



**COMPACT H2020  
CSA PROJECT**

**MANUAL  
for WP1**

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This Manual serves as a general introduction and terminological/conceptual standard-setting material for our comprehensive survey (Parts 1 and 2). This Manual defines and explains in Parts 3 and 4 the key indicators. It supplements Excel Table that should be filled in.

We aim at clarifying some controversial terms here. However, our aim is neither to cover everything nor to explain every detail. For example, we discussed at the kick-off meeting whether Twitter is a general “universal” purpose social media or a specific (“specialised”) purpose social media tool. Some even highlighted that our list of social media is incomplete. Well, these are just examples. Moreover, it is irrelevant at this stage to discuss such details about Twitter. These are just conceptual and methodological categories and definitions for those who are less familiar with this agenda. Moreover, as you can see below, some definitions still remain open to interpretation. What is important then? Well, to fill in attached Excel Table according to these instructions (in the Part 3).

Some parts are left empty – there are tasks for other WPs. Nevertheless, these can help you and us too. For example, if you look at normative definitions of social media in your country (legislation or code of ethics and similar normative documents), you may point in your report as well as while searching for, and coding articles, at differences (or similarities) with those definitions we have compiled here. This may mean that your sample will be different. Nevertheless, based on our experimental/pilot survey, it appears that no simple technical solution can replace or substitute human involvement during this work. As we have mentioned during the kick-off meeting, the only article that included a word “convergence” in its title among our 300 items sample, was actually a philosophical essay about changes in journalism as a result of convergence. We assigned to it a very low (scientific as well as practical) relevance. In other words, search based on appearance of typical key words does not yield reasonable enough results.

What is the overall goal of our effort? Let us quote from our project proposal. It is “*Facilitate research and policy exchange in Convergence and Social Media by: increasing awareness of the latest technological developments among policy stakeholders, making researchers aware of the current and future policy and regulatory framework and monitoring the state of the art of the European Media and Content sector in a digital single market*”, moreover,

„*Support R&D programmes/activities, dissemination of results and organisation of scientific and/or policy events in Convergence and Social Media. Analysis and development of research agendas and roadmaps, pre-standardisation initiatives and stakeholders coordination in Convergence and Social Media.*“

WP 1 has following tasks:

- **State of the art research on Convergence and Social Media**
- **Future Research on Convergence and Social Media**
- **Report on Media Regulators and Convergence**
- **A compendium on R&D programmes/ activities** (The final results will also be presented in charts and graphs that will be specified later on).

We do not expect you to cover 100% of available sources. However, it is necessary to look at different sources. For example, there are many sources – especially in this area – that are available

at CDs in libraries only. These include materials from conferences and seminars. You may discover specialised online journals „published“ in your country (with free access) you have never heard before. You may be surprised to find that the majority of sources you look for is produced by faculties and departments of management and/or marketing (and not communication and/or journalism).

There are some issues/indicators that need double-checking: these are, first of all *relevance*, and possibly problematic ones include: *main purpose*, *type*, *regulatory issue*, *research method*. We have discussed this issue extensively at the kick-off meeting. We have shown results of our pilot projects in these areas. A partial solution is that we agreed to have some alternative options stated in some cases (you will see them in parts 3 and 4). However, it is unproductive to have alternative options in other cases. For example this is especially related to *relevance* (although this is sometimes controversial issue here too).

Why is relevance so important for us? Well, we end-up most likely with hundreds of articles for each country. For the whole COMPACT Project it may mean thousands of articles. Although there will be search option (based on key words), an interested (agile, diligend) researcher may still face hundreds of articles of questionable relevance – or quality and importance. Moreover, there are alternative sources he or she can use (e.g. Google Scholar and similar). Indeed, our Pilot survey identified very low relevance of majority of items among our sample.

If we want to present deliverable „*State of the art research on Convergence and Social Media*“ and „*Future Research on Convergence and Social Media*“, we certainly need a more refined output from national teams. For these reasons, we have decided to create a special database with selected articles (you will find for it a Special Sample Form, working title can also be *The Best of Best*). Moreover, we have created additional Special Sample Form for non-scientific articles. These non-scientific articles will be selected from January 2018 till June 2018. We are interested in excerpts from interviews and opinions (visions, trends) of the key local experts, or international experts visiting your country or those giving interviews for your media. Obviously, we may find for this purpose useful some materials from our large scientific sample too.

