

PR 2.0 – The New PR

A case study on the use of PR by pirates and anti-pirates.

Recent development of the internet encompasses elements such as social networks, blogs and wikis. With the help of these elements, popularly gathered under the umbrella term web 2.0, the pirates supporting file sharing have made the file sharing debate a national concern in Sweden.

This thesis studies the pirates' and anti-pirates' use of PR by qualitative case studies of organizations representing the two different sides in the debate. The use of PR by the different organizations is compared, the differences and similarities are considered and characteristics of the new PR are brought to attention.

The study finds that PR is taking a new direction and that these new ways to use PR are important to achieve success in influencing opinion. The two sides use PR in very different ways where the anti-pirates use more traditional ways of PR while the pirates make use of new PR methods virtually exclusively.

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1 Introduction

Web 2.0 is the recent development of the internet encompassing social webs, blogs and wikis that has shaped people's use of the world's newest communication channel. In the wake of this social development of the internet it seems reasonable to assume that new methods and ways for PR and marketing have surfaced as well – hence the name of this study which alludes to the term web 2.0.

A movement which is considered to be in the fore front of the use of these new tools is that supporting file sharing, which has clearly embraced the concept of web 2.0 in its entirety. Therefore, they are a natural choice for a study that investigates a phenomenon that has been given too little attention in the debate focusing on the rights, wrongs and attitudes behind the file sharing culture. This study accepts the fact that the media climate has been reformed and asks what is new in the area of PR and what direction PR is going to.

1.1 PR 2.0 – The New PR

Over the last few years Internet and its community driven culture has helped people gather and movements form in ways profoundly easier than before. The number of sites where people can network and gather is vast, and movements originally formed through online networking are increasingly common. A significant example of this is the file sharing community which was originally formed through online based activities. Now both sides in the debate are also visible in contemporary media, in Sweden and internationally. News related to this were mostly seen in the trade press just a few years back, while today these news make headlines in the leading newspapers. Convictions of file sharing individuals, raids against file sharing networks and law proposals and the debates in the wake of these events are seen in all media channels. Several groups have interest in these questions, and mainly the struggle seen in the media is between the media corporations and their lobbyists versus the file sharing community.

The actuality, the vastness of file sharers (more than one million file sharers in Sweden according to SCB (Statistiska Centralbyrån – www.scb.se) and the relative lack of research in the area motivate this study. During this heated debate several actors have been extensively covered in the media. On one hand, the anti file sharing organizations (anti-pirates)

representing the media industries that claim economical loss due to the new media, and on the other hand the pro file sharing organizations (pirates) that claim to lead the people's voice. The use of public relations by both sides will be investigated and compared in this study, focusing on the new use of public relations by the file sharing community.

1.2 Problem Area

According to the media companies they are very damaged by file sharing and the loss of profits this brings. These media companies are of course also backed up in this opinion by the Swedish and international law which considers file sharing a form of theft. However, recent studies (SCB – *Privatpersoners användande av internet och datorer*, 2007) have shown that in Sweden the file sharing penetration is as high as 2 million internet users. That is nearly a fourth of the population and file sharing is reportedly much more common among younger generations (– *Privatpersoners användande av internet och datorer*, 2007). Generations that grew up with internet and that consider it a natural part of life. With these numbers in mind it is safe to say that the PR and the attempts to change public opinion by the media companies do not seem to have been successful. Regardless of what opinion one may be of, whether you believe in keeping property rights laws intact or that they should be reformed or even removed, a huge number of individuals are file sharers and the efforts to affect this group has not been successful at all. This study will be dedicated to researching this problem and looking at the “new PR” which has not yet been done with an example in the same light although the subject is very current.

1.3 Overall Purpose & Research Questions

With background in the introduction and problem above, the main purpose of this study is *to provide a better understanding of the use of social web elements and sites (web 2.0) as a form of public relations to create and influence public opinion.*

To achieve this purpose, this overall research question is stated:

RQ: How do pro file sharing organization and anti-pirates make use of PR and how does the use of PR between the organizations differ – if at all?

1.4 Demarcations

As a subject that has yet to be studied in satisfactory amounts, the size of this study is to be considered the biggest limitation. There are numerous angles and ways to approach the problem. This study looks at the use of PR only, by a selection of organizations representing both sides in the file sharing debate.

1.5 Disposition

Chapter one is dedicated to a short introduction to the subject and the purpose, problems and hypotheses of this study. **Chapter two** presents some background to the study and aims to make the reader comfortable and aware of some specific terminology that is used throughout the study. **Chapters three** deals with the theoretical framework which is the basis for the study and **chapter four** presents the methods behind the practical research as well as their respective critique and reflections. **Chapter five** is the data presentation of the study and **chapter six** is the analysis of the data. The last chapter, **chapter seven**, presents and discusses the main findings and concludes the study.

2 Background

This chapter presents the background which is presented to make it easier for the reader to follow the study. The first part of the chapter deals with the terminology and definitions of words and terms that are specific to the theme of file sharing and online PR. This is done to make it easier for the reader to follow the study and to avoid any misunderstandings as the words reoccur later in the text. As this study focuses on the latest developments in PR and use of new media as well as the community driven culture of file sharers or “pirates”. The technical terms and attributes describing the online world are complicated by themselves, and on top of that this study includes the community of younger, tech-savvy generations. Hence, follows here a breakdown of the most important terms and definitions which are of vast importance to the thesis and appear throughout it.

2.1 Web 2.0

Web 2.0 is a debated term which has no clear definition and should perhaps be refrained from in academic use. However, the term has come to encompass the aspect of the social development of the web and the title of this study is of course a play on the term which also motivates its inclusion here. The term was coined by Tim O’Reilly at a conference in 2004 and while the name suggests a new version of the internet (world wide web) it is to be considered a change and a set of new rules of how end-users and developers strive to utilize the web (O’Reilly, 2006). Among other things the term includes utilizing the use of tags, wikis (user-editable encyclopedias), blogs, file sharing communities and other services sharing one very clear property, they invite and encourage the end-user to be active in the site’s development and functionality. Without its users, the sites qualifying as web 2.0 would not be working. Therefore it can be said that the term web 2.0 describes an internet where the user is put first and where a large step to fully utilize the internet’s full potential at being an interactive medium is taken.

On a technical level, web 2.0 sites are commonly minimalistically designed, as opposed to Flash based sites for example. Web 2.0 sites also make use of the latest developments in web coding. The table-based design, meaning that the site layout is modeled after a table, is not advised and violates the web standards developed and maintained by the World Wide Web Consortium (W3C – read more at www.w3.org) which is an international standards

organization working with World Wide Web usage. Instead, techniques under the umbrella term AJAX (Asynchronous Javascript and XML) including, but not limited to, HTML (Hypertext Markup Language), XML (Extensible Markup Language) and CSS (Cascading Style Sheets) combined with Javascript are techniques commonly used on web 2.0 sites in accordance with the World Wide Web Consortium (O'Reilly, 2006).

There are vast amounts of different web sites available that make use of the thoughts alluding to web 2.0. These spans from large communities like Facebook to social linking sites such as "Digg.com" and "del.icio.us" as well as blog services. Below follows brief descriptions of the terms blogs and communities which encompasses all sites of its kind and of a few of the more common sites constituting web 2.0.

Blogs & the Blogosphere

The term blog has hardly gone unnoticed by anyone by the time this is written. The word blog stems from the word weblog which indicates that it is a web based "log". There is some substance to that description to the extent that originally, a blog was usually a web site where a certain person would express his or her professional or private opinions and/or thoughts, similar to a diary (Vossen & Hagemann, 2007). Today, the purpose of blogs has broadened and they can be what they commonly were originally, a certain person's place to express him- or herself, or in many cases they are to be considered a source for news and overall they are one of the most important sources for information online today.

Blogs come in many flavors, spanning from any given person's place to express any opinion to professional blogs owned by companies. In that span blogs covering topics of all sorts are included. Technorati (www.technorati.com), the world's biggest blog search engine according to its size of database, lists more than 100 million blogs in April 2009 and moreover there exists many blogs that are not listed on the particular Technorati search engine. The biggest blog search engine listing Swedish blogs is www.knuff.se which works as a foundation for the Swedish Blogosphere. The system is similar to that of Technorati – any blog can choose to connect to the site, become listed and perhaps popularized. Other sites that make up bigger blog networks are Wordpress (www.wordpress.com), Blogger (www.blogger.com – run by Google Inc.) and Blogg.se (www.blogg.se). The last three all hosts their own blog engines and users can sign up through the site and get their blog on them, while automatically becoming listed according to key words on the respective blog

network. These complex dynamics of inter-connected blogs make up what has been keyed the Blogosphere which attempts to describe existing blogs as one community.

Discussion Forums & Communities

I have gathered this brief description of discussion forums (also known as “message boards”) and communities under the same subtitle as they commonly share many features and can be considered to stem from the same origin. Originally, discussion forums were reached through dialup bulletin board systems (BBS) to which users would connect and discuss topics on the board. These extended with the penetration of the internet to become discussion forums which is a rather common element to include on web sites if the user base is big or interested enough to take part in discussions. Commonly, discussion forums require the user to register with a user name to be able to post, but the possibility to read posts is not unusually available to anyone. There also exist forums which are available to anyone without registering. When a user has been registered one is able to reply to posts, make new posts and usually the discussion forum also has some type of built in messaging system to enable users to communicate directly with each other. The trait of more personal communication is more of a corner stone of online communities (also commonly called virtual communities or social networks) and they may not include classic discussion forums but do also usually have possibilities for forum like discussion through for example guest books at the user’s profile pages.

The distinction between forums and communities is not entirely clear, especially since one does not exclude the other from a certain web site. However, the latter is commonly set up with categories that gather posts within those categories (see examples at www.phpbb.com, a commonly used web forum solution) and this layout is not always present at online community sites. Forums do not always present the possibility to communicate directly with other users as communities do. Examples of well-known communities include Myspace (www.myspace.com, a community for music artists and those interested in their work), Youtube (www.youtube.com, a video focused community) and IMDB (www.imdb.com, Internet Movie DataBase) which both include messaging systems and the latter also has a community like discussion on every movie listing page.

Wikis

A wiki is a collection of web pages gathered on one site that allows its users to modify the content (Vossen & Hagemann, 2007). The name wiki stems from Hawaiian and means “fast” in its original form, which is what the founder of the wiki software had in mind when it was created (Vossen & Hagemann, 2007). There exists numerous wikis on the internet, sites covering specific information may have their own wikis where users can find and edit information and wikis are also used at companies and organizations to gather information in one place. The most known wiki site is Wikipedia (www.wikipedia.org) which as its name suggests is a merged wiki and encyclopedia currently available in more than 250 languages.

Other

There exist numerous other web sites that are considered web 2.0, spanning all genres. Among the most popular (by visitors, see www.statsaholic.com) web 2.0 are the social networking site Facebook (www.facebook.com), the alternative news site Digg.com (www.digg.com), the social bookmarking site Del.icio.us (<http://del.icio.us>) and the micro-blogging service Twitter (www.twitter.com) which resembles a blog but has a 140 character per post limit. It is also very common for other mainstream sites such as newspaper web sites or party web sites to include elements of web 2.0 that make the site more user focused. Comment functions are no longer uncommon for newspaper websites and they are also often interlinked with blog posts about the article the user is currently watching. In politics the importance of user focused communication online is getting increased recognition with Barack Obama’s successful 2008 presidential campaign as the prime example of web 2.0 and user focus should be executed.

2.2 File Sharing

File sharing is originally exactly what the name suggests, to share files. The technology to accomplish this was implemented early in computer networks but with the Internet the development boosted. Not many studies exist to this date that investigate file sharing except studies from questionable sources such as media industry or their counter-parts. However, a strictly historical review is possible to do with some explanation of the specifics different ways of file sharing bring.

In the early days of the Internet file sharing was almost exclusively carried out through newsgroups which are similar to today's forums and as such, are a user-client model of file sharing (http://en.wikipedia.org/wiki/Peer-to-peer_file_sharing). In 1999 the first centralized way for file sharing was introduced with Napster, which has a server with a database and index over the shared content, but where the content is shared directly between users (Vossen & Hagemann, 2007). Many other services came around this time too, such as Gnutella, eDonkey, Kazaa, LimeWire and Audiogalaxy with more or less similar client-client structures. When this is written, the BitTorrent protocol, released in 2004, is the most popularly used way to share files. Technically, the BitTorrent works by having a computer install a client (an application) and by downloading .torrent files, the client uses a tracker (a site hosting torrent files) to be redirected to other clients sharing the file ([http://en.wikipedia.org/wiki/BitTorrent_\(protocol\)](http://en.wikipedia.org/wiki/BitTorrent_(protocol))). Popular trackers include the Pirate Bay, which is the most popular tracker and on of the most visited sites on the internet (<http://www.alex.com/siteinfo/thepiratebay.org>), Mininova and isoHUNT ([http://en.wikipedia.org/wiki/BitTorrent_\(protocol\)](http://en.wikipedia.org/wiki/BitTorrent_(protocol))).

2.3 (Online) Public Relations

The research on Public Relations is most likely endless, however, this study focuses on the PR developed in virtual communities and movements and therefore research adhering to that will be presented here instead of selections from the endless amount of broad PR research that have seen the light of day. Studies on communities, blogs (weblogs) and other social aspects of the internet are rare but, of course, slowly increasing since they are a new phenomenon. Blogs were until recently considered somewhat of a personal log but as some of them got many visitors and in that way also became powerful in both creating opinion but also quite profitable, people started to realize the true potential of the blog. For example, it is not uncommon today for companies and/or their employees to have a blog (Porter et al, 2007) in which something close to a dialogue with its customers can be achieved while it also serves as an efficient news and thought channel. Other studies have also showed the importance of blogs and social computing from an organizational perspective. For example Ip and Wagner (2007) found that it is not only very important for companies to understand social computing, but that it also is believed to be the trend for future organizational computing. Studies have also been conducted on online communities (discussion forums and the likes) as the example of social computing and the results are similar. Positive comments

about a company on discussion forums online will influence the perception people have of the company in a positive direction (Park & Lee, 2007). It is also noted that marketing and PR practitioners should be active in the forums carrying relevance for their company to participate in a dialogue with the users (Park & Lee, 2007).

3 Theoretical Framework

In this chapter, several theories relevant for this study will be presented to build up the theoretical framework on which the study will be based. The first part will focus on basic public relations theories followed by the second part which will present theories relevant to PR in the new media landscape focusing on blogs, communities and the social web. The third part will cover theories on the network society and social movements. The chapter is finally concluded with a summary of the theories used in this study.

3.1 Public Relations

This part of the chapter will be dedicated to the main thoughts and theories in today's Public Relations field. PR is a vast field and here focus will lie on the methods carrying relevance for this study, namely creating public opinion and lobbying.

3.1.1 Definitions & Methods

There are numerous definitions of what Public Relations (PR) is among today's scholars and academics. The academic status of PR is young, and among the definitions the most famous one was coined by Grunig and Hunt in their book "Managing Public Relations" from 1984. They state that PR is "the management of communication between an organization and its publics" (Grunig & Hunt, 1984). This definition and their 1984 book are seen in nearly all PR related books published since, this study being no exception. However, numerous extended and developed definitions have of course been presented since including the definition above.

Despite the numerous definitions and theories surrounding PR and what it really is, one can quite easily see some vital points that seem to reoccur in the various definitions. One word that is reoccurring among the definitions is "management" or an inflection thereof. This word is used by Grunig and Hunt mentioned above as well as Cutlip in 2000 and also Long and Hazleton in 1987 (Larsson, 2006). The words "organization" and "public(s)" are also reoccurring, and in between "management" and the former mentioned words relationship, maintenance, implement and other relational words are commonly seen. One may therefore conclude that although the definition is not yet entirely clear, and may never be, PR is about managing the relationship between an organization and/or a public. This definition is very close to the one of Grunig and Hunt which is a reasonable explanation as to why it is still

seen in nearly all publications on PR even today, more than 20 years after its first publishing. It is also almost ridiculous in the sense that the definition can be more or less derived from the word “Public Relations”.

