



The use of social media in promoting human rights and citizenship education: Facebook as a model

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Résumé

La présente étude vise à dévoiler l'usage des réseaux sociaux "Facebook" dans la promotion de la citoyenneté et des droits de l'homme, la page Facebook officielle de l'association Algérienne pour la promotion de la citoyenneté et des droits de l'homme comme modèle, en identifiant le contenu de la page relié à l'éducation de la citoyenneté et à la protection des droits de l'homme, les modèles de supports techniques utilisés pour présenter les contenus liés à la citoyenneté et promouvoir les droits fondamentaux des utilisateurs de la page, ainsi que la connaissance de la langue des médias utilisée pour faciliter la compréhension des contenus liés à la promotion de la citoyenneté en Algérie et identifier les Liens informatifs des activités de l'association algérienne en tant qu'organisation de défense des droits de l'homme qui contribue à promouvoir la citoyenneté.

Mots clés : L'usage, réseaux sociaux, Facebook, Organisation des droits de l'homme, promotion de la citoyenneté.

Abstract

study aims to understand how social media "Facebook Network" is used by organizations in promoting citizenship education and human rights as an action and not as a logo, the official facebook

page of the Algerian Association as a "model", through the identification of the promotional content published in its Facebook page, the identification of the media and technical templates used in presenting its topics and the knowledge of the media language used to facilitate the understanding of its contents. The study also highlights the most important links that present the activities of the Algerian Association as one of the human rights organizations that promote citizenship education.

Keywords: Use , Social media, Facebook, Human Rights Organizations, Citizenship Promotion.

1-Introduction

The rise of the internet and the new age of social media have played an important role in promoting human rights and encouraging citizenship education worldwide. Due to the characteristics of the internet, a wide range of information and resources have been provided and hence have changed the nature and the methods of communication, education, activism and advocacy for human rights violations and issues.

The internet and social media in particular have given the opportunity to human rights organizations, activists and leaders to not only voice their opinions but to reach a global audience of readers, followers and subscribers and thus, creating a virtual community that advocates for human rights protection and gave minority groups a space where then can express and live their basic human rights. It has also transformed citizenship education providing an environment of global learning, research and interactive collaboration.

- Problematic

Social media has been able with its various applications in the Arab world in particular and in the whole world in general to reserve a special place in the social and the media Community through its alignment with the different activities and events that concerns the citizen primarily and which go hand in hand with his daily life requirements and concerns, and That is through the transfer and the processing of All the information which is related to his social, political, cultural, civic life and even sport events. The different social media websites, Facebook specifically had an important impact in the media and communication arena through the

influence of the non-governmental organizations and the associative movement and that is what we saw in Algeria and the best proof is the great role played by the Algerian association for promoting citizenship and human rights in Chlef, Algeria.

With its ability to exploit Facebook to pass its desired media messages related to citizenship education and human rights protection. From the latter perspective, the main question of the study can be formulated: How did the Algerian association use the Facebook network for the promotion of citizenship and human rights as an actual act and not as a slogan?

In order to get a deeper understanding and answer the latter question, the following sub-questions must be formulated:

- 1- What are the topics and the promotional content that is exposed by the Algerian association in its Facebook page?
- 2- What is the nature of the goals and objectives of the Facebook page of the Algerian association?
- 3- What is the most widely used media language to facilitate the understanding of the content of citizenship promotion and human rights protection?
- 4- What are the technical media templates used to display the relevant content related to citizenship promotion and rising the awareness of human rights ?

- **The importance of the study**

The importance of the study is to identify the ways in which the the Facebook network is used to promote citizenship and human rights as a function and activity. The Algerian Association for the Promotion of Citizenship and Human Rights seeks to promote its beliefs and teachings through the contents it disseminates and the media templates used to inform this work or social activity.

- **Objective of the study**

This study aims to identify the importance of the interactive digital space, "Facebook Network" as an electronic communication platform aimed at promoting the concept of citizenship education as an actual act and not as

a slogan, that is published without taking action in the real world , through the topics and publications presented on its Facebook page, As well as the formats that has been used to display these publications, does it really meet the expectations of the users of the page, whether it be subscribers or followers.

