

It consists of six basic sections: introduction to the questionnaire, general data questions, questions related to the purpose and manner of Internet usage, questions related to privacy on the Internet (notion of and right to), questions concerning the exposure of privacy on the Internet, and a set of questions dealing with personal data protection on the Internet. There are 13 questions in total, with the form of the questionnaire adapted for online use and with an optimal number of questions due to the conditions underlying the survey, where it was not possible to control the percentage of examinees.

The method of funnel was used as regards the organisation of sections and distribution of questions (Milosavljevic and Radosavljevic, 2013), which implies the general towards specific direction. Due to the specificity of the target group, clarifications regarding the age of examinees were placed on the home page of the study website (the young aged 18-26 living in Bosnia and Herzegovina). The thematic section of the questionnaire is introduced with a question

concerning the time spent on the Internet and closed with one related to violations of privacy on it. This survey enabled measuring the level of media literacy of Generation Z in Bosnia and Herzegovina, with regard to the segment related to privacy on the Internet, especially those aspects of it dealing with familiarity of the examinees with the right to privacy and personal data protection, as well as with their comparison in terms of their sex and age.

Demographics

One third of the examinees come from the city of Banja Luka, followed by the cities of Istocno Sarajevo, Tuzla, Sarajevo, Doboj, Zenica, Mostar etc., along with the Brcko District. The majority of examinees are female (75,3%) – *Table 1*, the young aged 18-20 (48,9%) – *Table 2*, and university students (81,1%) – *Table 3*.

Sex	Male	Female
f	166	505
%	24,7	75,3

TABLE 1: Sex structure of examinees

Source: own processing, 2021

Age	18-20	21-23	24-26
f	328	244	99
%	48,9	36,4	14,8

TABLE 2: Age structure of examinees

Source: own processing, 2021

Education	f	%
High school student	59	8,8
Graduated high school student	15	2,2
University student	544	81,1
Graduated university student	53	7,9

TABLE 3: Level of education

Source: own processing, 2021

3. Survey results

3.1 Purpose and manner of Internet usage

How much time do you spend using the Internet on a daily basis?	f	%
0-1 hour a day	14	2,1
1-3 hours a day	228	34,1
3-6 hours a day	302	45,1
More than six hours a day	125	18,7

TABLE 4: Time spent on the Internet on a daily basis

Source: own processing, 2021

According to Table 4, 45,1% of examinees use the Internet 3-6 hours a day, 18,7% of them use the Internet more than 6 hours a day, with only 2,1% using it less than 1 hour a day. The results show a high percentage of the Internet usage, which is expected, given that it is one of major features of Generation Z.

For what purposes do you use the Internet the most?	f	%
Access to social media (Facebook, Twitter, Instagram, Google+, LinkedIn, YouTube, Snapchat, Reddit, Pinterest, TikTok, Tumblr i sl.)	612	91,3
Access to and download of various contents (getting informed, getting educated, getting entertained)	474	70,7
Playing video games	112	16,7
Online shopping	125	18,7
Message exchange software applications (Viber, WhatsApp, Hangouts, email, etc)	480	71,6
Creating and sharing one's own contents	107	16

TABLE 5: *The most common ways of using the Internet*

Source: own processing, 2021

Major members of Generation Z in Bosnia and Herzegovina mostly use the Internet for accessing social media accounts (91,3%), then message exchange software applications (71,6%), followed by accessing to and downloading various contents for the purpose of getting informed, educated, and entertained (70,7%). The lowest percentage is reserved for creating and sharing one's own contents (16%). With regard to expected results, this is yet another feature of generation Z, since most of their communication is done by means of social media or message exchange software applications.

