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MEGATRENDS AND MEDIA
Reality and Media Bubbles

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CONTENTS

TRADITIONAL NEWSPAPER IN THE SOCIAL MEDIA

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ABSTRACT:
The current article relates to the exploration of the materials extracted from a single day activity of a traditional printed newspaper in a social media platform. The author provides three findings: 1) on how to collect significant information related to media-behavior of the news-production companies, i.e. the traditional newspapers (sufficiency of data is discussed); 2) on the possibility to interpret diverse single-day data which social media can provide to an investigator; 3) on users' preferences considered in a three dimensional model: language, images, comments. The author shows that the 'hologram' approach (one-day data) can be fruitful to understand the media-behavior of users and professional producers of news. The focus of the author's attention is on the crossroads of professional intentions and users' responsiveness: can the 'oldtime' (traditional) newspaper react on the users' attitude in a constructive manner? When answering this question, the author analyses one day of chosen mass-media data and builds a model of interdependencies of users' activity and mass-media strategy. The advantages and limitations of this approach are discussed. The material of this presentation and article is from Izvestiya (in Facebook and VKontakte) and is compared to the Meduza accounts in the same networks.

KEY WORDS:
data analysis, mass-media, personification of mass-media, print newspapers, social media, social networks services, total particularity, users' activity

Introduction

Professional 'oldtime' newspapers moved into Internet-communication many decades ago. But the presence of these mass media in SNS[1] is relatively recent phenomenon. When exploring this activity in SNS one can see how the heterogeneity of communication works: the division of audiences became obvious. A number of concepts (such as 'selective exposure'[2], 'filter-bubbles'[3], 'echo-chambers'[4]) related to p. Lazarsfeld's (and coauthors)

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1   BOYD, D. M., ELLISON, N. B.: Social Network Sites: Definition, History, and Scholarship. In *Journal of Computer-Mediated Communication*, 2007, Vol. 13, No. 1, p. 210-230.

2   For more information, see: ZILLMANN, D. et al.: *Selective exposure to communication*. Hillsdale, NJ : Lawrence Erlbaum, 1985.

3   See: PARISER, E.: *The filter bubble: What the Internet is hiding from you.* London : Penguin, 2011.

4   GARRETT, R. K.: Echo chambers online? Politically motivated selective exposure among internet news users. In *Journal of Computer-Mediated Communication*, 2009, Vol. 14, No. 2, p. 265-285.

theory of people's choice in mass media[5] and L. Festinger psychologic theory of cognitive dissonance[6], are currently used to investigate this audience segregation. Intense research attention is concentrated around users' activity in SNS, especially when related to the political field[7]. The author focuses on big newspapers playing the role of 'ordinary users' in SNS. Theoretically, this 'downshifting' (from the high-impact official voice to that of the participant of a fragmented mass-communication) is the consequence of the process of mediatization (or metaprocess, as F. Krotz has nominated it[8]). This process blurs boundaries between professional and non-professional producers of news and makes the communication field unstable and constantly changing[9]. To describe this 'liquid field' is a major task of current Research on media investigation. We would like to contribute to this subject with our results obtained from the investigation of one day's activity of a professional newspaper in two different SNS (VKontakte and Facebook). We compared this activity with the same data from a 'born-digital' newspaper. The hypothesis used in this comparison is the total absence of 'oldtime' (or traditional) newspaper sensitivity and reactivity towards the SNS audience's feedback.

1 Research approach

What will happen to professional mass-media in the struggle for attention from the fragmented groups in SNS?[10] Two research questions are raised. The first is about "fine tuning" of the mass-media to the architecture of social

5   See: LAZARSFELD, p. F., BERELSON, B., GAUDET, H.: *The people's choice*. New York, NY : Columbia Press, 1944.

6   See: FESTINGER, L.: *A theory of cognitive dissonance*. Evanston, IL : Row, Peterson, 1957.

7   See also: MOSCOVICI, S., ZAVALLONI, M.: The group as a polarizer of attitudes. In *Journal of personality and social psychology*, 1969, Vol. 12, No 2, p. 125-135; ARCENEAUX, K., JOHNSON, M., MURPHY, C.: Polarized political communication, oppositional media hostility, and selective exposure. In *Journal of Politics*, 2012, Vol. 74, p. 174-186; HUCKFELDT, R., MENDEZ, J. M., OSBORN, T.: Disagreement, ambivalence, and engagement: the political consequences of heterogeneous networks. In *Political Psychology*, 2004, Vol. 25, p. 65-95; IYENGAR, S., HAHN, K. S.: Red media, blue media: Evidence of ideological selectivity in media use. In *Journal of Communication*, 2009, Vol. 59, p. 19-39.

8   For more information, see: KROTZ, F.: *Mediatisierung: Fallstudien*. Wiesbaden : VS, 2007; MAZZOLENI, G., SCHULZ, W.: Mediatization of politics: A challenge for democracy?. In *Political Communication*, 1999, Vol. 16, No. 3, p. 247-261.