- **Methodology and limits of the study**

In this research paper, the researcher relied on the survey method, the latter method is based on a structured and precise description of the content of the written or audible texts by defining the subject of the study and its purpose and defining the population of the study, which will select the special cases to study and analyze its content. ¹

The researcher chose the survey method because it is compatible with the descriptive studies in the media research through the survey of the contents of the media, this method is defined as: " a research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved".²

Survey methodology studies the sampling of individual units from a population and associated techniques of survey data collection, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys. Survey methodology includes instruments or procedures that ask one or more questions that may or may not be answered. ³

The researcher Ahmed Badr defines it as "a part of the descriptive research and a process by which we identify the precise information related to the subject matter of the research." ⁴

We have relied on the method of content analysis in our applied study, which is characterized by its descriptive nature of the content and the form of the studied material, where the researcher does not need to contact the interviewees because the material required for the study is in the newspapers, files or media. In addition, Perlson defines content analysis as: One of the research methods used to describe the explicit or implicate content of a media material in a systematic description.

It also allows the evaluation of ideas, subjects, or documents.⁵

Also, it was defined by Holsti in 1968 by: "Any technique for making inferences by systematically and objectively identifying special characteristics of messages."⁶

Kerlinger defined content analysis as a method of studying communication and analyzing it in a systematic, objective and quantitative manner in order to measure certain variables.⁷

The study also included spatial and temporal limits that can be summarized in:

1. **Spatial boundaries:** identified by the Facebook network and specifically the Facebook page of the Algerian association for the promotion of citizenship and human in chlef ,algeria
2. **Time Limits:** The period of publication on the Facebook page has been determined from 15/01/2019 to 15/02/2019.

- **Population and study sample**

The study is conducted in a field usually called the research population, which is defined as a finite or an infinite set of predefined elements on which the observations are based.⁸

If the research population in the public studies is determined by the human frame, Then in the study of media content, it is difficult to study the population as a whole due to the large number of individuals, and that's what drives the researcher to choose a smaller number allowing the representation of the total group and hence, achieving the objectives of the study, and this smaller number Is the so-called: sample.⁹

The population of the study consists of 30 publications which have been adopted in accordance with the time period: 15/01/2019 to 15/02/2019, a complete month.

In order to achieve the objectives of the research, the purposive method was chosen based on the personal assessment of the researcher in the selection of the individuals of the research population.

This is based on his full and detailed study of the contents of this population and its nature, in terms of the information and the data chosen and therefore, choose those that are related to the research.¹⁰

The type of sample appropriate for the study is the purposive sample, in

in which the researcher selects its individuals due to his prior awareness and his good knowledge of the research population and its awareness and his good knowledge of the research population and its important elements that represent it correctly and fully.¹¹

The sample of the study is all the publications that have been published on the official Facebook page of the Algerian Association.

Terminology

- The use

It is defined by the oxford dictionary as: “The action of using something or the state of being used for a purpose”.¹²

In the field of entrepreneurial terminology, it is the ongoing process that requires the search for elements and encouraging them to work, and contribute to the achievement of the objectives of the institution.¹³

Procedural definition: In this study, we mean the concept of usage and its methods, ie, how the Algerian Association for the Promotion of Citizenship and Human Rights used the Facebook network to promote the concept of citizenship among the users of the page.

- Social networks

Social networks are defined as a set of Web sites that have emerged with the second generation of the Web, known as Web 2.0, and which allow communication between individuals in a virtual community environment bonded by shared interest or networks of affiliation such as the country in which they live or university and the school they study in or the company they work for. All this is done through direct communication services. The term social communication is a term composed of two concepts: the concept of communication and the social concept.