What are suggested approaches with regard to relevance of our larger database? There are two most likely used approaches. Either to have a top expert (either in this area, or a top scientist in general) for this partial task(s), or to have two independent assessors (for these partial tasks).

Most recently, we have received this suggestion with respect to defining relevance. „*Perhaps the best way to assess relevance would be to develop a couple of indicators that all the teams could use. To give an example, one such indicator could be “the reference to social media (or specific social media) in the title of the article” or “the reference to social media (or specific social media) in the abstract of the article”*

Again, unfortunately, based on our Pilot survey, and as explained earlier and at the kick of meeting, this (mostly) does not work.

There was suggestion at the kick-off meeting to use software-based analytical tools. The idea was to identify relevance based on selected set of key words and phrases. It means that for this we need a country specific (and/or language specific) terminology. It does not mean to use only obvious terms such as „social media“ and „convergence“ It means a more complex and more refined set of words and phrases (we discuss this issue below). Feel free to experiment in this direction.

We would appreciate your feedback until December 31. However, in principle, we do not expect any significant changes to this Manual. Therefore, feel free to start your work!

# 1. DEFINITIONS OF SOCIAL MEDIA

## A) By linguistic and other general sources

DEFINITION	SOURCE
Social Media (SM) refers to technologies, platforms, and services that enable individuals to engage in communication from one-to-one, one-to-many, and many-to-many.	Encyclopaedia Britannica
SM refers to websites and computer programs that make communication possible with the use of computers or mobile phones. Social media can take the singular or plural form of the verb.	COBUILD Advanced English Dictionary <a href="https://www.collinsdictionary.com/dictionary/english/social-media">https://www.collinsdictionary.com/dictionary/english/social-media</a>
SM is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.	TECHTARGET <a href="http://whatis.techtarget.com/definition/social-media">http://whatis.techtarget.com/definition/social-media</a>
Websites and applications that enable users to create and share content or to participate in social networking	<a href="https://en.oxforddictionaries.com/definition/social_media">https://en.oxforddictionaries.com/definition/social_media</a>
Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts	<a href="http://www.dictionary.com/browse/social-media">http://www.dictionary.com/browse/social-media</a>
forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)	Merriam-Webster

## B) by Academics/Regulators/International Organisations

DEFINITION	AUTHOR	SOURCE
Social networking sites offer people new and varied ways to communicate via the internet. They allow people to easily and simply create their own online page or profile and to construct and display an online network of contacts, often called 'friends'. Users of these sites can communicate via their profile both with their 'friends' and with people outside their list of contacts.	Ofcom	<a href="https://www.ofcom.org.uk/research-and-data/internet-and-on-demand-research/internet-use-and-attitudes/social-networking">https://www.ofcom.org.uk/research-and-data/internet-and-on-demand-research/internet-use-and-attitudes/social-networking</a> 2008
SM refers to activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.	<a href="#">Lon Safko,</a> <a href="#">David K. Brake:</a> The Social Media Bible	2012 third edition
• provide feedback		social networking

<ul style="list-style-type: none"> <li>• are not only a source of information, but also a way to exchange and find information, create connections between members of social networks</li> <li>• they form a place that allows to apply various types of advertising</li> <li>• they help to acquire new clients</li> <li>• enable to spread the reputation and positive feedback about the products</li> </ul>	Radovan Bačík, Richard Fedorko	site twitter as a marketing tool of customer support, <i>eXclusive e-JOURNAL</i> Vol. 2, no. 1 (2014), s. 33-42.
<ul style="list-style-type: none"> <li>- make it possible for everyone in the network to be simultaneously producer, distributor, and consumer of content</li> <li>- its power comes from the connections between its user.</li> <li>- allows users to coordinate activities between themselves “on scales and at speeds that were not previously possible.”</li> </ul>	<a href="#">Howard Rheingold</a>	Encyclopaedia Britannica

### C) NORMATIVE DEFINITIONS OF SOCIAL MEDIA (Legal Acts and Code of Ethics)

COUNTRY	PRESS OR MEDIA ACT	PENAL ACT	CIVIL LAW	OTHER LAW	CODE OF ETHICS OF A JOURNALIST
SK	<b>No</b> , only Internet broadcasting and on-demand audiovisual media services – subject to self-reporting for regulation (Act 308/2000)	<b>No</b> , but some paragraphs have already been applied to SM	<b>No</b> , but some paragraphs have already been applied to SM	Personal Data Protection (January 2018 registration FB: 16+)	<b>No</b> , only reference to regulation of content copied from the Internet.

