

Paško Bilić
Curriculum vitae

Department for Culture and Communication
Institute for Development and International Relations
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EDUCATION

- 2013 PhD, Department of Sociology, Faculty of Humanities and Social Sciences. University of Zagreb, Croatia
- 2008 MA, Department of Sociology, Department of History, Centre for Croatian Studies, University of Zagreb, Croatia

EMPLOYMENT

- 2009 - Present Department for Culture and Communication, Institute for Development and International Relations, Zagreb, Croatia. Research Associate since 2017 (tenured position).

INTERNATIONAL EXPERIENCE

- 2017 Visiting International Research Fellow, Institute for Advanced Studies, University of Westminster, London, United Kingdom
- 2016 Short-term Visiting Researcher, Department of Media Systems, Bilgi University, Istanbul, Turkey
- 2015 Short-term Visiting Researcher, Center for Media, Communication and Information, University of Bremen, Germany
- 2011 - 2012 Doctoral research fellow, University of Alberta, Wirth Institute for Austrian and Central European Studies, Edmonton, Canada

RESEARCH EXPERIENCE (selected projects)

- 2015 - Present Local Coordinator (LC) for Croatia in the Media Pluralism Monitor project. Funded by the European Commission, coordinated by the Centre for Media Pluralism and Media Freedom, Robert Schuman Centre for Advanced Studies, European University Institute, Florence, Italy

- 2017 Principal investigator of the Market Analysis of Electronic Publications project, funded by the Agency for Electronic Media of the Republic of Croatia
- 2013 - 2016 Management Committee member of the Dynamics of Virtual Work project. Funded by the European Union's Cooperation in Science and Technology (COST)
- 2014 - 2016 Deputy Principal Investigator in the Networks of Public Communication in Croatia: Mediatisation of the Public Sphere and the Challenges of New Media (NETCOMM) project. Funded by the Croatian Science Foundation
- 2010 – 2013 Research Assistant in the Media Policies Revisited: Valuing and Reclaiming Free and Independent Media in Contemporary Democratic Systems (MEDIADDEM) project. Funded by the European Union's Seventh Framework Program
- 2009 - 2012 Research Assistant in the Global Influences and Local Cultural Change project. Funded by the Ministry of Science, Education and Sports of the Republic of Croatia

PUBLICATIONS

Monographs

- 2019 *Sociologija medija: rutine, tehnologija i moć* [Sociology of Media: Routines, technology and power]. Zagreb: Jesenski i Turk (forthcoming in Croatian)

Edited books

- 2018 Bilić, P., Primorac, J. and Valtysson, B. (Eds) *Technologies of Labour and the Politics of Contradiction*. Basingstoke: Palgrave Macmillan.

Refereed journal articles

- 2019 Bilić, P., and Primorac, J. The Digital Advertising Gap and the Online News Industry in Croatia. *Medijske studije* 9(18): 62-79
- 2019 Bilić, P., Media, social ontology and intentionality: notes from meta-theoretical borders. *Javnost – The Public* 26(1): 1-16
- 2018 Bilić, P., Furman, I. and Yildirim, S., The Refugee Crisis in the Digital News: Towards a Computational Political Economy of Communication 6(1): 59-82
- 2018 Bilić, P. A critique of the political economy of algorithms: A brief history of Google's technological rationality. *tripleC: Communication, Capitalism & Critique* 16(1): 315-331.

- 2017 Bilić, P. Designing Digital Qualitative Research: Experiences of Studying Open and Closed Production. *SAGE Research Methods Cases*
- 2016 Bilić, P. (2016) Search algorithms, hidden labour and information control, *Big Data & Society* 3(1): 1-9
- 2016 Bilić, P. and Švob-Đokić, The pendulum model of Croatian media policy: digitalization between public interests and market competition, *European Journal of Communication*, 31(5): 503-518
- 2016 Bilić, P. and Balabanić, I. Pluralizam ili polarizacija masovnih medija u mrežnom prostoru: slučaj monetizacije autocesta [*Pluralism or polarisation of the mass media on the internet: the case of motorway monetisation*], *Revija za sociologiju [Sociological review]* 46(2): 175-204 [In Croatian]
- 2015 Bilić, P., Searching for a center that holds in the network society: social construction of knowledge on, and with, English Wikipedia, *New Media & Society* 17(8): 1258-1276
- 2014 Bilić, P., Broken rituals: on the disintegrative power of conflictive media events on English Wikipedia, *Interactions: Studies in Communication and Culture* 5(2): 169-184
- 2012 Bilić, P., Hrvatski medijski sustav između refleksivne modernizacije i medijatzacije: societalna i institucionalna analiza [Croatian media system between reflexive modernization and mediatization: societal and institutional analysis], *Društvena istraživanja* 21(4): 821-842 [In Croatian]