In combining the two concepts, Evans defines Social communication as the Online participation through the Internet through which the circulation of various information, news, photos, videos and blogs addressed to the public through various social networking sites.¹⁴

While Abbas Mustafa Sadiq defines it as a group of social websites on the Internet which is considered as the backbone of the new or

alternative media that allow individuals and groups to communicate with each other through this virtual space.¹⁵

- Facebook

Facebook is one of the modern means of social communication that has helped connect many people regardless of their locations, places and jobs. There is a diverse number of people who use Facebook today for different reasons and multi-purposes. Facebook may be used for educational, political, social and business purposes. It can also be used for community awareness campaigns, advertising and entertainment. The social networking site: Facebook has been linked to all walks and requirements of life because of its characteristics and ease in the dissemination of ideas and activities that reach a large number of people of different nationalities, beliefs and ethnicities whatever their location and as soon as possible.¹⁶

Hussein Shafiq defines it as " a social networking site in the Internet which allows users to create a database of personal and physical appearance and a common communication networks, and held friendly relations with other users and writing on the walls of their friends, and create groups and affiliation to Publishing events and registering as fans and lovers of anything imaginable."¹⁷

Wael Mubarak also refers to it as: "a website for social networking that can be accessed for free, a term that refers to a notebook paper carrying images and information for individuals in a particular university or group, this method is considered common for the definition of persons, especially in foreign universities."¹⁸

- Procedural definition: It is a mean of social communication that is used by all segments of the society and its classes, because of its advantages and characteristics that attract millions of users in the world, which makes it an effective mean of raising awareness and understanding in the field of citizenship and human rights education.

- Citizenship

It is defined by Wikipedia as: "The status of a person recognized under the custom or law as being a legal member of a sovereign state or belonging to a nation".¹⁹

Citizenship comes from the Latin word for city, because in the earlier days of human governments, people identified themselves as belonging to

cities more than countries. Citizenship is more than merely living somewhere. If you have citizenship, you have a whole set of rights that non-citizens might not have. Usually you have citizenship in the country you're born in, but if you're an immigrant from somewhere else, you have to apply for it.²⁰

Idiomatically, Citizenship refers to belonging to a nation or a homeland, the Encyclopaedia Britannica defines citizenship as " a relationship between the individual and the state as defined by the law of that State, and as contained in the rights and duties in that State, citizenship implies a rank of freedom with what comes with it of responsibilities. Although nationality is often used as synonymous with citizenship, it means other privileges, including protection abroad, and citizenship in general gives the citizen political rights, such as the right to vote and hold public positions " ²¹

Procedural definition: Citizenship is the status of the citizen, which defines his national rights and duties. Citizenship in particular is characterized by the loyalty of the citizen to his homeland and his service in times of peace and war Which entrench a number of civil, political and social rights in order to contribute to the building and development of the country and to the preservation of the coexistence between its people.

- Human rights organizations

It is a non-governmental organization devoted to the defence of human rights by identifying and collecting data on human rights violations, analysing and disseminating them, also promoting public awareness to stop these violations.

It is also defined as: "A non-governmental organization which advocates for human rights through identification of their violation, collection incident data , its analysis and publication, promotion of public awareness while conducting institutional advocacy, and lobbying to halt these violation".

- Citizenship education

It means preparing an effective citizen through an education that contributes to the development of the individual's social and moral skills to interact with others by immunizing him with a strong ethical fabric that protects him from various dangers.²²

Citizenship and human rights education is a horizontal process that

includes all practices that concern the formation of citizens and the development of human personality in all its emotional, intellectual, social and cultural dimensions. It envisions the long-term goal by working on the education of youth and future generations.

Education with all its channels seeks today to raise the challenges of establishing quality education through the quality of competencies that is developing in children and young people to develop their personal abilities, in the horizons of achieving their independence and rehabilitation for the exercise of active citizenship, one of the criteria of this quality is a school that respects human rights as an institution that structures the educational act including Its contents, relationships, methods, pedagogical supports, methods of teaching, structures and mechanisms for guidance, management and educational activism.

