M. O. Kitsa

Candidate of Sciences in Social Communications, Associate Professor
Associate Professor of Journalism and Mass Media
e-mail: imkitsa@gmail.com, ORCID: 0000-0002-0704-5012
Lviv Polytechnic National University
Kn. Romana str., 3, Lviv, Ukraine, 79000

THE PECULIARITIES OF POPULAR SOCIAL NETWORKS: INTERFACE, FUNCTIONALITY, CONTENT

The aim *of the work* is to identify the characteristics of popular social networks and messengers, study their features, as well as advantages and disadvantages.

Research methodology. *Both theoretical and empirical research methods were used in the research process. In particular, the method of systematic study and analysis of social networks, descriptive-analytical and induction methods, as well as generalizations were used. The research methodology consisted of two stages. The first was analysis of theoretical sources on social networks and messengers. The second stage involved an overview of specific social networks, their interface, functionality, content. Topics that predominate in specific social networks, the format of submission of materials, the availability of comments, etc. were highlighted.*

Results. *Social media allows journalists to distribute and advertise content through new channels and facilitate interactive contact with the reader. As a source, they also promise faster access to elites, people's voices and hard-to-reach regions of the world. Likes and Share metrics have become news factors that help reporters to find new ways for gathering, sharing and discussing information with sources.*

Different social platforms should be used separately, depending on the functionality, which they offer. Facebook, for example, is well suited for discussing current topics, because users of this social network like to comment on posts and participate in debates. Unlimited symbols and a convenient text widget allow you to publish on Facebook large analytical or informational materials on socially important topics – the main audience of Facebook are people over 20 years of age with higher education. Instagram works well to promote the media brand, promote the most interesting news and interact with the audience. YouTube has proven to be a great video host, where the media can create a selection of stories on specific topics, make podcasts, and get reactions to their work.

Novelty. *The novelty of this work is the analysis of functional features, characteristics, capabilities, study of the types and specifics of popular social networks, including Facebook, Instagram, You Tube, Tik Tok. The obtained information can be used in further monitoring and research of the impact of social networks on journalism and their interaction with the media.*

Practical meaning. *The results of the study can be used to study the features of the use of social networks by journalists in the era of new technologies, as well as in the context of online journalism.*

Key words: *social networks, interface, content, user, media.*

I. Introduction

21st century has become an era of virtual reality. This was facilitated by the rapid pace of technology development and means of communication, the political ambitions of the great powers in the pursuit of world supremacy and the possibility of domination. A special feature of this century is the presence of almost everyone's mobile phone, which has become a daily multifunctional assistant, which is always at hand. This device nowadays contains a sufficient number of widgets and programs needed for communication, creation of photos and videos, texts, data transfer and more. The mobile phone has a wide range of features, the use of which does not require additional devices, settings, funds – this is one of the main reasons why people prefer them, rather than larger and more specialized technology.

That is why global information and service corporations must pay attention on this and create a product or service based on current trends. This issue is not ignored by the media, which with the evolution of technology have increasingly become convergent. That is, they could fulfill their main goal for traditional and non-traditional channels of information transmission: print media, radio, television and the Internet. Thus social networks have become a new platform for creating and disseminating information and changing information.

Researchers from around the world are debating whether social networking can be considered as part of the media or whether it is a platform for communication and entertainment content. Despite this controversial issue, currently the media should not avoid interacting with popular social networks. Social network platforms are designed not only for communication with other people. These channels can turn out extremely useful for business because they help in promotion and advertising their own goods and services. Social the media is probably one of the fastest ways for connection with the target audience. According to the current market information, none of the another means or the channels may be so useful and consistent as social networks. It should not be forgotten that one of the main basic functions of social media is spreading of information, so using them as means of mass information is completely understandable and expedient.

Ukrainian researcher T. Fisenko notes that social networks gradually begin to cover almost all industry interests. «First of all, if information request and information need are identified as relevant and popular, on this soil at once a new social network is being created community»[6]. It is the need of people for new channels of communication that contributes creation new social networks. So L. Gorodenko notes that at the beginning of the new millennium the establishment understanding media and communications has changed. In particular, she talks about the increase information flows and development channels communication. «Social network as one of the most active and popular forms of networking communications for recently acquires also full – fledged media communication signs» [7, p. 16].