Instead of being preoccupied with defining a much argued definition of the broad term PR, a few important basics from models and the functions of PR will follow. Firstly, the somewhat classic model of PR by Grunig which presents four basic ways of using PR (Larsson, 2006). These are the propagandistic “Publicity Model” which is a one-way, sender-receiver model most commonly seen in typical advertising. The “Information Model” uses information that is correct but in favor of the organization, typically used when organizations and companies want to inform certain groups about their activities. There are two two-way models, one asymmetric and one symmetric. The former is based on scientific persuasion, and to this category all sorts of research among customers can be counted when the organization is interested in receiving feedback. The symmetric two-way model, however, is more balanced and the sender and the receiver have similar chances of sending messages. PR scholars today usually argue that the latter model is the one that every organization should strive to achieve (Larsson, 2006). However, this model is still today rarely used among organizations and it has also been vastly criticized for being naïve (Larsson, 2006). Since Grunig first published this model it has been revised many times and other scholars have contributed to it but the model is still a good basic reference of the different ways of utilizing PR, although the reality has proven to be far from the author’s hope of fair communication.

There are numerous methods available for executing PR. Commonly PR is used to maintain or change a reputation of an organization, and appropriate measures and methods for the purpose always depends on the situation. Usual methods are advertising, events, spinning and lobbying. Advertising is a fundamental method for executing PR and it is usually preceded by targeting of an audience to reach the right interests. This study investigates the PR of the anti and pro file sharing interests, the former which can be assumed strive to create and/or change public opinion. This is why the next part of this chapter will be dedicated to lobbying and the art of managing public opinion. Along with the above mentioned methods of executing PR, lobbying which includes the management of public opinion should be considered a hyponym of PR.

3.1.2 Lobbying & Managing Public Opinion

Lobbying is a method of executing PR that carries vast relevance in this study since the anti-pirates present in it are commissioned by media companies to work for their interests. Business Software Alliance (BSA) and the International Federation of the Phonographic Industry (IFPI) which represent the Swedish software market and the record industry respectively, both qualify as lobby groups by popular definition. The research and theories on the effect on the public created by lobbying are vast, and the majority of research projects are conducted in the political arena. From this however, and the lobbying focusing on commercial interests which are closer to the themes of this study, some main points can be derived as foundation for this investigation.

The term lobbying itself is complicated, as there is debate on what exactly the term should encompass (SOU 1999:121). The organizations BSA and IFPI which are relevant for this investigation are by popular definition called lobby groups, which may be a bit misleading. Popular definitions of lobbying usually encompass the act of trying to influence officials and legislators in any way (Merriam-Webster Online, www.merriam-webster.com). It is also sometimes specified that the means of influence are non-institutionalized and direct (SOU 1999:121). Although BSA and IFPI also operate directly towards officials these organizations are also prone to use public campaigns in the form of advertisements. Both BSA and IFPI present themselves as organizations working for the interests of the media companies founding them, and this includes lobby activities as well as working on influencing public opinion.

When looking at lobbying as an element of public relations, there are two main approaches. Either you look at the lobbyist which means that lobbying is a meeting between a person who wants to influence another person, or you look at activities conducted by an organization in order to influence decision makers outside of the democratic frame (SOU 1998:146). The latter perspective carries more relevance for this study and as well as for the process of lobbying in our contemporary society (SOU 1998:146).

In order to execute lobbying efficiently, a number of questions can be asked before starting the lobbying (SOU 1998:146). Questions involving the actors of the matter include:

- What is the goal?
- What resources are available?
- How are the actors trying to achieve their goals?
- Which actors share their interests?

Questions involving the forums where the question is discussed are:

- What actors are interested in changing the forums where the questions is discussed, or move the question?
- What is required to be able to participate?
- What is the structure of the process involving meetings, sub-groups etc?
- Where is the agenda set and when are the decisions made?

Answering these questions will render one possible to discern two different sorts of lobbying (SOU 1998:146). The first one is crisis management which is seen the most in the official forums (SOU 1998:146). Here, lobbying is used to minimize damage, often within a limited time frame and following a specific event (SOU 1998:146). This sort of lobbying is fast, and experts are brought in to handle situations. The right channels are reached and influenced if the lobbying is successful and one cannot discern what official statements, articles or other means are influenced by the lobbying.

The other sort of lobbying is the one focusing on setting and influencing the agenda, which is conducted more discretely (SOU 1998:146). The focus here lies on maximizing the control over decision making and influence on the agenda. It is important to have the right people at the right place, preferably people from your own organization and to be notified early if your interests are threatened (SOU 1998:146). It is also ideal that the information is not questioned and that the decisions are made without reaching a public discussion to maximize the efficiency (SOU 1998:146).

Lobbying is often debated as a threat to democracy, and although anyone is free to conduct lobbying, vast resources are often needed to accomplish results. In “Lobbying – SOU 1998:146” three main points are noted that supports the democratic problem surrounding lobbying. In short, these three arguments are that money equals results, lobbying lacks

openness and that lobbying is done supporting one interest – not the common good (SOU 1998:146).

3.2 PR in the New Media Landscape

This part of the chapter focuses on the socialization of the internet which is a recent development of online PR and marketing. Therefore, research and theories applicable to this are limited but in this chapter some main points of what exists will be presented.

3.2.1 Blogs, Socialization of the Internet and Web 2.0

The social web, or web 2.0 as some call it, has yet to be in focus of studies and research as much as the hype of the term would indicate. There exist relatively few studies on communities, blogs and social networking sites, all of which are parts of the umbrella term web 2.0 according to scholars (Vossen & Hagemann, 2007). While studies on the matters are of course becoming increasingly popular as the popularity has shown that it is more than a trend, they are often based on classic PR theories and other older theories that have existed long in their fields. As the times are changing, however, new ways and new rules of PR are born and to be a successful professional in the field, some say that you must start to think differently.

In the background chapter of this study a few studies on the social web were presented which unanimously found that the social web, blogs and forums all carry vast importance as parts of a company's PR. These studies, however, did not present any new or updated theories to PR and marketing but all relied on measuring attitudes or categorizing what signifies blogs and forums. As these studies indicate, there are very few new or updated theories to this date, but merely studies focusing on attitudes and of what use the new media can be from a PR perspective. However, in the recent book "The New Rules of Marketing and PR", the author Meerman Scott presents exactly what the title clearly suggests; a number of new ways to approach the new media in terms of marketing and PR. In the contemporary field of PR that lacks sufficient studies on the new media, the recent works of Meerman Scott represents a suitable basis for theorizing on PR in both sides of the file sharing culture. Introducing the book is a presentation of some of the thoughts of PR and marketing that the author considers obsolete. Many of the points adhere to the new landscape of the media, in particularly the

web, and what it has brought to rethinking how professionals reach their audiences. For advertising, some of the old thoughts presented are that it used to be created to appeal to the masses, it used to work in a way that it interrupted people to get them to pay attention to the message, it used to be an example of one-way communication, it used to be about selling products only and it used to be a part of campaigns with a limited life-span (Meerman Scott, 2007). Today, this is no longer true, but the web has brought new ways of using advertising that differs from what was possible before its impact.

For PR Meerman Scott also points out some obsolete thoughts, such as the decreasing importance of press releases, the more limited role of the media and the somewhat closed circle of journalists and professionals who's control and power have decreased vastly (Meerman Scott, 2007). There are some exceptions to these new rules of marketing and PR, for example large companies and famous people will of course get the attention needed in most cases if using the more traditional ways of communicating that are considered obsolete above (Meerman Scott, 2007). But overall, the above mentioned are some of the points that signifies the past and that are no longer the most efficient way of using marketing and PR when it comes to the web and other channels of the new media landscape. The work by Meerman Scott also explicitly states that the disciplines of PR and marketing are becoming closer and the separation of the both is no longer the optimal approach to working in these fields. They are now to be considered two closely tied disciplines which can be run by the same people with the same goals and strategies (Meerman Scott, 2007).

In this study, the new thoughts of marketing are very important in relation to the purpose and hypotheses of how the file sharing community has worked vis-à-vis the anti-file sharing organizations. While Meerman Scott's strategies are made mostly from a purchasing power perspective, they are still easily applicable to this study and to the changing field of PR overall.

Here follows a list of some of the new ways relevant to this study in which one can approach marketing and PR with a short explanation following each point (Meerman Scott, 2007, pp. 25):

- **PR is for more than just a mainstream media audience**
In addition to, or apart from, the regular media channels, companies and organizations can target blogs, forums, social networking sites and other online resources to make the PR more efficient.
- **People want authenticity, not spin**
Two-way communication and advertising that is niched towards specific audiences helps the message and the communication to feel more authentic.
- **People want participation, not propaganda**
Forums, blogs and other brilliant and easy-to-run ways of producing two-way communication instead of advertising that is very broad and unspecific are excellent ways of making people participate and be involved in the way they want.
- **Making marketing something that is delivered when the audience needs it**
Presence at forums, well-organized web pages and blogs are examples of making the marketing available on-the-fly instead of investing in advertising and other PR that may be done at the wrong timing.
- **Blogs, forums and other online content let companies communicate with buyers in a way that is appreciated**
Not only are the new means of online communication efficient for achieving the goals of the company or organization but they are also channels of communication that are appreciated among people.
- **PR is public and not exclusive for professional media**
The online forums, blogs and social web have made PR more public than ever from being something more exclusive between PR professionals and the media itself.
- **Great online content will have positive effect on people**
Efficient and thorough representation online, whether from a company or an organization, will improve the image and perception of same. The right content will also influence people to buy the products and/or support the organization.

The above selection of criteria for making PR and marketing more efficient in today's world of online usage are one of very few specific theories applicable to the new PR, apart from broader theories such as Castells's network society theory which has been adapted to the

internet. In the study you have in front of you, the above mentioned ways of using online elements as part of a more efficient PR machine will provide part of the basis for the analysis of the file sharing culture and the opponents of file sharing. The next part of this chapter will further theorize around online communities as they are hypothesized to have a crucial importance in the growth of the file sharing community.

3.2.2 Online Communities

There are numerous examples of when online communities have assisted people in networking and taking action. According to Castells, Internet has become efficient in the area of maintaining and creating ties which would otherwise be lost (Castells, 2001). Recently Facebook has been prominent in the area of gathering people, with the anti-violence actions by Anton Abele in the wake of the Ricardo murder as a good example (Castells, 2001). Other examples include numerous forums online which gathers people and make them able to exchange information and get support, such as SeniorNet (Castells, 2001). The process of becoming affiliated to networks by individuals, an act popularly called “networking”, is based on the individuals’ interests, values, affinities and projects (Castells, 2001). Regardless of the networking being online or offline, this is how individuals gather in given networks. The number of examples is vast and individuals can of course also be affiliated with several networks. With this in mind it can be noted that the file sharing community gathers people across the political spectrum and of large difference in their life in other areas, but with a shared support for file sharing.

Castells claims that “...cyberspace has become a global electronic agora where the diversity of human disaffection explodes in a cacophony of accents” (Castells, 2001). Networks all over the world, whether cultural, environmental, labor or other, organize and mobilize over the Internet (Castells, 2001). Internet is a communications medium, and not a simple technology. Hence, it can be compared to the importance of pubs or Habermas’ noted coffee shops (Castells, 2001). Today, Internet is an incredibly important and useful tool for the social movements in the network society. This is due to three main reasons (Castells, 2001, pp. 139-):

1. The mobilization of social movements in the Information Age mainly happens around cultural values. To achieve the change in society these movements build around

communication systems such as the Internet because it is the most efficient way to reach people adhering to their values.

2. Social movements in the network society also fill the gap left from vertically organized organizations from the industrial era. Formal associations and their conglomerates are declining while Internet brings together movements that are more important sources of the social change.
3. The movements must match the reach of powers of globalization by working at a global scale too. To influence efficiently social movements are rooted locally but aim for global impact. Support from local groups is needed while remaining local only would limit the capacity for the movements to influence the real powers.

The above listed reasons are all applicable to the file sharing movement and it is obvious that the file sharing movement to some extent is a response to the globalization process of the media conglomerates in accordance with reason number three. While file sharing, and its movement, would not be possible without the development of globalization and world encompassing networks – it can still be considered a backlash of the economical aspects of globalization driven by commerce and the influential power in that area.

Movement	Identity	Adversary	Goal
Zapatistas	Oppressed, excluded Indians/Mexicans	Global capitalism (NAFTA), illegal PRI government	Dignity, democracy, land
American militia	Original American citizens	New world order, US federal government	Liberty and sovereignty of citizens and local communities
Al-Qaeda	True muslims	Global power of the Christians and Jews	Humankind as umma, societies ruled by shari'a
Anti-globalizations movement	Multiple identities	Global corporate capitalism	Global democracy
File sharing movement	Multiple identities	Media companies and their lobbyist organizations, Anti-file sharing political powers	Free file sharing, no punishments for file sharing

Chart 1.1 – Structure of values and beliefs of insurgent movements against globalization (Castells, 2001) Modified by the Author

The file sharing movement challenges globalization and can be compared to other movements against globalization as seen in the chart above. It is concerned with the social, economic and cultural aspects of globalization and by gathering and working as a movement more impact can be done than would have been possible otherwise.

3.3 The Network Society

This part of the chapter will describe the theories about the network society which were developed by Castells and Van Dijk. These theories are central to the study as they lie behind the concept of the internet- and community culture which are both vital when analyzing the creation of opinion among file sharers.

3.3.1 Basics of the Network Society

Jan van Dijk coined the concept of the network society in his book "De Netwerkmatschappij". The book describes the concept of the network society which in theory is based on the idea of a society built on different social and medial networks shaping all organizations and structures in a given society. The term was also used by Manuel Castells in his trilogy *The Information Age* from 1996. The definitions used by van Dijk and Castells are similar but they differ sharply in one aspect where the latter believes that the networks are the main corner stone of our contemporary societies while van Dijk believes that the societies increase but are still based around individuals, groups, organizations and societies. The theoretical framework in this study will join Castells belief because the difference described above between the authors is irrelevant for this study and because Castells has developed his theory to also encompass our contemporary IT society.

In his book "*The Internet Galaxy*" Castells reflects around the Internet and connects it to the theory about the network society. The theory was originally related to other socio-cultural and economical institutions, but Castells clearly shows how it can be applied to the internet as well. Castells defines a network as "*a set of interconnected nodes. A node is the point at which a curve intersects itself*" (Stalder, 2006). This definition is rather technical and easily applied to the meaning of network that is usually in people's minds. Castells connects this definition to our society and describes different institutions as networks, such as the financial market, the media and women's rights organizations.

3.3.2 Internet Culture

In Castells' *The Internet Galaxy* the writer maintains that if technological systems are created in social contexts, and these contexts are dependent on culture, the creators of the Internet also shaped it (Castells, 2001). The Internet is characterized by a culture originating in

openness. This has its background in the fact that the Internet originates from open systems, mostly open source code, which meant that the programs used were free and possible for anyone to modify. The TCP/IP protocol which the Internet is based on is open source, and so is the UNIX operating system which was the basis for Internet servers in the beginning. The protocols rendering newsgroups and modem usage possible were open source as well. The beginning of the World Wide Web as we know it today was first visualized by an open source browser, Netscape Navigator. (Castells, 2001)

According to Castells (2001, pp. 37-), there exists four main cultural structures on the Internet which are:

- **The techno-meritocratic culture**

Meritocracy is an ideology based on where one's status is based on what you accomplish. In relation to the Internet and the technological aspect of meritocracy a person's status is based on what one can offer a certain community.

- **The hacker culture**

In contrast to the well-spread view of "hackers" as being extremely computer skilled "nerds", Castells define the hacker culture as those ideals and values that are present in the expert network of programmers on the Internet.

- **The virtual community culture**

The community phenomenon began as news groups and forums when Internet was young. Today this is one of the largest parts online and communities comprise the most visited sites online. This used to be forums for members of certain networks and special areas, but today the phenomenon exists in all categories.