3.2 Privacy on the Internet (notion of and right to)

How familiar are you with the notion of privacy on the Internet?	f	%
In full capacity	143	21,3
Partly	491	73,3
Not familiar	36	5,4

TABLE 6: *Familiarity with the notion of privacy on the Internet*

Source: own processing, 2021

According to Table 6, 73,3% of examinees are partly familiar with the notion of privacy on the Internet, 21,3% of them are fully aware of it, whereas 5,4% are not familiar with it at all. Given the high percentage of the Internet usage, the familiarity with the notion of privacy shows low figures in this respect.

Are you familiar with your rights as regards protection of privacy on the Internet and in what way?	f	%
I am not familiar with this matter	83	12,4
I have little information about it	249	37,1
Yes, I have been informed about that by members of my family	66	9,8
Yes, I have been informed about that at school	102	15,2
Yes, I have been informed about that at university	68	10,1

Yes, I have been informed about that by my friends	96	14,3
Yes, I have been informed about that through the media	171	25,5
Yes, I have been informed about that on the Internet	235	35

TABLE 7: *Familiarity with the right to protecting privacy on the Internet*

Source: own processing, 2021

The results presented in Table 1 show that more than one third of examinees have little knowledge about their rights regarding protection of privacy on the Internet (37,1%), followed by a slightly lower percentage of those who have gained information on the matter on the Internet (35%) or through the media (25,5%). Then, the next figure (15,2%) represents those who have been informed about that at school, while there are 12,4% of them who are not familiar with the issue at all. The reason why this percentage is so low is because one half of examinees has little or no knowledge about protection of privacy on the Internet, and they use it on a daily basis.

3.3 Level of privacy exposure on the Internet

What type of personal data do you leave	f	%
First name and family name	643	95,8
Date of birth	528	78,7
Personal identification number	20	3
Address of residence	125	18,6
Email address	487	72,6
Phone number	274	40,8
Photographs	523	77,9
Video footage	228	34
Location	188	28
Personal interest	181	27
Working skills	69	103
Sexual orientation	51	7,6
Religious denomination	62	9,2
Medical record	11	1,6
Attitudes on various issues	125	18,6
Personal experience accounts	152	22,7
None of the above listed	14	2,1

TABLE 8: *Leaving personal data on the Internet*

Source: own processing, 2021

As far as the exposure of personal data on the Internet is concerned (Table 8), the highest percentage of examinees (95,8%) leave their first name and their family name, then their date of birth (78,7%), followed by photographs (77,9%), their email address (72,6%), their phone number (40,8%), video footage (34%), and location (28%). On the contrary, the lowest figures refer to those leaving their personal identification number (3%), their medical record (1,6%), and no trace of personal data on the Internet (2,1%).

The results point to a high percentage of exposure of personal data on the Internet, especially of the type that can be used for advertising purposes, but also abused, with a view to creating false profiles or to engaging in criminal activities.

How often do you think of possible risks and consequences of leaving personal data on the Internet?	f	%
Always	59	8,8
Often	178	26,5
Sometimes	277	41,3
Seldom	133	19,8
I never think about it	24	3,6

TABLE 9: *Thinking about possible risks and consequences of leaving personal data on the Internet*

Source: own processing, 2021

The results show that the greatest number of examinees (41,3%) sometimes think about the risks and consequences of leaving personal data on the Internet, with 26,5% often thinking about it, 19,8% seldom, and 3,6% never. In addition, the overall results show that around 60% sometimes or seldom think of the possible consequences of exposing their own personal data on the Internet, which is rather a high percentage, with only 8,8% giving it a thought while working online (Table 9).