Thus, social network in some extent had replaced traditional channels of communication, including journalism and live communication. Researcher Lazarev believes that the most important component of modern development communication is Internet networks provieds the possibility of instantaneous exchange all kinds of digital information. «At the same time, thanks to the development of Internet networks with such a service it is possible to work from anywhere on earth bullets, including mobile devices. However, despite such benefits, communication Internet networks today generate a lot of problems in terms of information security realization threats integrity and accessibility—many modern users use services communication Internet networks for sharing valuable information (correspondence in which passwords can be important information and schemes). Networks implement threat privacy—possible falsification information unauthorized spamming spread intellectual property, etc.» [8].

One of the so-called «weak places» of social networks is excessive emotionality. As I already have noted above, often in the comments there are published aggressive allegations, wich can lead to insults and even threats. Brooks R. writes that passionate users of social media sources such as electronic mail, blogs, microblogs, wikis, are looking forward to send personal or public messages, publish emotionally colored thoughts. «Billions of people are being created trillions connections through social media every day, but few of us think like everyone else click and press keys builds relationships that together form huge social networks», —notes in his study Brooks R. [4].

Despite the shortcomings of social networks, they are also getting bigger popularity. There are being created new social networks and new formats of communications where it is possible to prevail as one means communication – text, audio or videos and also their combination.

Zizi Papacharisi in her research notes that changes called network technologies are more common than in more early media. «Because of the content and expressions that contribute network public are permanent and reproducible by default, opportunity act is gaining larger and increases in search, and therefore can be considered as intensified» [1].

Papacharisi notes that it is important physical space and time, but online people can connect with each other on a large distance. It allows people to work around physical barriers interaction and reduces the cost of interacting with people in the remote places.

Each modern social networks provides exchange of content. It may be spread as from official sources and from ordinary users. Oliver et. al. believes that interesting feature of social networks is content generated by users. He believes that through social media content can lead to a broad dialogue in the field communication focused on dissemination media objects, such as YouTube, Flickri, etc. [12].

In a study edited by Charu S. Agarwal stated opinion that social networks have become popular in recent years due to the increase content about files and devices with Internet access, such as personal computers, mobile devices and others, more new hardware innovations such as Internet tablets [2, p.932]. Most of researchers note such important feature of functioning social networks as content generated by users.

II. Problem statement and research methods

Along with the rapid development of new technologies in the information field, new platforms are emerging that take over certain functions of communication – social networks. They allow people to communicate with each other over distances and times, share real-time information and share their experiences.

The significant popularity of social networks among a wide audience and the peculiarities of their work on the Internet has led to some freedom for users to publish any content. This has both a number of advantages and disadvantages that require more detailed research.

The aim of the work is to identify the characteristics of popular social networks and messengers, study their features, as well as advantages and disadvantages.

The article presents the features of popular social networks Facebook, Instagram and Youtube, researches the ways to use them in the modern world. To qualitatively analyze and systematize the obtained data on the functioning of social platforms as channels for creating and disseminating information, a review of theoretical sources of Ukrainian and foreign researchers was conducted.

Both theoretical and empirical research methods were used in the research process. In particular, the method of systematic study and analysis of social networks, descriptive-analytical and induction methods, as well as generalizations were used. The information obtained as a result of the study can be used in further observation and study of the impact of social networks on journalism and their interaction with the media. The research methodology consisted of two stages. The first was analysis of theoretical sources on social networks and messengers . The second stage involved an overview of specific social networks, their interface, functionality, content. Topics that predominate in specific social networks, the format of submission of materials, the availability of comments, etc. were highlighted.

III. Results

Most researchers define «social networks» as sites that allow users to add their own content, interact with each other, communicate, share information, photos and videos with friends, relatives and unknown users.