9   COULDRY, N.: Mediatization and the future of field theory. In *Communicative Figurations, Working Paper*, 2013, Vol. 3, p. 2-18.

10 It is related to Slater's approach, see: SLATER, M. D.: Reinforcing spirals: the mutual influence of media selectivity and media effects and their impact on individual behavior and social identity. In *Communication Theory*, 2007, Vol. 17, No. 3, p. 281-303.

media (1 – personalization of the collective actor, 2 – intensification of the content interesting to the community that forms around the media account, 3 – sensitivity to the tools of social media – likes, reposts, etc.). We assume that the professional mass-media will tend to customize their accounts in social media in line with the architecture of this communication platform (personification of collective author, extending the most popular contents, sensitivity to the tools of content evaluation). The second question relates to shifting the discussion conflicts[11] between users from their personal newsfeed and accounts into the comments of the professional media accounts (a harmonization of the communication field would result in an increase of polemics). It would be significant to check how social media tools, which allow the users to clear their personal communicative space from conflictual information, simultaneously provoke a move of conflicts into the "collective" accounts that claim objectivity[12].

The main limitation of the proposed research approach is the lack of longitudinal observations of the design described in this study. Therefore, the author has used the principle of descriptive characteristics which was deemed sufficient to produce an initial point of observations and will allow her to continue the present study both in time (carrying out such measurements at regular intervals), and in the space of social media (analyses of a larger number of different SNS accounts on different platforms). At the same time, questions that are put forward in this study can be proven or disproven only partially. This publication will allow to include these issues in the scientific debate and lead to an improved longitudinal study design. This study was conducted on an example of two accounts of two Russian mass-media (Facebook and VKontakte). These networks are very popular in Russia, but VKontakte (VK) came in earlier than Facebook (FB, the Russian-language platform), and therefore has a greater penetration in Russia. If VK has now almost stopped in its growth, FB is fast-growing in the Russian social media. Networks Statistics in January 2018: there are 95.1 and 17.4 million users, respectively (VK/FB, the entire audience in the first case, only the residents of the Russian Federation, in the second – source: br-analytics.ru). In addition to numerous Russian research works there can be found English language studies comparing the two networks and their development trends[13] (see also the list of bibliographies in O. Sikorska

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11   MUTZ, D. C., WOJCIESZAK, M. E.: Online groups and political discourse: do
      online discussion spaces facilitate exposure to political disagreement?.
      In *Journal of Communication*, 2009, Vol. 59, p. 40-56.
12   ZHAN, L. et al.: Understanding the influence of social media on people's life
      satisfaction through two competing explanatory mechanisms. In *Aslib Journal
      of Information Management*, 2016, Vol. 68, No. 3, p. 347-361.
13   See: D'YACHENKO, O. V.: Rossiyskiye SMI v sotsial'nykh setyakh Facebook

work[14]). There have been lows of the VK share in the overall distribution of network audience segments; FB holds its position, but after a strong growth of 37 % in 2016, the network growth has stabilized and its share of the total Russian social media audience (the penetration of which today, contrary to the general statistics of VK, represents 39 % of the population according to WeAreSocial Digital in 2017) has slightly declined.

The 'oldtime' professional mass media we have chosen to study is *Izvestiya* (which has existed non-stop since 1917), and as a modern-time reference, we chose *Meduza* (which never was on paper, it is a so-called 'born-digital' newspaper; it exists since 2014). Both *Meduza* and *Izvestiya* hold fairly high positions in their citation rankings, both media claim to objectivity. *Meduza*, which was founded by a former editor of the successful Russian Internet project Lenta.ru, has its editorial office in Latvia. *Izvestiya* is one the oldest Russian (Soviet) newspaper, also claims neutrality and objectivity[15]. We note that the behavioural study of the publications in SNS largely reveals a real media "polarization". To test this hypothesis, it was important to choose a media conceptually claiming neutrality and having created its own "total particularity". The specific research part was carried out on a benchmark methods basis (qualitative and quantitative analysis of limited random database samples, Small-Data approach). For the analysis we took the activity of *Izvestiya* and *Meduza* on FB and VK during one calendar day (February 15, 2017). The database includes the following information: thematic characteristics of the post, users activity (reposts, likes, comments). The data was processed manually in order to identify the nuances of communication exchanges (73 posts from *Meduza* and *Izvestiya*, 2259 comments). As a result, a partition of data was carried out for each media, and their comparative analyses were conducted with a view to verify the research questions.

i v VKontakte: analiz aktivnosti i informatsionnykh predpochteniy auditoria. In *Vestnik Moskovskogo universiteta, Seriya 10, Zhurnalistika*, 2016, No. 1, p. 28-45; BARAN, K. S., STOCK, W. G.: Acceptance and quality perceptions of social network services in cultural context: Vkontakte as a case study. In *The 9th International Multi-Conference on Society, Cybernetics and Informatics* (*IMSCI 2015*). *Conference Proceedings*. Washington, USA : IMSCI, 2015, p. 12-15.

