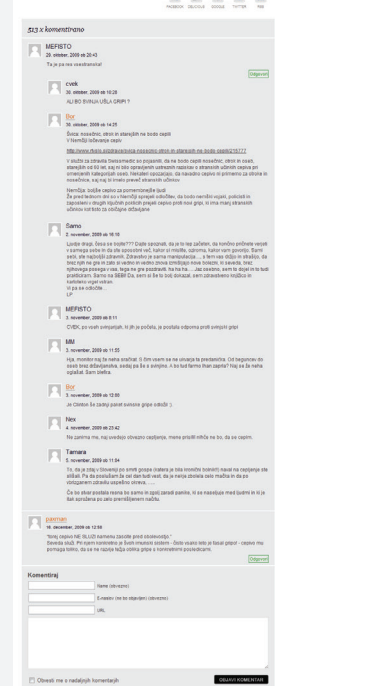


www.VEST.si

"We are the riders of new technologies, the critics of over lived patterns and messengers of news. Good news do not need any outfit, just a path to the ears. Question of yellow print is unreal, there is just decency. Argument is the king, right to correction is sacred, critical judgment preserves common sense. If a story is being watched, it will be revealed by her own" (14 signatures under this)

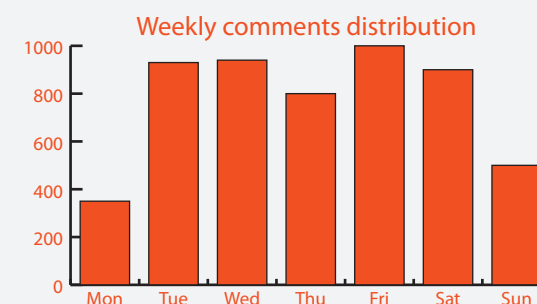


RESEARCH

On vest.si, users can leave **comment on every article**. They are do not have to be registered. It is enough to fill out a form with their **alias**, **E-Mail** (is not public), **URL** (if they want to provide a link to their personal blog or website) and the content of the comment. So users have to choose by themselves to be **anonymous**, to be **recognized by their alias**, or to **fully reveal their identity**. Because the nature of topics discussed on vest.si many times users find themselves in different arguments with one ore more users. Many times discussion groups are formed which then create an online debate.

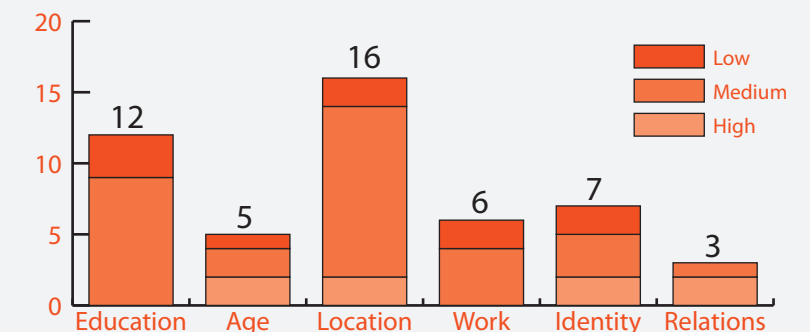
In my research I decided to focus on how do participants leave their informations in comments. I argue that **users, that are protected by their online anonymity are more likely to leave personal information on the community**.

I used **empirical (observation) method** for my research. I was collecting comment data in xml form via RSS comment feed <http://www.vest.si/comments/feed/> and used Google Reader to read and sort usefull comments for my research. I was gathering data from 13 November 2009 to 13 December 2009. In that period I collected and studied in average 172 comments per day. In total 5346 comments.

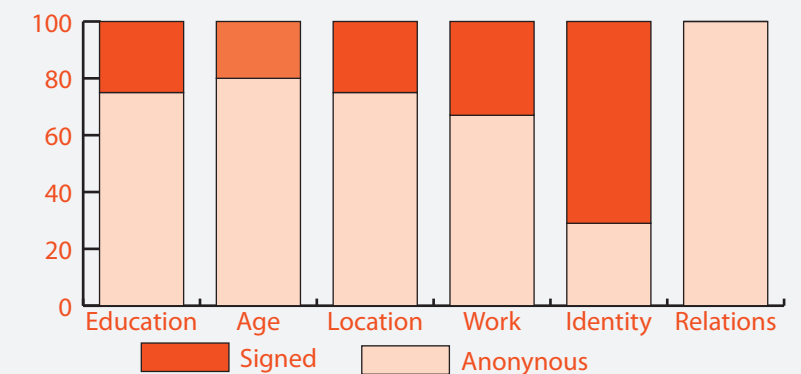


RESULTS and DISCUSSION

In my analysis I have found **47 comments** usefull for my study. Which is 0,9 % of all comments. This was suprising for me because I was expecting higher percentage. I was filtering comments, and only kept the ones that clearly revealed personal informations. After collecting I have grouped comments that revealed same informations. Groups are: revealing **education**, **age**, **location** of living or working, **work**, **identity** (at least name and surname), **relations** (personal, professional, family..). After that I marked comments by revealing level: **low**, **medium**, **high**.



After I managed to combine theese results with the level of anonymity and i got these results:



Over all, 30 % of information revealances were signed.

I will also like to add that information gained from vest.si may not be entirely correct. One of a possible reasons is to **short observation time**, **sensitive topics of discussion**, **subjective data accep-tion** and possiblity that comments, when combined could bring more information for my research.

Content is divided into groups:

Shows, **Politics**, **Society**, **Culture**, **Fun**, **Opinions**, **Projects**, **Columns**, **Blogs**, **Food of the day**

All video material, including video inserts in articles, are being published on YouTube or Vimeo and embed in website.