

Title: Internet policy framing in emerging economies: a case study of Marco Civil da Internet, a Brazilian Law for Internet Governance

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Abstract: For centuries, citizens have participated of social manifestations in order to discuss importante issues. However, in recent decades, the digital divide combined with the mobility provided by mobile devices, as well as the presence of digital media, provided the perfect scenario to the emergence of citizen networks, which questioned the existence public and economic policies, and, sometimes, came out of the digital environment and went to the streets. All these characteristics were present on April 23, 2014, when was established the Law 12,965, known in Brazil as the Marco Civil of Internet. It is a law that establishes the principles, guarantees, rights and duties of Internet users in the country and was built collaboratively between the Federal Government and society through the use of the digital environment as a platform for debate. By promoting this kind of debate, we can see a progressive transformation of existing social mentality as it makes room for a new social role, where although there are hegemonic interests, there is also the presence of citizens who need to express their views in and out the online environment. This article analyzes the use of ICTs for the development of e-citizen through the case study of the discussion about the regulation of Law 12,965 through public platforms for debate.

Resumo: Por séculos, cidadãos têm participado de manifestações sociais para discutir importantes temas. No entanto, nas últimas décadas, a inclusão digital associada à mobilidade permitida pelos dispositivos móveis, bem como a presença digital, proporcionaram o cenário perfeito para o surgimento de redes cidadãs, as quais questionam a existência de políticas públicas e econômicas e

que por vezes saem do ambiente digital e ganham as ruas. Todas essas características estavam presentes em 23 de abril de 2014, quando foi estabelecida a Lei 12,965, conhecida no Brasil como o Marco Civil da Internet. Esta lei estabelece os princípios, garantias, direitos e deveres dos usuários de Internet no país e foi elaborada de maneira colaborativa entre o Governo Federal e a sociedade por meio de uma plataforma digital de debate. Ao proporcionar este tipo de debate, podemos ver uma transformação progressiva da mentalidade social existente de modo a proporcionar um novo papel social, na qual embora haja interesses hegemônicos, igualmente tem a presença de cidadãos os quais precisam expressar seus pontos de vista dentro e fora do ambiente online. Este artigo analisa o uso das TIC's para o desenvolvimento do e-cidadão por meio do estudo de caso da discussão sobre a regulamentação da Lei 12,965 utilizando plataformas públicas de debate.

Keywords: Internet Governance, Users, Information, Internet, Marco Civil, Popular Participation.

Palavras-chave: Governança da Internet, Usuários, Internet, Marco Civil, Participação Popular.

Introduction

Social movements and popular participation are present in post-modern societies for centuries. However, in recent decades, digital inclusion – provided mostly by mobile devices –, as well as the growth of digital media, developed an ideal environment for the emergence of citizen networks, which question the current public and economic policies, in and out of the digital environment.

The Law 12,965, presented in April 23, 2014 and known in Brazil as the Marco Civil da Internet (Citizen Act of Internet, author translation), is one of these public policies that emerged from society, was discussed in a digital platform and went back for society as a law. It sets out the principles, guarantees, rights and duties of Internet users in the country and was built collaboratively between the Federal Government and society through the use of the digital environment as a platform for debate.

The Federal Government established specific platforms for debate. The main issues on the Marco Civil da Internet could be discussed and analyzed in these two official digital places: the public platform for regulation of the law – developed by the Brazilian Ministry of Justice – and the blog and public platform Cultura Digital (Digital Culture, author translation), developed by the Brazilian Ministry of Culture. Both platforms were as tools for a democratic discussion of the bill until its approval.

This kind of debate points to a progressive transformation of existing social mentality and opens up space for a new social role, where although there are hegemonic interests, there is also the presence of citizens who need to express their views in and out online environment. However, even with a well-defined democratic nature, such actions remain restricted to few people, taking into account the technological barriers and citizen formation present in Brazil. Thus, these structures are presented in a limited way, outlining democratic aspects that even when they are present in a non-territorial environment (Lévy, 1996) to be disseminated and discussed, they are limited by social, cultural, economic, political and technological issues.