14   SIKORSKA, O.: *Facebook vs. Vkontakte: Kampf der Titanen auf dem russischen Markt, 2013.* [online]. [2018-03-31]. Available at: <allFacebook.de>.

15   VOLTMER, K.: Constructing Political Reality in Russia. In *European Journal of Communication*, 2016, Vol. 15, No. 4, p. 469-500.

2 Results and findings

2.1 Users' activity (traditional newspaper vs. 'born-digital' one)

The total number of posts in the course of a calendar day was 32 for *Meduza* and 41 for *Izvestiya*. For the two media, the distribution of posts over time was approximately uniform, slightly increasing in frequency at prime-time. Both media introduced their materials on different platforms in an identical way (as if the audiences of FB and VK were the same and were homogeneous). The accounts in the two social networks are identical (same publications with the same introductory phrases). It means that in SNS a professional 'oldtime' newspaper chooses the same tactics as a 'born-digital' one. The reactions of users are shown in Table 1.

Table 1: Users' activity

	Izvestiya				*Meduza*			
	N	Min	Max	Sum	N	Min	Max	Sum
Likes FB	41	2	210	1214	32	0	960	4700
Reposts FB	41	0	32	134	32	0	73	409
Comments FB	41	0	69	244	32	0	83	397
Likes VK	41	0	42	480	30	55	529	6968
Reposts VK	41	0	8	71	30	2	42	428
Comments VK	41	0	43	444	30	5	117	1174

Source: own processing

Meduza is apparently more successful in VK with respect to its activity compared to FB; *Izvestiya* is in the opposite situation: its readers in FB are more active than in VK. In general the interest in networks is higher in *Meduza* than in *Izvestiya* (4 times more active in FB and almost 15 times more in VK). Quantitative indicators help evaluate the capabilities of the media acting as an account in the social networking space. Here, it is important to pay attention to agenda tactics[16]. The distribution of posts and the audience on the subject of the activity is presented in Charts 1, 2.

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16 For more information, see: WEAVER, D. H.: Agenda Setting in a 2.0 World. In JOHNSON, T. J. (ed.): *Agenda Setting in a 2.0 World: New Agendas in Communication (Kindle edition)*. New York : Routledge, Taylor and Francis, 2014.
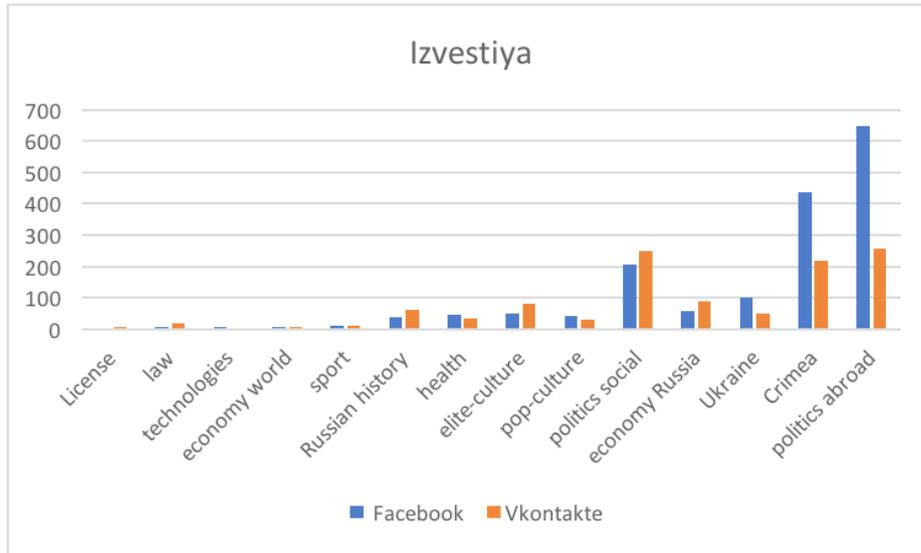
Chart 1: Distribution of activity by subjects (*Izvestiya*)
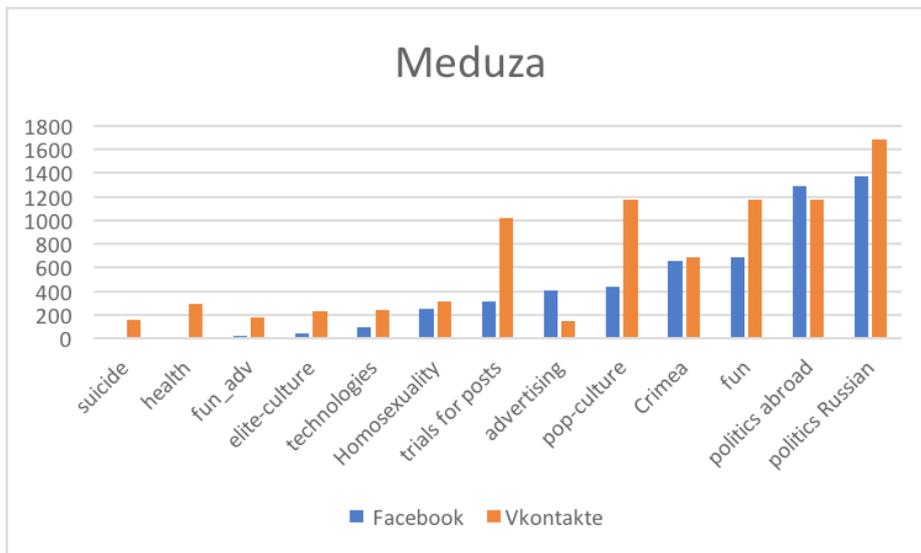
Source: own processing