- **The entrepreneurial culture**

When the World Wide Web was beginning to shape to what it is today people also discovered the need and room for commercial interests online. Initially, online entrepreneurs were mostly comprised of programmers and such expertise but as Internet grew the possibility to make business concepts reality through outsourcing presented itself.

Although all four cultural aspects helped create Internet as we know it today particularly one, the virtual community culture, will be at focus. This part is vital for this study because it is mainly within the community culture that different movements defending file sharing emerged. From being limited to smaller discussion forums when Internet was young, these

forums and other more or less obvious networks among the most common elements online. Discussion forums, communities, chat channels and online games are all channels where different individuals with something in common gather and interact (Castells, 2001). Castells makes it clear that the younger generations are leading this interaction (Castells, 2001) , and this also applies to the pro file sharing movement.

Two main networks are seen in the file sharing movement, one is popularly called “the [warez] scene” which are the infamous networks of people making movies, music and other media available illegally online. These groups usually have a name under which they distribute the material online, and the focus often lies in making it available early as there lies some honor in being first with making a certain work available online. The groups are often comprised of a smaller group of people who all have a certain expert area such as programmers to work around copy protection, professionals in relevant fields with the right connections and persons with fast and stable Internet access who handle the digital distribution. (Rehn, 2007)

The other network within the file sharing movement which is comprised of the people downloading material from the distribution channels available. This is by far the largest amount of file sharers and usually what media and others mean when there are discussions about file sharers. The greatest amount of people supporting file sharing movements and organizations are also found in this network. The vast amount of members in this network are the younger generations, the ones who saw Internet breaking ground during their up-bringing and also the one growing up with Internet as the most natural thing. They have embraced Internet as a new, “free” medium with its own logic and its own language (Castells, 2001). This view of the Internet came about as a product of the openness the Internet brings, while the Internet was never intended as a channel for much of the content now found online. Internet has become a part of the digital democracy Hacker and van Dijk speak about, and that is disputed as either a threat or a fresh breeze for democracy (Hacker & van Dijk, 2000).

3.4 Social Movements

This part of the theoretical framework chapter will briefly present some of the main theories surrounding social movements which have also been partly covered in the previous network society discussion. As mentioned, the file sharing community shares many attributes common

to social movements. To this date however, studies on the file sharing culture has yet to be done in the light of study, as a movement that also incorporates the new PR. Some elementary theories on social movements are mentioned here as they still carry relevance to the study in helping to provide the theoretical framework which will help achieving this study's purpose.

The late Charles Tilly found that social movements combine the following three elements (Tilly, 2004):

1. Campaigns that make collective claims on their targets (anything from private and public companies, governments, multinational corporations etc).
2. Methods of making the claims include social purpose associations, public meetings, media statements and demonstrations.
3. Public representation of the cause's worthiness, unity, numbers and commitment.

The file sharing movement clearly fits in the above definition, which is however rather broad. Foci for the movement in question in this study are multinational corporations mostly and to some extent governments. Demonstrations are common among the defenders of file sharing and the third element is also clearly present among the supporters of the movement.

Moreover, theories on social movements have been based on three sets of factors, political opportunities, mobilizing structures and framing processes. In short, they can be described as followed (McCarthy, 1996):

1. Political Opportunities Perspective

This perspective sees political opportunities and constraints as the most important factor when studying social movements.

2. Mobilizing Structures Perspective

From this perspective of theorizing social movements, the organization of the groups is in focus and how this is accomplished.

3. Framing Process Perspective

In this perspective, political culture is the basis and cognitive and ideational dimensions of collective action are studied.

When aiming to put the file sharing movement under one fitting theoretical perspective, one sees that it carries elements from all of them. The file sharing movement and the thoughts and ideas it carries and how it was formed can be seen from a political perspective as well as from a perspective of mobilized structures, but also from a framing point of view. Political structures are a vast influence of the movement, and the organization is also of big importance. Especially perhaps from a PR perspective the framing processes of the formation are very important and interesting. While these original theories on social movements seem too broad, a recent study attempts to construct a theoretical framework for anti-corporate movements, which the file sharing community also qualifies as, while using a PR perspective. A problem with the anti-corporate movements and social movements as well, is the diversity of them which has been pointed out earlier (Karagianni & Cornelissen, 2007). In the study, it is noted that this diversity can be captured by using two dimensions (Karagianni & Cornelissen, 2007, pp. 13-14). Below follows these two dimensions and their respective categories presented in a structured and easy-to-grasp manner.

- **Dimension 1**

This dimension encompasses the scope of the movements and classifies social groups in three categories:

- **Reform**

Movements that are dedicated to changing (mainly legal) norms and/or change custom or moral norms of a society.

- **Radical**

Focuses on changing deeper values within a society and are typically larger in scope than reform movements.

- **Retain**

Movements of conservative nature which strive to preserve existing/past norms and oppose changes.

- **Dimension 2**

In this dimension the main adversary of a group is presented through two categories:

- **Anti-corporate**

Groups that have an explicit goal of limiting corporate power with the main argument that increasing economic and political power of corporations causes resource abuse, environmental pollution, suppression of people's rights and needs etc etc.

- **Issue-specific**

This category refers to all movements that are not explicitly anti-corporate, for example environmental, human rights and fair trade movements. Here the issue is at hand and there is not one single adversary.

The file sharing movement has its place in more than of the above. In the second dimension dealing with the main adversary, the file sharing movement can be said to be clearly anti-corporate while it at the same time is issue-specific. The first dimension is a bit clearer; here the focus is mostly on a reform of the legal norms and perhaps also an attitude change (moral norms) in which society and governments will have total acceptance of file sharing. The radical aspect can also be included here as the values on copyright and intellectual property are seen as obsolete by the file sharing movement.

In sum, the file sharing movement is an incredibly diverse and broad movement which gathers people from the entire political and ideological spectrum, as well as people in all ages (however with a majority in the younger generations) and of all social backgrounds. While the authors of the anti-corporate movement theory used what can be considered almost classical examples of anti-corporate movements, namely Nike and McDonalds, the file sharing movement is broader but still a movement that the theory is applicable to (Karagianni & Cornelissen, 2007). However, the social movement theories and the anti-corporate movement framework which is based on them are not by themselves ideally fitting the file sharing movement. But as a part of the theoretical framework of this study these theories carry relevance to the file sharing community and also to the purpose of this study.

3.5 Web Site Study

Multimodal Discourse Analysis

In order to study the web sites used by the different organizations in this study, the rather new theory of multimodal discourse analysis will be used. This theory was presented in 2001 by Kress and van Leeuwen who attempt to create a communicative theory which is adapted to

studying new media including user roles and participatory aspects (Buskqvist, 2007). This theory includes the notion that for example color carries as an important role as language in a social discourse as they are both considered semiotic modes as they add layers of signification (Buskqvist, 2007). The theory is divided in domains, or layers which are discourse, design, production and distribution (Buskqvist, 2007).

According to the theory, discourse is considered the socially constructed knowledge of reality meaning that discourse is created in a specific social context and formed around the actors in the said contexts such as Asia or one's class room (Buskqvist, 2007).

Design is considered the use of semiotic resources and it is the means used to create discourses in certain communicative situations. It also creates something new and unique, producing interaction by the transformation from socially constructed knowledge to actions (Kress & van Leeuwen, 2001). The design aspect is increasingly important and especially carries relevance on the web where it is a fundamental part of efficient communication. News journalists, for example, use design as one of the most important tools in online news production (Buskqvist, 2007).

The production layer is the actual material aspect of the semiotic event and distribution is the technical aspect with which the semiotic product is coded, how a message reaches a reader (Kress & van Leeuwen, 2001). These techniques of distributing the message is not intended to have own meaning but this is nevertheless often the case, for example is concert music different from music from a portable music player (Kress & van Leeuwen, 2001).

These four layers of the multimodal discourse analysis carry big importance when studying a web site and it is important to understand how they work together (Buskqvist, 2007). The discourse and design aspects are of course very central when looking at a web site, but even the production and distribution layers can often be seen on web sites as there are many technical problems that can occur with the connection for example (Buskqvist, 2007).

Interactivity & Web 2.0

In order to further study the web site an interactivity layer will be added to the multimodal analytical criteria, where web 2.0 aspects relevant for this thesis will be included. The design and discourse aspects of the multimodal analysis are certainly of vast importance on web

sites, but a very important aspect that sets this new medium apart from the old ones is the enhanced possibility for interactivity. This has been embraced in the web 2.0 concept which is the socialization of the web, enabling the user to take part and share material online with other users.

Buskqvist, whose study *Medborgarnasröster* (2007) is an inspiration for the web study part of this thesis, also uses an interactivity layer. However, his web site study was conducted in 2002 and 2004, before the concept of web 2.0 was presented. Although this thesis will use a similar approach it will add features to the theory that are specific to investigating web 2.0.

The overall questions asked when conducting the web site study are (I) what is the overall design approach and what can the visitor do on the site, (II) what elements inviting the user to interact are present on the site and (III) what web 2.0 elements as specified previously in this chapter are available?

3.6 Critical Discussion & Conclusions

A short summary of the different theories that contribute to the theoretical framework of this study will here sum up the theory chapter. The theories presented are to some extent interconnected. The theories on PR and PR in the new media landscape of course share different elements as the new theory may be seen as an adaption of PR theory for the online media. Clearly, the network society theory is also closely linked with the theories on social movements and they are also both linked to the dynamics of online communities and how they work. In the quest of a suitable theoretical framework for this study, there is no theory to this date that will capture all the aspects of the file sharing community and that encompasses the dynamics of how this works. The classic PR theories are applicable to the interests working against file sharing as they have yet to embrace the new thoughts of PR, and they also lack the community back up which has helped create the pro file sharing movement.

When studying such a new phenomenon as the file sharing movement is, the problem with finding relevant theories is always at hand. In this particular study, several theories of relevance are combined to present a framework that will be basis for the study. However, creating this framework is not without problems. The theories on PR in the new media landscape are all rather new and yet without much critique and analysis. The studies are not

more than two to three years old and it is not possible to be entirely clear on the methods and indications of how the new PR works when it is still in the cradle. Some of the more reliable theories are the old theories on PR, which still carries relevance today although they need supplementary thoughts in the form of theories adapted and developed for the online era. The network society theory and the theories on social movements have also been tested longer and can be considered more reliable.

The theories presented in this chapter will, when combined, present a background for this study which is based on the most relevant findings and fitting theories to this date. Here follows a summary of the most important parts of this chapter.

- **(Old) Public Relations & Lobbying**
 - PR is “Management of communication between an organization and its publics”
 - Goal, resources and actors?
 - Structures?

- **PR in the New Media Landscape**
 - More than the mainstream audience
 - Authenticity
 - Participation
 - Timing
 - New ways of communication
 - Public and transparent

- **Network Society**
 - Networking across the political spectrum
 - Movements form around cultural values in the information age
 - Internet brings together movements that are important sources of the social change
 - Local and global scale activity is needed to match the powers of globalization
 - Forums, blogs, chats and other social sites online help people gather

- **Social Movements/Anti-corporate movements**
 - File sharing movement aims to reform the laws and attitudes towards file sharing
 - Anti-corporate thoughts
 - Also issue-specific in the struggle against corporate power etc

From these main points in this chapter the following analytical criteria have been derived in accordance with the purpose of this study:

- **Traditional PR**
 - One-way communication
 - Lobbying
 - Traditional media channels
 - Traditional advertising
 - Not public

- **New PR**
 - Two-way communication
 - Forums/Communities
 - Blogs
 - Social networking sites
 - Participation
 - More than the mainstream audience
 - Public and transparent

- **Network Society/Social Movements**
 - Across the political spectrum
 - Matching powers of globalization
 - Anti-corporate thoughts

4 Methodology

In this chapter, the research methodology used to collect data in this study is presented. This chapter is divided into several parts which further explain different parts of the methodology. The selection of empirical data and the reliability and validity of the methods of choice are also covered in this chapter.

4.1 Choice of Approach

The main subject of this study, PR in the new media landscape, has yet to be studied in satisfactory amounts. While this makes it maybe even more interesting, it also creates problems concerning the literature of choice. Therefore it deserves to be mentioned that underlying the entire study is a comprehensive literary study in which many articles and works were reviewed in order to find the most suitable information and background. The theoretical part is, as seen previously, clearly influenced by this fact due to the lack of available material. The methodological part is however being based on qualitative case studies – a field in which there is a lot of material available. Despite this, a true challenge concerning this study is to integrate the theoretical framework with the overall purpose, the introductory hypotheses and questions as well as the methodology.

4.2 Case Study

In order to reach the purpose and answer the hypotheses and questions of this study, a few real-life cases will be looked at. This research strategy serves well when, as in this case, a number of cases have occurred that can help explain a phenomenon. The study will be done with a qualitative approach combining reviewing documentation and interviews.

The case study is a research design that is very common when studying systems of the society, institutions and organizations (Andersen, 2008). While being a well-used method that is seen often in numerous studies, it is also a debated study design that has been considered less desirable than other methods (Yin, 2003). For this particular study, its use is ideal as the case study is an empirical investigation (Kruuse, 1998):

- That studies a contemporary phenomenon within its real-life context.

- Where the boundaries between phenomenon and context are not entirely clear.
- Where it is possible to use several sources of information to study the phenomenon.

These three features of the case study fit well into what this thesis is aiming to accomplish. The phenomena of file sharing and web 2.0 are contemporary and they can be considered both phenomena and contexts, as services and as places where communities and movements are bred. The timing is also excellent as there is a lack of studies focusing on the same phenomenon and it is a time where, especially in Sweden, many suitable cases for studying have occurred and keep occurring.

Compared to other research strategies such as experiments, surveys, archival analyses and historical approach the case study fits well when asking questions about “how” something works as well as “why” (Yin, 2003). The case study also suits well when the focus is on contemporary events which are clearly the case in this study (Yin, 2003).

4.3 Data Collection Method

In order to collect data for a case study, the researcher has the possibility to choose from six data sources (Yin, 2003). These are documents, archival records, interviews, direct observation, participant-observation and physical artifacts. This study will mainly use interviews with people representing the organizations that are affected and that effect the new PR to collect data. This is a suitable approach that is necessary to deeper understand and investigate the dynamics that are at work in the social web. The interviews are also a part of the methodological model used in this study that will help arriving at answering the research questions and hypotheses.

This study also makes some concise use of the documentation data collection source when briefly analyzing the respective organizations’ web sites. This source for data collection has been chosen as a complement to the interview because it provides some basic insight and background relevant for the study which complements the interview. This data collection source has the weaknesses of reflecting possible bias of the author, being biased through selectivity and that the retrievability can be low (Yin, 2003). For this study these weaknesses are however largely avoided as the visual analysis of the web site is done in the same basic way for all organizations studied.

There are numerous interview techniques available for researchers, and this study will adhere to the semi-structured interview. This interview technique is very much what its name implies, it is structured but it also allows for less structure if needed. As an interviewer pre arranged questions are used and a main red-thread and structure is followed, but the technique also allows for modification of questions and to talk about topics that may be of use in the study but are not pre arranged (Andersen, 2008). This method of interviewing therefore has features of a more informal discussion which is positive for this study as the topic studied is not well documented and new angles may be presented during the interviews.

The interviews used to collect data for this study took between 45 minutes and an hour to perform. The venue differed from the headquarters of BSA's PR and communications firm MS&LPR and STIM's headquarters at Gärdet in Stockholm to a café near Odenplan for the representatives of the Piracy Party and Piratbyrå. The interviewees were told some basic information regarding the study before the interview to introduce them to the subject. However, this was done briefly and reserved in order avoid influencing answers and enhancing the problem area of new PR. This is important to note as the subject can be considered rather sensitive, especially to the copyright defending organizations BSA and STIM. The interviewees were also informed of the possibility to be anonymous apart from organization representation. However, none of the representatives chose to be anonymous.

