

1. Today's media exchanges on the internet are constant negotiations about norms and values. Online, everybody is an artist and participates in 'social sculpting'.
2. Modern media narratives embody a dialectical tension between hope and fear; both of which can catalyze social change.
3. A shift from psychological storytelling to sociological storytelling can contribute to bridging societal gaps in the polarized media landscape.
4. To truly understand social processes in online networks, we need to layer digital methods with participatory approaches.
5. The popularity of conspiracy theories is the likely result of institutions not being in tune with the daily (media) realities of all audience segments.
6. What distinguishes EE for 'social good' from 'bad', is whether the interventions are studied, designed, created, monitored and evaluated in full transparency.
7. Collaborating with young media creators is an effective way to avoid the 'cool dad effect': crafting communications with youthful words and symbols that are actually terribly out of fashion.
8. Hip-hop culture is a predecessor to participatory culture on the internet.
9. The Internet is public space. Platform features such as algorithmic recommendations systems should be open source to allow for informed public debates about their value and purpose.
10. Internet researchers should not be afraid to breach fair use policies and privacy laws if their goal is to unveil (algorithmic) processes in online media networks that are at odds with democratic principles.
11. The way in which research funds are granted to consortia of universities, NGO's and businesses favors large organizations and leave innovation capacity at smaller organizations unused.