3.4 Protection of personal data on the Internet and violation of privacy on the Internet

How do you protect your privacy on the Internet?	f	%
I log off from any account before browsing internet contents	135	20,2
I have installed anti-virus software on the devices I use to access the Internet	182	27,2
I use software for hiding my IP address from other users	64	9,6
I do not engage the location tracking function on my mobile device	334	49,9
I refrain from leaving any personal data whenever it is possible	472	70,6
I check out the settings when downloading software applications (parameters that can be limited or disengaged)	184	27,5
I delete applications I do not use on a regular basis	335	50,1
I filter the contents on social media	165	24,7
I do not accept cookies, unless it is necessary in terms of accessing some contents	332	49,6
I only download files from trustworthy sources	213	31,8
I shut down my account immediately upon completing an act of shopping	30	4,5
None of the above listed	47	7

TABLE 10: *Methods of protecting privacy on the Internet*

Source: own processing, 2021

More than two thirds of examinees (70,6%) do not leave personal data on the Internet whenever it is possible, with 50,1% deleting software applications on a regular basis, followed by 49,9% not engaging the location tracking function on their mobile devices, 49,6% not accepting

cookies, unless it is necessary in terms of accessing some contents, 31,8% downloading only files from trustworthy sources, and, finally, 7% not using any mechanisms for protection of privacy on the Internet. In most cases, examinees use common methods for protecting privacy on the Internet, reaching out for more sophisticated solutions on rare occasions.

How do you protect your privacy on social media?	f	%
I always lock my profiles	428	64
I share personal information only with close persons	365	54,6
I often change passwords and I combine letters, numbers, and symbols that make sense only to myself when composing them	165	24,7
I do not use the same password for every account and I do not use the username from one account as the password for another one	262	39,2
I clean up my accounts on a regular basis and delete previous logins and posts in order to limit advertisers access to the list of my activities	116	17,3
I use all features of the privacy protection settings on social media	183	27,4
I clean up the friend list on a regular basis and do not accept friend requests from people I do not know	319	47,7
None of the above listed	56	8,4

TABLE 11: *Methods of protecting privacy on social media*

Source: own processing, 2021

According to Table 11, 64% of examinees always lock their profiles on social media, 54,6% of them share personal information only with close persons, 47,7% clean up their friend lists on a regular basis and do not accept friend requests from unknown people, and 39,2% do not use the same password on all of their accounts and do not use the username from one account as the password for another one. On the other hand, 8,4% of examinees do not use any mechanism for protecting privacy on the Internet. Overall, examinees mainly use basic mechanisms for protecting privacy on social media, rarely resorting to more sophisticated solutions.

Has your privacy on the Internet ever been violated?	f	%
Yes, my profile has been hacked	112	16,8
Yes, my personal data has been abused	28	4,2
Yes, some of my photographs / some photographs featuring me as well have been released without my consent	47	7
Yes, video footage featuring me has been released without my consent	12	1,8
Yes, someone has created a false profile of mine on some social media	52	7,8
I have never experienced violation of privacy on the Internet	486	72,8

TABLE 12: *Violation of privacy on the Internet*

Source: own processing, 2021

The majority of examinees claim that their privacy on the Internet has never been violated (72,8%), whereas 16,8% of them have experienced a situation of having their profile hacked, with 7,8% reporting that someone has created a false profile featuring their personal data on an instance of social media. In addition, 7% of examinees say that they have faced a situation in which their photographs have been posted without their consent, while 4,2% of them have been victims of the abuse of their personal data. In total, 28% of examinees have suffered some form of privacy violation, which is quite a high percentage.

3.5 Privacy on the Internet in relation to sex and education

Over the course of the analysis, the independent and the dependent variables are crossed, with only those featuring a statistically significant impact being presented here.

Sex	How familiar are you with the notion of privacy on the Internet? (%)				Overall
	In full capacity	Partly	Not familiar	%	N
Male	30,7	66,3	3,0	100,0	166
Female	18,3	75,6	6,2	100,0	504
Overall (%)	21,3	73,3	5,4	100,0	670

TABLE 13: The extent of familiarity with the notion of privacy concerning the sex of examinees

Source: own processing, 2021

The chi squared test shows that there is a statistically significant difference between male and female examinees as regards the extent of familiarity with the notion of privacy on the Internet (Chi square=12,869; df=2; $p=0,002$; Cramér's $V=0,139$). By means of the two-tailed t-test it is determined that male examinees are more familiar with the aforementioned notion ($t= -3,576$; sig. 0,001), which is visible from the figures in Table 13. Thus, one third of male examinees are familiar with it, whereas this is valid for one sixth of female examinees only. On the other hand, the number of female examinees that are not familiar with the aforementioned notion is double that of the male ones. Interestingly, it seems that the respective variable of age, level of education, and time spent on the Internet have no impact on whether examinees are familiar with it or not.