Thus, this article aims to analyze the efficiency of these platforms as well the information systems provided, in order to verify the information flow to the regulation of Law 12,965. For this paper, it was analyzed only the platform developed by the Ministry of Justice¹ in three different periods: May, 2015 – during this month was developed a new area for law discussion in order to establish all the rules, and it also had data of the public debate platform almost one year after the enactment of law; a new visit to the platforms, on September, 2015, in order to update the data and check on the start of the second phase of public debate to the regulation of the law, which would take place in early 2016; and July, 2016 to review the second phase of implementation of the law, which happened between January, 27 and February, 29.

In order to comprehend the platform and the Brazilian digital citizens, the methodology chosen for this research included analysis of texts and graphs

¹ Debate Público da Regulamentação do Marco Civil da Internet. From: <<http://participacao.mj.gov.br/marcocivil>>. Retrived: feb. 01 2015.

based on the theoretical framework presented in this paper. This methodology helped understanding the constitution of these platforms as a concatenation of phenomena, practices and events, as well as a system interaction network and a current trend, which, according to Castells (2012), deals with a deep trend of social change in our society. Therefore, this article try to rely on a multidisciplinary analysis of content and networks, from the concepts presented in social network analysis theories (ARS) (Wellman, 1983; Kimura et al, 2011) and controversies' map (Venturini, 2010, 2012; Latour, 2012).

The Use of Information and Communication Technologies in the Establishment of a Democratic Environment

The concept of collaboration is not inherent to the Internet. However, it was powered by the concept of Web 2.0, which, according to O'Reilly (1998), is characterized by the cooperation and sharing of content between users. Such features are only possible due to the fact that the web can be used as a platform, which provides not only a better flow of information, and also assists in the storage and retrieval of content and documents. Thus, Web 2.0 had major impacts on the social aspects involving the use of the Internet, facilitation of collective processes of search, distribution, sharing and storage of information, and providing further social exchanges, as well promoting social networks.

However, for a better use of this collaborative environment, it's necessary to use the right technologies to do it. That's the case of the so-called Information and Communication Technologies (ICTs); they provided the necessary technological tools for the development of the society and an electronic government with a minimum of equality. These factors associated with the steady growth of Internet access in the country - and consequently the reduction of the digital divide - assisted in expanding access to information and promoting the ideal environment for a new stage of democracy.

This step involved both governmental and citizen aspects, which need to be studied in order to comprehend the Brazilian scene. With regard to the Government, the use of ICTs favored the efficiency of public administration, helped to improve the quality of services and the flow of information to citizens, as well as presenting a higher degree of transparency of the relations between

public sectors and society. This set of characteristics is called electronic government, or e-government. In Brazil, there is a current policy which aims to expand and intensify the use of Information and Communication Technologies to promote the socioeconomic development of the country, a project called e-Brazil.

This is a program that includes the mobilization of different areas to promote not only the popularization of technologies, but also digital inclusion and democratic debate on the national electronic development. Therefore, the e-Brazil seeks to capacitate and educate national leaders who have a good knowledge of ICT (as well as its main applications), economics, policy and public² management techniques.

Therefore, for the establishment of an effective e-government, it is not enough to have an infrastructure, technology and current policies. It's also necessary to prepare the citizen and society to this new democratic stage. Thus, e-government should know take advantage of ICTs to transform the public administration, in terms of organization, service or relationship within society. It refers to a still unexplored stage - before it achieves its full potential - in relation to the concept of democratic governance. This design is part of an advanced perspective of democratic governance, that has to be transparent and open to participation of the (e-) citizen. Thus, it is pertinent to understand a little bit more about what is e-citizenship and who is the e-citizen.

In a world where globalization and non-territoriality are so obvious characteristics in daily life, concepts such as citizenship and belonging become more complex in terms of formulation. Precisely because of this complexity is that this article comprises the notion of citizenship from Sorj (2004). For the author, citizenship is a collective construction that serves to organize the relations between social subjects, which are formed in the process of defining who belong or not to a given polity. It consists of some features, such as the existence of a socio-cultural community, the language sharing expectations and customs and still has a social foundation the individual-community binomial.