Book chapters

- 2018 Bilić, P., Primorac, J. and Valtysson, B., Technology, labour and politics in the 21st century: old struggles in new clothing, in Bilić, P., Primorac, J. and Valtysson, B. (Eds) *Technologies of Labour and the Politics of Contradiction*. Basingstoke: Palgrave Macmillan, pp. 1-16.
- 2018 Bilić, P., The production of algorithms and the cultural politics of web search, in Bilić, P., Primorac, J. and Valtysson, B. (Eds) *Technologies of Labour and the Politics of Contradiction*. Basingstoke: Palgrave Macmillan, pp. 57-76.
- 2014 Švob-Đokić, N. and Bilić, P., The national versus the European: the Croatian roadmap to media freedom and independence, in Psychogiopoulou, E. (ed.) *Media Policies Revisited: The Challenges for Media Freedom and Independence*, Basingstoke: Palgrave Macmillan, pp. 83-97
- 2012 Bilić, P. and Švob-Đokić, N., Croatia: A Dynamic Evolvement of Media Policy, in Psychogiopoulou, E. (ed.) *Understanding media policies: a European perspective*, Basingstoke: Palgrave Macmillan, pp. 54-69

- 2010 Bilić, P., Prema složenom medijskom okolišu [Towards a complex media environment] in Švob-Đokić, N. (ed.) *Kultura i multikultura [Culture and multicultural]*, Zagreb: Jesenski i Turk, pp. 69-88 [In Croatian]

Conference proceedings

- 2016 Bilić, P. and Balabanić, I., New media, old issues: political economy of online news, *International Sociological Association conference proceedings, French Journal for Media Research*
- 2014 Bilić, P. and Bulian, L., Lost in translation: context, computing, disputing on Wikipedia, in Kindling, M. and Greifeinder, E. (eds.) *iConference 2014 proceedings*, IDEALS open repository, Urbana-Champaign: University of Illinois, pp. 32-44
- 2011 Bilić, P., Information borders and social boundaries: the case of WikiLeaks, in Momose, R. (ed.) *On borders: comparative analyses from Southeastern Europe and East Asia*, LiCCOSEC vol.17, Osaka: Research Institute for World Languages, Osaka University, pp. 13-19
- 2011 Bilić, P., How social media enforce glocalisation: the processes of identity change in selected central and south-east European countries, in Milohnić, A. and Švob-Đokić, N. (eds.) *Cultural transitions in southeastern Europe – cultural identity politics in the (post-) transitional societies*, Zagreb: Institute for Development and International Relations and Peace institute Ljubljana, pp. 85-99

Research reports

- 2018 Bilić, P., Petričušić, A. i Eterović, R. Media Pluralism Monitor (MPM) 2017 – Croatia.
- 2017 Bilić, P., Balabanić, I., Primorac, J. Jurlin, K. and Eterović, R. Analiza tržišta elektroničkih publikacija [Analysis of the electronic publications market]
- 2017 Bilić, P., Petričušić, A., Balabanić, I. and Vučković, V., Croatia: Media Pluralism Monitor report for 2016
- 2016 Bilić, P., Petričušić, A. and Balabanić, I., Croatia: Media Pluralism Monitor report for 2015
- 2015 Bilić, P., Balabanić, I. and Švob-Đokić, N., Digital production of traditional media: interview and content analysis, *NETCOMM project periodical report*

- 2014 Bilić, P., Švob-Đokić, N. and Balabanić, I., Networks of public communication in Croatia: mediatization of the public sphere and the challenges of new media, *NETCOMM project theoretical report*
- 2012 Švob-Đokić, N., Bilić, P. and Peruško, Z., Does media policy promote media freedom and independence? The case of Croatia, *MEDIADEM project case study report*
- 2010 Popović, H., Bilić, P., Jelić, T. and Švob-Đokić, N. The case of Croatia, *MEDIADEM project background information report*

Blog posts (selected)