The main function of social networks is the exchange of information, communication, so in the last few years the so-called messengers, which are designed for fast communication, have entered the arena. Thus, the most popular messengers in Ukraine are Telegram, Viber , and Watts Ap. But messengers, unlike social networks, are used mainly for fast communication, when you need to quickly convey information to one person or a certain group of people. Let's look at some of them in more detail.

Telegram is a program that is constantly expanding its user base thanks to the user privacy policy. Its security is what sets it apart from its competitors. From a business perspective, brands can instantly connect with their customers. For example, brands and companies can create chatbots on the Telegram platform or use the Telegram channel feature to broadcast messages to multiple subscribers at once. Among the advantages of this social network are encrypted messages, personal cloud storage, free use and group chats, access to video and audio [3].

Popularity of the messenger Telegram has grown in the last few months – after another popular one messenger WhatsApp has informed users that it will transfer their personal data to Facebook. The «Signal» messenger also entered the arena, especially contributed by Elon Mask 's tweet «use signal».

TikTok, Pinterest and others – are gaining significant popularity. Video has been a trend for many years, and its importance cannot be denied. Social media users have begun to avoid overly complex videos with lots of effects and filters, preferring short and simple «about life» videos. That is why more and more people are choosing the easy and affordable TikTok platform. TikTok is progressive and quite new application in social networks for sharing musical video. It became the most downloadable application in the world in the first quarter of 2018, overtaking Instagram, Facebook and others famous programs on social networks. In this social network users can record video up to 60 seconds, edit them, add music, special effects and share them with others. Among the features TikTok are: simple but attractive user interface, video editing tools, the ability to shoot videos in duet with other users, integration with other social networks and a built-in music library.

But despite the interesting functionality of the social network TikTok, it still remains the most popular among teenagers. At the same time, it should be noted that since 2020, the Ukrainian-language segment of this social network has significantly expanded. Professional users appeared and started loading thematic videos on legal, psychological and medical topics.

In the Ukrainian Internet space, the most common among users are the three already mentioned social platforms – Instagram, Facebook, Youtube. It is there that Ukrainians usually exchange important and interesting information, form attitudes to certain events and situations [10].

«Add to friends», «like», «react to a photo» – have become commonplace in society thanks to Facebook. Before an idea that was considered as non-profit, Facrbook became the first in the world social network by number users.

In Ukraine, Facebook has gained rapid popularity over the past 5 years, after a ban on the use of Russian Internet services in 2017, including Vkontakte and Odnoklassniki. Facebook has taken the niche of «Odnoklassniki», because in this social network friends form a news feed of each other. In addition, a variety of content, including entertainment, a large number of interest groups and a user-friendly interface helped the audience of «Odnoklassniki» to reorient to the global network Facebook.

From the very beginning, the social network Facebook was positioned as a place for people to get closer, communicate and share the necessary things with each other [5]. Thanks to the introduction of the «news feed», there is a function to read the news of your friends, without going to separate pages.

Everything was gathered in one place. Over time, Facebook has become a platform for sharing information, ideas and hobbies between users. Now the social network allows you to write texts, share photos and videos, even moods and memories (the site itself invites the user to «remember» the posts he published on a particular day in the past). Thanks to a fairly detailed questionnaire at registration, you can find classmates, colleagues and even relatives with whom you have lost touch. People can form groups to bring together other users with similar interests or concerns. Facebook has been a powerful tool for political movements since the 2008 US presidential election, when more than 1,000 Facebook groups were formed in support of Democratic candidate Barack Obama or Republican candidate John McCain. In Colombia, the service was used to gather hundreds of thousands of protests against the FARC anti-government guerrilla uprising.

The actual use of the social network Facebook for political purposes is perhaps the biggest disadvantage of this social network. Because any post that is not even directly related to a particular political force can be commented by bots, trolls, and so on. Thus, an uninvolved user may simply fall under the wave of hate and will later be afraid to express their opinions openly. This is especially important for young audiences, who are more sensitive to negative comments.

Access to Facebook is free, and most of the money the company earns from advertising on the website. The network has a business-friendly interface that includes business profile pages and an advertising system that allows marketers to target their ads based on the large amount of information that users provide about themselves on the site. This not only brings the company a profit, but also creates a rare opportunity for small businesses with a limited advertising budget and the need to reach a certain audience.