² e-Brasil Project. From: <http://www.e-brasil.org.br/>. Retrived: Mar. 10 2015.

In this context, the individual is at the same time, one that enhances their personal interests through the use of an instrumental rationality and a part of a 'social-cultural community endowed with values and meaning of belonging system into which he finds the motivations and the social context in which it exercises its reflective ability and their social inclusion strategies. (SORJ, 2004, p. 23).

Thus, the individual now presents itself as a unique social actor, independent, or as someone who belongs to a group, which can characterize citizenship as a point of intersection between the individual-independent and the same individual as part of a community.

However, to enter this individual in an economically globalized, non-territorial environment, it is clear that the dual process of individualization and belonging to a group that he lived ultimately become more complex. That's because, according to Leff (2001), in this environment the citizen movements have been elevated to a new level and began to legitimize other values and human rights, which risen up to unprecedented social projects. The notion of citizenship, therefore, is established by the new social actors configuration that does not belong to companies or state agencies, and is fighting for better conditions of life and existence.

Such a change in their condition of life and existence, however, is not necessarily related to a particular physical space or territory, since currently both the media and technology provide a reorganization of social meaning, connecting people with common interests anywhere in the world. This is the concept of translocality, a term used by Appadurai (1997) to describe separate locations in a national context and that do not share the ideals of nation or state / city in which they live. Among the places to which the author refers are the neighborhoods of immigrant workers, border areas and to tourist cities.

Redefining the concepts of citizenship and territories/physical spaces should also question the citizens about the sense of belonging and identity. For Canclini (1999, 52), this sense should be "organized less and less by local or national loyalties and more for participation in transnational or non-territorialized communities of consumers." This means in a rite of passage that citizen – while a member of public opinion – to a citizen who crave a certain quality of life.

Ritual that has even reflections on social and cultural instituted ties, which are influenced and shaped by traditional media.

Territorial expansion and massification of the city, which reduced the interactions between neighborhoods, occurred along with the reinvention of social bounds and cultural passing through radio and television. Currently, this means that, with their vertical and anonymous logic design new invisible bonds of the city (CANCLINI 1999, 102).

Thus, in order to comprehend certain social places, it's not enough to understand the socio-demographic issues and spatial resolution in Brazil; it should also present a social-communicational conceptualization, to understand the impact of media alongside other vectors that assist in creating links between individuals, replacing in part the notion of territory.

However, the popularization of Internet invited users to produce content, resulting in a break in the informational exclusivity, which for a long time belonged to the traditional media.

Thus, what we see today, the news is that the internet connects individuals and enables form their own communication habitat without for that, having to go through any mediation. It is, indeed, an antagonism plan with the communication systems that preceded it. This antagonism is because the growing collaboration of users in the production of content for public websites and common on the Internet generates a "new audience" in "new media" containing multimedia content that complement, subvert or different from those emitted by vehicles mass media (Malini, 2008, 2).

However, for such interaction it is necessary that the Brazilian population is included digitally. Although the number of Brazilians with Internet access increases every year, it still represents just over 50% of the total population (SECOM, 2015). Moreover, it is not because researches show the growth of Brazilians who access the web that necessarily mean digital inclusion. One needs to consider broader aspects, so that users can use the full potential of the cyberspace. Lemos (2005) signals in the same direction:

The inclusion should be considered in complex ways to cover social capital, cultural, technical and intellectual issues. These capital should be in synergy for technical enrichment, cultural, social and intellectual individual or a group. ICT, especially the Internet, allow a person is not only a consumer of information.

What is at stake with contemporary cyberculture is the "release of the emission pole" (Emergency personal websites, blogs, chats and various forums, podcast, and other forms of electronic publishing), the reconfiguration of the contemporary media universe (new media formats) and widespread connectivity through telematic networks (...). Digital inclusion should not be just a technical education model where students learn certain software and how to navigate the Internet. The inclusion model must understand and encourage various forms of broadcast information generated from all-all contemporary design, creating mechanisms for greater social and cultural integration of the individual.

