

EDITORIAL

In the first part of this issue of Media Research we present the results of two empirical research on children in the media, as well as a few papers in which the authors, applying the method of content analysis on mainstream Croatian daily newspapers, investigate how printed media shape messages.

Author Joško Sindik in the paper “How Parents Perceive Influence of the Media on Preschool Children?” investigates the role that parents of preschool children have in the media literacy of their children. Based on the sample of 371 parents of Zagreb and Zagreb County, the author points out different correlations between multiple factors which influence the use of media in the family, child’s exposure to the media and the need of media education of preschool children.

Marta Vlanić also deals with the topic of children and media. In the paper “How do Croatian Daily Newspapers Report about Children: Content Analysis of *Jutarnji list* and *Večernji list*”, on the sample of 404 articles in 56 issues of *Jutarnji list* and *Večernji list*, she investigates journalists’ professionalism when reporting on topics related to children. The author concludes that children are a neglected topic, and professional standards are low when it comes to ethics, social values and credibility. Children are mostly presented in a sensationalistic way in order to increase the sales of daily papers.

Almir Elezović in his paper “What Newspapers Reported? Content Analysis of Newspaper Headlines (January – June 2011)” analyzes covers of five Croatian daily papers in a six month period, with reference to 1014 headlines, in order to conclude on the differences in editorial policies of each daily paper based on the content of their covers. The author finds that judging by the content, form and topics of the headlines, readers of all daily papers in Croatia are extremely subjected to commercial and PR interests, which leads to conclusion that journalism is more and more under the influence of economical interests of promoting consumerism, and less a profession of public interest and means of informing the citizens.

Đurđa Vrljević Šarić and Nada Zgrabljčić Rotar in the paper “Second Electoral Round of the 2010 Croatian Presidential Election in Daily Newspapers: Uneven Coverage of Candidates” using the method of content analysis on the sample of 625 articles published in Croatian papers *Jutarnji list*, *Večernji list*, *Vjesnik*, *Glas Slavonije*, *Novi List* and *Slobodna Dalmacija*, conclude that during the second round of the electoral campaign in 2010, papers did not evenly cover both candidates.

The second part of the issue focuses on The 13th Conference of CARNET Users - CUC 2011. It contains four papers dealing with information technology in communication and education.

Vladimir Rismondo in the paper “Semiotic Identity of Contemporary art Collection on the Internet”, by applying Peirce’s classification of signs on two museum collections situated in physical space, as well as on their virtual counterparts on the Internet, he concludes that a conservativity of identity exists in most leading web collections, which he finds to be a consequence of users’ inertia and a lack of software support.

Jadranka Lazić Lasić, Sonja Špiranec and Mihaela Banek Zorica in their paper “Lost in New Learning Environments – Found in Information Literacy Education” present the concept of information literacy in context of contemporary education and the idea of “21st century literacy. The Internet or Google generation, their ways of searching for and using information in educational purposes and the philosophy of interactive learning and interactive media, are all part of the digital environment which imposes the need for informational literacy in education.

Iva Matasić and Saša Dumić in their paper “Multimedia Technology in Education” investigate the use of technology and Internet in class, describe different methods of learning on distance and the possibilities of using technology, Internet and multimedia in teaching, and try to emphasize the positive sides and the advantages of using multimedia. Multimedia and new technologies give educators a whole new set of tools, but also provide a new, innovative approach to teaching, and give users the possibility of a faster, more functional and accessible learning.

Gordana Jugo, Ivica Matotek, Mirela Carev and Daniel Domović in the article “Using Moodle 2.0 in Assessment of Learning Outcomes” speak to educators and describe Moodle 2.0, recommended by CARNet and emphasize possibilities of that new version of Moodle in the process of evaluation of knowledge, such as exams and homework. These tools enable important steps towards individualization in the process of evaluation.

Lastly, as always, we publish reviews of books as well as notes and announcements of conferences. We would like to thank all of those who contributed to the publishing of this issue, and invite you to collaborate, critique and suggest. Send us your papers in the field of media and journalism, notes and reviews.

Editor-in-Chief
Nada Zgrabljic Rotar