Chart 2: **Distribution of activity by subjects (*Meduza*)**

Source: own processing

It is obvious that penetrating into social media is more difficult for *Izvestiya*, and the FB audience accepts it more actively. *Meduza's* FB account is far more "passive" than VK's. The same strategy used in different networks does not yield identical results (Charts 3, 4). An important part of the observations is that there is a disparity of audiences in each media depending on the platform. Comparative charts of interest (counted as a total of reposts, likes and comments) are shown in Chart 5.
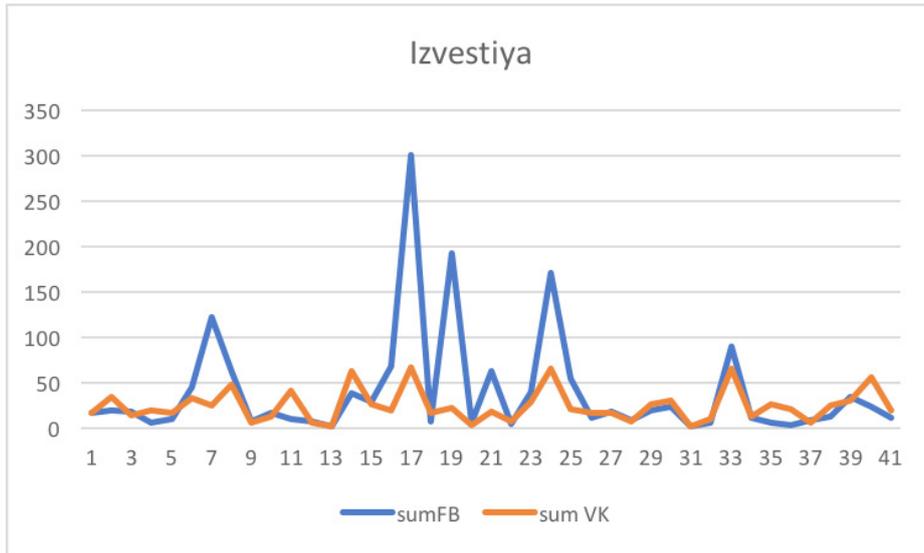
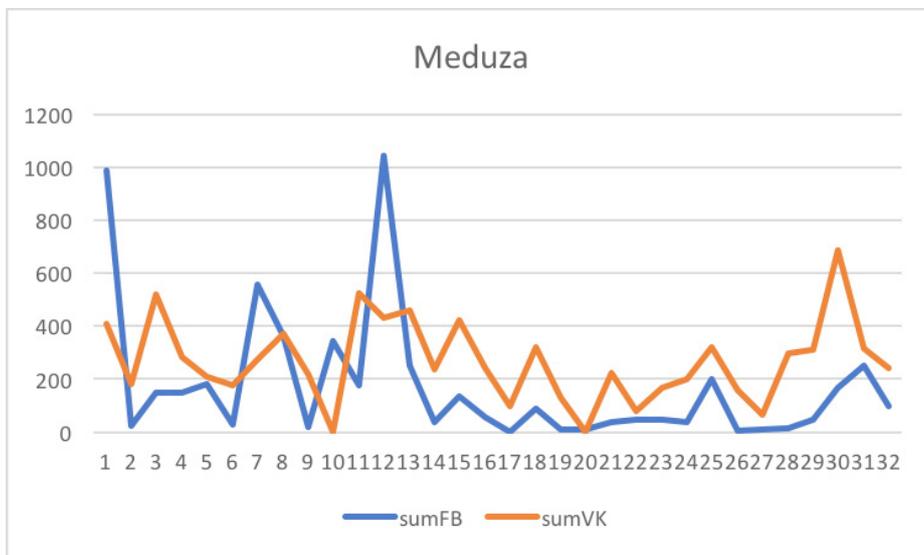**Chart 3: Users' activity, FB and VK, *Izvestiya***