This is the context that we live today, but there are few users who have realized the full potential of this network environment. Citizens concerned about democratic aspects of their countries that used social media to articulate social political movements which were not restricted to the virtual environment. These events are the Arab Spring (2010) and M-15 Movement (Spain, 2011).

When setting up demonstrations in this sense, they can be regarded as citizen networks (Castells, 2009). According to this author, there is a difference between social movements that use the Internet for cultural exchanges of those who have political insurgents, whose main goal is political change. Both have different actors and dynamics, but with one thing in common: the self-communication possibilities of the masses allowed by ICTs. It is a new ground, which is defined by the possibility of intervening in the public space through horizontal communication networks and multi-nodals, representing an alternative to traditional means of mass communication and ensuring freedom of expression.

The same author takes on another work (Castells, 2012) the issue of social movements in the network, presenting them as a new kind of social movement characterized by the occupation of urban space through the use of communications technologies, which allow you to extend the feelings of indignation to break the fear that paralyzes individuals and coordinate collective action. This occupation of urban space due to the use of communications technology sets a new level of current social movements. It is a citizen network in which democracy can be defended, discussed potentiated.

The democratic network is a completely horizontal and non-territorialized model. [...] An unspecified and potentially unlimited number of interconnected nodes, communicate with no central point of control [...]. This democratic model is what

Deleuze and Guattari call a rhizome, a non-hierarchical network structure and not centralized. (Negri, 2006, 320)

In this context, different studies have analyzed the new social interactions in digital sphere (Shirky, 2008), as well as the new social movements and monitoring mechanisms in the network age (Bouechler, 1999; Ferreira, 2014). In more detail, Rheingold (2004) addresses the intelligence or the collective mind, which arises in processes of collective mobilization through ICT. They are users who connect with a view to a particular subject and build or deconstruct activities and concepts which are discussed in the virtual environment and that are relevant in and out the cyberspace.

These new social movements present another information flow processes on a network, coordinated in various time scales and/or space so as to be constituted as coherent units which are capable of complex behavior of collective modulation, as explained Wellman (1983, 179).

(...) Network analysis does not compete directly with other sociologists to explain the same phenomenon, but has been working to reformulate basics. The most significant achievements have been postulating new intellectual questions and show new ways of describing social structures.

Digital social networks thus obtain a new level, being assumed in fact as information devices, and they serve mainly to weave a sense and own actions to develop a constituent dynamic in a framework of thought and social structure (LATOUR et al., 2012).

Thus, consist in develop collective digital identities, in which users have expressed your opinions and thoughts. It has specific settings, which can be expanded by cyberspace and generate implications of most influential communities. Such collective identities have the ability to conduct campaigns, actions or processes for the transformation and mobilization of users. Only in this context, when it meets all these mentioned features, the e-citizen arises, a user who uses social media for political action and it plays strategic processes of mobilization.

They are strategic mobilization processes that go beyond the click-activism or net-activism. Not consistent with the first concept, because it is not just the click of a button "like" or a share of a text message, status. Nor is net-activism

because it is not limited to the signing of a petition, an online outburst. This is a set of strategic actions that has a purpose, generate impacts on society in the online and offline environment. They reverberate, cause changes, make the difference in a concept known as technopolitical.

Tascon & Quintana (2012) refer to technopolitical as the greatest potential cyberactivism provided by the Internet. It is the capacity for organization of mass-mediated network, which are capable of producing empowered moods and a political self-organizing pattern in the network society. It is the tactical use of strategic digital tools for the organization, communication, and collective action. The concept of technopolitical thus allows encompass cyberactivism or net-activism collective action that goes beyond the limitation of the digital world. It considers the symbiosis between the system established network and the emerging digital infrastructure, which are the power generators and extension of these movements, considering them as a movement (trans) media distributed. So the idea of an e-citizen is possible only if inserted within a technopolitical strategic process, so that their actions reverberate beyond the virtual environment.

Thus, covering more starkly the question of e-government and e-citizen, you can analyze more basis the issues of Law 12,965/14, popularly known in Brazil as Marco Civil da Internet.