4.4 Web Site Study

The web site study in this thesis is made on the start page (home page) of the different organizations' websites as well as brief descriptions on the interactive and web 2.0 elements of the site if available such as discussion forums. A complete analysis of the web sites would not be possible considering the time frame of this thesis and the space such a vast study would encompass. The web site study chosen here, focusing on the start page of the respective web sites, will also constitute a sufficient source of data to make the analysis from. The exception from start page is if the first page is displayed as a portal style page where the user has to choose language or some other setting to arrive at the final web site.

A common way to analyze digital media such as web sites, but that also comes with some problems, is to make a screen shot (a static picture rendition) of the web site and look at it (Busqvist, 2007). A main problem here is that this removes the aspect of interactivity and

leaves the interpreter with a static image of media that is able to interact with the user. This is why this study has looked at the web sites “live” only, as the current technology (browsers, connections etc) makes such an analysis possible with ease. The web browser used is Mozilla Firefox 3.5 on a normal home PC running Windows with a direct LAN internet connection. Screen shots were also made, primarily for reference in the data presentation chapter, on the same soft- and hardware setup. By studying the web sites “live”, the interactivity aspect is kept and one is able to see how for example mouse hovering changes the behavior of certain elements, how links are clickable and how material with video and sound is materialized on the site.

A disadvantage of studying the web site “live” is that it is harder to limit the analysis to the web site in question as links are easy to follow and can be integrated in a natural way on the web site. There may also be elements on the site that are interlinked, meaning that the elements are actually located on another site but included on the web site studied which are nevertheless included in the web site study. While it is also possible to do video recordings of the use of the site and also analyze screen shots of it, this thesis did not allow for this procedure due to time and space limitations. Furthermore, the data collected through the “live” analysis of the web sites is deemed sufficient for the purpose of the study.

4.5 Sample Selection

The sample selection for this study was chosen strategically on the basis of media appearance. The actors seen the most in this debate, according to a short time frame search, are on the anti file sharing side Antipiratbyrå (The Anti Piracy Bureau – representing the movie industry, and to some extent the video game industry in Sweden) and IFPI (International Federation of the Phonographic Industry – represents the major record companies). These two parts have also been very active in the well covered Pirate Bay trial during 2009. Unfortunately, neither Antipiratbyrå nor IFPI were able to participate in the study. Therefore, other equivalent organizations working in similar ways and acting as counter-part to the pro file sharing representatives became of interest. Here, Svenska Tonsättare Internationella Musikbyrå (STIM) have been active in the debate and produced open letters and done other actions that have received a lot of media coverage. Business Software Alliance (BSA) is also seen in the media rather extensively and complements the music side with much file shared software industry.

On the pro file sharing side there are few organized groups, and the most seen in the debate are likely, but numbers supporting the fact do not exist, Piratpartiet (The Piracy Party) and The Pirate Bay. Another organization that take part in debates and whose members are consistently seen in the debate is Piratbyrå (The Piracy Bureau). The pro file sharing side of the debate has no other large actors than these organization, which is why they were asked to take part in the study and fortunately they were able to make time for interviews with the exception of The Pirate Bay. However, Piratbyrå also handles most of The Pirate Bay's communication (as it only consists of three official owners) which indicates that data collected in this study from Piratbyrå also may be applicable to The Pirate Bay. However, this fact has not been taken in account in the study as the current sample selection creates enough data to conduct this study.

The representatives from the organizations interviewed were requested through asking for a suitable respondent for the topic. The topic presented was a short description of this study where PR, communication and web use were terms mentioned. Resulting from this, people handling communications and PR from the organizations were elected to do the interviews. The specific individuals are further presented in the data presentation chapter.

The choice of four total organizations, and consequently respondents, was made with several factors in mind. One from each side of the debate would have been too little, and three from each side would render too much data for a study of this limited size. This is one of the reasons why the ultimate choice became two organizations from each side. Furthermore, the organizations on the pro file sharing side are limited in number as only three big actors are seen commonly in the media. There are many supporters and advocates for the side but they are often not in an organization fully dedicated to the issues at hand but have become known personally, through the blogosphere or by being the face of a company that has expressed good feelings about file sharing. Four is also an even number that enables both sides to be analyzed on equal terms, they are given similar time in the interviews and all organizations included in this study have web sites that are studied with the same theoretical approach.

4.6 Data Analysis

The data in this study is analyzed with the help of the content analysis method. This method has been traditionally used in media research, although specifically the content is quantified and restructured for statistical use (Kvale, 1996). Adhering to the semi-structured interview method in this study, it is important to have an open approach with qualitative focus (Kvale, 1996). However, it is stated that qualitative and quantitative analyses always intermingle to some extent and that the research process involves interaction between the two approaches even when one is at main focus as it is in this study (Kvale, 1996).

A very important part in qualitative analysis is the interpretation by the researcher (Holme & Solvang, 1997). It is crucial to be aware of the problems that may appear when conducting a qualitative analysis, as the structuring and organization of data is done after the data collection is finished (Holme & Solvang, 1997). If these problems are insufficiently advised the analysis can be rendered complicated to conduct in a successful way (Holme & Solvang, 1997). In this study, notes were written extensively during the data collection which later helped the structuring and organization in the analysis. In the semi-structured spirit, a quantitative-like structure was maintained throughout the data collection phase that has been adhered to in presenting the data. This thematic structure was also maintained in the data analysis allowing for a clear structuring in which other interpretations and discussions are also included that arise through the semi-structured interview setup.

4.7 Problems and Discussion

No study is without flaws on the methodological level, this one being no exception. Primarily, this study suffers from a rather small sample selection with four organizations. This is due to reasons discussed in the previous Sample Selection sub-chapter. Nevertheless, more samples would be ideal to improve the reliability of the study (Holme & Solvang, 1997). The reliability of a study increases if the data is consistent, and here the sample selection renders no problem by itself but is rather small (Holme & Solvang, 1997).

Valid information is another aspect that is very important for any study. Validity implies whether the information is valid or not. Validity is achieved through collecting the data ensuring reliability and measuring what is intended to be measured (Holme & Solvang,

1997). In this study, the semi-structured interview method for collecting data also helps ensuring validity in that it is shared between all interviewees. Where needed the interview method also allows for broader discussion but by using a structured approach gathering of relevant data is ensured.

In order to be able to make generalizations from the result, the most important part in any case study is to describe it as thoroughly as possible (Yin, 2003). This has been carefully intended throughout this study so that the reader can follow and the basis for it can be reproduced. It is also important to be able to derive what results from the study are specific only to the current one and what results can be generalized (Andersen, 2008). In case studies, the most common approach is inductive, meaning that results will be derived from what is discovered and repeated studies can lead to actual theories on the subject matter (Andersen, 2008).

This study is explorative, it does attempt to make generalizations on the use of new PR but it is also intended to pave way for more studies that together could help further theories and thoughts to surface on the matter. In such an unexplored area of studies, as the social web and new use of PR constitute, methodological problems can easily arise. The area of new PR clearly needs to be studied more. For this particular study, the possibility to generalize could have been improved by analyzing more organizations. However, given the time frame and the intended size of this study, four organizations were chosen and the study is intended to function as an acceptable start for studies in a field which is steadily growing vastly.

5 Data Presentation

This chapter comprises the presentation of data for the study and the results. The different organizations will be presented including data collected by studying the web sites of the respective organizations and by interviewing representatives from the organizations. The data from interviews with each organization is divided thematically where first basic information about the organization is presented followed by data concerning general use of PR and communications and last the organization's use of new PR.

5.1 Business Software Alliance (BSA)

BSA is a trade group created to defend the interests of copyright concerning the software industry. It has representation in most parts of the world and among its more renowned members are Adobe Systems, Apple Inc., Cisco, Dell, IBM, McAfee, Microsoft, Oracle Corp., SAP and Symantec. BSA presents itself as a nonprofit organization that strives to reach the goals of the software industry and their hardware partners. The policy priorities of the BSA are according to their web site to protect intellectual property, increase free trade, data security, increase opportunities in emerging markets, innovation, e-government and workforce and education. BSA also conduct studies on piracy that rather often get media reports.

BSA does not have PR functions in house, but make use of an external PR agency for their work in the field. Manning Selvage & Lee (MS&L) handles all of BSA's communicative needs and the BSA communications representative Henrik Freudenthal was interviewed. He works as the team leader in the BSA cases and is responsible for BSA's marketing in Sweden and also works as BSA's press contact.

Purpose & Goal

BSA has several missions, not only is the work directed to direct piracy and illegal use of software but BSA also works against under-licensing which may be a product of inferior organization of a company's software licenses. BSA chooses to call this "software asset management" (SAM) where the goal is that all organizations and companies have a dedicated application that keeps track of the licenses.

5.1.1 General PR & Communications Approach

Target Audience(s)

As BSA has several main missions as described above their target audiences also differ. Companies are the primary target audiences of BSA's work. BSA is not mainly focusing on the consumer market but the focus lies on companies and organizations. According to Henrik Freudenthal individuals are targeted to a small extent in that BSA wants to change the attitudes by showing effects of what can happen when using pirated software. Individuals are also targeted through the campaign where anyone can report a company or organization to BSA that make use of illegal software (as is seen on the BSA web site). The secondary target audiences of BSA also include "any" organizations (including public sector such as schools, hospitals etc) that use software.

Main Communication Channels (traditional/new communication channels)

BSA's main communication channels are described as traditional media including daily press, ranging from bigger news press to more IT/computer specific publications. BSA also arranges seminars where they inform about piracy and the possible consequences of using illegal software. According to Henrik Freudenthal BSA make use of radio spots but has not made TV advertisements to this point. The radio commercials were aimed towards employees and ex-employees with information on the piracy reporting campaign that encourages people to report piracy. BSA also make use of some web banners in the aforementioned IT and daily press's web editions.

Lobbying

BSA does make use of some lobbying. Henrik Freudenthal mentions that BSA has had a dialogue with the Justice Minister for many years. BSA has helped "Statskontoret" (Swedish Agency for Public Management – an organ supporting the government in evaluating state-financed activities) with reports on piracy and licensing and through this been successful to some extent with influential lobbying.

BSA also makes use of letters to editors and open letters by gathering approval for their interests that will support the cause with their signature.

5.1.2 Web Site & the Use of New PR

The screenshot shows the Swedish start page of the Business Software Alliance (BSA). At the top, there is a navigation bar with the BSA logo, a language selector set to 'Sweden', and a search bar. Below this is a horizontal menu with categories like 'Om BSA Och Dess Medlemmar', 'Nyhetsrum', 'Policy', 'Anti-piratkopiering', 'Forskning och statistik', 'Verktyg & Hjälpmedel', and 'Rapportera Piratkopiering'. The main content area features a large banner with a man's face and the text: 'Business Software Alliance Business Software Alliance är representant för världens kommersiella programvarubransch och dess maskinvarupartners. Engagerad för en säker och laglig digital miljö.' To the right of the banner is a section titled 'Vad är piratkopiering av programvara?' with a 'Rapportera piratkopiering nu' button. Below the banner are two buttons: 'Global piratkopieringsportal' and 'Global policyportal'. The page is filled with several 'Studie' (Study) and 'Nyheter' (News) items, each with a thumbnail and a play button. The footer contains copyright information: '© 2000-2009 Business Software Alliance' and links for 'Privacy Policy', 'Permalink', and 'RSS'.

Fig. 1 – Swedish start page of www.bsa.org.

Use, Purpose & Importance of Web Page

BSA's web page is intended to serve several purposes according to Henrik Freudenthal. It has static information on BSA and its work, including information about the organization, its purpose and which companies lie behind it. The web page is also intended to provide tips and suggest tools for the purpose of license management and piracy control.

The web page was updated through a complete redesign in January 2009 while the content is to large extent the same. The update was a part of acknowledging the importance of a

functioning web page with relevant information. This comment was made by Henrik Freudenthal in regards to the web site's importance:

"I hope that it is important for our target audiences. It serves as an important reference point as computers is a core part of our activities. The web site is natural helping aid."

BSA identifies the web site's importance since presence on the web comes natural with the computer related agenda BSA has. It is hoped to serve as a natural helping aid for the target audiences in BSA's communication.

Design & Visualization

The picture above depicts www.bsa.org, retrieved July 14 2009. Upon visiting BSA's web site the user is automatically transferred to the site in the local site in the language of the country. If the site is unable to detect what country the user is connecting from, a portal style first page is shown where the user can select his language of choice.

When visiting www.bsa.org, the user is greeted with a modern-looking site boasting a flash-animation in a central part of the main content part of the page showing a slide show of smiling people in corporate environments. The page was revamped in January 2009 according to Henrik Freudenthal, and has a three-column look with a top header sporting a bar with language selection, corporate links and a search box. Below in a second bar is the menu. In the content section the site has a visible, eye-catching link to report software piracy, an explanation on what software piracy is, links to different studies and articles and a news and events list respectively.

Primarily, two colors are used to draw the visitor's attention and contrast elements against the light grey background. These are dark grey and red which are often combined in elements such as the "Report Piracy" button. Headlines in the fronted content boxes in the lower left part of the site use the red color, and on the right aligned box showing the latest news headlines, the date of the respective posts are shown in red.

The main menu is big and visible with a red line under the different menu items and when hovering with the mouse pointer, the color of the item is changed to dark grey. The main menu has seven different items, which when clicked transfers the user to sub sites. The items

are (translated) “About BSA and its Members”, “News Room”, “Policy”, “Anti-piracy”, “Research & Statistics”, “Tools & Aides” and “Report Piracy”. Selected content from the different sub sites are shown on the start page, including the “Report Piracy” button, a selection of links to studies and the latest news from the “News Room” link.

Overall the design is modern (CSS based) and the usability is high with a common corporate style look with a few accent colors and objects that are emphasized. At the bottom there is a footer with copyright information and links to the Privacy Policy and RSS feed (“Really Simple Syndication” or “Rich Site Summary” which is a link subscription service).

Interactivity, Web 2.0 & the Use of New PR

BSA’s web site is mainly focused on providing information according to Henrik Freudenthal. Predominantly, the site has static information in the form of text and downloadable .pdf documents, usually studies, that the visitors can read.

The most eye-catching interactive function of the web site is the piracy reporting part, which is a button in an eye-catching location on the start page as well as a menu item. When the visitor clicks this link a new page with a form appears where the visitor can fill in information about a company or organization that is using pirated software.

The BSA web site also has a contact form which is seen as a link available in the upper part of the header above the menu. Here, mail addresses are presented for inquiries depending on what the visitor is interested in, and there are also full addresses to the different BSA headquarters in the world.

There are no obvious web 2.0 elements available on the site, such as blogs, commenting functions or a forum. On the bottom of the page however, the possibility to subscribe to the site is presented by an RSS link, which is a common feature for web 2.0 sites. There is hope to increase the interactivity and web 2.0 elements for the future says Henrik Freudenthal. However, another problem is also that BSA is run by several companies with many ideas, opinions and thoughts and it is complicated to accommodate every company’s wishes which are rarely focused on dialogue.

Use of New PR Online

According to Henrik Freudenthal other online presence making use of new PR such as social web sites, communities and blogs are non-existent on BSA's part. Henrik Freudenthal comments that traditional media is the communications platform of choice because the questions that BSA handles are sensitive and a lot of different branches and companies are involved which makes social web interacting difficult.

“Blogs and social media are sensitive matters as a lot of different interests are involved. When BSA earlier has attempted to make comments on blogs and such, the feedback and comments received by other posters were always negative.”

The comments on blogs and forums about BSA are said to always be negative and according to Henrik Freudenthal there has to this point never been any positive statements about BSA in communities or blogs. BSA has no interest in the perception of the organization among audiences, but merely exists for the point of preventing piracy and supporting the companies behind it.

“It is not our job to be the best friend. We solely exist to protect the rights and interests of our owners. MS&L PR's contract with BSA will run out in the summer, and if I was to decide increased visibility in new media would be an area to put some focus on. However, it is very hard when governing the interests of BSA that has its interests behind and a certain image.”