- 2018 Bilić, P., Digitalna kultura: kapitalizam bez duha [Digital culture: capitalism without spirit]. *Kulturpunkt.hr* 31/12/2018
- 2018 Bilić, P. Digitalna politika: posljedice transformacija kapitalizma [Digital politics: consequences of the transformations of capitalism]. *Kulturpunkt.hr* 31/10/2018
- 2018 Bilić, P. Digitalna ekonomija: monopol i financijalizacija [Digital economy: monopolies and financialisation]. *Kulturpunkt.hr* 26/9/2018
- 2017 Bilić, P. The Hidden Human Labour Behind Search Engine Algorithms. *London School of Economics Media Policy* blog
- 2017 Bilić, P. Controlling Algorithms in Big Data Capitalism: Policy, Practice or Praxis?. *Westminster Institute for Advanced Studies* blog

TEACHING EXPERIENCE

Postgraduate training school

- 2016 Technologies of Digital Work, Interuniversity Centre Dubrovnik, Croatia, 5/2016

Graduate course development

- 2012 Elective course, Communications and Technology Graduate Program (MACT), University of Alberta

Undergraduate

- 2014 – 2017 Sociology seminar, Faculty of Law, University of Zagreb

AWARDS AND HONOURS

- 2012 Best student paper award, Canadian Sociological Association. Paper title: *Towards a Mediated Centre in the Network Society: Social Construction of Knowledge on, and with, English Wikipedia.*

2005 Rector's award of the University of Zagreb. Paper title: *Herbert Marcuse and the Aesthetic Dimension*.

GRANTS AND FELLOWSHIPS

- 2017 Visiting International Research Fellow, funded by the Institute for Advanced Studies, University of Westminster
- 2016 Short-term research visit, Department of Media Systems, Bilgi University, Istanbul, Turkey. Funded by the Croatian Science Foundation NETCOMM project
- 2015 Short-term research visit, Centre for Media, Communications and Information (ZeMKI), University of Bremen, Germany. Funded by the Croatian Science Foundation NETCOMM project
- 2014 European Union Cooperation in Science and Technology (COST) early career researchers travel grant, iConference 2014, Berlin, Germany
- 2013 Ministry of Science, Education and Sports of the Republic of Croatia travel grant, Interuniversity Center Dubrovnik
- 2011 Humboldt Institute for Internet and Society, Berlin, Germany travel grant
- 2011 Doctoral research fellowship funded by the Ministry of Science, Education and Sports of the Republic of Croatia and the Wirth Institute for Austrian and Central European Studies

INVITED TALKS

- 2019 Bilić, P., Political Economy of Algorithms. Department of Arts and Cultural Studies. University of Copenhagen, Denmark 21/5/2019
- 2018 Bilić, P., Towards a Digital One-Dimensionality: GAFAM, Financial Capital and International Expansion. *Intimacy in the Age of Artificial Intelligence*. Ljubljana, Slovenia 21–23/11/2018
- 2018 Bilić, P., Big Data, Control & Dominance: Towards a Marcusean Approach to Surveillance. *New Lines of (In)Sight – Big Data Surveillance and the Analytically Driven Organisation*. University of Stirling 3–5/6/2018
- 2018 Digital intermediaries, advertising capture and media pluralism, #33EURICOM colloquium, Piran Slovenia, 31/5-2/6/2018
- 2017 Technological rationality under digital capitalism: dynamics of search engine labour, University of Westminster, London, UK, 28/6/2017

- 2016 Search Engine Labour and the Politics of Web Search, Department of Media and Communication Studies, Södertörn University, Sweden, 15/11/2016
- 2016 Hidden labour, ideology and profit maximization behind Google's changing algorithm, #32EURICOM colloquium, Piran, Slovenia, 14/10/2016
- 2015 Meta-theoretical cross-currents: Media, communication and social change, Faculty of Social Science, University of Ljubljana, Slovenia