Updated Facebook features allow you to create events – such as announcements about promotions, meetings, webinars , lectures, etc. With the help of algorithms that study information about the user and posts that he marks as «favorites», the platform offers ads for events that may be of interest to a person. That is, if a person indicated in the profile that he loves to travel, he likes photos with landscapes, «likes» articles about tourism, then Facebook will offer lectures on how to spend a minimum of money on travel and so on. We should not forget that the social network cooperates with other networks, including one of the most popular search engines – Google. Therefore, queries to Google also affect what kind of advertising Facebook shows you. Companies can also use Facebook as an instant feedback mechanism that replaces the need for focus groups. Thanks to comments, reactions and messages from customers, marketers analyze which product sells best, what changes are needed and what attracts the attention of potential audiences.

Despite the versatility of Facebook, the number of active users is gradually declining. The younger generation chooses more modern social networks, leaving Facebook for people over 25 [11].

Instead, the most popular social network among the young population is Instagram. It is a free platform for sharing photos and videos, launched in October 2010 on the Apple operating system and in April 2012 for Android users. Also, since 2012 it is a subsidiary company Facebook.

Like most programs on social networks, Instagram allows the users to follow what you care about. It occurs with the help of the so-called ribbons at home page where there are displayed the last publications from everyone you are subscribed to. Photos and posts it is possible put rate «Like» and comment them.

Except publications of ordinary photos and videos that constantly remain on the Instagram page also supports Stories. These are stories that can contain videos, images with effects, text, animated pictures, etc., which are available for viewing to other users for only 24 hours. Stories allows you to conduct surveys, ask questions that anyone will answer, create tests, challenges , even distribute a «countdown» for a particular event, post, promotion – everyone who clicks on the sticker will be notified of the approaching time specified in Stories creator.

In addition, Instagram also supports direct messaging to be able to communicate with other users in private. Thanks to algorithms that take into account user preferences, the social network offers posts and profiles that may be of interest [9].

One of the advantages of using Instagram is a convenient and easy to use interface, the ability to configure privacy, advertising, notifications etc. The platform allows you to present yourself or your product as the best, regardless of direction: thanks to hashtags Instagram will promote the profile of those people who «like» posts on similar topics. The more attractive the picture – the more views and interested users. This is a characteristic feature of this social network. Instagram has the ability to integrate with other social networks, which allows you to simultaneously publish posts on multiple platforms, attracting more users.

Another factor contributing to Instagram 's popularity is its growing use in the business world. Businessmen and entrepreneurs are aware of the importance of having a large number of supporters from both regular customers and new ones. With each update of the application, the ways of brand promotion, advertising, buying and selling goods are simplified or improved. And clear algorithms and a system of hashtags allow to analyze preferences of users and on the basis of it to carry out the policy.

It is thanks to Instagram that the concept of influencers has emerged. That is, these are people whose opinions are listened to. In my opinion, the positive thing is that such influencers can be not only famous people, but ordinary users who have gained popularity through their posts, have a large number of followers and who know how to start discussions and share impressions. Many young people, especially students, succeed in this social network, posting their beautiful photos, writing interesting stories and talking about things that are important and interesting to the general public.

When talking about social media, it is worth mentioning their most prominent representative – Youtube. Visual information is remembered by people much better than text, so video is in demand among Internet users. In addition, the peculiarity of video materials is that they can combine text, audio and images, as well as create the effect of entertainment, interactivity.

In its 15 years of existence, Youtube has become the main free platform for sharing videos and monetizing them. According to Statista, in 2020 the number of active video hosting users increased to 2 billion, of which 30% watch videos on Youtube every day.

Youtube should be considered as a social network for several reasons. First, as on any popular social platform, YouTube has the ability sign up to have more opportunities in comparison with ordinary visitors. Registered user has possibility to create groups (folders) for favorites videos, download own videos, comment and subscribe to individual channels. On the other hand, a user who does not have own Youtube pages can only watch videos, and for any other action (like, comment, etc.) the site will require you to register or log in to an existing profile.