Hence, the importance of education on citizenship and human rights as one of the fundamental areas that carry out the task of consolidating the values of human rights, which are consistent and lasting in the consciousness and behavior of individuals and groups.²³

Citizenship education can be defined as educating children, from early childhood, to become critical thinkers and enlightened citizens who participate in decision taking concerning their society. ‘Society’ is here understood in the special sense of a nation with a circumscribed territory which is recognized as a state.

A knowledge of the nation’s institutions, and also an awareness that the rule of law applies to social and human relationships, Taken in this sense, citizenship education is based on the distinction between: the individual as a subject of ethics and law, entitled to all the rights inherent in the human rights and the citizen entitled to the civil and political rights recognized by the national constitution of the country concerned.²⁴

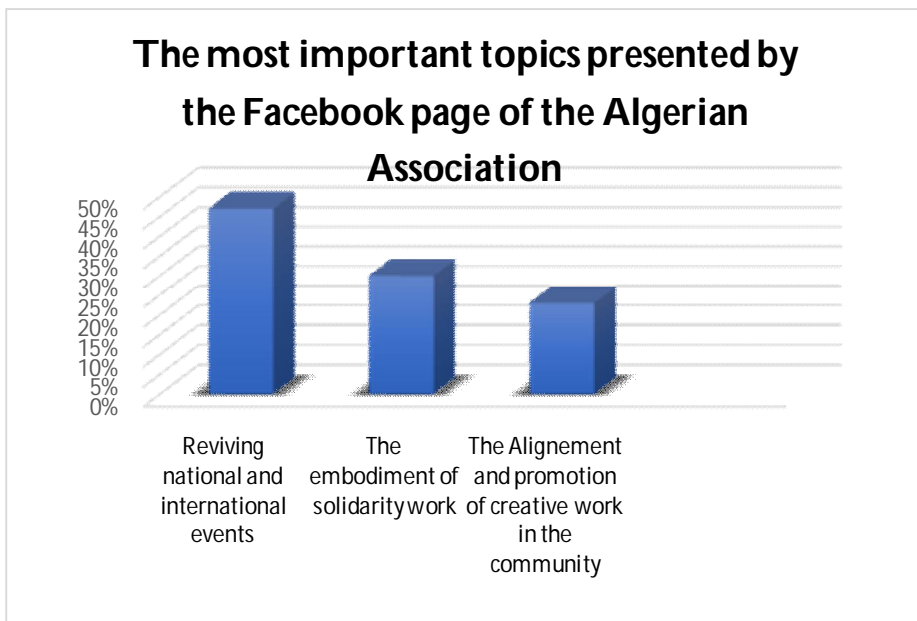
2- Application Framework: Quantitative and qualitative analysis:

2.1- Content Category (What’s been said)

Table N°1: The most important topics presented by the Facebook page of the Algerian Association for the promotion of citizenship and Human rights

Themes	Frequency	Percentages
Reviving national and international events	14	47%
The embodiment of solidarity work	9	30%
The Alignement and promotion of creative work in the community	7	23%
Total	30	100%

Graph N° 1: The most important topics by the Facebook page of the Algerian Association.



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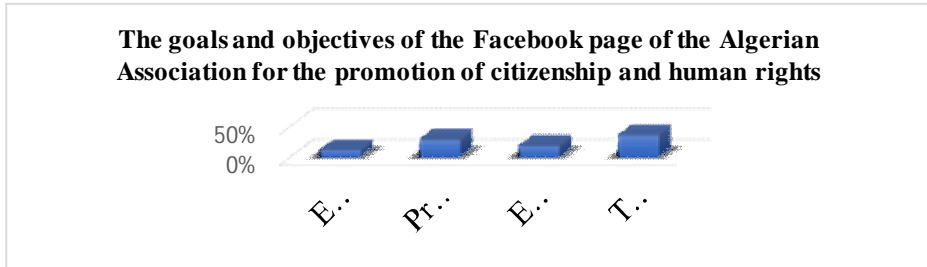
According to the result of the table N°1 and its graphic representation, it is clear that the topics and content that have a great deal of interest in the publications presented by the Facebook page of the Algerian Association for the Promotion of Citizenship and Human Rights are the topics related to the revival and tracking of national and international events, The frequency of the latter is 14 with a high percentage estimated at 47%, followed by the subjects related to the embodiment of solidarity work with a frequency that have reached 9 with a percentage of 30%, and not far from it, comes third, the topics related to Creativity promotion in the community with a frequency of 7 and a percentage estimated at: 23%. These results confirms that the association's agenda through the Facebook network depends on reviving and celebrating the different events primarily and that indicates that the work and activities of the Association are focused on event celebration, which could adversely affect the long term goals and objectives of the association, which requires consistency in work through the network and the proliferation of activities outside the narrow frame of events celebration, and this to promote the principle of citizenship education and human rights advocacy, as the proliferation of activities generate practice and therefore repetition and hence build a habit, which must be devoted to maintain the sustainability of field work in citizenship education and the protection of human rights as an actual act and not as a logo.