Education	Are you familiar with the rights concerning protection of privacy on the Internet? (%)				Overall
	Not familiar	Yes, I have a little knowledge about it	Yes, I am familiar	%	N
High school students	10,2	35,6	54,2	100,0	59
High school graduates	40,0	26,7	33,3	100,0	15
University students	12,2	35,4	52,5	100,0	543
University graduates	9,4	26,4	64,2	100,0	53
Overall (%)	12,4	34,5	53,1	100,0	670

TABLE 14: The extent of familiarity with the right to protecting privacy on the Internet concerning the education of examinees

Source: own processing, 2021

Next, the chi squared test shows that the level of education of examinees has an impact on the extent to which examinees are familiar with the rights to protecting privacy on the Internet (Chi square=13,646; df=6; $p=0,034$; Cramér's $V=0,101$). By means of multiple comparison and Tukey's test it is determined that university students and graduated university students score the highest in this respect, with high school students showing a higher score in relation to graduated high school students (level of significance – 0,05), which could be explained by the fact that they are still in the process of studying and that they are younger and better informed.

How concerned are you with regard to the possible risks and consequences of leaving personal data on the Internet?

Sex	Answers					Overall	
	Always	Often	Sometimes	Seldom	Never	%	N
Male	1,4	17,5	39,8	27,1	4,2	100,0	166
Female	7,9	29,5	41,8	17,4	3,4	100,0	505
Overall (%)	8,8	26,5	41,3	19,8	3,6	100,0	671

TABLE 15: Concerns about possible risks and consequences of leaving personal data on the Internet in relation to the sex of examinees

Source: own processing, 2021

In addition, the chi squared test shows that there is a difference in male and female examinees in relation to concerns regarding the possible risks of leaving personal data on the Internet (Chi square=14,873; df=4; p=0,005; Cramér's V=0,149). By means of the t-test it is determined that it is female examinees who are more concerned in this respect (t= 1,901; sig. 0,05).

How concerned are you with regard to the possible risks and consequences of leaving personal data on the Internet?

Time spent on the Internet	Answers					Overall	
	Always	Often	Sometimes	Seldom	Never	%	N
0-1 hour a day	14,3	21,4	28,6	14,3	21,4	100,0	14
1-3 hours a day	5,3	30,3	45,6	16,2	2,6	100,0	228
3-6 hours a day	11,6	25,2	39,1	21,2	3,0	100,0	302
More than 6 hours a day	7,2	24,0	40,0	24,0	4,8	100,0	125
Overall (%)	8,7	26,6	41,3	19,9	3,6	100,0	669

TABLE 16: Concerns about possible risks and consequences of leaving personal data on the Internet in relation to time spent on the Internet

Source: own processing, 2021

In the end, the chi squared test shows that there are differences in concerns regarding the possible risks of leaving personal data on the Internet depending on the amount of time spent on the Internet (Chi square =27,580; df=12; p=0,006; Cramer's V=0,117). Yet, by means of the variance analysis and Tukey's multiple comparison test it is determined that the aforementioned differences are not statistically significant, but that they are still there. With regard to this, the most concerned are those who spend 1-3 hours and 3-6 hours on the Internet, respectively.

