

**Call for papers.**

**International symposium**

**21 and 22 March 2013,**

**Organized by the Association for Media, Culture and Communication**

**IDETCOM**

**University of Toulouse 1 Capitole**

**Online reputation and digital traces:**

**Instrumental measures and social problems.**

The development of « social media » (Stenger and Coutant-2011-) is exponential. Examples include Facebook, which in 2011 attracted more than 750 million Internet users worldwide, which states that one in two was the user. In these social media, it is a very common form of intimacy, even if the talks are open to the public. There is a narcissistic form of visibility in the "light and shadow" (Cardon 2010). Moreover, bearing in mind the fact that the capacity of the memory on the Internet is unlimited, there is a dynamic relationship between the flow and storage of information (Merzeau 2009), which supports the structuring of "online reputation". The term is often used in case of an instrumental approach that would benefit (or harm) to a person, brand, product or organization. Until the present time there not have been a professional service for the manipulation of online reputation, which would allow the employment of "community manager" or agency dealing with the online reputation and enable insurance contracts protecting against the exploitation of negative, online reputation... Online reputation is not only a real economic problem, but it also risks leading to major social change in the twenty-first century (Galinon Méléneq-2011). Subsequently, the development of digital tablet and other smartphones, contributes to the interaction and offer their services "tailored" thanks to geolocation. Digital signs are growing exponentially and there has been (or not) the file of personal data in accordance with national legislation. The unrestricted development of the digital universe, and in particular the social media obliges us to reflect on the notion of transparency, the term often used in the media and the prevailing opinions. The digital right to be forgotten is a concept created by politicians (supplement: European Commission's recent work on the subject - Viviane Reding, 2012), which is closely related, and even constitutive with the new concept of online reputation.

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Foundation of the conference is to offer the test of online reputation in the transversal and interdisciplinary way, but having the character of continuity and consistency in the IDETCOM, which includes lawyers, managers and researchers of Informatics and Communications (SIC).

The work of computer science and communications, law, economics, management and marketing, sociology, and anthropology are welcome.

**Operatively, four axes are proposed:**

**Topic 1: "Online reputation": Origin, Properties, and deconstruction of this new concept**

What are its origins? Are there any myths, utopias and ideologies underlying the use of this description? What are the application of this concept which is increasingly used by media and other professionals?

**Topic 2: Digital traces and their identification**

Use of the Internet and increased use of mobile devices generate ever increasing digital traces. Since the beginning of the term cyberspace, the digital traces are closely related to social relations that have evolved in the course of human development. Looking through a prism, asking these questions: what is the nature of digital evidence?, Whether they are a continuity or a break from the track of "previous"?, To what extent the signs of a this new type have an influence on the identification of human activity?

**Topic 3: "Online reputation": The digital right to be forgotten: personal and public space**

The digital right to be forgotten, it is a set of laws for the protection of personal data and it was not so long ago relied on a political forum. How is the reality of this law in the national, European and international context? What is the reality of the qualifications of personal data in accordance with this law? Is this a legal reality, the design of communicative? What are the methods of application of the law of digital right to be forgotten in a public space?

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#### **Topic 4: Dimensions of the instrumental "online reputation"**

Marketers, personnel department specialists, communicators analyze, and create a direct form of the reputation of a brand, product, a service, and an individual. In the same perspective, a local authority institution (museum, university, schools, associations...) manages or maintains its online reputation. The main idea of this theme is to present empirical work based on the matrix online reputation, understood as an instrumental device.

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#### **Organization:**

#### **Scientific Committee:**

- **Serge Proulx**, Professor of Communication, University of Quebec in Montreal (UQAM),
- **Béatrice Galinon-Melenec**, Professor of Information and Communication Science (SIC), University of Havre,
- **Serge Agostinelli**, Professor of Information Science and Communication, University of Aix-Marseille,
- **André Vitalis**, Professor of Information Science and Communication, University of Bordeaux,
- **Geneviève Vidal**, Lecturer in Information Science and Communication, University of Paris XIII,
- **Alexandre Coutant**, Lecturer in Information Science and Communication, University of Franche-Comté,
- **Thomas Stenger**, Lecturer in Management, University of Poitiers,
- **Louise Merzeau**, Lecturer in Information Science and Communication, University of Paris-Nanterre,
- **Pierre Trudel**, Professor of Public Law, University of Montreal,
- **Jacques Larrieu**, Professor of Private Law, University of Toulouse,
- **Lucien Rapp**, Professor of Public Law, University of Toulouse,
- **Frédéric Amblard**, Lecturer in Computer Science, University of Toulouse,
- **Martine Regourd**, Professor of Information Science and Communication, University of Toulouse,

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- **Christophe Alcantara**, Lecturer in Information Science and Communication, University of Toulouse,

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**Organizing Committee:**

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- **Nicolas Tilli**, Doctor of Public law, University 1 Capitole in Toulouse,

- **Louis Philippe Gratton**, Ph.D. student , University 1 Capitole in Toulouse,

- **Rodolfo Garafa**, Lecturer in Roman Language and Literature, University 1 Capitole in Toulouse.

Submission of proposals:  
30 September 2012 (maximum 3000 characters, including space and bibliography).

**Further information :** [www.e-reputation-lecolloque.org](http://www.e-reputation-lecolloque.org)

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