

2024 | DANI DOKTORATA  
BIOTEHNIČKOG PODRUČJA



# The role of the New Media Economy in the concept of New Rural Construction

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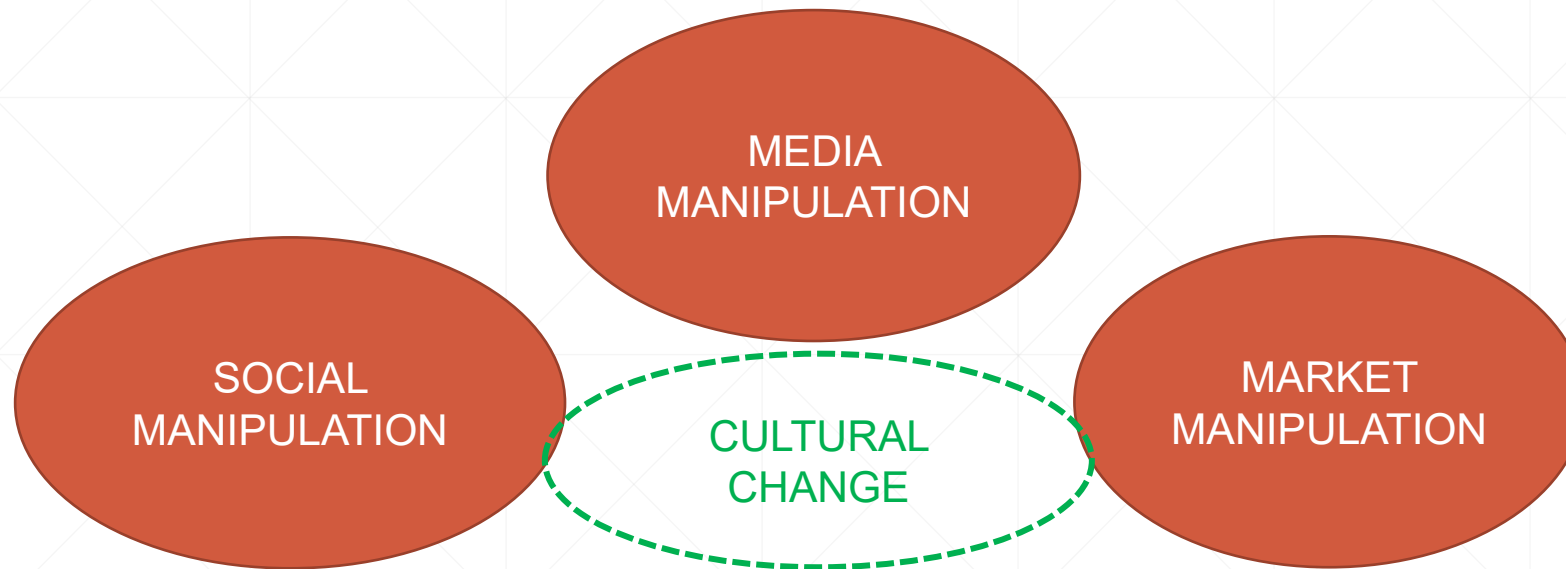
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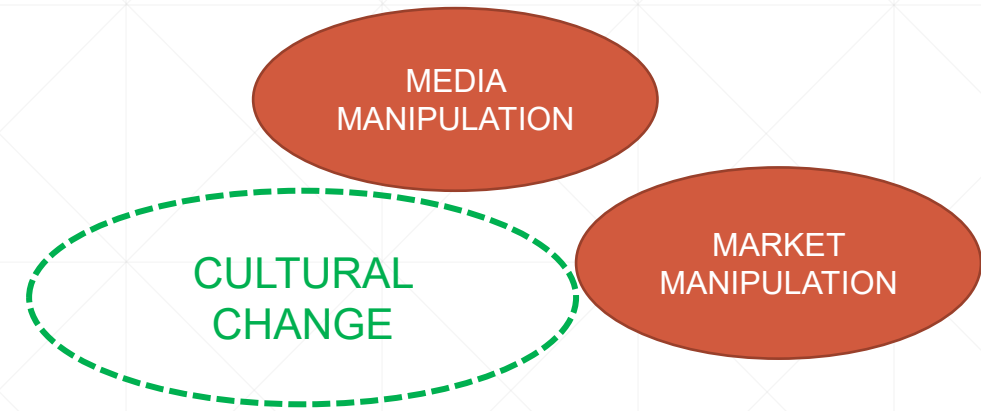
Doroteja Krivić-Tomić