4. Discussion

The underlying premise of this study is that major members of Generation Z in Bosnia and Herzegovina spend much of their free time on the Internet, but that they also engage in other activities (studying, communicating, shopping) in the same way, which implies that they spend several hours a day online. The results of the survey support this premise, which is to be expected due to the fact that Generation Z finds digital surroundings natural, where the Internet is merely a part of everyday life. For this reason, even activities that could be realised in the real world, such as hanging out with their friends, making conversation, having fun etc. are shifted into

the digital world, since they find it their comfort zone. Ultimately, some of them prefer mobile phones to people. Furthermore, the results also corroborate the premise that, in most cases, the young in Bosnia and Herzegovina use the Internet for accessing social media, for message exchange software applications, and for getting informed, educated, and entertained. On the other hand, the percentage of those who use the Internet for the purpose of creating and sharing their own contents is rather low (given the amount of time spent on the Internet), which implies their passivity. In this respect, they are much more consumers than prosumers (both the users and creators of certain contents).

Taking into consideration the development of media and the opportunities it offers in terms of audience creativity, one can come to a conclusion that the young in Bosnia and Herzegovina use the Internet for creative purposes only on rare occasions, thus seldom producing their own contents. They are Internet users, but passive ones to a large extent, and that is one of the main reason they opt for it (it provides them with all the services they need without any requirements as regards efforts made and creativity expressed on their part).

In addition, the results make visible the fact that few examinees have gained information on their rights concerning the Internet use at school, at university, or in a family circle, with the majority of them learning about it through the media, that is, through the Internet itself, which points to the lack of media education within the formal educational system. Consequently, this points to the lack of media education on the part of their parents as well. With reference to the fact that media education is not part either of the elementary or secondary school curricula in Bosnia and Herzegovina (it is only studied at some university departments of journalism and communication studies) and that there is no such education provided to adults (those who have completed their formal education), it is hard to expect that there is developed awareness of and knowledge about the security on the Internet in the young.

In a similar fashion, a high percentage of exposure of personal data is another consequence of the lack of media education as well, that is, the lack of consciousness concerning various possibilities of this data being manipulated or even abused. With regard to this issue, this is primarily so in the case of the following: date of birth, email address, location, releasing photographs or video footage, and revealing details of personal events, as well as home address.

There are numerous activities realised by means of the Internet, such as accessing social media and various contents, using message exchange software applications, playing video games, doing online shopping and alike, with a view to satisfying communication urges and needs for getting informed, educated, or entertained, that imply storing personal data, which enables *profiling* or *digging out*, which is defined as a process of collecting, isolating, and categorising data. One of the consequences of digital data manipulation is the violation of privacy on the Internet, which implies their abuse in the first place. Hacking a profile, releasing photographs or a video footage without a person's consent, creating a false profile based on another person's personal data, all of this represents some form of violation of the aforementioned, at the core of which is personal data abuse.

Given the fact that more than a half of examinees only sometimes or seldom think about the possible consequences of leaving their personal data on the Internet, with them actually leaving it quite often, one can conclude that their privacy on the Internet is very much exposed and endangered.

The results indicate that the young in Bosnia and Herzegovina do not use complex mechanisms for the protection of privacy on the Internet and social media to a large extent, that is, those that require additional time and actions, as well as the knowledge of digital settings (using software for hiding IP address, checking out setting parameters when downloading a software application, logging off all accounts before browsing contents on the Internet, shutting down an account following an act of online shopping, using all possible forms of privacy protection on social media, changing passwords, „cleaning up“ an account and erasing previous logging on sessions and posts and alike).

As many as 8,4% of examinees do not use any mechanism for the protection of privacy on social media, and it is for this purpose that they use the Internet the most. This piece of information is the most indicative one in terms of the exposure of the young on the Internet and on social media in particular, which provides the best hunting ground for personal data. Furthermore, if the fact that around 28% of examinees have experienced some form of violation of privacy on the Internet, 4,2% of whom have reported that their personal data has been abused, one can claim that Generation Z lacks knowledge about security on the Internet. For this reason, it is necessary to raise awareness in the young on safely using the Internet and on taking action concerning the protection of personal data on a preemptive basis. As a result, this further points to the necessity of introducing the contents of media education (possibly as a separate subject) into the formal educational system, with special emphasis on the challenges presented by growing up in digital surroundings.