Table N°2: The goals and objectives of the Facebook page of the Algerian Association for the promotion of citizenship and human rights.

Goals and objectives	Frequency	Percentages
Educational Media	4	13%
Promotion of social solidarity	9	30%
Education	6	20%
The awareness of the citizen's rights and duties	11	37%
Total	30	100%

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Graph N 2: The goals and objectives of the Facebook page of the Algerian Association for the promotion of citizenship and human rights



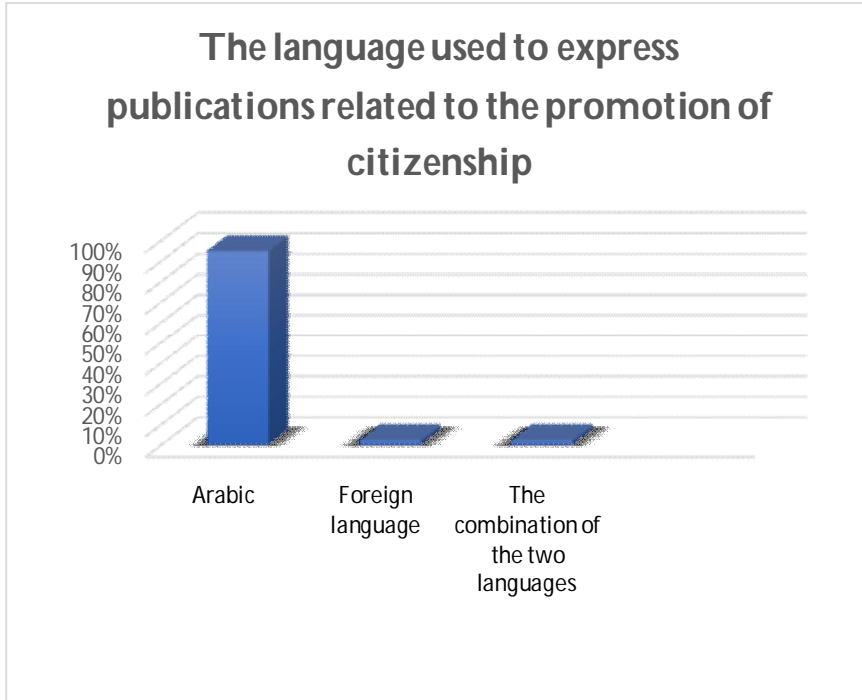
According to the result of table N°2 and its graphic representation, it is clear that the objectives and goals of the Facebook page of the Algerian Association for the Promotion of Citizenship and Human Rights are mainly related to the awareness of human rights and duties of citizens, with a frequency of 11 and a percentage that is estimated at: 37%, followed by the goals related to promoting the idea of social solidarity with a frequency that reached 9 and a percentage of 30% and the third objective is education with a frequency of 6 and a percentage of 20%. Finally, comes educational media with a frequency of 4 and a percentage of 13%, which confirms the page's focus on the awareness and sensitization of citizens rights and duties, a strategy used to promote citizenship education.