The Marco Civil da Internet: collaborative tools for debate

In Brazil, officially the Internet was established with the population in 1995, but a year before, it was already present in the country through a few computers connected in universities. However, by 2010, the discussion of Internet was still stood at a very superficial level, in view of the complexity of the networks that exist in the digital environment and even outside it, despite the interest of members of Brazilian society such as companies, governments and users. So in order to reduce these problems, it was necessary to regulate the use of Internet in the country, considering economic, political and even relationships with society issues.

The result was Bill No. 2,126/11, known as the Marco Civil da Internet. The content was well directed: aimed at establishing the principles, guarantees,

rights and obligations for users, service providers and content and other sectors that are involved with using the Internet.

The objective of the project was to attend the concerns of the various parties involved, especially of society. In order to do this, were instituted official tools of online participation. These tools were the public debate platform for the regulation – developed by the Brazil's Ministry of Justice³, and public platform and blog Cultura Digital – developed by the Brazil's Ministry of Culture⁴. Another public platform quite relevant and participatory was developed by the House of Representatives: e-democracia⁵. It is noteworthy that one thing in common and that greatly facilitates the analysis of these platforms is the fact the three available the data collected during the public participation. This facilitates analysis of the information flow and the formation of clusters, important aspects of the concept of actor-network and mapping of controversies. However, part of this position cannot be regarded merely as a democratic act of the institutions involved, as this posture may have targeted only attend to what is established by Law 12,527/11, the Access to Information Act. For this paper, it will be considered only the proposed platform by the Ministry of Justice and their respective Facebook page.

The three platforms contributed to the final composition of Law 12,965, which entered into force on April 23, 2014, defining the main parameters for web use, as well as the rights and duties of users and connection and application service providers in Internet. Therefore, it considers four main aspects, namely: network neutrality, freedom of expression, privacy and obligations of providers.

However, there was still the law regulations, which occurred in May 2015, which also went through a public consultation. This consultation took place in the public debate platform, established by the Ministry of Justice, and by it was possible to have access to the most important figures on the Marco Civil. The debate made possible by the platform had a considerable number of valid

³ Debate Público da Regulamentação do Marco Civil da Internet. From: <<http://participacao.mj.gov.br/marcocivil>>. Retrivied: Feb. 01 2015.

⁴ Plataforma Pública de Blog e Conversas “Cultura Digital”. From: <<http://culturadigital.br>>. Retrivied: Feb. 01 2015.

⁵ Debate público sobre o Marco Civil da Internet. From: <<http://edemocracia.camara.gov.br/web/marco-civil-da-internet>>. Retrivied: Feb. 01 2015.

guidelines presented by axis. There were 68 guidelines on online privacy, 70 on access to records, 98 on neutrality in the network and 124 on other issues and considerations. Only between February 5th and May 4th 2015, there were created 339 guidelines and 1,109 comments. Such figures indicate that only the law was passed, there were still many questions and considerations about its regulation.

The platform also highlights the ten most commented guidelines, namely: privacy and user safety (33 reviews); the internet as inclusion factor (27 reviews); net neutrality and emails (26 reviews); parental rating (27 reviews); Internet (Wi-Fi) in places of great concentration of people (23 comments); the fare calculation based on the amount of transmitted / sent data (22 reviews); "Free access" violates neutrality as reasons for the decision in Canada on mobile TV service (21 reviews); different speeds to download and upload (21 reviews); record keeping (21 reviews); who can be considered ISP or connection (19 comments).

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However, the law regulation occurred one year later, in May 2015, and also went through a public consultation. This consultation took place in the public debate platform, developed by the Ministry of Justice, and by it was possible to have access to the most important figures on the Marco Civil. In 2015, the platform had 48,823 unique visits, 61,333 total visits and 192,706 pageviews. In social media, in turn, were recorded 1,511 likes on Facebook, 4,978 followers on Twitter and 141,000 likes and 23,000 shares on YouTube. However, these numbers as relevant in these media do not necessarily represent the participation on the platform or in the regulation of the law discussion.

Such a statement can be considered valid, the observation of the figures for the access to the platform in the three months leading up to the final date (May 31, 2015) for the systematization of the opinions submitted by the platform for the development of a decree of the draft text. These contributions had high participation in the days leading up to the platform lock to participate. Such

grant would serve as contributions to the final version presented by the Ministry of Justice to be submitted for approval of the Presidency.