Secondly, it is one of the best ways to communicate with a wide audience, regardless of what is broadcasted: information, aesthetics, etc. It is possible to watch videos according to your own preferences, which are determined by the algorithm of the site. If a person often views information about sports and liked a large number of videos on this topic, then Youtube recommends on the home page a video on a similar topic. In this way, you can find friends by interests, share impressions from watching, discuss and directly influence what is becoming popular on this social network.

Youtube is not just a search engine for videos. This is a whole community of creators who call themselves youtubers and often collaborate to create quality content or promote a particular idea, brand, program, etc. People who are interested in creating video content, movies, commercials, but do not have enough experience or education, can realize themselves on this platform, without the need for significant resources: money, technology, workers.

Like the other social networks listed above, Youtube has its own mobile version and mobile application that allows you to take full advantage of all its features without using dimensional technology. In addition, for the convenience of its users, the site has created a child platform – Youtube Music, a kind of analogue of Spotify, which allows you to listen to your favorite music albums, watch videos, create your own podcasts. So, Youtube owners fully use audiovisual potential of the social networks.

Considering this one social network through the prism of involvement young audience, Youtube has recently lost its popularity among young people. For the most part, this can be explained by the fact that finding an unfilled niche in this social network is almost impossible, as well as commercializing your content. Instead, creating a high-quality, interesting video that could go viral takes a lot of effort.

IV. Conclusions

According to the results of the study, it was found that each social network has its own specifics. Knowledge of the characteristics of individual social networks helps the media to use them as effectively as possible, taking into account the interests and needs of the audience, who preferred a particular social platform. After all, different social networks can help to solve specific problems in different ways, depending on their functionality. Our research proves that in order to be popular and readable in social networks, you need to create authentic content for each social network in particular. It is necessary to take into account not only the functionality of a particular social platform, but also what content is distributed by subscribers of the media page on the social network.

Therefore, an important aspect of the study social networks is what they contain great the amount of content generated by users. That is why the study of users of social networking is also important. Users add to social network content that then the same _ users look through, adding also your content.

Social networks are an integral part of the communication system. Over the past few years, they have made significant changes in the work of media practitioners. The use of social networks can greatly facilitate and speed up work, have an educational function, but requires caution.

The use of social networks has a number of positive features – it is informing about important events, communication, finding new contacts, the possibility of self-presentation and so on. At the same time, when publishing content on social networks, it is worth remembering the negative properties of specific social networks – such as hating, trolling, bots, or vice versa – the desire of users to self-publicity or commercial pursuit.

References

1. Andrew L. M., Papacharissi Z. Look at us: collective narcissism in college student Facebook photo galleries. *A Networked Self: Identity, Community, and Culture on Social Network Sites*. 2019. P. 259–281.
2. Agarwal S. Regulation of periodontal ligament cell functions by interleukin-1β. *Infection and immunity.* 1998. № 66.3. P. 932–937.
3. Barnhart B. Social media and journalism: how to effectively reach the public. 2020. URL: https://sproutsocial.com/insights/social-media-and-journalism/ (date of request: 15.08.2022).
4. Brooks R. How Social Media Helps Journalists Break News. *Social media examiner.* 2011. URL: https://www.socialmediaexaminer.com/how-social-media-helps-journalists-break-news/ (date of request: 15.08.2022).
5. Facebook in Ukraine. *PlusOne*. 2019. URL: http://plusone.com.ua/fb/en/facebook_in_ukraine.pdf (date of request: 15.08.2022).
6. Fisenko TV. Social media as part of the politician's communication strategy. *Publishing House «Baltija Publishing».* 2021.
7. Gorodenko L. M. Interactive books. *Information society.* 2010. № 12. P. 16–19.
8. How journalists use social media to source stories and disseminate news. 2018. URL: https://www.mynewsdesk.com/blog/how-journalists-use-social-media/ (date of request: 11.08.2022).
9. Instagram [Online]: [Social networking]. Stanford, 2014–2016. URL: http://instagram.com (date of request: 11.08.2022).
10. Kitsa M. (2018). The role of social networks in modern journalism. Lviv: Lviv Polytechnic National University.
11. Most journalists use social media such as Twitter and Facebook as a source. *The Guardian*. 2010. URL: https://www.theguardian.com/media/pda/2010/feb/15/journalists-social-music-twitter-facebook (date of request: 02.08.2022).
12. Oliver M., Arthur A. R., Bryant J. *Media effects*. Routledge, 2019.