### D) CATEGORIES OF SOCIAL MEDIA (examples)

UNIVERSAL	SPECIALISED
Facebook	Twitter (?)
YouTube	LinkedIn
Instagram	Letsgo
Google+	Blogs (IT specialists)
WhatsApp	

## E) CATEGORIES OF USERS OF SOCIAL MEDIA

TYPE	DEFINITION
Alpha Socialisers	(a minority) people who used sites in intense short bursts to flirt, meet new people, and be entertained
Attention Seekers	(some) people who craved attention and comments from others, often by posting photos and customising their profiles
<b>Followers</b>	(many) people who joined sites to keep up with what their peers were doing
Faithfuls	(many) people who typically used social networking sites to rekindle old friendships, often from school or university.
<b>Functionals</b>	(a minority) people who tended to be single-minded in using sites for a particular purpose.
Non-users	<p>Non-users of social networking sites also fall into distinct groups:</p> <ol style="list-style-type: none"> <li>1. Concerned about safety – people concerned about safety online, in particular making personal details available online.</li> <li>2. Technically inexperienced – people who lack confidence in using the internet and computers.</li> <li>3. Intellectual rejecters – people who have no interest in social networking sites and see them as a waste of time</li> </ol>

## F) THE ECtHR ON SOCIAL MEDIA AND CONVERGENCE

RULING	Key Ideas
CASE OF DELFI AS v. ESTONIA (2015)	<p>in particular <b>the extreme nature of the comments</b> in question, the fact that the comments were posted in reaction to an article published by the applicant company on its <b>professionally managed news portal run on a commercial basis, the insufficiency of the measures taken</b> by the applicant company <b>to remove without delay after publication comments amounting to hate speech and speech inciting violence and to ensure a realistic prospect of the authors of such comments being held liable</b>, and <b>the moderate sanction</b> imposed on the applicant company, the Court finds that the domestic courts' imposition of liability on the applicant company was based on relevant and sufficient grounds, having regard to the margin of appreciation afforded to the respondent State</p>

## 2. DEFINITIONS OF CONVERGENCE AND SOCIAL MEDIA

In most general terms convergence means areas or processes coming together. However, there is no one accepted definition of convergence and often it is rendered in a more or less descriptive manner. .... Media convergence can be explained in many ways - through the convergence of the media and the telecommunications' sectors, through the convergence of the media and the new communications services and the emergence of common platforms and services between various operators, hardware and software manufacturers, print, electronic and new communication service outlets and Internet service providers, or as the convergence of various networks or different media content in the digital age.

Author/ Source	Definition
	The interconnection and the interactivity of users and content of social media through <u>computer networks</u> . It brings together computing, <u>communication</u> , and content.
Adapted from Merriam-Webster	the merging of distinct technologies, industries, or devices with social media into a unified whole
SCM	the social media convergence is both a process and an outcome of the development, during which social media are superimposing and subjoining, then integrating and merging as well as transforming and shifting, and finally (sometimes) squeezing and replacing traditional media in their role as the general information content carrier towards a significant portion of recipients from the public.

### 3) SEARCHING AND PROCESSING ARTICLES

The aim is to create an ample database including analytics. Within the process of creating the common project database, there would be probably reasonable to prepare altogether **four partial & interim databases**:

1. a database of articles that includes all academic sources produced by local authors or published in the respective country (period January 1, 2013 - December 31, 2017);
2. a database of those articles that show highest scientific or practical relevance (The Best of Best). In principle, it is a selection from much larger dataset.
3. a database of non-scientific articles published in the country; (period covered January-June 2018, only selected ideas dealing with various aspects of convergence, by local authors/experts, or visitors, sample of sources to be defined locally – e.g. economy weekly, ICT monthlies, local editions of foreign journals (for example, in our case, a local edition of *Forbes* has brought interesting topics). This will serve for deliverable “*Future Research on Convergence and Social Media.*”
4. a smaller database of (virtually redundant for you, but useful for the Project) articles that do not fit into 1 and 2: e.g. foreign articles or reports you came across.