Feedback & Dialogue with Audience(s) (2-way Communication)

Referring to the previous sub-topic on new PR online use, Henrik Freudenthal notes that feedback possibilities and 2-way communication is not encouraged or made possible by BSA. Again, the previous statement about BSA always generating negative comments and feedback is pointed out. The web page sports a traditional contact page with a mail address for inquires and questions and addresses to the American, European and Asian main offices respectively.

However, BSA tries to take part in seminars and educate people on piracy. Examples mentioned are seminars for small and mid-size companies and seminars at universities.

Environmental Scanning & Reactions

While BSA do not make use of new PR much itself, Henrik Freudenthal mentions that people titled “agents” work with environmental scanning.

“We have a team here [at MS&L PR] that I lead which works with scanning BSA’s interests and the focus is mostly on traditional media but also to some extent the main web sites and blogs are covered. Appropriate action is then taken, often statements that correct false information that has been published in news articles regarding raids etc...”

Action is not taken through direct dialogue with the audience but instead BSA chooses to produce press releases or release statements if there are errors or inconsistencies in reports concerning BSA and companies that BSA represents. As a final note Henrik Freudenthal also mentions:

“In Denmark BSA is no longer active on any notable scale because there seem to be no need for BSA’s work after the implementation of harsher laws on file sharing and piracy.”

The ultimate goal for BSA is to be seen minimally, perhaps even not to exist at all.

5.2 Svenska Tonsättares Internationella Musikbyrå (STIM)

STIM (Svenska Tonsättares Internationella Musikbyrå/The Swedish Performing Rights Society) is an organization originally founded in 1923 by Föreningen Svenska Tonsättare (the Society of Swedish Composers). Since then, two other owners have been introduced; Svenska Kompositörer av Populärmusik (The Swedish Society of Popular Music Composers) and Svenska Musikförläggareföreningen (The Swedish Music Publishers Association). STIM represents the economic rights of music creators and publishers and STIM has around 50000 members today. It distributes royalties gathered from sources using protected music such as radio, TV, concert halls and restaurants twice a year to the rights-holders.

STIM has an in-house communications/information department from which Susanne Bodin was interviewed. Susanne Bodin works as STIM’s head of PR and communications and is responsible for external and internal communications as well as press contacts and six other employees at STIM’s information department.

Purpose & Goal

STIM's purpose is to defend the rights-holders rights and make sure that users of material produced by its members have the appropriate license. STIM's goal is to steadily increase its efficiency and be the rights-administrator of choice now and also in the future.

STIM also strives to influences people's attitudes and raise awareness on artists rights to get compensation for their work.

5.2.1 General PR & Communications Approach

Target Audience(s)

STIM has two primary target audiences according to Susanne Bodin. These are the copyright owners of music works published in Sweden, including individual composers as well as foreign record companies. On the other hand there is also the organizations using the copyright owners' work which are obliged to pay a license fee for the use of their original work. These include radio station, TV channels, festivals, concert halls, operas and other platforms where music plays a main role.

STIM has secondary target audiences in the form of smaller license payers which may for example be cafés, restaurants and other platforms where the primary activity is not music related. (SB) also mentions smaller acts that may not use STIM. Another secondary target audience is the music consumers which STIM wants to influence and inform concerning the copyright owners rights to get compensation for their work and piracy.

Main Communication Channels (traditional/new communication channels)

The most important channel for communication according to Susanne Bodin is STIM's web page available at www.stim.se. Other channels used for communication are a publication called "STIMNYTT" ("STIM NEWS") which is published a number of times each year and delivered through mail to STIM's members.

STIM also uses press releases and articles as main means of communication as well as events. For example twice each year "STIMGitarren" ("The STIM Guitar") is awarded to people and organizations achieving excellence in music.

It is pointed out by Susanne Bodin that STIM does not do any traditional advertising in the form of advertisements in radio, TV or web banners.

“We have no competitors in Sweden so advertising and such things must be handled carefully which is why we typically refrain from those activities.”

As the sole organization in the role of protecting and distributing the economical gains for artist and composers the advertising aspect is sensitive. Communication by STIM partly because of this aimed mostly at the users of their services.

Lobbying

STIM does use lobbying and have given the lobby aspects of the work to the PR agency Westander PR.

“We do use some lobbying and Westander are very good at that since we are not a part of the record industry and they have a lot of experience in working with organizations and not just corporations. They have created debate articles for us and educated us to improve our expertise when attending seminars such as Almedalen where we were last year. “

STIM outsources all their lobbying needs and the in-house communication department focuses on other parts of the organization’s communicative needs such as marketing and customer relations.

5.2.2 Web Site & the Use of New PR

STIM Svenska Tonsättares Internationella Musikbyrå

STARTSIDA MEDLEMMAR KUNDER OM STIM LOGGA IN SÖK

Du är här: Start

Välkommen
Musikens upphovsmän och musikförlagen har givit sin organisation Stim i uppdrag att förvalta deras ekonomiska rättigheter enligt upphovsrättslagen.

Stim ger tillstånd till att framföra musik och Stim inkasserar och fördelar ersättningen individuellt.

Genom ömsesidiga avtal med systersällskap i hela världen ger Stimlicensen tillgång till en världsrepertoar.

Stim stöder den svenska musikkulturella mångfalden genom att aktivt bidra till att ny svensk musik skapas och sprids. Mer om hur Stim fungerar>

Stim
Svenska Tonsättares Internationella Musikbyrå
Swedish Performing Rights Society
Besöksadress: Sandhamnsgatan 79
Postadress: Box 27 327
102 54 Stockholm
Telefonnummer: 08-783 88 00
Fax: 08-662 62 75
E-post: info@stim.se

Svensk Musik
SWEDISH MUSIC INFORMATION CENTRE

Nyheter
Närmare 3000 företag och organisationer har tillfrågats om de använder musik
Stim har skickat ut en förfrågan till närmare 3 000 läs mer>

Musikrapportera på webben!
Stim har nu utvecklat ett system för musikrapporte läs mer>

Juniutbetalningen 2009
Pengarna betalas ut tisdag 16 juni. Den 15 juni ka läs mer>

2009-06-11: Stim i USA för att debattera musiktjänster på internet
Idag talade Stims vd Kenth Muldin på den stora upp läs mer>

2009-06-11: Blekinges mest spelade musikskapare
Stim, musikskaparnas organisation, har tagit fram läs mer>

2009-05-20: Svensk Musik och Stims remissyttrande på Kulturutredningen
Svensk Musik och Stim, musikskaparnas organisation läs mer> nyhetsarkivet>

Porträtt: Kristin Amparo
I juli framträder Kristin Amparo med sitt eget band på Stockholm Jazz Festival. Låtmaterial har hon skrivit själv. Det gör hon för övrigt till alla sina band, oavsett om det är jazz, soul, funk eller punkrock. Att ägna sig åt bara en genre kan hon inte tänka sig. Läs mer> Tidigare porträtt>

Kihlen
Folk ska veta att det är jag som gjort musiken Läs mer>

Play Production
Sätter Örebro på kartan Läs mer>

Musikanvändare på internet vill betala för laglig fildelning
Nio av tio musikanvändare på internet är intresserade av att betala för ett frivilligt abonnemang som ger laglig rätt att fildela musik. Läs mer>

Kontakt // Frågor och svar // Blanketter // Press // Länkar // Arbeta på Stim // Om stim.se // Diskutera // Anslagstavla

Fig. 2 – First page of www.stim.se.

Use, Purpose & Importance of Web Page

STIM's web site has two main functions, an administrative service for rights-holder where they can register compositions and handle the membership and as an information portal for people in the quest for information about copyright and copyright holders.

For the former category, the copyright holders, it is possible to log in and register original works, administer and view the exact registrations of the works, see how much compensation will be paid out and more. Clients paying license fees to use music can also log in and register what songs are played. The log in service also works as a data base where information about all works ever registered at STIM is available.

“Our web site is absolutely the most important tool for our communication. It is cheap to set up and maintain and it is easy to update with information that has to be put out quick.”

The obsolescence of the web site design and functionality is pointed out numerous times by Susanne Bodin and in the revamping efforts will be made to make it more user orientated.

“It is not doable to have an old web, it should be more visitor friendly. We are currently doing a pre study on the needs for our upcoming web site which really needs to be refreshed. Among our thoughts are that it should be more of a music site with information about music, especially Swedish, and function as some sort of a music hub.”

Design & Visualization

Above is a screen shot of STIM’s web site start page, www.stim.se, retrieved July 14 2009. The site has been using the same design and structure for many years, hence, it is rather outdated according to web standards as it is sporting a table based design. There are currently talks about redesigning the site and adding new features according to Susanne Bodin.

Using a table based design, it does not conform to the new web standards that are the technical basis for web 2.0 enabled web sites. The user is greeted with a 3-column layout with a narrow “Welcome”-column to the left, a wider middle column which has “portraits” of member of the organization” and right-most column with news notices. The structure of the site is common with a header, three columns and a footer. The footer however, is a second menu with “Contact”, “Q&A”, “Forms”, “Press”, “Links”, “Work here”, “About”, “Discuss” and “Board”. The top header menu contains a main menu with links to “Start Page”, “Members”, “Clients”, “About” and “Log in”. The possibility to view the page in English is also available through a linked flag image in the header and next to that is a search field.

The main area contains several boxes with different contents. The left-most column greets the visitor “Welcome” and has information about STIM and contact information. The right-most column lists news divided by headlines, date and a small byline following a “Read More (Läs mer)” link which when clicked provides an extended version of the news. The middle, main content column, has a eye-catching box called “The Portrait” which presents a STIM member and is updated regularly. Below are also two boxes with links to active STIM members that the visitor can read more about.

The site uses a green/blue accent color for headlines and navigation. This color, however, is different depending on what top menu section the visitor is currently viewing to increase usability and navigation on the site.

Overall it is a rather classic early 2000s web page which contains a lot of information. The time frame for launching the updated version is late 2009 according to Susanne Bodin.

Interactivity, Web 2.0 & the Use of New PR

Despite having an old web site in need of redesign, www.stim.se does a discussion board and a bulletin board (similar to a guest book). These parts of the web page are not very well visited however. The discussion board has one or two posts a month and the bulletin board seems to work as a board for classifieds. The layout of both of these elements is similar and it appears the only difference is how they are named.

The discussion board does not resemble the layout of discussion boards that are common online today as it consist of one long page with posts just like the bulletin board. There are no categories and community style interaction (i.e. PMs) available.

The web site lacks a blog, which however is something that may be considered for the future. There is also no comment function on articles and pages when navigating the web site.

Susanne Bodin once again points out the obsolescence of the STIM web site and that measures have to be taken to modernize it with more interactivity and modern services.

“The forum is not very active and we should strive to make the whole site more interactive and to implement new services”

Use of New PR Online

STIM tries to be present at different online sources such as blogs and communities. The social news site Newsmill (www.newsmill.se) is mentioned as an example of social web interacting on STIM's part (SB).

“We try to be seen in blogs and other social web sites where communication is more direct. For example we posted a debate article on Newsmill (www.newsmill.se) signed by a number of artists and we participated in discussions with some of the commentators.”

The online presence and dialogue is however limited on STIM's part but as far as resources allow STIM strives to be present at appropriate places.

Feedback & Dialogue with Audience(s) (2-way Communication)

On STIM's web site, a contact form is available through which a lot of questions comes from people. Through this contact form feedback is received and questions regarding STIM's work are asked concerning all possible topics.

“We receive a lot of questions through or online contact form, but mostly people call us about different matters. We also conduct telephone surveys where we study the satisfaction among the artists and composers that are members of STIM. In our outward communication we also use letters. It is our ambition to increase our communicative efficiency all the time. For example we now consider to have the report on an artist's earning to be delivered by SMS to make it quicker.”

There is much paper based communication that Susanne Bodin points out is often commented on by people contacting STIM and they want to make many communicative parts quicker.

Environmental Scanning & Reactions

STIM constantly scans media and have a team member at the communications department primarily dedicated to this job. Both digital media and print media are scanned according to Susanne Bodin and it is not only done on a national level but much so especially in the European Union as well where questions of importance to STIM may be raised and discussed.

“We have an important job in trying to affect the undermining of copyright which has extensive penetration today. This requires us to constantly scan the media, both digital and more traditional such as news papers.”

STIM strives to act appropriately and publish articles, comment or engage in other acts as a part of the environmental scanning.

5.3 Piratpartiet (The Piracy Party)

The Piracy Party (PP) was founded in 2006 as a reaction to the ongoing debate on intellectual property and the perceived threat to privacy. PP received just shy of 35000 votes in the Swedish 2006 election accounting for 0.63% of total votes. The number of members when this is written is claimed to be more than 40000 people according to the PP web site (www.piratpartiet.se).

The founder and chairman of the party is Rickard Falkvinge and the PP board consists of 10 persons. For this study, Jan Lindgren was interviewed who is the elected campaign manager for the party. Apart from this Jan is also the district chief for operations in Stockholm. Tasks included in Jan's work for PP include event planning, coordination and printing of ballots and other print material as well as radio, TV and press presence governance.

Purpose & Goal

PP's ultimate goal according to the web page, www.piratpartiet.se, is to change the global laws to favor the growing information society. A society that according to PP is characterized by openness and diversity. PP works around three basic values which are protecting personal integrity (1), free culture (2) and that private monopolies are bad for the society (3).

According to Jan Lindgren the political climate needs to be changed and it needs to be addressed that the internet is something positive. Copyright laws need to be changed and measures need to be taken to prevent increased control by the society.

5.3.1 General PR & Communications Approach

Target Audience(s)

PP's primary target audience is people under 35 which are the most interested and concerned with the party's agenda.

The second target audience is people that are ineligible to vote, namely teenagers and young people that are also rather concerned by the questions raised by PP. Another secondary target audience is older internet users (above 35 years) that may be interested and concerned by the questions. Jan Lindgren also mentions:

“Especially for me the personal integrity part is very important as we are moving towards a society that is controlling you too much. Therefore, another target audience is older internet users who may originate from regimes where they have experienced a society in which you’re being watched and controlled.”

This is mentioned as another peripheral target audience where PP still has found some support among people with the mentioned background.

Main Communication Channels (traditional/new communication channels)

Numerous examples of media that PP considers the main communication channels are mentioned by Jan Lindgren:

“We use blogs, mail, communities, SMS for our so called activists, discussion forums etc. In a way the reach is a limited when you only use these technical ways to communicate – we try to use flyers as well to be seen more on a local level.”

PP’s use of flyers is dependent on donations received each month. These donations are currently around SEK60000 each month of which much is invested in the web site.

Among more traditional media choices radio spots on web based radio stations are mentioned , but regarding traditional print media as well as web banners and TV the conclusion is that the party is unable to afford such communication.

Lobbying

Lobbying is something that PP would like to use according to Jan Lindgren:

“We do use lobbying to some extent – or try to. Many times the politicians are uninterested in our agenda and will not engage in a dialogue with us. We focus more on musicians, writers and other artists nowadays. We have been successful in influencing some people working

with culture. Many times they are unaware of our true beliefs and agenda – we do not want them to starve to death of course. Once they find out that we actually care we have proven to be quite successful in influencing them.”

As seen here, much effort and energy is invested into changing the attitudes and influence people working with culture. At the annual week of politics in Almedalen, PP was present and arranged seminars. Examples are also mentioned of debates and discussions with artists and copyright holders that have been influenced and changed sides after dialogues with PP.

5.3.2 Web Site & the Use of New PR

The screenshot shows the Piratpartiet website with a navigation bar including 'Politik', 'Partiet', 'Agera!', and 'International'. The main content area features three columns: 'Delad kultur', 'Fri kunskap', and 'Skyddat privatliv'. A green call-to-action box on the right says 'Engagera dig!' with sub-sections for 'Bli medlem!', 'Bli aktivist!', and 'Diskutera!'. Below this is a 'Välkommen till Piratpartiet!' section with introductory text and a 'Nyheter' section listing recent news items. A 'LIVE!' section on the right shows a stream of video content with titles like 'Poliser i papp och livstidsstraff' and 'Stockholmsinitiativet, the movie'. A 'Medlemsantal' table shows membership statistics for various parties, and a 'Visa att du stödjer Piratpartiet!' section features a photo of a person and a link to a fundraising page.

