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**Title of Session:** IT and Society : Challenges and Opportunities

**Name of Session Convener(s):** Karen Sargsyan

**University/Organization incl. City:** YSU/CRICR, Yerevan

**Chair:** Karen Sargsyan

**University/Organization incl. City:** YSU/CRICR, Yerevan

**I) Title of Selected Paper:** Computer Representation as an Interface between Science, Technology and Society

**Name/s of Author/s:** Vitaly G. Gorokhov

**University/Organization incl. City:** Institute of Technology Assessment and Systems Analysis of the Forschungszentrum Karlsruhe, Germany

**II) Title of Selected Paper:** Complex Analysis of Major Russian TV Channels Content

**Name/s of Author/s:** Sergey Davydov

**University/Organization incl. City:** GfK-Rus, Head of Media research department, Moscow

**III) Title of Selected Paper:** "Social networks" modelling using an approach of non-equilibrium thermodynamics

**Name/s of Author/s:** Yevgeni Mamasakhlisov

**University/Organization incl. City:** YSU/Yerevan

**IV) Title of Selected Paper:** World Wide Web. new weapon for old wars

**Name/s of Author/s:** Karen Sargsyan

**University/Organization incl. City:** Center for Regional Integration and Conflict Resolution, Yerevan

**IV) Title of Selected Paper:** Internet in the Mass Media

**Name/s of Author/s:** Rodolfo Martinez

**University/Organization incl. City:** University of Alicante