Source: own processing

Chart 4: Users' activity, FB and VK, *Meduza*
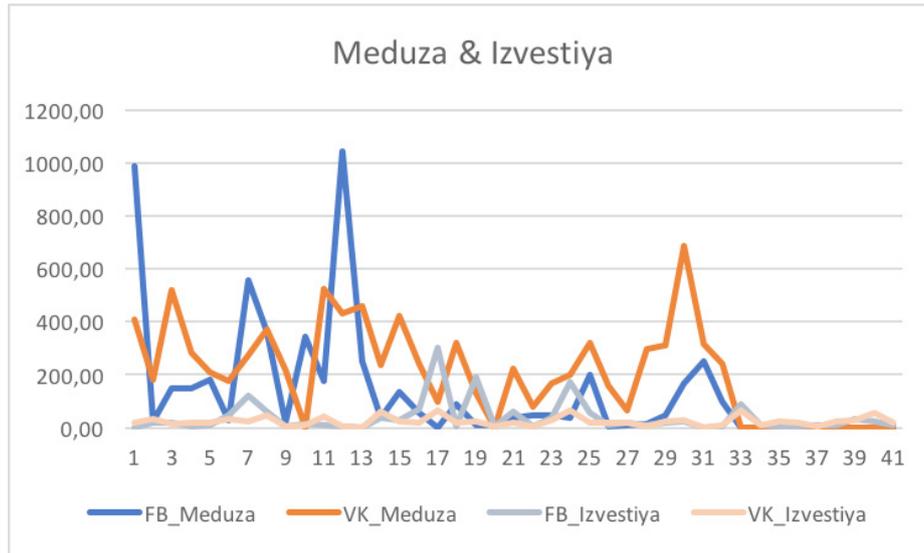
Source: own processing

Chart 5: Users' activity, FB and VK, *Izvestiya* and *Meduza*
Source: own processing

It is also of interest to study the activity of users with respect to hard and soft topics. Under the label "hard topics" we understand political issues, economics; "soft" topics being the issues relating to leisure, sports, travel, cooking, and so on. We thus obtain the statistics of *Meduza* and *Izvestiya* posts according to their hard or soft activity (Table 2).

Table 2: Audience activity distribution by large-block topics (hard / soft)

	Meduza				Izvestiya			
	Facebook		Vkontakte		Facebook		Vkontakte	
Soft	1697	30 %	3599	42 %	205	14 %	247	29 %
Hard	3883	70 %	4881	58 %	1242	86 %	610	71 %
Total	5580	100 %	9486	100 %	1447	100 %	857	100 %

Source: own processing

The degree of audience politicization is reflected in the "misalignment" of the hard / soft thematics. Obviously, users who choose the accounts of a specific media (besides the fact that they can receive the same information as part of their newsfeed as subscribers) strive to discuss the socially significant information. The lowest politicization is that of the VK audience of *Meduza* (almost equal distribution of audience interests between soft and hard blocks and sensitivity to entertainment content). The highest is that of the FB audience of *Izvestiya*. It is obvious that the nature of the media and the audience gathered around it plays a role, rather than the platform itself. The

sensitivity of the media to this selectivity is an important strategic topic for professional journalists.

2.2 Qualitative study of popular posts and comments

The stratification of professional media accounts should theoretically be higher than in the users' personal space which is revealed by the network tools. We manually checked the metrics of comments of the most read posts in each network (Table 3, 4).

Table 3: Most popular texts of 15.02.2017 (*Meduza*)

Meduza	Text	Likes	Reposts	Comments	Total
VK (text 1)	Story about a trial for a rude post in VK	529	42	117	688
FB (text 2)	He has managed everything the best way (a 6-year old boy pretending to sleep in front of the President of Tatarstan and a Kremlin authority)	962	60	22	1044

Source: own processing

Table 4: Most popular texts of 15.02.2017 (*Izvestiya*)

Izvestiya	Text	Likes	Reposts	Comments	Total
VK (text 3)	Foreign Ministry speaker answered to the White House in reaction to the proposal "to return the peninsula" to Ukraine	23	0	43	66
FB (text 3)		210	21	69	300

Source: own processing

In *Izvestiya*, the most interesting information for the audience was a piece of news from the Government's foreign affairs (the Foreign Ministry official response to the new US administration claims about Crimea). In *Meduza* the top interest was for internal policies, and related to the social sphere (trials for the reposts in VK and a child's behavior in the presence of politicians in FB). The number of likes for a particular comment is of great interest. According to our approach, form (e.g. shares and likes) drives the content (the meaning and intentions of the communication), creating the conditions for determining the previously hidden intentions of communication. Therefore, a characterization according to the number of likes of a particular comment,

makes it possible to identify the "extremes" of the group moods, selecting this or that particular media as a public forum – and hence to identify the users as members of the such or such group[17]. *Izvestiya*, FB: in the test material, the most popular comment is a statement related to Trump's attitude to Crimea. The original post contains Trump's tweet: "Crimea was TAKEN by Russia during the Obama Administration. Was Obama too soft on Russia?"