Engagera dig!

Bli medlem!
Direkt på webben, alla behövs

Bli aktivist!
Bli pirataktivist anonymt

Diskutera!
Delta i vårt diskussionsforum

Välkommen till Piratpartiet!

Vi i Piratpartiet tycker att internet är det bästa som hänt för demokrati, kommunikation och kultur sedan tryckpressen. Vi betalar våra rakningar, kommunicerar förtroligt med vänner, läkare, advokater och journalister. Vi bokar resor, läser nyheter, bloggar, fildelar och har en rik deltagarkultur där man bygger vidare på varandras arbete och delar med sig till varandra.

Det är viktigt att få behålla rätten till ett privatliv och rätten att kunna kommunicera fritt via e-post, telefon eller brev. Det ska kännas tryggt att använda internet. Därför ska staten inte göra intrång i privatlivet och jaga en hel ungdomsgeneration. Internet blir i stället tryggare med en balanserad upphovsrätt som låter folk ta del av kultur.

Till skillnad från de partier som har makten i EU idag kommer vi inte att ge vårt stöd till förslag som är utformade för att öka statens insyn i våra privatliv. Piratpartiet strider för rätten till ett privatliv och en balanserad upphovsrätt och det är vi ensamma om.

Genom att rösta på Piratpartiet den 19 september 2010 röstar du för din rätt till ett privatliv och för en mer balanserad upphovsrätt.

[Här kan du läsa mer om vår politik.](#)

Nyheter

Demonstration mot Stockholmsprogrammet onsdag 15/7

Tid: Onsdag 15 juli kl 17.
Plats: Humlegården, Stockholm.

[läs mer](#) (42 kommentarer) 12 juli, 2009

Almedalen: EU-valet - och sen då?

Varför gick det som det gick i Europavalet och vilka slutsatser kan man dra inför riksdagsvalet 2010? Nicklas Källebring på Synovate presenterar nya siffror. Deltar gör bland annat Piratpartiets Rick Falkvinge.

[läs mer](#) (55 kommentarer) 30 juni, 2009

Almedalen: Integritet och Upphovsrätt

Alliansfritt Sverige anordnar ett seminarie under politikerveckan i Almedalen! Temat är "Integritet och Upphovsrätt", och moderator är Björn Fridén, grundare och redaktör på Alliansfritt Sverige. Seminariet hålls i samarbete med Socialdemokratiska Studentförbundet.

[läs mer](#) (9 kommentarer) 30 juni, 2009

Piratpartiet i Almedalen

I år har vi, som vanligt, en rekordstor delegation i Almedalen.

[läs mer](#) (6 kommentarer) 29 juni, 2009

Medlemsantal

m	54858
pp	49934
c	43211
kd	22919
fp	17799
up	21938
muf	9153
ssu	5431

[bli medlem mer statistik](#)

Visa att du stödjer Piratpartiet!

[T-Shirt med PP-tryck 100:-](#) Foto: JBL

Just nu i PPs ledningsgrupp
([twitter.com/piratpartiet](#))

► (Rickard Olsson) Rösta om ePhone ska överklaga IPRED-domen:
<http://www.ePhone.se/Poll.aspx>
den 7 juli 2009 11:08:55

Bloggat om Piratpartiet
(data från [knuff.se](#))

- [Stockholmsprogrammet del 2](#)
- [Stockholmsprogrammet del 2](#)
- [Sluta delta med staten!](#)
- [Därför skall du demonstrera...](#)
- [Kapitalrealismen ersätter S...](#)
- [Demonstration mot Stockholm...](#)
- [Stockholmsprogrammet - vill...](#)

[mer](#)

Fig. 3 – Piratpartiet web site www.piratpartiet.se.

Use, Purpose & Importance of Web Page

The web page is PP's main tool for communication. It is used for several purposes; there is more or less static information about the party and the beliefs for people that are interested in information. Moreover Jan Lindgren mentions that:

“The forum is a very important part of the web site because people that are or are not members can discuss directly with us and each other. We also use the forum for party meetings so that they are transparent and anyone can participate and follow what is going on.”

The site also gathers information from party members through blog and twitter updates and a live feed is visible on the front page where blogs mentioning the party are automatically linked.

“The live feeds from blogs and Twitter of our respective party members are very important and serves as somewhat of a news feeds. Someone will always blog about the latest stuff that is happening if it is relevant.”

Design & Visualization

PP's web site, www.piratpartiet.se, is designed in a common layout for web sites today and it is made with technologies commonly used with web 2.0 such as CSS/XHTML and Javascript. In the header, the visitor will see the logo and the menu, the latter which has four choices, “Politics”, “The Party”, “Act!” and “International”.

The top header also contains a banner style box urging to join the party with political catch phrases in big letters on pictures in the party's signature purple color. Overlapping the top header and the banner, to the right, is an “Engage Yourself (Engagera dig!)” request in the other site accent color green with sub links to “Become a Member”, “Become an Activist” and “Discuss”.

Below the header follows the main content divided in two columns. The right-most column is narrow and has statistics on the current number of members (claiming to be almost 50000 at the point this is written which equals the second biggest party in Sweden) followed by a support box where the visitor can buy Piracy Party t-shirts and other merchandise. The right

column also contains a number of boxes to different blogs and sites, beginning with a “Blogged About the Piracy Party” which constantly shows the latest blog posts where the Piracy Party is mentioned, whether positive or negative according to Jan Lindgren. The party leader, Rick Falkvinge, has a box to his newsletters and other important party information and continuing the right column are boxes urging the user to donate money (called “Become a Gold Pirate”), informing the user about an International section of the party, more blog links and a clickable Swedish map where the visitor can click to get in contact with the closest contact person in the country.

The main content area, in the wider left column, begins with a short “Welcome to the Piracy Party” presentation and information box followed by long list of news posted on the Piracy Party web site comprising the rest of the page down to the footer. A “Piracy Party LIVE” box also uses some space in the main content area which links to <http://live.piratpartiet.se> which is a site linking blog posts and news from several outlets including party member’s blogs, blogosphere blogs, news sites and social media web sites such as Youtube and Flickr.

Apart from the grayscale fade used in the site design, two main accent colors are visible throughout the site elements. These are the party’s signature color purple which is used for certain elements that are intended to draw attention and a green accent color is used for links throughout the site.

Interactivity, Web 2.0 & the Use of New PR

The Piracy Party web site contains several interactive elements. One of the first things a visitor will see is the “Engage” part of the banner where the visitor can sign up for either an activist position or a party membership, or just go to the discussion forum. The menu in the header contains many sub pages that are not interactive in any way but only static information on different topics. These pages are particularly seen in the “Politik/(Politics)” and “Partiet/(The Party)” sections.

The Piracy Party web site also has blogs linked and available under the same domain. As a member one can choose to set up your own blog at the party’s domain according to Jan Lindgren. The site does not have comment functions available throughout the site but user interaction is instead limited to the discussion forum and linked blogs. The site also has a wiki with user editable information about the party and topics related to it.

Worth noting regarding the interactivity and web 2.0 aspect of the web site are the numerous references to “Engage!” that are made both in a banner on top but also as a menu item. The menu item offers several choices for the visitor that all includes either interaction or participation or both. The visitor can become a party member, an activist, a volunteer worker (funktionär), Gold Pirate as well as donate money, shop in the store and read and join the forum, the chat and the wiki. There is also a “Pirate” radio available which is an online radio station.

Regarding the start page that is at focus, emphasizing interaction and dialogue appears to be a top priority as many elements has this option. All the news posts in the main column have a comment function. In the right column where links to different blogs are seen, the news in the different categories of blogs have an RSS feed the user can sign up to. When clicking the blogs links comment functions are always available as well, as well as contact information to the blogger. The Piracy Party Live box in the main column is also collection of chronologically sorted blog posts from the live section of the PP web site. This also offers interactivity and participation in that the visitor can both comment and sign up. Same box of live news can also be subscribed on with RSS.

The PP web page sports a discussion forum which is of vast importance to the party’s activities. The forum contains many discussions on different topics that are covered by the party, and the visitor can enter it to read about topics but has to sign up on the forum to be able to post. On the Piracy Party web site, the forum has a very important function because it is the arena for discussion and debates concerning how the party is run. The forum is divided in two main sections, “The Piracy Party” and “Young Pirate”. The sections contain several sub forums respectively. The Piracy Party section contains the possibility to discuss overall information, news, politics, party work, support as well as an English section and a forum for miscellaneous discussions.

Use of New PR Online

As mentioned above, blogs and twitter are used by PP on a regular basis. Overall, PP has a vast online presence and tries to be visible on basically all sources that have impact.

“Most of our member’s blogs and Twitter sites are visible through live updates on the party’s front page, but also many links between the different posters exist to enable people to

discover new posts. Where relevant we also try to be visible such as Facebook and other sites where our audience hangs out.”

Internet is an integral part of PP’s organization and the usage of its different elements comes naturally according to (JL).

Feedback & Dialogue with Audience(s) (2-way Communication)

The PP web site has a contact page with addresses, mail addresses, telephone numbers and a contact form through which correspondence can be made. The main tool used (JL), however, is the discussion forum where posts are created and topics discussed.

“Of course the forum on our site plays a big role for the dialogue with our audience and the blogs are also important. For example, all of our candidates for the EU parliament in the June 2009 election have blogs which people can read and participate in dialogue with the respective candidate.”

Environmental Scanning & Reactions

PP does make use of environmental scanning and at any given time a press release or statement can be produced in 10-15 minutes (JL). When something has occurred, PP strives to be first with publishing press releases:

“We have a dedicated Skype chat channel which is always active and where people are always ready to take action. Through the help of its users we can have a press release ready in around 15 minutes if something needs to be addressed. A few of the chat users will coordinate an online Google Document which they write simultaneously and have prepared in short notice. The chat functions as a constant forum for meta-discussion where topics concerning the community culture itself are often discussed.”

Overall, the activities of PP are very community orientated and while there is a group leading the party there are constant activities in action enabled by dedicated supporters that are invited to be a part of the party’s work.

5.4 Piratbyrån (The Piracy Bureau – PB)

On their web site, www.piratbyran.org, Piratbyrån (The Piracy Bureau) is not described as an organization but rather “an ongoing conversation”. The organization’s name is an answer to, and a pun on, “Antipiratbyrån (The Anti-Piracy Bureau) which represents the interests of the film- and video game industries. The group Piratbyrån “reflects on questions regarding copying, information infrastructure and digital culture” according to their web site. The members take part in debates, interviews, seminars and other public matters where these questions are discussed. An attempt to further explain the organization could perhaps be that it is a group of intellectuals raising debate mostly in file sharing questions and being a counterpart for the people to the lobbyist organizations and media corporations.

Piratbyrån was started by a rather closed group of friends and the inner circle that runs and represents Piratbyrån varies between 5-15 persons. For this study, Marcin de Kaminski was interviewed who describes himself as a coordinator and somewhat of the main networker of the group. He does copywriting and coordinates while they as a group do a lot of brainstorming as a collective. Marcin de Kaminski and the rest of the group also have a vast network that they make use of.

It should also be noted that during the interview it also surfaced that the people behind Piratbyrån are also originally behind The Pirate Bay. The latter was a part of the group’s focus on the file sharing matter and simultaneously material on how file sharing and torrents work could be found on Piratbyrån’s web site. The people that are prosecuted in the much mediated trial early 2009 were friends and contact of Piratbyrån with the right competence to create a database such as The Pirate Bay according to Marcin de Kaminski. Piratbyrån handles big parts of Pirate Bay’s communication and the two “organizations” are closely tied.

5.4.1 General PR & Communications Approach

Purpose & Goal

Piratbyrån’s purpose according was originally, and to some extent still is, to challenge the morality that exists in society and to provoke. The same group that is behind Piratbyrån originally launched other sites and projects with other niches, but also challenging the existing values and norms. With Piratbyrån however, the timing was perfect according and

huge popularity was achieved and the ultimate goal is to provide a new platform where the debate happens says Marcin de Kaminski.

Target Audience(s)

PB makes the distinction between two main target audiences. On the other hand are young people, “the kids”, that were raised with the internet as a natural part of life and that may see a threat against it in the file sharing debate. The other target audience is described as “everyone else” as the goal is to educate people about file sharing and other topics considering the internet.

“We want to reach everyone and work as a kind of people’s educator. It is important for us to inform about piracy and strive to make file sharing a normalized function of society.”

Another important audience are known debaters that may help get the word out as networks plays a key role in Piratbyrå’s work.

Main Communication Channels (traditional/new communication channels)

The only communication channel in focus by Piratbyrå is the internet:

“Internet is what we know so it only comes natural for us and our audience to use it as the main communications channel. We all have other obligations apart from working with PB so the internet also serves as the easiest and most efficient way to connect and interact.”

The fact that Piratbyrå is a non-profit organization and that its members have full time duties on the side contributes to the fact that the internet is the communication channel of choice as TV debates for example requires a lot of work. Furthermore, as Piratbyrå has a rather provocative approach, a lot of debates have been cancelled in the past between them and counterparts that do not consider them debate friendly.

Piratbyrå does not invest in any advertising but it is pointed out that they enjoy “online street credibility” which means that many supporters put banners on their web sites to show support without transactions being involved.

Lobbying

In an early stage Piratbyrå tried lobbying but no longer engage in traditional lobbying:

“We work as a non-profit organization and when it comes to things that require financial support and a lot of time and effort, it is impossible to compete with a multi-billion industry. We are not able to beat them in the arena of traditional lobbying.”

Piratbyrå focuses on networking which shares some elements of traditional lobbying in that the right type of people and groups are in focus and effort is made to try to influence them and create opinion. Furthermore Marcin de Kaminski states:

“The online community culture is very powerful, you never know what will happen. Many of our supporters do not want anyone to mess with their internet in the way that they know it. In this group there is also a lot of creative potential that can help us.”

A lot of information is spread throughout supporters without any lobbying taking place. It is described as being out of PB's hands which has both good and bad sides.

5.4.2 Web Site & the Use of New PR

The screenshot shows the Piratbyrå website with a search bar at the top right. The main navigation bar includes links for 'Texter', 'Advokaten', 'Sök', 'Månadens artist', 'Forum', 'Länkar', 'The Pirate Bay', 'Om Piratbyrå', and 'Piratshoppen'. The page is divided into several sections:

- Nyheter:** A news article titled 'Prix Ars Electronica to Piratbyrå' dated 2009-05-27 13:30. The article discusses the award and mentions Rasmus Fleischer. Below the article are 'Länktips' and a comment link.
- ipredkoll.se snart uppkopplad:** A news article dated 2009-04-17 10:06 about the service ipredkoll.se. It includes a comment link.
- Falska mail från Antinirathyrån:** A section header for a news article.
- Min sida:** A login form with fields for 'Användarnamn' and 'Lösenord', a 'Logga in' button, and links for 'Registrera konto' and 'Glömt lösenord?'. There is also a 'Kom ihåg mig' checkbox.
- Omröstning:** A poll titled 'Hur stor plats tror du att hela The Pirate Bay (webbsida och alla torrentfiler) tar?'. The results are:

ca 10 GB	(27.1%)
ca 100 GB	(17.1%)
ca 10 TB	(18.9%)
ca 100 TB	(36.9%)

 Below the poll, it says 'Du måste vara inloggad för att kunna rösta.'
- Artiklar:** A list of articles, including 'PB @ Reboot 9.0 Performance - Magnus & Rasmus föreläsning på Reboot - 1/6 -07...' and 'sCrAmBIEd?HaCkZ! Automatiska upphovsrättsintrång via skräpvideo. Piratbyrå möter Sven K&o...'.

Fig. 4 – Piratbyrå web site www.piratbyran.org.