**Using the key words.** The appearance of the key words „social media“ or „convergence“ in articles is clearly obvious. However, many authors do not necessarily use the key word „convergence“, but, instead, they use synonyma. For example, within our linguistic corpus we have found synonyma: „*remediácia*“, (re-mediation), *prelínanie* (intermixing), *prepájanie technológií* (interconnectivity of technologies).

Moreover, in some languages the results are influenced by language flexivity, i. e. difference between the basic form of a phrase (e. g. *sociálne médiá*) and its inflection form (e.g. *sociálnych médií*).

For example, it appears that in the British context, a word “*transmedia*” is being used as a synonymum for convergence of social media (and its consequences). Moreover, in some texts “*new media*” seems also to be synonymum for social media.

In general, it may be useful to start with searching in a national database of academic articles, and in database of a national (central) library. We have been able to collect in this way estimated 80 % of all relevant sources. In the next step, we contacted all authors with the list of their publications with a request to check and update this list, and if possible to navigate us further. Please do not forget to contact smaller research teams such as IT companies or non-academic research institutes.

We appreciate if you share your know-how too.

## 4) ANALYTICAL SPECIFICATIONS/CATEGORIES

The stuff of the research should be categorised within an Excel table that is divided into following columns. Please find attached our Excel table in attachment.

It is probably not necessary to have all items below to have included in an Excel table. Of course, you can suggest additional item to be included into this list of categories/specifications.

### A) NUMBER OF ITEM

### B) TITLE OF THE ARTICLE – IN ENGLISH

Please translate the original title into English. However, for time being and from the practical working reasons, it may also be useful to keep the title in the original language, too (especially when you do not have the full text) marked as **B1**)

### C) SOURCE: by this we mean academic journal, edited volume, etc

**C1) FOUND BY/IN:** This may help in identifying which database or search tool was used. Google does not find everything

**D1) AUTHOR(S):** This may help in focusing at the most prolific authors and specialists in this field.

**D1) EMAIL ADDRESSES OF THE AUTHORS:** Please copy/write down and keep email addresses of the authors for further dissemination activities!

**E) COUNTRY OF ORIGIN (PLACE OF PUBLICATION):** This may help to identify studies/texts published abroad. However, we have noticed that sometimes some universities publish their entire publications abroad in order to claim higher prestige of their intellectual work. This may be reported separately.

**F) DATE OF PUBLISHING:** (year only). This will help to differentiate between perhaps already outdated sources/findings.

**G) FULL TEXT - LINK:** Please copy the link for the full text on the web

**G1) FULL TEXT - pdf:** If it's possible download the pdf file (full text) and save it in the specific data directory and name it

001 dhfhasdg (title of the article)

002 jsdhfai (title of the article)

...

**G2) NOTE:** This can help you to mark e.g. the place you can find the full text (name of the library) in case when the full text is not available on-line

## H) KEY WORDS IN ENGLISH

We should ignore key words „social media“ and „convergence“ here as these should be – implicitly at least – obviously present in all selected samples. If an article contains its own list of key words, we would suggest to use them. If not, please select/suggest the most suitable ones.

**Perhaps we should aim at developing our internal list of abbreviations. For example,** Facebook – FB, Virtual Reality – VR, YouTube – YT, Twitter -TW,... As mentioned, in case of doubt, either use first two or three letters of a particular social media or name it in full word.

## I) + I1) ABSTRACTS

If there is a well-written abstract in English connected to the article, ideally, this would be just a “copy and paste” job. Unfortunately, this is not always the case. In most cases, there is a superabundance from the perspective of this research. Therefore we suggest to select about 1 or 2 key sentences from the abstract and the full abstract possibly just hyperlink at this step. If there is no original abstract available or it is not put in English, a creative approach is welcome here.