2.2- Shape Category (How it was said)

Table N°3- The language used to express publications related to the promotion of citizenship

The Language used	Frequency	Percentages
Arabic	28	93.3%
foreign language	1	3.3%
The combination of the two languages	1	3.3%
Total	30	100%

Graph N° 3: The language used to express publication related to the promotion of citizenship



According to table N°3 and its graphic representation, the most frequently used language in the publications on the Facebook page of the Algerian Association for the Promotion of Citizenship and Human Rights is the Arabic language with a frequency of 28 and a percentage of 93.3%, while the foreign languages and the mixture were ranked second with very weak frequencies of 1 and a percentage of 3.30%, which confirms the fact that the publications are clearly directed to local users, in other words to the community in Chlef as well as the fact that the page's main follower and subscriber is the local community and thus, the best language to facilitate the understanding of the published content is the Arabic language. However, that may be counterproductive for the work of the association because Facebook is a global platform and the inclusion of foreign languages in the dissemination and broadcasting of its core

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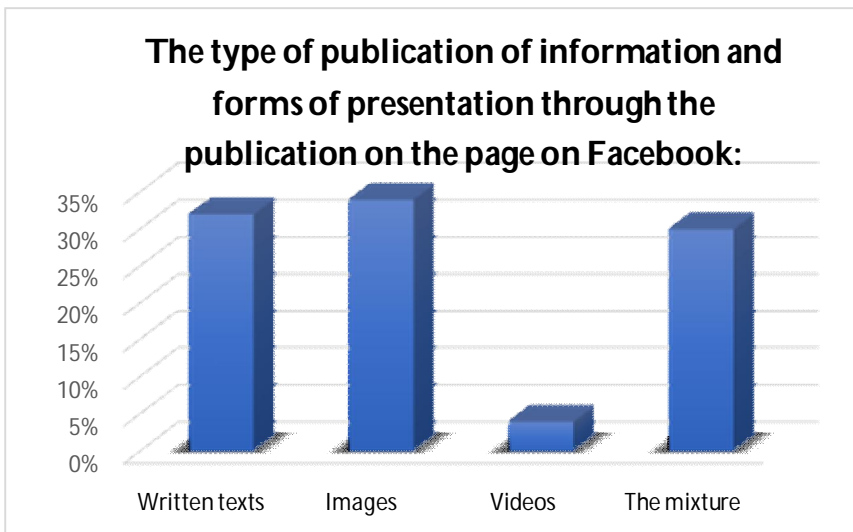
beliefs, will lead to the gain of global subscribers and the creation of a global community allowing the dissemination of the benefit by broadening the principle of education on citizenship to humanity at large, also presenting the Assembly on a continental and global level.

2.3- Categories related to the presentation of the publications on the Facebook page of the Algerian Association for the Promotion of Citizenship and Human Rights:

Table N°4- The type of publication of information and forms of presentation through the publication on the page on Facebook:

The type and format of the displayed publication	Frequency	Percentages
Written texts	26	32%
Images	27	34%
Videos	3	4%
The mixture	24	30%
Total	80	100%

Graph N° 4: The type of publication of information and forms of presentation through the publication on the page on Facebook



According to the table N°4 and its graphic representation, the forms of presentation and the type of publication aimed at promoting the principle of citizenship education through the page of the Association on Facebook, came largely on images with a frequency of 27 and a percentage of 34%, followed by the presentation of written texts with a frequency of 26 and a percentage of 32%, then the mixture with a frequency that reached 24 and a percentage of 30%, and the videos ranked last with 3 recurrences of 4%. This confirms that the page owners rely more on images and written texts forgetting the importance of sound and image when used together, which play a big role in facilitating the understanding of the contents and media messages and therefore attracting a variety of users to promote the citizenship education.