Leading comment (21 likes), "Mikhail Turchasov": "Crimea was taken by Russia during the Obama Administration. Was Obama too soft on Russia?" – Donald Trump wrote in Twitter. Well, here is the personal position of the new US president, expressed publicly. But there's a question – is Trump quite right in his head? Or is it an "exclusive habit" for the US public officials that every word should be a lie? Firstly, Russia did not "take" Crimea, it became part of the Russian Federation on a legal basis according to the will of the Crimean people that was expressed in a referendum. Secondly, we now know for sure that Barack Obama did not only bungle Crimea, but really ruined all his plans to deploy a powerful US/NATO military base in Sevastopol and on the peninsula and colonize Ukraine in general. Third, Donald Trump modestly failed to mention the fact that Crimea's secession from Ukraine was definitely provoked by the coup in Kiev organized by the Obama team together with European minions. Fourth, under Putin, Obama has not had a chance to deceive Russia, no matter even whether he was "too soft" or not – Obama's policy toward Moscow doesn't make any difference. The fifth and the last point is that what Trump blurted out in Twitter is more like a Freudian slip, or, as we say, "what soberness conceals, drunkenness reveals". It turns out that you are not our friend, Donald, but nearly an enemy, or at worst – a partner..."

In fact, here the user overcomments – he makes a detailed statement that requires attention when reading (1,140 characters including spaces; it is about 8 tweets). The text is clearly structured (five theses, noted by

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17 See some works about the roles of SNS tools in the current communication: HAYES, R. A., CARR, C. T., WOHN, D. Y.: One click, many meanings: interpreting paralinguistic digital affordances in social media. In *Journal of Broadcasting & Electronic Media*, 2016, Vol. 60, p. 171-187; LAMPE, C., ELLISON, N., STEINFIELD, C.: A familiar Face(book): Profile elements as signals in an online social network. In *The SIGCHI conference on human factors in computing systems. Conference Proceedings*. New York : ACM Press, 2007, p. 435-444; SCISSORS, L., BURKE, M., WENGROVITZ, S.: What-s in a Like? Attitudes and behaviors around receiving likes on Facebook. In *The 19th ACM Conference on Computer, Supported Cooperative Work & Social Computing – CSCW'16. Conference Proceedings.* New York : ACM Press, 2016, p. 1499-1508; SMOCK, A. D. et al.: Facebook as a toolkit: a uses and gratification approach to unbundling feature use. In *Computers in Human Behavior*, 2011, Vol. 27, p. 2322-2329.

the author, "firstly", "secondly", …). The text is politicized, but unlike the post text and media language, it contains a sharp emotional evaluation of events – towards both the former US president, and the new administration. A discourse analysis of this statement reveals signaling words and helps to construct the intention of the message of the user, "Mikhail Turchasov": Obama intentionally staged the coup in Ukraine to organize a military base in Sevastopol, but Putin is a wise politician who predicted and thwarted his plans. Trump is the heir of the same policy, he "revealed" the secret plans of the previous administration in his ingenuous tweet. But Russia is too clever, and now everything falls into place (a confrontation between the two countries is inevitable, because Russia will always fight for its independence, and America will always want to enslave it). As observed during the day, this precise comment was actively supported (the post following it got 14 likes), one can see the mood of the audience[18] of "*Izvestiya*" on FB. *Izvestiya*, VK: the highest number of likes on Vkontakte platform were for the comments of user "Alexsey Gubarev" (12 likes against 10 in the next most popular comment). The comment related to a post about the decision of Russia's Constitutional Court relative to the suppliers of pirated contents. *Izvestiya* announced this post on its VK page with the following phrase: "The Constitutional Court allowed to impose fines on the vendors of pirated audio and video programs, not taking into account the magnitude of the right holder damages". Supported comment: "They don't sell, they share for free)))". We see that most supports of the audience went to this short and witty comment, revealing the absurdity of what was happening (a fine for selling pirated contents). The article itself, which was attached to the newsfeed by the newspaper, more accurately described the situation of pirated contents (this is precisely the sale of contents obtained as a result of piracy). But the netizens had a superficial obvious reading of the information, when in fact the announcement of the publication was sufficiently clear. As for the quality of the supportive comment, it characterized the expectations of the VK audience – wit, brevity, to a greater extent link with everyday social practices, but not politics.

Meduza, FB: among all the comments of the day, the greatest support (78 likes, for comparison, the next comment in the ranking received 41 likes) was obtained for a comment on the story of "Gray Purple" (https://meduza.io/feature/2017/02/15/pochemu-ya-dolzhno-unizhatsya-pered-vooruzhennymi-lyudmi). Gray Purple is a civic activist and fighter for the

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18   BAKSHY, E., MESSING, S., ADAMIC, L.: Exposure to ideologically diverse news and opinion on Facebook. In *Science Express Reports*, 2015, Vol. 348, No. 6239, p. 1-5. See also: *Supplementary Materials*. [online]. [22-04-2017]. Available at: <http://science.sciencemag.org/content/suppl/2015/05/06/science.aaa1160. DC1>.

rights of sexual minorities, trying to arrange an action in defense of LGBT people in Donetsk. He / she has positioned himself / herself as a man and a woman, always preferring to talk about himself/herself in the neuter gender (if the language does not have neuter gender – in the feminine gender). *Meduza's* interview consistently maintains the principle of neuter both in its text, and in the transfer of Gray Purple's lines. The leading comment are from the user "Oksana Tty": "Reading the text in the neuter gender, it's hard to resist not thinking: what a s**t!". Note that Facebook users unanimously supported this witty and rude comment, far from tolerance. Although the topic of homosexuality is rated as hard, the strong emphasis of the comment makers shows the strong polarization of the public and the 'like' indicators helps to see the extent of this polarization.