CONFERENCE PARTICIPATION

Papers presented

- 2019 Bilić, P., Financialisation, Labour, and Algorithms: The Case of Google. *International Labour Process Conference*. Vienna, Austria 24–26/4/2019
- 2018 Bilić, P. i Primorac, J., The Digital Advertising Gap and the Impact of Digital Intermediaries on Media Pluralism. *7th ECREA conference: Centres and Peripheries: Communication, Research, Translation*. Lugano, Switzerland 31/10–3/11/2018
- 2018 Bilić, P., Algorithmic Capitalism, Surplus Value Accumulation and the Redistribution of Digital Wealth. *ESA RN18 mid-term – Communication, Capitalism, and Social Change: Policy, Practice, Praxis*. Zagreb, Croatia 6–8/9/2018
- 2017 Bilić, P. and Primorac, J. The Digital Advertising Gap: A Proposal for Measuring the Impact of Digital Intermediaries on Media Pluralism, *Digital Intermediaries and Media Pluralism: 13th Dubrovnik Media Days*, Dubrovnik, Croatia, 27-28/10/2017
- 2017 Bilić, P., Furman, I. and Yildirim, S., The political economy of moral panics: A computational social science analysis. *13th Conference of the European Sociological Association*, Athens, Greece, 29/8 – 1/9/2017
- 2017 Bilić, P. and Primorac, J. The Digital Advertising Gap: Juggernauts of Digital Capitalism and the Global Economy of Scale, *CEECOM*, Ljubljana, Slovenia, 15-17/6/2017
- 2016 Bilić, P. and Petrićušić, A., The Return of state power to media policies: conditioning media pluralism in Croatia. *Society, Law and Legal Culture*, Zagreb, Croatia; 1-2/12/2016
- 2016 Bilić, P., Layers of ideology and labour behind Google's search algorithm. *ESA RN18 conference: Rethinking Power in Communicative Capitalism: Critical Perspectives on Media, Culture and Society*, Lisbon, Portugal, 8-10/9/2016

- 2016 Bilić, P., Meta-theoretical cross-currents: Mediatization, social ontology and intentionality. Critical Mediatization Research: Power, Inequality and Social Change in a Mediatized Age, Bremen, Germany, 31/8 – 1/9/2016
- 2016 Bilić, P. and Balabanić, I., New media, old issues: political economy of online news in Croatia, 3rd International Sociological Association Forum, University of Vienna, Austria, 10-14/7/2016
- 2015 Bilić, P. and Balabanić, I., You talking to me? Political economy of the internet and the editorial boards of popular news websites in Croatia, ESA: 12th European Sociological Association Congress, Prague, Czech Republic, 25-28/8/2015
- 2015 Bilić, P., Mediatized worlds of extension: changing routines of media production in Croatia, CEECOM: 8th Central and Eastern European Communication Conference, Zagreb, Croatia, 12-14/6/2015
- 2015 Bilić, P., When meta-theories collide: mediatization and social change, CEECOM: 8th Central and Eastern European Communication Conference, Zagreb, Croatia, 12-14/6/2015
- 2014 Bilić, P. and Švob-Đokić, N., The pendulum model of Croatian media policy: swinging between public interests and market competition, ECREA: European Communication Research and Education Association conference, Lisbon, Portugal, 12-15/11/2015
- 2014 Bilić, P. and Ondelj, I., Pushing the Croatian PSB over the edge? An assessment of the impact of state aid rules, ESA: European Sociological Association's Research Network 18 midterm conference, Bucharest, Romania, 17-18/10/2014
- 2014 Bilić, P. and Cvijanović, V., Working for the algorithm: the case of Google raters, Transformation of Labor in a Digital Global Economy, Hatfield, United Kingdom, 3-5/9/2014
- 2014 Švob-Đokić, N. and Bilić, P., The national versus the European: a transformed social role of the Croatian media, International Conference Organized by the Croatian Sociological Association, Zagreb, Croatia, 13-15/6/2014
- 2014 Bilić, P. and Cvijanović, V., Working for the algorithm: value creation between digital discourse and digital labor, Dynamics of Virtual Work meeting and conference, Bucharest, Romania, 26-28/3/2014
- 2013 Tracing audiences in online communities: examples from the English Wikipedia, Comparative Media Systems: Transforming Audiences, Dubrovnik, Croatia, 8-12/4/2013