**EXAMPLE (full abstract):** *This article deals with the analysis of the scientific and professional, foreign and domestic sources focusing on the new online social media. They are now an integral part of the communication with the target audiences and therefore also the subject of interest of the reflections and considerations of their impact on target audience. Online social media play a significant role in academy field as well as in business. Creating and strengthening relations of the mentioned entities - networking - can ensure the development of the region in which they operate. When using on-line social media for networking of the entities and communicating with specific target groups should be taken into account not only the advantages but also the disadvantages and potential risks of this communication.*

### I) Short Abstract in English (relevant to the project)

**EXAMPLE (abbreviated version):** *The article discusses pros and cons of social media for communication and suggests the basic ways for **utilization of social media by universities in communication with industry.***

### I1) Short Abstract in Local language (relevant to the project)

- Could be possibly kept in the table, too, for double-checking.

## J) + J1) RECOMMENDATIONS/FINDINGS

Some texts include recommendations, too. These could be available either in the abstract (rarely), or, more often, in the final section of the article or in its conclusions. Please select key points/ideas of the recommendations. Otherwise, if there are no recommendations or findings, left this column empty (but write “no”, to ensure that this is not just omitted by mistake). However, sometimes it is possible to find meaningful set of recommendations/findings in an article or to “create” recommendation/findings (which may be scattered throughout various sections of an article) .

**J) EXAMPLE:** *Steadily pressing FB reaction buttons should not be qualified as criminal offence because the social impact of this act is negligible and it would fail in the test of necessity in a democratic society. Instead, there could be three possible de lege ferenda solutions.*

**J1):** (the same in Local language)

To the cited example it is worth noting that ABSTRACT of the same article was much more vague AND without recommendations put. However, there was some hint that there might be some kind of advice/recommendation (in the last sentence): „*The presented paper is focused on analysing the issue of the Facebook reaction buttons as a form of hate speech. Pressing these buttons can spread hateful content through Facebook and disseminate extremist ideas. Currently, technologies are so much sophisticated that it is enough to do just one “click” on the computer mouse, touchpad, or display and the content is disseminated. According to the Criminal Code of the Slovak Republic, there it is possible to prosecute the user just for one pressing Facebook reaction button, hence for one “click” with what we disagree on and in the paper we state arguments which support our opinion.*

**FOR EXAMPLE, A SHORTER ABSTRACT shown at the same example should be:** *The paper is analysing the issue of the Facebook reaction buttons as a form of hate speech.*

(Please note that we made the original sentence more condense)

## **K) RELEVANCE**

Obviously, this is the most important but also the most difficult task to assess objectively relevance of an item in our list. Therefore, we would suggest to use two independent assessors for this task, ideally the best experts in this field. It should be kept in mind that we may work creatively **further** with this data for some specialised tasks. It is to be decided later on (based on the size of particular sample) whether we will work only with HIGHLY relevant or also with MEDIUM relevant articles. In general, we would prefer HIGHLY relevant sample. For example, we have experimented with selected set of articles (15) pre-selected based on their relevance (choosing high and medium importance articles only) for further specialised analyses related to used primary sources (divided into foreign and domestic) in articles published by our authors. These findings may indicate dominant primary sources used in a particular country (e.g. written mostly in German or in English).

1. **High:** It is directly related to social media and convergence. The findings seem to be innovative and important (practically or scientifically – ie. in a sense of applied or basic research).  
*EXAMPLE: Steadily pressing FB reaction buttons should not be qualified as criminal offence because the social impact of this act is negligible and it would fail in the test of necessity in a democratic society. Instead, there could be three possible de lega ferenda solutions.*
2. **Medium:** It is directly related to social media and convergence. The findings seem to be less important.  
*EXAMPLE: The article discusses pros and cons of social media for communication and suggests the basic ways for utilisation of social media by universities in communication with industry.*
3. **Low:** It is only indirectly or marginally related to social media and convergence **and/or** the findings are trivial. This also includes articles that actually *de facto* summarise findings from international sources. Thus, these articles may be seen domestically as highly relevant, but they are actually not relevant internationally (difference between summaries and meta-analysis). This, in turn, as mentioned, requires assessors who have a good command of the topic (state of the art of the research) in this field.