References

1. Andrew, L. M., & Papacharissi Z. (2019). Look at us: collective narcissism in college student Facebook photo galleries. *A Networked Self: Identity, Community, and Culture on Social Network Sites*, 259–281 [in English].
2. Agarwal, S. (1998). Regulation of periodontal ligament cell functions by interleukin-1β. *Infection and immunity,* 66.3, 932–937 [in English].
3. Barnhart, B. (2020). Social media and journalism: how to effectively reach the public. Retrieved from https://sproutsocial.com/insights/social-media-and-journalism/ [in English].
4. Brooks, R. (2011). How Social Media Helps Journalists Break News. *Social media examiner.* 2011. Retrieved from https://www.socialmediaexaminer.com/how-social-media-helps-journalists-break-news/ [in English].
5. Facebook in Ukraine. (2019). *PlusOne*. Retrieved from http://plusone.com.ua/fb/en/facebook_in_ukraine.pdf [in English].
6. Fisenko TV. Social media as part of the politician's communication strategy. (2021). *Publishing House «Baltija Publishing»* [in English].
7. Gorodenko, L. M. (2010). Interactive books. *Information society,* 12, 16–19 [in English].
8. How journalists use social media to source stories and disseminate news. (2018). Retrieved from https://www.mynewsdesk.com/blog/how-journalists-use-social-media/ [in English].
9. Instagram [Online]: [Social networking]. (2014–2016). Stanford. Retrieved from http://instagram.com [in English].
10. Kitsa, M. (2018). *The role of social networks in modern journalism*. Lviv: Lviv Polytechnic National University [in English].
11. Most journalists use social media such as Twitter and Facebook as a source. (2010). *The Guardian*. Retrieved from https://www.theguardian.com/media/pda/2010/feb/15/journalists-social-music-twitter-facebook [in English].
12. Oliver, M., Arthur, A. R., & Bryant, J. (2019). *Media effects* [in English].

Кіца М. О. Особливості популярних соціальних мереж: інтерфейс, функіцонал, контент
Метою дослідження є визначення характеристик популярних соціальних мереж і месен-джерів, дослідження їх особливостей, а також переваг і недоліків.
Методологія дослідження. У процесі дослідження були використані як теоретичні, так і ем-пірічні методи дослідження. Зокрема, застосовано метод системного вивчення та аналізу соці-альних мереж, описово-аналітичний та індукційний методи, а також узагальнення. Дослідження

проведено в два етапи. На першому здійснено аналіз теоретичних джерел щодо соціальних мереж та месенджерів. Другий етап передбачав огляд конкретних соціальних мереж, їхнього інтерфейсу, функціоналу, контенту. Було виокремлено тематику, яка переважає в конкретних соціальних мережах, формат подачі матеріалів, наявність коментарів тощо.

Результати. Соціальні медіа дають змогу журналістам поширювати та рекламувати вміст за допомогою нових каналів та сприяти інтерактивному контакту із читачем. Як джерело вони також обіцяють швидший доступ до еліт, до голосу людей та до регіонів світу, до яких важко дістатись. Показники «Подобається» та «Поділитися» стали новинними факторами, за допомогою яких репортери знаходять нові способи збирати, обмінюватися та обговорювати інформацію з джерелами.

Різні соціальні платформи потрібно використовувати по-різному, зважаючи на запропонований ними функціонал. Фейсбук, до прикладу, добре підходить для обговорення актуальних тем, адже користувачі цієї соцмережі люблять коментувати пости й брати участь у суперечках. Необмеженість у символах та зручний текстовий віджет дають змогу публікувати на фейсбуці великі матеріали аналітичного чи інформаційного характеру на соціально важливі теми – основною його аудиторією є люди старші 20 років із вищою освітою. Інстаграм добре працює для просування бренду ЗМІ, популяризації найцікавіших новин і взаємодії з аудиторією. Ютуб зарекомендував себе чудовим відеохостингом, де ЗМІ можуть створювати підбірку сюжетів на певну тематику, робити подкасти та отримувати реакції на свою роботу.