Much of the participants chose to contribute in the days immediately preceding the deadline to participate. There was even a large number of contributions (the total number of contributions has doubled) in the last days of March due to the fact that initially the end of the online debate was scheduled for March 31. With the extension of the deadline to April 30, we saw again a peak last minute contributions: the number of comments jumped from 780 to 1,131 (Cruz et al, 2015, p.8.).

These findings about the participation of users are part of a report presented by the Non Governmental Organization Internet Lab, presented in August 2015, which conducted a quantitative analysis of the participation to the regulation of the Civil Marco Internet. In the same report it is still possible to understand the number of visits to the platform by date and the degree of participation in the platform regarding the public consultation by date, which proves the statements made.

In 2016, users were invited again to participate and comment on the draft decree that would alter the text of the law originally proposed. According to a post prepared by the Ministry of Justice, between January and February of the present year – period proposed for popular participation –, the online platform received 9,800 visits. The submitted proposal was divided into four chapters and received 1,524 comments, distributed over 20 articles.

In addition to the platform, the Ministry of Justice has prepared content to other social media such as Twitter and Facebook. This paper analyzes only the social network Facebook, because it is among the five social networks most used by Brazilians.

Data collection was made from Netvizz application. This is a free application that captures data from Fanpages, respecting the user's data protection principles (private data) according to the new Facebook API, filed in April 2015. As discussions on the law began in 2014, the intention was to compare the years 2014, 2015 and 2016 in relation to the participation of users in front of a matter of public interest. However, the application failed to capture the data for 2014, since the account was not active back then. Because of that, the analyzes only will consider the periods of January to December 2015, as well as

January 1st to July 20, 2016. Although the final date for data collection for this work is July 20th, the last post of the Ministry of Justice in Fanpage was May 12, 2016. In 2015, the Netvizz extracted data from 284 posts, which generated 940 likes and 2,645 comments (considering the reverberation of the contents, ie the full range of posts). In 2016, in turn, were analyzed 70 posts, which generated 344 likes and 844 comments.

For the analysis of the collected data, was selected tool Gephi whose graphs produced by it help to better understand how the network behaves. Figures 1

and 2 refer to these graphs.