- 2013 U potrazi za javnim: dvostruka hermeneutika i nenamjeravane posljedice hrvatskih medijskih politika [In search of the public: double heremenutics and unintended consequences of Croatian media policies], National Sociological Association Congress, Zagreb, Croatia, 21-23/3/2013
- 2012 Emerging communication structures in new media systems: flows and counter-flows through wikis, Berlin Colloquium on Internet and Society, Berlin, Germany, 24-25/10/2012
- 2012 Re-setting the agenda: negotiating an uneasy line between news and knowledge on Wikipedia, WikiSym: 8th International Symposium on Wikis and Open Collaboration, Linz, Austria, 27-29/8/2012
- 2012 Towards a mediated center in the network society: social construction of knowledge on and with Wikipedia, Canadian Sociological Association Congress, Waterloo-Kitchener, Canada, 28/5-2/6/2015
- 2012 Wikipedia as a research opportunity and a rising research field, Humanities and Computing Graduate Conference, Edmonton, Canada, 23/3/2012
- 2010 Medijski događaji i uredničke prakse na Wikipediji [Media events and editing practices on Wikipedia], Sociological Postgraduate Conference, Zagreb, Croatia, 23-25/9/2010

CAMPUS TALKS

- 2012 Pisci-sakupljači, ritualna komunikacija i virtualna etnografija: emergentni idejni nacrt i odabrani slučajevi s Wikipedije [Writer-gatherers, ritual communication and virtual ethnography: emergent research design and selected cases from Wikipedia], Qualitative Methodology Section of the Croatian Sociological Association, Zagreb, Croatia, 13/11/2012
- 2012 The Croatian media system in (post)transitional turbulence: looking back and thinking forward, Central European Talks, Edmonton, Canada, 1/3/2012
- 2012 From news to knowledge in 60 seconds: the dynamics of networked content production on Wikipedia Communications and Technology graduate program webinar, Edmonton, Canada, 18/1/2012

SERVICE TO PROFESSION

- 2016 – Present Program committee member in national and international scientific conferences: European Sociological Association - ESA (2016, 2017, 2018, 2019); International Association for Media and Communications Research – IAMCR (2019); European Communication Research and Education Association – ECREA (2018); Hawaii International

- Conference on Systems Science – HICSS (2016); Croatian Sociological Association – HSD (2017, 2019)
- 2015 - Present Board member of the European Sociological Association's Research Network 18: Communications and Media Research
- 2013 - Present Founding member and head of the Sociology of Media section of the Croatian Sociological Association
- 2016-2019 Member of the editorial board of Croatian International Relations Review (CIRR), Institute for Development and International Relations, Zagreb
- 2015 - 2017 Member of editorial board of Media Studies journal, Faculty of Political Science, University of Zagreb
- 2017 Expert reviewer for Horizon 2020 project proposals. ICT-20-2017 (Tools for smart digital content in creative industries)
- 2015 External expert for evaluating project proposals for the European Union's Cooperation in Science and Technology
- 2014 Reviewer for New Media & Society (SAGE) and Croatian International Relations Review

EVENTS ORGANIZED

- 2018 Communication, Capitalism and Social Change: Policy, Practice, Praxis, *European Sociological Association RN18 mid-term conference*, Zagreb, Croatia 6-8/9/2018 (forthcoming)
- 2016 Media and the politics of the refugee crisis on the Balkan route, Sociology of Media section of the Croatian Sociological Association, Zagreb, Croatia
- 2016 Technologies of digital work postgraduate training school, Interuniversity Center Dubrovnik, Croatia. Funded by COST (program co-director and co-organiser)
- 2015 Mediatization: theoretical directions and empirical realities NETCOMM project workshop, Zagreb, Croatia. Guest speaker Professor Friedrich Krotz, University of Bremen, Germany
- 2015 Guest lecture by Professor Christian Fuchs, University of Westminster, London, UK for the Sociology of media section of the Croatian Sociological Association, Zadar and Zagreb (co-organizer)
- 2014 Guest lecture by Professor Slavko Splichal, University of Ljubljana, Slovenia for the Sociology of media section of the Croatian Sociological Association, Zagreb

2013 – Present Initiator of the interview series with international media and communication scholars including Christian Fuchs, Peter Dahlgren, Marija Bakardjieva, Vincent Mosco, Friedrich Krotz and Nico Carpentier. Published in English on the blog of the Sociology of media section: <https://socmediji.wordpress.com/>

PUBLIC POLICY ENGAGEMENT

2015 Invited member of the expert group for Croatian media policy 2020 in the Ministry of Culture of the Republic of Croatia

COMPUTER SKILLS

Gephi, Nvivo, Atlas.ti, SPSS

LANGUAGES

English (proficient user), German (intermediate user)

PROFESSIONAL MEMBERSHIPS

2015 - Present European Sociological Association

2009 - Present Croatian Sociological Association