Although we mostly see the "liberal" wing of the audience gathering around the *Meduza* FB account, the issue of sexual minorities and deviations is dealt with in a conservative manner. *Meduza*, VK: news announcement "Volodin: statement on Crimea violates Trump's election promises": "State Duma speaker believes that people should not even listen to the words of some unimportant press-secretary. After all, Trump also promised to improve relations with Moscow, and the promises given to his voters should not be violated". We are talking about the Kremlin's response to Trump's tweet (Crimea was TAKEN by Russia). The greatest support (199 likes, the next by popularity comment got 143 likes) was obtained by the comment of user "Stepan Spotar": "Stage one, denial". Let us note some characteristics of this commentary: brevity, wit, apperceptivity (for users the use of a psychological scale "denial – trade – despair – apathy – decision" became memetic, easily recognizable without any explanation). Note also that the audience of the chosen day audience chose political news as the most significant. The numerous friendly supports of the "blue" comment show the polarization (as unipolar trend) of the audience.

3 Discussion

This approach has enabled us to consider the data multidimensionally. Basing on the cultural studies and the philosophy of McLuhan[19], we agree with the thesis of the importance of the link between social media material organization (its architecture) and media-behavior. At the same time a recognition of panmediatization as the main trend of the modern communicative field makes media-behavior almost indistinguishable from the actual behavior of the person: the media provide transparency

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19   For more information, see: McLUHAN, M.: *Understanding Media: The Extensions of Man*. New York : McGraw-Hill, 1964.

of life[20]. For us it was important to look at this phenomenon through the prism of a quantitative and qualitative approach (both statistically and ethnographically). A day in the life of 'oldtime' professional newspaper (*Izvestiya*) in two SNS-accounts as an independent object of observation opens up the prospects for longitudinal studies on relevant procedures. Supporting the view that the networking tools perform a function of affordance in the user's environment, we decided to study the issue from the opposite side: what can the user activity statistics tell us about the circulation of information in the social media, and – more broadly – about the impact of this activity on the offline configuration of society[21]. In general, this problem, qualified to a greater extent as anthroposophic, can not be solved on case study material. It was important also to observe this traditional newspaper's behavior in the new communication environment comparing it with the similar activity of the 'digital-born' newspaper (*Meduza*).

However, it is important that many of the quantitative measurements of network activity still give conflicting or irrelevant results, blurring the research field, and creating obstacles to the realization of the processes and preventing to establish risk prediction. We can assume that many of the findings of researchers who are not using statistical methods, are based on their feelings arising from plunging into the network, which they themselves created. This is similar to the importance of researchers' personalities in subatomic physics and the discussion around subjectivity (or integration of the device into the formula as a way to reduce uncertainty). Currently, the information contained in the network can be considered to be comparable to the microcosm in its complexity and nonlinearity. This is why we consider as important research conducted on small amounts of data on the basis of benchmarking. In this article the validity of two assumptions was examined by analyzing a relatively small database. However, our concentrated attention to the activity of the user accounts in the professional mass-media within one day gives us a number of advantages: we find ourselves in a "molecule" of social ties, the internal structure of which helps to understand the whole body. The algorithm of our study (total comparative review of accounts by topic, user activity, discourse analysis of comments with the highest number

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20   DEUZE, M.: Media Life and the Mediatization of the Lifeworld. In HEPP, A., KROTZ, F. (eds.): *Mediatized worlds: culture and society in a media age.* London : Palgrave Macmillan UK, 2014, p. 207-208.

21   See: BAZAROVA, N. N. et al.: Social sharing of emotions on Facebook. In *The 18th ACM Conference on Computer Supported Social Media Feedback and Perceived Support 565 Cooperative Work & Social Computing – CSCW'15. Conference Proceedings.* New York : ACM Press, 2015, p. 154-164; BOND, R., MESSING, S.: Quantifying social media's political space: estimating ideology from publicly revealed preferences on Facebook. In *American Political Science Review*, 2015, Vol. 109, p. 62-78.