3- Results

In this paper, the researcher reached the following conclusions according to the questions that are related to the problematic And to the duration of the study specified above :

- 1- It has become clear that the most important topics and content that have received a great deal of attention in the publications presented by the Algerian Association for the Promotion of Citizenship on Facebook are topics related to the revival of national and international events through the activities carried out by the association through its website on Facebook. After that comes the Issues related to solidarity work, and in third place are the topics related to the consistency and promotion of creative works in society, which confirms that the Assembly depends on the agenda of the revival of events, which means that the work and activity of the Assembly is mainly celebration of events, which can affect the future of the association and its prospects negatively, and communicate a negative image that does not reflect seriousness and consistency in work through the network. The proliferation of activities outside the framework of events to promote the principle of education citizenship, because this generates practice and therefore repetition and habituation and is a duty to devote to maintain On the sustainability of the field work.

in the field of promotion of citizenship As an act not as a logo.

- 2- The results of the objectives and goals of the page available on Facebook for the purpose of promoting citizenship and human rights in Algeria showed that they are clearly related to awareness, rights and civic duties first, followed by the objectives associated with creating and strengthening the idea of solidarity. Third, as the goal of educational media shows the goals of the achievement, which confirms the page's attention to goals and awareness goals as a suitable solution to promote the principle of education on citizenship.
- 3- The results of the most frequently used media language in the presentation of the available publications on the Facebook page of the Algerian Association for the Promotion of Citizenship and Human Rights have been shown to facilitate and understand the content Associated with The Arabic language, and the foreign language came in second place, which confirms the interest of those who manage the page on Facebook in Arabic, since the publications are clearly targeted to local users, in the sense of the community in Djelfa, especially that the Assembly is of a nature In addition, the user who follows the page and interact with it is a local community, and the closest language to facilitate the contents of the publication is Arabic.
- 4- For the category of publishing type, information and display formats adopted on the page, the results show that the presentation formats And the type of dissemination of the information addressed to promote the principle of education on citizenship through the page of the Association through the site of Facebook, has come very interested in pictures, and then ranked second in the mixing of images and written, and in the last came attention to videos, which confirms That the people on the page rely on images and written, forgetting the importance of sound and image together, which play a prominent role in the process of understanding the contents and influence the user in promoting the principle of education on citizenship.

4-Suggestions

In light of the findings of the research, the researcher recommended a number of recommendations and proposals, the most important of which are the following:

- 1- Expanding and intensifying the activities of the association and generalizing it to work on global issues and human rights violations to maintain the continuity of field work in promoting citizenship and human rights as an act not as a slogan
- 2- Globalizing the activities of the association by attracting users to the performance of the work, through field practice, because rising awareness is not sufficient to promote the principle of citizenship education.
- 3- The inclusion of foreign languages on the page, because the page on Facebook is global in publishing and broadcasting, which leads to the increase of the subscribers of the page and the generalization of benefit by broadening the principle of citizenship education for all segments and races, as well as the definition of the Society on a continental and global level.
- 4- To encourage the new media and the interactive possibilities offered by the web, thanks to the use of both the computer and the traditional means of information, photography, audio, video, etc., to promote the principle of citizenship education among users of the page.

5-Conclusion

Citizenship as a supreme human value depends on the ability of the political construction to respond to socio-economic construction. Hence, citizens will be provided with the opportunity to practice it and thus promoting it in society. Media building plays a major role in this context, the variables of awareness, participation and practice is related to the ability of modern media to approach the issues of society and represent it from the point of view of the masses and not through the existing system perspective, to achieve the transformation of societies towards modernity and true democracy. Thus, the new media can achieve the desired purpose of citizenship education and its promotion ,only through the expression and exposition of the citizen's concerns and the provision of the different information and interpretation, also through monitoring the various state authorities, and the breadth of the field or the virtual public space for discussion

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and expression of opinions and open the space for an effective dialogue between the different segments of society and the diversification of media tools And its expression of public opinion, especially social networking sites because of its unique characteristics of participation, conversation, openness and interaction. Social media also plays a vital role in the advocacy of human rights protection and sensitization through building a virtual democratic space which help marginalized minorities voice their opinion and creating a democratic environment for the promotion of human rights and the discussion of its violations and issues aiming to create a better and safer world for the upcoming generations.

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