*EXAMPLE: The paper deals with the phenomenon of proliferation of banality in the*

*contemporary massmedia texts, sounds and images. The author's point of departure lies in editorial self-regulation of visualization of these texts, sounds and images considered as a panoptic – synoptic normalization consequence of the massmedia professionals as well as their audience. The article clarifies the metamorphosis of journalistic procedures from the previous ones oriented towards the depth of information sources into the width of information sources required nowadays. Simultaneously, the author uncovers how the interoperation between human reason and imagination inspired by reading, listening to or watching of the massmedia products has been metamorphosed to a mere transmission and absorption of desirable messages.*

## L) TYPE OF RESEARCH

1. **Basic research:** exploring – researching basic issues with no immediate practical (and monetizable) results as such.  
*EXAMPLE: This contribution has a feature of an analytical study, terminology, theory, concepts and credibility models in the environment of social media. The aim of the study is to synthesise what the international experts study, which aspects of credibility have not been sufficiently explored and what should be future direction of applied research.*
2. **Applied research:** researching specific aspects of the subject usually with some possible practical knowledge as a result.  
*EXAMPLE: The presented paper is focused on analysing the issue of the Facebook reaction buttons as a form of hate speech.*  
*EXAMPLE: The article discusses pros and cons of social media for communication and suggests the basic ways for utilisation of social media by universities in communication with industry.*
3. **Non scientific:** all other – typically journalistic – articles. This may create a bit confusion, since we have also a special database of non-scientific articles. We mean here that among allegedly scientific articles you may find articles that actually do not fulfill basic expectations with regard to scientific output.

## M) MAIN PURPOSE

We are interested in information about purpose that social media analysed served in a particular article. For example, Facebook can serve either for information, or for connections, or for marketing, etc. However, the study deals with use of FB for marketing purpose.

1. **information**
2. **connections**
3. **education**
4. **hobby/entertainment**
5. **marketing**
6. **technology**
7. **...**
8. **no/difficult to determine/other**

## N) SECTOR

We have agreed to have included type of sector – some articles deal with e.g. communicating via FB but primary sector is education (i.e. how FB is used for transforming curricula during policy making process). Main sector where the social media activities take place:

1. **Interpersonal human relations**
2. **Shopping**
3. **Services**
4. **Education and science**
5. **Human health and social activities**
6. **Public administration** and defence; compulsory social security (General public administration activities, Justice and judicial activities, Public order and safety activities etc.)
7. **Information and communication** (publishing, software, television, journalism, telecommunications activities etc.).
8. **Arts, entertainment** and recreation (Libraries, archives, museums etc.)
9. **Sport** (Gambling and betting, Sports activities etc.)
10. **Other**
11. **None**

Here it is possible to use multiple choices, if needed.

## O) SOCIAL MEDIA CATEGORIES

Base on our pilot research, we would use just simple individual categories such as (only) e.g. Facebook (FB), Twitter (TW), OR a sample of particular media (e.g. FB, TW, YouTube - YT), using mutually agreed abbreviations:

1 – in general - if no specific media is mentioned

**fb** – Facebook

**yt**– YouTube

**in** – Instagram

**g** – Google+

**wa** – WhatsApp

**tw** – Twitter

**li** – LinkedIn

**lg** – Letsgo

As mentioned, these are just examples – it is not the full list of abbreviations used for social media.

## P) FUNDING SECTOR (THAT FUNDED THE RESEARCH)

1. **Public:** more than 50% public financing. By public we mean public universities, the EU and international organizations. For example, if the source of funding is not mentioned, and the author works at the public university, we assume that this is a public sector.
2. **Private:** more than 50% private financing, all private universities and the industry.
3. **Private-public:** any mixture of private and public project financing, as well as funding provided by NGOs and international organizations such as UNESCO.
4. **State:** more than 50% state financing. By this we mean national or regional governmental funding, including state agencies, and state universities (such as the University of Defense).
5. **Other/Not clear**

Please check and consult internally which grant-awarding bodies are public and which state-funded. For example, in Slovakia we have the Grant-Awarding Agency which is under the Ministry of Education and Science. This Grant-Awarding Agency is seen as a state agency, since it is established and funded by a ministry (i. e. the government). On the other hand, there is the Agency for Science and Research, established by the state (by law) that is state-funded, but seen as a public agency. This status is similar to difference between public television/radio and state television/radio,

or between a public university (majority of state funded universities but with public status) and a state university (state funded but with state status, e.g. Police Academy, Academy of Defence).