Новизна. Новизна цієї роботи полягає в аналізі функціональних особливостей, характеристик, можливостей, вивченні видів та специфіки популярних соціальних мереж, зокрема Фейсбук, Інстаграм, Ютуб, Тік Ток. Отриману інформацію можна буде використовувати в подальшому спостереженні та дослідженні впливу соціальних мереж на журналістику та їхньої взаємодії із засобами масової інформації.

Практичне значення. Результати дослідження можуть бути використані при вивченні особливостей використання соціальних мереж журналістами в епоху новітніх технологій, а також у контексті інтернет-журналістики.

Ключові слова: соціальні мережі, інтерфейс, контент, користувач, медіа.

Kitsa M. Osobliwości popularnych sieci społecznościowych: interfejs, funkcjonalność, treść

Celem pracy jest identyfikacja cech popularnych sieci społecznościowych i komunikatorów, zbadanie ich cech, a także zalet i wad.

Metodologia Badań. W procesie badawczym zastosowano zarówno teoretyczne, jak i empiryczne metody badawcze. W szczególności zastosowano metodę systematycznego badania i analizy sieci społecznych, metody opisowo-analityczne i indukcyjne oraz uogólnienia. Metodologia badania składała się z dwóch etapów. W pierwszej kolejności przeprowadzono analizę źródeł teoretycznych dotyczących sieci społecznościowych i komunikatorów. Drugi etap obejmował przegląd konkretnych sieci społecznościowych, ich interfejsu, funkcjonalności i treści. Wyróżniono tematy, które przeważają w poszczególnych sieciach społecznościowych, format nadsyłania materiałów, obecność komentarzy itp.

Wyniki. Media społecznościowe pozwalają dziennikarzom na dystrybucję i promocję treści nowymi kanałami oraz ułatwiają interaktywny kontakt z czytelnikiem. Jako zasób obiecują również szybszy dostęp do elit, do głosu ludzi i do trudno dostępnych regionów świata. Polubienia i udostępnienia stały się czynnikami informacyjnymi, a reporterzy znajdują nowe sposoby gromadzenia, udostępniania i omawiania informacji ze źródłami.

Z różnych platform społecznościowych należy korzystać w różny sposób, biorąc pod uwagę oferowaną przez nie funkcjonalność. Na przykład Facebook dobrze nadaje się do omawiania bieżących tematów, ponieważ użytkownicy tej sieci społecznościowej lubią komentować posty i brać udział w sporach. Nieograniczona liczba symboli oraz wygodny widget tekstowy pozwalają na publikowanie na Facebooku dużych materiałów o charakterze analitycznym lub informacyjnym na ważne społecznie tematy – głównymi odbiorcami Facebooka są osoby powyżej 20 roku życia z wyższym wykształceniem. Instagram sprawdza się w promowaniu marki medialnej, popularyzowaniu najciekawszych wiadomości i angażowaniu odbiorców. YouTube sprawdził się jako doskonały hosting wideo, w którym środki masowego przekazu mogą tworzyć wybór historii na określony temat, tworzyć podcasty i otrzymywać reakcje na ich pracę.

Nowość. Nowość tej pracy polega na analizie cech funkcjonalnych, cech, możliwości, badaniu typów i specyfiki popularnych sieci społecznościowych, w szczególności Facebooka, Instagrama, You Tube, Tik Tok. Uzyskane informacje mogą posłużyć do dalszej obserwacji i badania wpływu sieci społecznościowych na dziennikarstwo i ich interakcję z mediami.

Praktyczne znaczenie. Wyniki badania można wykorzystać przy badaniu specyfiki korzystania przez dziennikarzy z portali społecznościowych w dobie najnowszych technologii, a także w kontekście dziennikarstwa internetowego.

Słowa kluczowe: sieci społecznościowe, interfejs, treść, użytkownik, media.