Ministarstvo obrane Republike Hrvatske

- Whenever a new form of technology appears, social norms start to shift around it in a new trend.
- The popularisation of the scientific discipline referred to as **New Media Economy** puts emphasis on the significance of social networks in the concept of so-called **New Rural Construction**.



## Example: Value added pictures



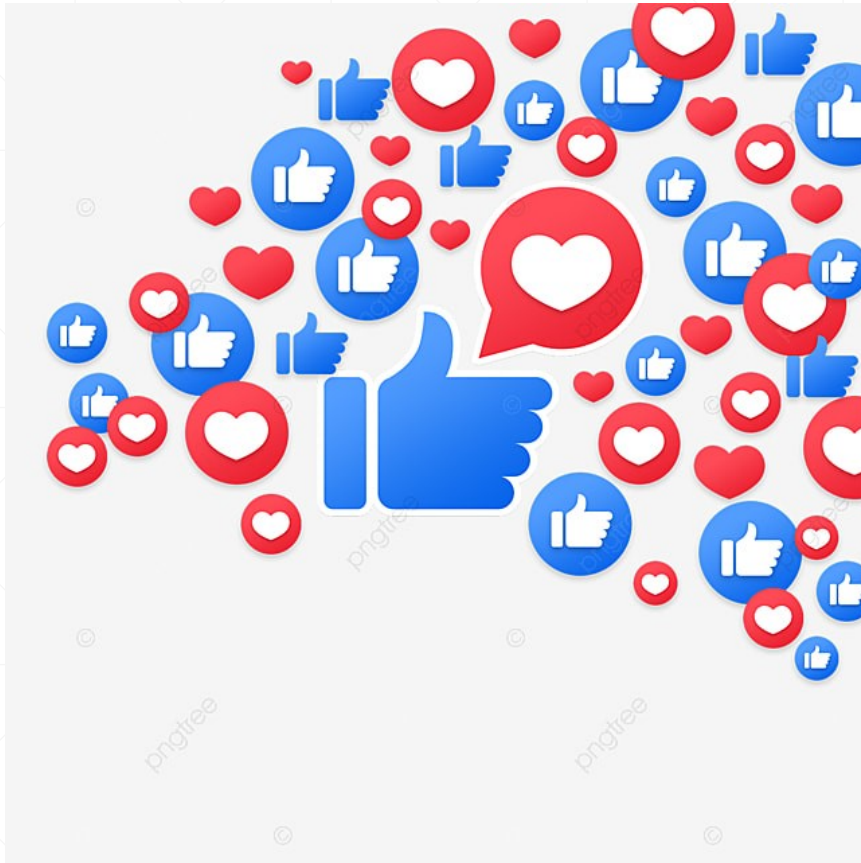
- Nonprofessional photos have a so-called soft economic power, because they influence how the image of a destination is shaped online by raising awareness of a destination and inspiring trust in the objects depicted in the photos.
  - **Instagramism trend** → aesthetics of a new global digital class.
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## ZADAR, The Royal Vineyards



## Step 2: The value of social media 'likes'



- New layer of added value
- Future studies of this subject should focus on the analysis of the role played by Instagram in reconstructing the brand image of a rural (tourist) destination.





**THANK YOU FOR YOUR ATTENTION!**

