



ARISTOTLE
UNIVERSITY OF
THESSALONIKI

**Protocol of cooperation
on research and education program**

**Monitoring Media Addiction Levels and
Media Unreality Index to Create Reality-Centered Media**

BETWEEN

**Positive Center for Digital Media
(Pozitiv centar za digitalne medije)**

and

**Department of Journalism and Mass Communication, Aristotle University of
Thessaloniki
(Τμήμα Δημοσιογραφίας & ΜΜΕ, Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης)**

**Positive Digital Media Center (in further text PCDM)
and Department of Journalism and Mass Communication, Aristotle University of
Thessaloniki (in further text DJMC),**

**on the basis of the research and educational program Monitoring Media Addiction
Levels and Media Unreality Index to Create Reality-Centered Media (in further text
RCM) and research on media addiction conducted in early 2011 in Serbia**

**aware of the strategic objective to develop standards for monitoring of media
addiction and Media Reality Index,**

**to help governments develop media strategies, to assist media fulfill their social role
better and to increase public awareness on this matter**

have agreed as follows:

Article 1

DJMC will participate in the implementation of this research and education

program as a partner of PCDM if that is possible according to the rules of funding contest.

DJMC will do the following on this program:

**Advise PCDM in the creation of the questionnaire on media addiction,
Conduct media addiction research with help of its students, if agreed with PCDM
and
provide consultancy to PCDM, proposing how to improve media strategies in
various countries**

Article 2

**PCDM holds intellectual rights of this program as its concept and research is
developed within this organization.**

**DJMC will be able to use the results of media addiction research and Media Reality
Index for the purpose of scientific publication.**

Article 3

**In case of receptions of funding, signatories will prepare an annual action plan to
implement the Protocol.**

Article 4

**Each signatory may, with the consent of the other signatory, transfer the results of
mutual cooperation to a third party.**

Article 5

Implementation of the Protocol falls into national legislation of the signatories.

Article 6

**Each signatory may propose amendments to the Protocol, which would be sent to
the second signatory for approval.**

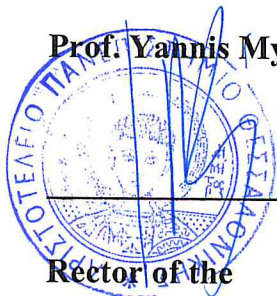
Article 7

This Protocol shall be implemented after it is signed by both signatories.

Protocol shall remain in force for three years and it would automatically extend for another period of three years, if it is not canceled by written notice of one side, no later than three months before the expiry of the period of three years.

If the termination of this Protocol happens, its provisions apply to projects and contracts that are already underway, to their completion, unless otherwise agreed by signatories.

Five authentic copies of this Protocol written in English language have been signed on ..05.02..... 2013.

Prof. Yannis Mylopoulos

Rector of the

Aristotle University of Thessaloniki

Ljubisa Bojic


President of executive

committee
Positive Center for
Digital Media

5 Febr. 2013