With regard to the issue of familiarity with the notion of privacy on the Internet and with the rights to protecting privacy, a higher percentage of knowledge in this respect on the part of the male population may be interpreted in terms of women being more prone to exposing details of their intimacy on the Internet and to finding the presentation of their image in the virtual world (social media in particular) more significant. In this respect, they probably find the contents more important than the context, so they put less effort to learn about their rights on the Internet. Yet, they spend more time thinking of the possible consequences of leaving personal data on the Internet, which is likely due to the fact that they are aware of their not being knowledgeable in the area, so they take the possible negative consequences of risky behaviour on the Internet in a serious manner. In the end, a higher percentage of familiarity with rights concerning the Internet use in more educated examinees confirms that the general education level has an impact on the extent of media literacy, that is, security on the Internet in this particular case.

5. Conclusion

Growing up in the age of the Internet differs in so many ways from growing up in the world without it, both in terms of parents and children. As for the former, they have been assigned a virtual space in which to control their children, aside from a physical one, with the latter being provided with an area that offers possibilities for acting more freely and for developing more cunning methods of avoiding parental attention. Thus, the former perceive it as a yet another challenge, the latter as an opportunity to seize completely. Since Generation Z has no knowledge of the pre-Internet time, the virtual world, in their case, represents the confirmation of their existence, and that fact should not be ignored but accepted, thus using it as a foundation for developing awareness in the young of both the positive and negative aspects of the Internet.

Although it is impossible to avoid exposing one's privacy on the Internet in terms of Generation Z, it is possible to minimise it and prevent negative consequences within the context of personal data abuse and violation of privacy. This process should take into account every relevant context there is: personal, family, social, formal education, and the media. It is through synchronised and timely actions within each of the aforementioned types of context that successful protective mechanisms in the young as regards potentially harmful aspects of the Internet can be built.

This would imply personal development, self-education, parents skilled in media literacy who talk to their children about internet challenges, a society evolving, promoting, and encouraging media literacy among the general population, a formal educational system within which the contents of media literacy are studied at all educational levels, with special emphasis on digital surroundings and the media pointing out the significance of media education, educating the young on the issues that are relevant to them, and helping them obtain information concerning digital security in a fast and easy way.

With regard to the young, the Internet offers them a sense of security and a sense of belonging to a certain community/group. Those who have grown up using social media often say that they feel weird if they fail to share various contents over the Internet or if they fail to exchange messages over it. Often, in order for them to actually think of or feel an emotion they need to share it. This type of sensibility may contribute to creating a false image of ourselves, one based upon the contents we believe others might like instead creating the one genuinely reflecting our personal traits. In addition, interactive media constantly urge us to react, and our brain is at its most productive when there are no such requests, which means that, in terms of productivity, we need personal peace, time without media of any kind, in order to realise our full potential. Within that context, members of Generation Z should be encouraged to organise their time in a quality fashion and make plans for a period of day when they are not using the Internet. Furthermore, it is important for them to develop an awareness of the safe use of the Internet and to become as familiar as possible with procedures and steps of preemptive actions, of protection against, and of dealing with the negative consequences of violations of privacy on the Internet.

In the end, it would be recommendable that social media users exploit to the fullest all the possibilities of privacy settings, bearing in mind that „*such settings can be unreliable, with shortcomings as regards privacy policy or technical faults may restrict a user's capacity of controlling the audience for the contents they have released.*“ Thus, locking down your profile on social media, sharing personal information only with close people, paying special attention to creating and changing passwords, and filtering the contents on a regular basis are some of the activities that can contribute significantly to protecting identity in the digital world. The aforementioned is within the domain of preemptive activities that restrict any possibility of abusing personal data, as well as the data concerning patterns of online behaviour, which helps creating their digital identity as well.

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