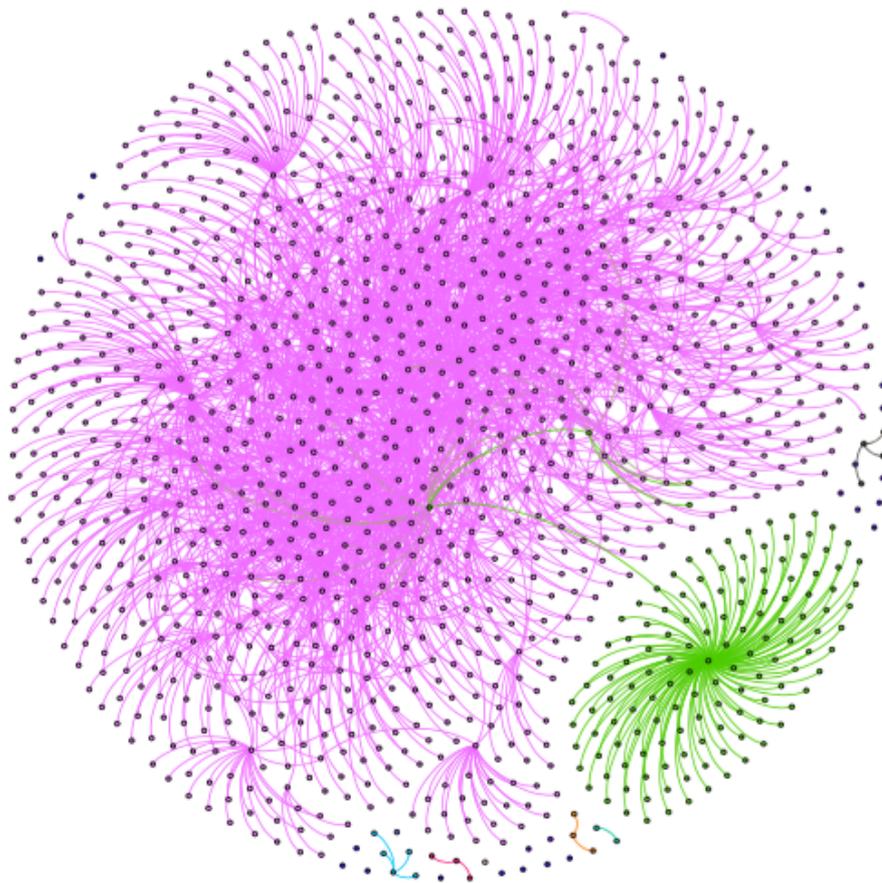


Figure 1 - Graph obtained from the data collected from Fanpage the Ministry of Justice in 2015. (Source: SOUZA, 2016)

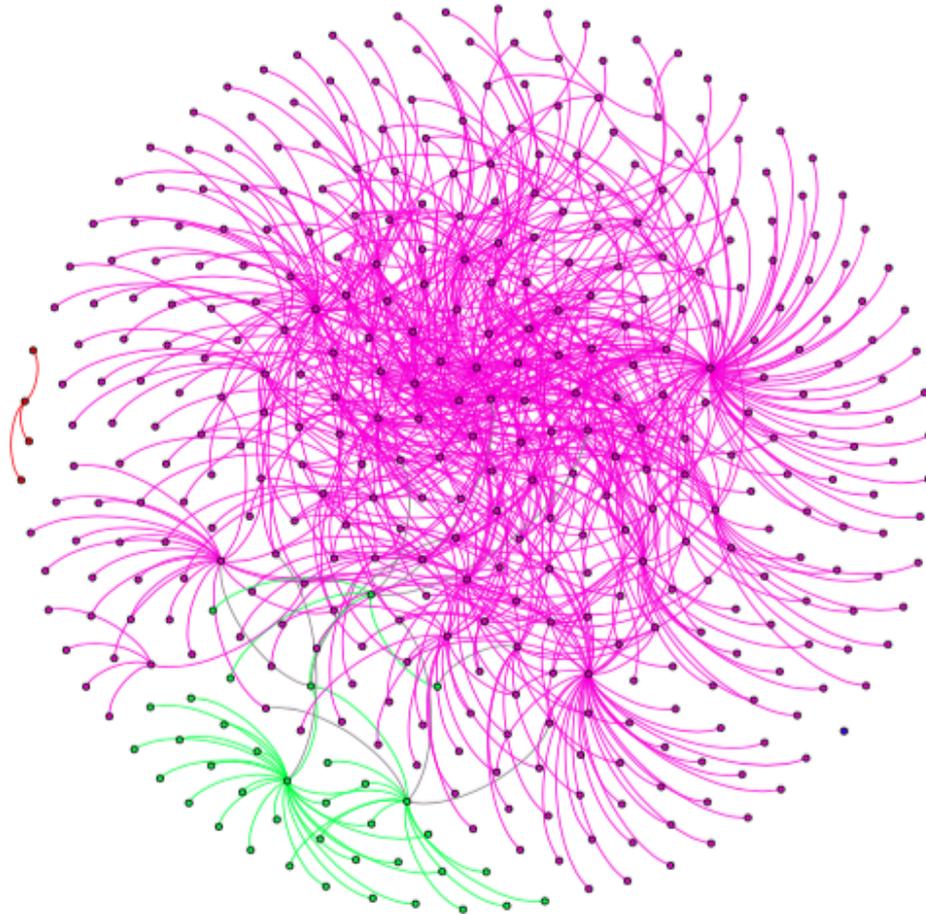


Figure 2 - Graph obtained from the collected data Fanpage the Ministry of Justice from January to July 2016. (Source: SOUZA, 2016)

The parameters used for the production of graphs were as follows: to the data obtained in 2015, was chosen by a graph undirected, with 1,224 nodes and 2,570 edges. To measure the density of many network nodes, other attributes were included as modularity, degree weighted average and density of the network, in order to help identify clusters and verify the diversity of relations, which would help in spreading the discussions presented in the network and out of it. The same parameters were applied to the data obtained in 2016, also the type unguided, with 414 nodes and 823 edges.