Use, Purpose & Importance of Web Site

Piratbyrå's web site was originally a project among friends and this reflects the first use and purpose is that it is fun and interesting. However, it is notes that the web site has suffered from a lack of updates lately:

“Our site has not been updated layout wise in a long time, and also the post frequency has dropped significantly lately. The blogosphere has totally taken over and the discussion no longer takes place on our site but among the many people that have online presence and are active in the debate.”

The web site has not been redesigned since 2005 and there are talks about revamping the site, where the forum is the only really active part today as blogging by the individuals behind the site has taken over. However, this is not prioritized as the need of the site is increasingly marginalized according to Marcin de Kaminski.

Design & Visualization

Piratbyrån's web site, www.piratbyran.org, has a common two-column layout with a header containing the logo, search field and menu. The site is made with the older technique of designing using tables, in contrast to the current standard of designing with XHTML/CSS. In the top of the page under the logotype and search bar, the menu is seen with alternatives of "Texts", "The Lawyer", "Search", "Monthly Artist", "Forum", "Links", "The Pirate Bay", "About Piratbyrån" and "The Pirate Shop". Here the user can find, as the names suggest, news, articles on various topics, guides focusing on file sharing applications mostly, a FAQ about file sharing and interviews with people relating to the file sharing culture.

The two columns that constitute the main area of the page are of the traditional approach with one wider, to the left, with news articles in chronological order, while the right column is much narrower and divided into several boxes. The boxes contain, from top to bottom, log in form, a poll, articles (these are contrasted to news articles by being longer and more thorough), a link to a current web site in focus (The Pirate Bay when this is written) and statistics on members, articles and more.

Piratbyrån uses a brown/beige accent color for several elements on the white background including the logo, the menu, headlines in boxes and news as well as all links available on the web site. The text is in black and overall the site is designed without many eye-catching elements. The news article listing has a picture for each article, apart from this there are no pictures on the front page but the logo.

Interactivity, Web 2.0 & the Use of New PR

Piratbyrån's web site includes several interactive elements, focusing on making the site a community like forum. Notable is the log in box on a central location on the start page. By registering the user will be eligible to post in the forum and to send and receive private message to and from other users on the site. A visitor can also choose to view the site only and not take active part in discussions and the community part of the site.

The news posts in the main left column all include a comment function with a visible listing on the number of comments on each news post. The user must be signed in to be able to make comments regarding the news posts. When observing other site pages, it becomes clear that every page on the web site Piratbyrån.org have a comment function. Regardless of articles, tutorials, guides, FAQ or interviews the comment function is there throughout the whole web site apart from a few pages such as the search page which do not have an apparent need of a comment function.

Adding to this, the main point of the site, which has a community style set up with the start page login, is the discussion forum which is available through the top menu. While the aforementioned commenting function throughout the site's different pages also can serve as an arena for discussion, the forum is specifically made for this purpose. The forum is divided in six main sections, "Piracy", "Copyright", "File Sharing", "The Piracy Bureau", "Other" and "The Pirate Bay". These sections include sub forums where the discussions take place and the most popular according to the number of threads are, in order of popularity, "Request and Reseed" which deals with requests for The Pirate Bay torrent tracker site, followed by "Off Topic", "Bittorrent", "Movies and TV" and "Programs/Applications". During the interview, the increased inactivity of the forum and the Piracy Bureau site overall was pointed out several times. This is also evident when looking at the dates of the posts, only a few of the many forums (30 sub forums in total) have been active the same day. As the introductory statement by the interviewee indicated, focus from the web site has shifted to the blogosphere which is now considered the Piracy Bureau's most important channel.

Use of New PR Online

The use of new PR by Piratbyrån is extensive as noted above to the extent that the organization's own web site is losing importance in favor of the blogosphere and social web sites. The primary focus for their communication is through sites such as Twitter, Facebook and blogs. (MK) describes it further:

"We really don't have an official channel for our communication. All of us that make the inner core of PB use social web sites such as blogs, Twitter and Facebook and thanks to our vast networks we get our message through anyway. Sometimes we comment on sites such as the Pirate Party but mostly we use our own outlets."

The transition to the blogosphere and the social web was a natural step as the forum mostly dealt with torrent issues, and still does serve as a rather popular support arena for people needing assistance. The debate on the topic however, is rarely seen on the site apart from sporadic news updates as all of the members have their own blogs and twitter sites with extensive connections.

Feedback & Dialogue with Audience(s) (2-way Communication)

(MK) describes the inner core of Piratbyrån, consisting of friends, as rather closed. The possibilities to interact and contact them are similar to what is common online through mail addresses found in an “About” section and through respective member’s blogs.

Naturally, the online forum is used to have a dialogue with the audience. However, (MK) points out that the forum is not a main channel for the inner core of Piratbyrån but instead the member’s respective blogs are used to discuss and present ideas. Here, they all have comment functions and possibilities to have a dialogue with the authors. However, being influenced by the audience is not a main concern:

“We write about what we believe in and we do it in a way that is very efficient. We don’t really get influenced anyway but of course the discussion is interesting. We try to have a reasonable dialogue and especially focus on the kids for whom the internet and digital copying is natural.”

(MK) also states that persons behind Piratbyrån also have lectures and speeches at for example universities, schools and demonstrations where people are to some extent involved.

Environmental Scanning & Reactions

For Piratbyrån and the people behind it, internet is a natural channel for communication and a natural part of life (MK). Hence, environmental scanning comes rather naturally as the interest in debates and discussions concerning the interest areas of Piratbyrån is something they are all interested in. (MK) does not mention any specific action plans but that when matters come up that lies in Piratbyrån’s interest it is commonly discussed and brought up on for example blogs by their supporters – and sometimes by the founders as well. (MK) mentions an example with the recent Pirate Bay trial:

“We were prepared, and afraid, that we would have to work full time covering the trial. But in the end internet handled it by itself and the work load was basically none. It was very surprising I have to say – even for us.”

6 Analysis

This chapter contains the analysis of the data in the previous chapter. Here, data from the different cases will be analyzed with the research question in mind and to see how the cases make use of existing theory. The analysis is divided in three parts where general PR & communications approach is discussed first followed by the use of New PR and concluding the chapter is a summarizing discussion.

6.1 General PR & Communications Approach

The anti-pirates included in this study, BSA and STIM, share the goal of defending rights of copyright holder. In the former's case it is member companies of the software industry and the latter defends the rights of Swedish artists and composers. In their words, they strive to increase the knowledge of piracy regarding music and software and influence people to pay for copyrighted material.

The organizations working to support file sharing included in this study, The Piracy Party (PP) and Piratbyrån (PB), share the goal of creating debate and questioning the current status of file sharing and ultimately changing the laws. They do however, through their different nature, provide different platforms where PP is a political party and the PB is more of an arena for debate. Ultimately, both of the organizations stand behind the thought that something is not right in the current climate of copyright and privacy laws expanding to the file sharing arena.

The primary audiences of BSA and STIM differ by nature of the organizations and of course the most important audience is the people they represent. They do however mention end consumers as a target audience and the wish for influencing them and changing their attitudes when needed, however this fact is not clearly reflected in their communication which is focused on their members only. This way, the wish for changing attitudes among people such as the consumers of these right-holder's products, is complicated to accomplish. The PR structure regarding the target audiences these companies use is old-fashioned according to the theory behind this study. While the wish to influence is there, naturally as it would be an ideal scenario, focus lies on members and no specific focus on the consumers of the products.

The target audiences of PP and PB are very comparable, in sum they can be said to primarily focus on younger audiences which grew up with internet as a natural part of their life, and those who are young enough to have embraced similar use of the internet and may have seen it grow in their teenage years. The organizations' secondary target audiences can be described as those who do not fit above, with PB describing it as "everyone else" and PP describing it as "people over 35 who use the internet". PP, who also focuses on a personal life integrity agenda, also make some effort to reach out to people that have immigrated to Sweden from countries that cannot be qualified as democracies where this target group may have been controlled by a ruling government and are worried about the development here.

While the pirates do active work to achieve the clearly stated goal to change attitudes and create debate, the anti file sharing side do not but maintain that the attitudes are problematic and they wish to influence them. This is done briefly with ads and campaigns but despite being a pronounced goal, the work in this area is not apparent.

The most important channels used by BSA and STIM differ where the latter make use of the web page as an information and administration tool by registered artists and composers. BSA mostly works with traditional media advertisements in daily press, magazines and radio which are typically aimed at companies and organizations. The sole example of communication towards individuals which have the attitudes BSA wishes to influence is radio spots urging employees, ex-employees or other informed people to report software piracy. BSA's web site also only contains static information, with the exception of a member login section where members can administer their membership. The member-focused approach by BSA and STIM is comparable, and it helps create an exclusive atmosphere with little transparency. This approach is seen throughout the communication channels used by these organizations. They use an approach which is not very public, and there is a delay compared to the pirates in using new media.

For PP and PB, the web site was originally the main tool for communication according to both organizations. This is still true regarding the former but for PB the blogosphere has taken over and the web site is no longer considered that important. For PP however, it still functions as the party's main face to the world although the blogosphere and other social web sites are very important for the party's communication. The debate has switched to taking place in the blogosphere according to PB and this is reflected in PP's communication as well,

where they on the front page have dynamic boxes with real time links to current blog posts and twitter posts concerning the party. PP also has static information regarding the party and membership links and other elements which are not needed in the same way for an organization like PB which solely exists to create debate and question the current climate. Overall, the choices of communication channels by PP and PB are focused on the public and invite the message receiver to dialogue and participation. Public communication and transparency are key elements of new PR, and is especially true regarding the Piracy Party whereas The Piracy Bureau still originally is a group of friends conducting a hobby. True for both organizations is that the discussion has transferred, and is transferring more all the time, to an entirely public area.

PP and PB both mention numerous examples of web 2.0 sites and social media services such as blogs, communities, forums, mail and phone communication channels as important for their operations and not so much any traditional media channels. Common for both organizations is that they have limited economical support which makes many traditional communication channels unaffordable. For example advertisements through traditional channels such as TV, radio and newspapers are not possible for either organization due to lack of sufficient funds. PP mentions that at times they have advertised in internet radio stations, and PB mentions that people put up banners on their web sites for free to show support.

Both BSA and STIM do make use of lobbying and they do outsource this function to external agencies. BSA uses an external agency for all communicative needs which the respondent in this study worked for and STIM has a larger in house communication department but however, the lobbying is done by the PR agency Westander PR. Both organizations try to reach influential people in the government. They both also create debate articles, open letters and other means of lobby style communication. Lobbying is a typical element of old PR, a closed, non-transparent way of influencing powers that matter for the cause. Still, it is widely used today and often successfully.

Both BSA and STIM are, naturally, most concerned with governing the interests of their clients, namely the software industry and artists and composers. These members that are similar to clients share that these organizations look after their rights and govern their interests. The communication by the two organizations is mostly focused on these members

and the people that are ultimately the consumers of the member's products are considered secondary target audiences at best.

Regarding lobbying both pirates refer to the problem with limited economical support, as lobbying is a quite resource demanding activity. PB tried lobbying in an early stage but now considers the resourceful media industry impossible to beat in that arena. PP mentions that politicians are usually not interested when they attempt to engage in a dialogue so on a political level PP do not use much lobbying. Instead, PP focuses on artists and other copyright holders to try to change their attitudes and get them on the PP side of the debate. This direct targeting of copyright holders has proved to be fruitful in several cases according to the organizations and is a good example of how authentic dialogue on a more personal level constitutes successful PR. By influencing artists and people that are supporting the opposing side by working towards having a constructive dialogue and hopefully influence them in the direction of the party interests, other members of the opposing side may increase their interest in the questions and perhaps also follow. This also serves as an example of extending the ways of communicating with more modern methods of PR in having a two-way communication that is typical for the community culture. Still, it can be considered a way of lobbying, but it is done in a fashion rarely seen before that is transparent and open. It is also not aimed directly at the powers that matter, is the media industry, but the people that make out the fundamental structures of the democratic society where the media industry operates.

6.2 The Use of New PR

BSA recently revamped their web site, giving it a more modern look. This is something that is planned for the STIM web site as well, but at the time of this study it features a rather outdated, table-based design. When looking at the two web sites there is little question that BSA has a more modern design and overall feel which is recognizable online today. However, the two sites are rather similar overall with information for the visitor about the purpose of the organization and a member section which can be reached by logging in. BSA's site has more user-friendly and big navigation and overall uses more modern solutions to get the visitor's attention with bigger text and large boxes with clear information. STIM's site does not use these modern web design principles and can therefore be considered less user-friendly.

Coincidentally, the pirates included in this study also have one web site which is more modern (PP) while one has not been updated design wise in many years (PB). The reasons behind this differ from the anti file sharing side however, as PB's debate forum has moved to the blogosphere and the founders do not deem it necessary to update it. PP has a typical web 2.0 site, containing virtually all of the elements that are significant to web 2.0 sites and has a modern feel to it. Considering user-friendliness and navigation, the older site naturally lags behind as with the anti file sharing organization couple. PP's site has a more efficient way of getting the important elements across to the visitor, using bigger text and distinct accent colors.

While the BSA web site has a modern look, it does not emphasize interactivity and web 2.0. STIM's web site, albeit of an older variation, contains a guest book and a forum which are technically of an older kind, not using web 2.0 standards. The report piracy function on BSA's web site represents the interactive part except for a standard search field and the member section. Both organizations stress the importance of web presence but interactivity is not stressed on the sites. The respondents are aware that the potential of the web is taken advantage of. The reason for this is mainly focus at other parts of the company, and no resources have been left for the web. For BSA it is also a big attitudinal issue, as well for their secondary target audiences (i.e. consumers) and companies owning BSA that do not consider it very important to work with image.

Both PP's and PB's web sites have more emphasis on interactivity compared to their anti file sharing counterparts. A log in box is in a visible, upper position on both sites, which urges the visitor to log in, or become a member and login, and participate. This approach, emphasizing participation, is different from the anti-pirates' sites. With big text, on visible accent colors, PP also urges the visitor to "Engage" and become a member. The PB approach is not as urging but functions requiring the visitor to be a member are in central positions, and are thus probable to increase the possibility of the visitor signing up. On the anti-pirates' sites, there are no clearly visible urges for visitors to become members at all. Instead, as noted previously, the focus is on people that are members of the organizations while the consumer audience is lost.

PB's web site suffers from a lack of updates and a need for redesign, something that is explained with the fact that the blogosphere, featuring individual bloggers that were usually

active on the site, has taken over and the web site is no longer where the debate primarily takes place. The fact that the importance of the web site is marginalized in favor of the community culture taking over through blogs and social web sites illustrates clearly how the network society theories and social movement theories work together with the new PR. The people are a part of a large scale movement like structure that has been created through the network society and they demand participation and authenticity. The best way to achieve this is for the people themselves to be a part of the debate which is the case online where the debate has been made public. This also increases the attitudinal clash that appears with the antagonists being the anti file sharing organizations that are slowly starting to use some new ways of executing PR. As the communication is not participative, public and transparent, people find the closed and corporate ways of the anti-pirates obsolete and the attitudes are even worsened.

Blogs, Twitter and social web sites are all extensively used by both PP and PB. Both organizations work to have a vast internet presence being visible on all major social networking sites, twitter and throughout the blogosphere. Because of this, the dialogue with their target audiences comes naturally, and if an individual in the target audience takes part in the debate the possibility is always there to engage by for example signing up to a relevant site. This increases the feel of openness and authenticity (honesty) that is important in maintaining the image of the people's voice.

Regarding the anti-pirates, STIM's communication department tries to stay up to date on blogs and communities and through lobbying debate articles artists have signed have been presented with people commenting and taking part in a dialogue with STIM representatives. BSA, however, do not actively make use of blogs, communities or any sites adhering to web 2.0. On BSA's part this is largely due to the sensitive nature of being an organization representing many different companies which creates difficulties with several company policies that are very difficult to combine.