## Q) REGULATORY ISSUES

1. none
2. minors (protection of)
3. hate speech
4. fair competition/image
5. marketing
6. personal data
7. copyright
8. libel
9. other

This categorization is perhaps the most important one for further analytical use. When some researcher will identify a new relevant issue, please inform us all so we can include it here.

Here it is possible to use multiple choices, if needed.

## R) STAGE OF RESEARCH

1. **initial stage:** the project (it can be understood as an article) has been approved and is being developed, the time period is usually the first six months
2. **advanced stage:** period between six months from the start and three months before the deadline
3. **final stage:** the results are already available or project is about to be finished (the last in three months)
4. **other**

Note: We consider into this aspect the full period January 1, 2013 - December 31, 2017. Thus, all above mentioned chronological data should be considered within this time frame. Obviously, this information is meant to present preliminary results or first results of longer research projects. Sure, probably in most cases this will be the final stage.

## S) RESEARCH METHODS: We do recommend to use multiple choices here.

1. **case study:** it is an in depth study of a particular situation, subject or country, rather than a sweeping statistical survey. It is a method used to narrow down a very broad field of research into one easily and/or in-depth researchable topic. According to its design, case study research method can be divided into three categories: explanatory, descriptive and exploratory.
2. **qualitative vs. 3. quantitative:**  
The main differences between qualitative and quantitative research methods can be summarized in the following points:  
Firstly, the concepts in quantitative research methods are usually expressed in the forms of variables, while the concepts in qualitative research methods are expressed in motives and generalizations.  
Secondly, quantitative research methods and measures are usually universal, like formulas for finding mean, median and mode for a set of data, whereas, in qualitative research each research is approached individually and individual measures are developed to interpret the primary data

taking into account the unique characteristics of the research.

Thirdly, data in quantitative research appear in the forms of numbers and specific measurements and in qualitative research data are rather in form of words, images, transcripts, etc.

Fourthly, research findings in quantitative research can be illustrated in the form of tables, graphs, pie-charts etc., whereas research findings in qualitative studies are usually presented in analysis by using words predominantly.

The following table presents main differences between qualitative and quantitative research methods:

Characteristic	Quantitative research	Qualitative research
Data representation	Phenomena are described numerically	Phenomena are described in a narrative fashion
Analysis mode	Descriptive and inferential statistics	Identification of major schemes
Scope of inquiry	Specific questions or hypotheses	Broad, thematic concerns
Primary advantage	Large sample, statistical validity, accurately reflects the population	Rich, in-depth, narrative description of sample
Primary disadvantage	Superficial understanding of participants' thoughts and feelings	Small sample, not generalizable to the population at large

4. **meta-analysis:** We understand meta-analysis as a method used to compare and learn from a large group of studies. The benefit of meta-analysis is that it will confirm or disprove reliability using the findings from many studies. Meta-analysis will find what has already been found, which arguments and evidence strongly support the hypothesis and which points are weak. It will also find areas that may that can be changed or altered to improve future research effort. However, our Pilot research has shown that some articles may create appearance of being meta-analysis, although, in fact, they are just poor superficial research. In such a case, perhaps category 5 would be better to use.
5. **Comparative:** comparison of two and more countries, two and more social media, etc. However, it must be clear that there is a comparative element/intent included.
6. **not clear/combination/other**  
We understand that there are two primary and broad categories: qualitative vs. quantitative. Therefore, we also understand that sometime it may be confusing to choose the most suitable category.

**T) PART OF THE RESEARCH PROJECT:** e.g. FP7 MEDIADDEM,

**U) INSTITUTION:** of an author

1. **university**
2. **academy/scientific institute**
3. **non-profit research institution**
4. **for profit/private institution/company**
5. **other/not known/**

**Sources:**

<https://research-methodology.net/research-methods/>

<https://www.teachthought.com/technology/10-different-social-media-sites-for-education/>

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