of likes from users) allows to identify the trends in the professional mass-media accounts development. According to our observations, FB and VK accumulate heterogeneous audiences looking for different bases of identity. This is obvious in the response of users to the same materials in different networks (see Chart 5). It is also obvious that – despite the desire of each media to be objective – there is a harmonization of the audience in the choice of certain topics. The basic assumption that we can make is that the tools of user interest and audience choice will "force" the media to update the information that is supported by the audiences. In fact, we can already see this trend in the choice of topics for the blog (see the comparison of topics). Therefore, the thesis about agenda tuning and media content in general on request of the community spontaneously formed around the account is confirmed. On the other hand, we can also see the lack of attention of the media to different audiences (both *Izvestiya* and *Medusa* post the same information in VK and FB, using the same "input"). This can hardly be seen as a commitment to principles, it is more likely strategic insensitivity to a particular community (and it is important also, that this insensitivity we can see as in traditional newspaper's account so in 'digital-born' one). Especially significant is the fact that every media draws attention to "their" side of the daily reality. Therefore the news "map" of the two media coincided only in five (out of 32 and 41) posts, the rest was information about different events that did not overlap in these two media. One can talk about worldview alternativization.
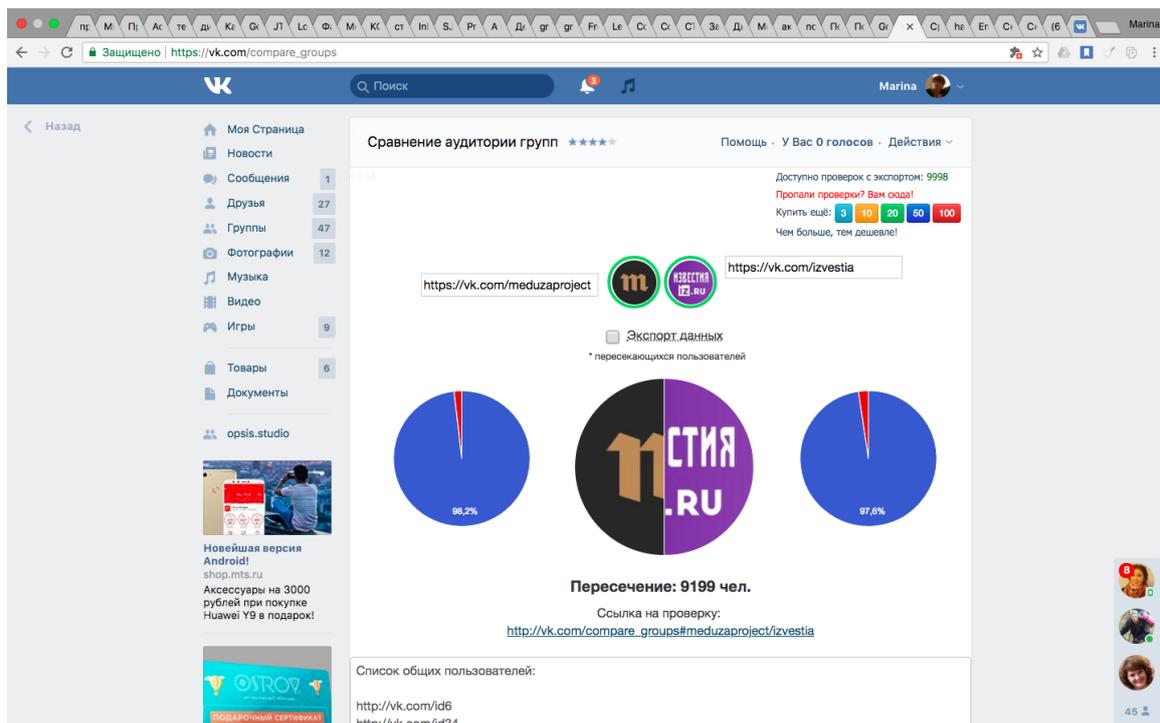
Picture 1: Meduza project on Facebook

Source: own processing

Conclusions

Recent studies of social media have stood out in a separate area of research thought. Statistics of social media opens-up broad horizons for the researchers. In this article we discussed some of the approaches to data analysis in reverse run (manual analysis of the social networks "molecules"). Some observations were generalized to answer the question of the impact of the social media tools on the strategic principles of development of the professional mass-media in an environment of social media. The study suggests two strategies to allow its continuation: carrying-out such "measurements" at regular intervals to establish stricter laws; deepening and broadening of the "molecular" approach capabilities. Thus, in this article the issues of content analysis of media reports and comments from users (taken within one day), quantitative analyses of "likes" for comments (and not only the analysis of the top comments), verification of the intersections (or the overlapping segments) between the audiences from two accounts (we could not find any matches in user names, but a deeper analysis could give more information) were left outside the analysis. Also noteworthy is a need to improve the tools of the audience analysis politization (detection of politization through the comments content analysis), as well as the division of the communities that are emerging around each account, along the lines of human – nonhuman (bot), sincere participant – troll, and others. It is also important to study the strategies of the professional media themselves in the new technological environment, the search of additional ways to measure their sensitivity to the audience and the mutual influence of the media and the audience. It would be meaningful to analyze all cases of media criticism in user comments: direct criticism of the professional mass-media will allow to see how the media adapt to the conditions of existence in the new environment, how they are able to respond to the personalization carried out by the users themselves (for example, in the test materials there were numerous insults to the media built on insulting the collective entity).

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