These same guiding parameters served as filters for network analysis, not only in the graph itself, but also in the findability of information on this feature in Gephi called Data Laboratory. In 2015, the network nodes had weighted average grade ranging from 0 to 134, and more than half (51,55%) had grade 1 weighted average, ie, diversity in relations was low. The weight of the edges

(that ranged from 1 to 6 and is also shown in Figure 1) indicated that over 60% of intercourse was composed of weak links which, in this case, compromises the diffusion of the ideas to be discussed in the platform. The engagement rate in the period ranged from 0 to 181, with the average age of a share for more than half (51,31%) of us who made up the network. The strongest bond is seen in the light green cluster that appears in Figure 1, the weight of the edge is 6 and whose node had the weighted average grade 134. Through consulting the Gephi Data Laboratory, it is easy to see that it was a statement by the Ministry of Culture in its Fanpage the Ministry of Justice, referring to a meeting between the two ministries, which occurred on March 19, 2015, in which issues were discussed on the Pro-Culture project, the Marco Civil da Internet Copyright and indigenous issues.

In 2016, the network kept the low levels of engagement, weighted average grade and the increased presence of weak ties. The weighted average degree ranging from 0 to 74, that is nodes 223, 398 present in the network, with grade 1 weighted average, highlighting once again the low diversity of the network. The weight of the edges was another indication of the massive presence of weak ties; weight ranged between 1 and 5, where edges whose weight was 1 represented 59,7% of the network. The engagement rate also remained low, ranging from 0 to 118, with the unique interactions prevailing in 53,14% of cases. The edge of greater weight and the most representative node of the network were identified by consulting the analysis of information in the Data Lab and visit the Fanpage. He was referring to a shared video on January 30, 2016 by the Ministry of Justice, whose original source was the Facebook page of the Getulio Vargas Foundation, which was explained the new phase of regulation of the law. The video had 35,074 views.

Wellman (1983) points out that the structural form affects how resources move through specific ties. The choice of blogs and social networking platforms for the discussion of a law had all to be accepted and well used by users. However, the findings verified through analysis of networks in different periods pointed that content and strategy were insufficient for greater adherence to the proposal considered by the Ministry. The near absence of strong ties within these networks also contributed to the low diversity of relationships, interfering directly in the dynamics of spreading information or innovations. Even as both support

and rejection of an idea come from stimuli that the individual gets in your relationship network (Kimura et al., 2011), which did not happen on the platform or social network analyzed.

Final considerations

Brazil is always shown in international surveys as one of the most connected countries in the world. Data presented earlier this year by the Department of Social Communication of the Federal Government (SECOM, 2015) showed that the Internet is already the third most popular means of communication for Brazilians. First appears the television, mentioned by 93% of Brazilians; at second is the radio (46%) and thirdly, the Internet (42%). However, both these data, and other research presented that show that over 50% of the population have Internet access, do not reflected the use of the web for technopolitical purposes in the country.

The cheapening of technologies -especially those related to mobile devices -and the popularization of the Internet access did not mean a digital inclusion, which ends up reflecting on your online behavior. According to Lévy (1996), digital inclusion is not about to provide technology for people. It should also be grounded through an awareness of what can be done through this technology, that is, as it can provide effective changes in the lives of e-citizens and society as a whole -both in the digital environment as in concrete.

The research, still under development, showed that both the online environment as in the offline search to novelty, a third way, a change in the political culture in relation to citizen participation, but that ends up being mere attempts, limited by the use superfluous of the potential offered by ICT use and maintenance practices and ideologies advocated by the traditional media and the Federal Government. The technopolitical practices are still far from being practiced, often bound to net-activist actions, staying away from the objective of expanding the public space for democratic debate.

Note, in this way, these platforms are nothing more than cyber spaces that democratic call themselves, but they still have political and technological barriers to play a role of social awareness, cultural and political, which may only be possible in a few years.

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