Neither BSA nor STIM, or any of their representatives have any blogs or twitter sites of their own, while the pirates are moving in the direction where the debate is moving from their own web sites to the blogosphere. The people that are the most well known behind these organizations all have blogs that are very well visited. There are also examples of them having Twitter accounts where the interested can follow them rather close on their daily

endeavors. These are all examples of giving the audience a feeling of authenticity, transparency and also of participation as the blogs as well as Twitter provide the opportunity for direct communication between the audience and organization representatives. This represents new ways of using PR to emphasize one's honesty and nothing to hide mentality which can be very important, especially for a political party such as PP.

It is clear that the pirates have identified the importance of new PR elements and strive constantly to work with those elements. By inviting more or less anyone to participate, for example by starting a blog, a united blogosphere that interlinks creates a feeling of authenticity among people taking part in the material. STIM does identify the importance of having a dialogue and efficient communication with its audiences. They express negative aspects of being behind in this area concerning their web site especially, and make note of several attempts to create debates by constructing articles signed by members. It appears that STIM is actively working to become better in this area and that they successfully have identified the need to work more with making their PR more modern. Because of this the notion of being the people's voice is lost which the opponents have achieved it, albeit there ought to be enough supporters and resources for the anti file sharing side as well in order to create a publicly driven debate. This however, has yet to be achieved on the same level of efficiency as the pro file sharing community has.

BSA does not identify the problem of not adhering to more modern ways of executing PR in the way that STIM does. Continued lobbying and working towards media and politicians is BSA's main tactic in this area. While expressing that this is the case BSA also notes that the ultimate wish is for people's attitudes to change which would render their work much easier as the climate today regarding these questions is problematic.

When BSA and especially STIM have attempted to create debate and influence public opinion, it is done by creating messages by their members that may or may not be discussed by regular people often constituting the end-consumers. Although somewhat adhering to the participative notion of new PR, it does not impose the feeling of authenticity which is specific to the community culture. Instead, companies which already have problematic images among its target audiences create debate platforms and the opponents mobilize in more efficient ways. Although making some use of methods significant to new PR, the companies make no secret about being behind the actions and the authentic feel and touch of being public is lost.

Both BSA and STIM have a contact form on their respective web sites, where visitors can send questions and inquiries. BSA mentions that 2-way communication is not encouraged or made possible but they do have seminars and presence at seminars where some discussion may occur. STIM encourages dialogue more and are also looking at solutions with the new web site and other new media such as mobile phones to further extend their communication and dialogue with target audiences.

Environmental scanning is used by both BSA and STIM, and they both try to act appropriately when interesting topics are found. For example press releases or statements are made if reports are considered erroneous and other actions may be taken such as lobbying if a political debate is seen in the European Union.

By the continuous internet presence environmental scanning in the relevant areas comes naturally for both PP and PB. Topics discussed that are of interest of the organizations will be brought to attention by the bare fact that individuals connected to the organizations make note of it. As a political party, PP also has a reaction process when something that needs quick attention happens in that certain people always populate their official online chat and can create quick reactions in the form of press releases or actions throughout the internet such as blog posting or commenting. This is a seemingly unique method that is also a product of the online community culture since people with the right skills and talents are invited to participate and contribute to the activities of the organization. In this era of internet and generations growing up that are entirely comfortable with the use of computers, skills needed to communicate efficiently online and knowledge of the right applications are increasingly common. With the internet growing to become a new forum for debates people that consider it an integral part of society and life will thus have an advantage whereas PR traditionally has been something that has been more or less exclusively executed by paid professionals.

The public arena where the pro file sharing debate is taking place is unique in that it gathers movement like formations through networks and constitutes a matching power to the global industry. It is not bound to any side of the political spectrum, which is also reflected in how different parties from the political spectrum express sympathy for the opinions of the pirates. While the anti-pirates focus on lobbying and methods of old PR, the natural selection becomes politicians in the current ruling block. This limits the possibility for attitudinal

change which is not only something that takes time but works well if carried out throughout the political spectrum so more people are reached.

The elements significant for web 2.0 sites help people with the same or similar interests gather on a never before seen efficiency level that large economical and political powers are unable to match. This is while it previously often has been the opposite, the smaller movements have had problems matching larger powers, may it be corporations or political powers. This is clearly changing as the debate is moving to the open arena of the internet. The file sharing debate has raised interests among many and especially the younger generations that have grown accustomed to a certain level of openness on the internet. These generations are the driving force behind the new formation that has helped shape PR in a more open and public way.

6.3 Summary

BSA and STIM clearly use PR according to older standards where opportunities given by new media are not yet fully embraced if at all. Both organizations have web sites with static information about their purposes and goals, and do not make extensive use of the increased possibility of dialogue internet provides compared to older communication channels.

The audience at focus for BSA's and STIM's communication is their members which can log in on their web sites and handle administrative needs regarding the membership. Communication and attempts to influence the opinions and attitudes of the end consumers in form of normal consumers, companies and organizations that constitute the main channels for income are overall done through lobbying, open letters and use of traditional media. In BSA's case traditional advertising is also commonly used to reach the end consumer, while STIM exclusively uses the aforementioned methods.

STIM does identify the problem in their lack of use of new communication channels where the end consumer may be reachable and they strive to increase their efficiency in this area. BSA, however, does not consider this to be an issue as their goal is not to be likeable but to work solely for the interest of their owners. Despite this approach, BSA mentions the wish to influence the attitudes of the end consumers several times but in order to accomplish this the focus is to use lobbying where appropriate (politicians and law).

PP and PB have fully embraced the forms of new PR which are identified by some recent literature and theory. Out of the more traditional forms of PR and communication channels, these new organizations make use of very few. Limited economical resources make the use of advertising in traditional media impossible for these organizations, but they do not express any lack of efficiency in their PR due to this. Considering lobbying, these organizations can be said to have found alternate ways by focusing on the end consumers and those voting instead of going directly towards politicians and other powerful sources as this has been proven to be incompatible with their resources. These organizations make use of the internet to create and maintain complex networks of people by inviting them to participate. People that support the thoughts and ideas of these organizations can in easy and efficient ways participate and becoming a part of the bigger picture. Through engagement on blogs, forums, communities and other social web sites which openly discusses and invites people to participate in the debate these organizations are still clearly very efficient in the PR area, despite using virtually no or very few traditional PR tools.

By comparing PP's and PB's use of PR with the theoretical framework used in this study, it is seen that traditional ways of using PR are not necessary to achieve success in influencing the public opinion. These organizations do not make much use of lobbying in the traditional way, but rather they engage in discussions and two-way communication in order to influence relevant people into becoming more open to their thoughts and ideas. Neither do these organizations make use of any traditional advertising in media channels such as TV, radio or newspapers, but solely through communication channels that are particular of new technology including, but not limited to, internet radio and cell phones. By using the new ways of PR these organizations have still achieved quite a following and success in influencing public opinion. Social web sites, blogs and other outlets that exist online and make participation easier than ever before are predominantly used making their message widely available and efficiently communicated.

The anti-pirates studied, BSA and STIM, focuses their PR and communication on their members or clients whereas the pirates, Piratpartiet (PP) and Piratbyrån (PB), focuses mainly on influencing the public opinion especially among younger audiences. Despite these basic differences in target audiences, the anti-pirates do work towards the same target audience as the pirates since they are ultimately the end-consumers where BSA and STIM unanimously consider it important to strive towards a shift in attitudes. For the pirates the target audiences

can be considered switched in comparison, where the end-consumers are the main audience and rights-holders are peripheral but still important.

The data shows that the PR approach by the two sides differ vastly despite the fact that their target audiences encompass similar groups to a large extent with the exception that the pirates are not focused around economical interests and have no customers in the same sense. The pirates make virtually no use of traditional media and traditional media channels whatsoever, apart from production of flyers that will be spread to raise awareness of the 2009 EU parliament election. BSA is on the other extreme, where traditional media acts as the sole output channel for communication, and STIM does not advertise in media at all as it is a part of their policy. The anti-pirates also share the fact that they make extensive use of lobbying, which is a more traditional way of executing PR. This has also been attempted by the pirates but towards politicians and media, which constitutes the traditional channels aimed at when lobbying, there is no work at all conducted by these organizations. Instead, focus lies on dialogue and trying to influence people of importance in the debate that way. Predominantly artists and writers have been at focus for this method by the pirates which does share features of lobbying but is conducted in a different and new way adhering to the community culture with participation and dialogue.

All organizations studied here do have web sites which is a standard way to increase presence today for any organization or company. Their inclusion of web 2.0 elements differ vastly however, with PP's site being the most modern in this aspect with blog and Twitter links on the front page and a widely used forum. BSA's web site is technologically the newest, as it was launched in January 2009, but it does not include any elements significant to web 2.0. The STIM and PB web sites have not been updated layout and technology wise for many years, although for different reasons. STIM identifies the obsolescence of their site and the wish for revamping which is also planned for the near future. PB however does not deem it necessary to work with their web site as the topics that the organization aims to raise have moved to the blogosphere and the rest of the social web. The PB site does sport a discussion forum and the possibility to comment news posts in a blog like style, but no interlinking with other web 2.0 sites are seen such as blogs, Twitter and Facebook. Consistent for the findings is that the anti-pirates do not embrace web 2.0 in the same way as the pirates. STIM's web site has an obsolete design with a discussion board and guest book in a very outdated design with very little activity, and BSA's web site does not contain any web 2.0 elements. Overall,

these sites are not as focused on the visitor's interaction but rely more on static information about the respective organization.

The data shows that the summarized web 2.0 presence and use of new PR by the two sides differ vastly. The pirates make extensive use of the entire spectrum of web 2.0 services, ranging from communities and blogs to Twitter, social networks and chat channels. In PB's case to the extent that the significance of their own web site has decreased in favor of other services. For PP other services are used as well and to some degree gathered and linked on their own site. The anti-pirates do not seem to have other online presence in any significant degree but their own web pages and the occasional mentioning in traditional media. Searching for STIM on Facebook for example only yields a hit of an anti STIM group while STIM is in fact an organization with many members that ought to be able to be seen on the social web.

To conclude this chapter and the data analysis follows here a brief list of the main findings considering the use of PR by the respective sides included in this study abiding to the theoretical framework:

- **Traditional PR**

- **One-way communication**

- The findings in this study show that the anti-pirates use one-way communication in a larger extent than the pirates. Dialogue is not encouraged in the same way as the pirates which revolve around the community culture.

- **Lobbying**

- This study shows that the traditional PR tool lobbying is used extensively by the anti-pirates while the pirates make very limited use, or no use of lobbying.

- **Traditional media channels**

- The pirates make very little use of traditional media channels while the anti-pirates differ with BSA using traditional media channels almost exclusively while STIM do not make use of advertising but physical mails and telephone calls.

- **Traditional advertising**

Only BSA in this study makes use of traditional advertising in traditional media, while STIM do not use advertising at all. For the pirates, traditional advertising is unaffordable as well as deemed unnecessary.

- **Not public**

The anti-pirates focus the communication on their members and does not usually encourage discussion in their communication. STIM, however, posted an open letter signed by members that readers could comment on.

- **New PR**
 - **Two-way communication**

The pirates revolve around discussion and social web sites designed for two-way communication. STIM does identify the need for more dialogue and interaction with their target audiences.

 - **Forums/Communities**

The anti-pirates have very limited visibility on forums and communities. BSA focuses on traditional media and STIM has a forum on their web site that is not well used.

 - **Blogs**

The founders and most active members of the pirates have blogs where they comment on contemporary events and communicate with users. The anti-pirates make no use of blogs in their communication activities apart from monitoring the largest ones as a part of the environmental scanning.

 - **Social networking sites**

The pirates and their supporters have vast presence on social networking sites and they are mentioned as a very important part in their communication. The anti-pirates have very limited presence on social networking sites but do identify the need for it as a part of making the communication more efficient to some extent

- **Participation**

The pirates revolve around participation and make use of members with skills for different tasks in their communicative needs. They also invite interested people and members to participate in discussions on forums, blogs and make sure that the visibility online by the organization is done in a way that makes participation for the message receiver doable. The anti-pirates do not invite to participation in nearly the same way as web 2.0 sites are not used in any significant amount. They have mail addresses and occasional presence on seminars where it is possible to participate to some degree.
- **More than the mainstream audience**

For the pirates the debate is happening online, where the mainstream audience may even be a bit marginalized. The topics are however vastly covered in the media because of the attention the questions have gotten by the original debaters. The anti-pirates focus on their members mainly and other communication is done to a broad audience through traditional media in most cases.
- **Public and transparent**

The communication by the pirates happens predominantly online, in public forums available to people with internet access. The anti-pirates use lobbying as a main tool to influence public opinion and create spin. This method is not adhering to the new development of PR where people seek authenticity, participation, publicity and non propagandistic communication.
- **Network Society & Social Movements**
 - **Across the political spectrum**

The pirates work across the political spectrum, and the Piracy Party clearly states that they only deal with the piracy as a notion of freedom and they will be balancing the power if they make the parliament only focusing on their questions.
 - **Matching powers of globalization**

For the first time in history a medium has seen the light of day that make it a lot easier for people to gather. Previously, the problem was to gather efficiently and create debate but this is much easier today with the help of the internet. Instead, in

the case of this study, the anti-pirates have problems keeping up with the formation and powers of the pirates.

7 Discussion & Implications

In this chapter, the main findings of this study are presented and discussed. This is done by presenting the research questions and discussing the answers by drawing conclusions from the study. Furthermore, implications for future research and practical use of the findings in this study conclude the chapter.

7.1 Discussion

The purpose of this study is *to provide a better understanding of the use of social web elements and sites (web 2.0) as a form of public relations to create and influence public opinion.* This has been done by studying the use of PR by organizations that are well-recognized in the Swedish file sharing debate. This overall research question was stated in the introductory chapter of the study, and it is repeated here for reference:

RQ: *How do pro file sharing organizations (pirates) and anti file sharing organizations (anti-pirates) make use of PR and how does the use of PR between the organizations differ – if at all?*

This study has shown that the use of PR by pro vis-à-vis anti-pirates differs vastly. The anti-pirates use PR in what the theoretical framework refers to as more traditional ways. Their communication includes traditional media channels such as TV, radio and printed media. They also make use of physical letters in the communications as well as telephone to talk with members and people that are interested in the organizations. As most relatively large companies or organizations today they both have web sites where information about the organizations is easily accessible. However, these web sites are also more prone to the traditional ways of PR in that they focus on static information and do not focus on the possibility for two-way communication.

The traditional PR approach reoccurs in other aspects of the anti-pirates communication. They do make extensive use of lobbying, by trying to influence politicians and legislators and seemingly doing so successfully albeit to an opposing community of file sharers. It has been shown in this study that the elements of new PR are rarely or never used by the anti-pirates. It is fair to assume that this contributes to the hostility towards the media industry and anti-

pirates that is seen in the online debate. As found in the study, methods prone to new PR are used and appreciated by the pirates and their supporters. Methods of communication and PR that revolve around dialogue and participation have shaped the pro file sharing community and characterize the communication and PR by the pirates. The members of this movement-like community are accustomed to communication that is transparent, open and inviting to the possibility of participation. It is a unique situation where the globalized world has helped people that always had internet and all its pros and cons as a natural part of their life mobilize extremely efficiently against the multi-national corporations that are considered a part of the globalized world. The situation itself constitutes a fascinating paradox where these multi-national companies now strive in a direction to maintain the control while their products and the debate is taking place all over the world simultaneously.

7.2 Implications

This study indicates that the use of new PR can be very helpful and efficiently influence opinion. The new method of PR using primarily social web and other new media is a force to count on and it is important for organizations, companies and professionals to be aware and learn about the possibilities new PR entails. But more importantly perhaps, it is important for academics and researchers to identify this growing field in communication and let it pave way for many more studies to come.

This study likely wakes more questions than it answers, and the intention with it is to shed light on a yet unexplored area of studies which nevertheless is covered vastly in media and discussions. The examples of similar power structures as those included in this study raising public debates and discussion are now many a year, the latest one being the bias of the Pirate Bay trial judge and recently before that the debates on the implementation of the IPRED and FRA laws. These questions are very current and dynamic and they constitute an area of much needed research which I hope this study will inspire.

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