LE NGUYEN PHUONG THAO

THE BEHAVIOR OF SOCIAL MEDIA AUDIENCES TOWARD

JOURNALISTIC PRODUCTS

Field of Study: Journalism

Code   : 9320101

SUMMARY OF THE DOCTORAL DISSERTATION IN JOURNALISM

HA NOI – 2024

LIST OF PUBLISHED ARTICLES AND SCIENTIFIC REPORTS RELATED TO THE TOPIC

1. Lê Nguyễn Phương Thảo, 2020, "Utilizing the Story Feature on Social Media for Developing the Thanh Niên Newspaper Brand in the Present Context," Journal of Science and Technology, University of Sciences, Hue University (ISSN 2354-0850), Vol. 16, No. 3 (2020), pp. 183-198.

2. Lê Nguyễn Phương Thảo, 2021, "The Issue of Developing Market Audiences for Online Newspaper Products on Current Digital Platforms," Proceedings of the National Scientific Conference: "Media Economics – Theory, Practice, and Experience", National Political Publishing House, pp. 654-663.

3. Lê Nguyễn Phương Thảo, 2022, "Methods of Information Transmission by Television on Social Media in Vietnam Today (A Case Study of the 'Happy Lunch' Program - VTV6 on Facebook)," Journal of Science and Technology, University of Sciences, Hue University (ISSN 2354-0850), Vol. 20, No. 3 (2022), pp. 83-96.

4. Phạm Hương Trà, Lê Nguyễn Phương Thảo, 2022, "TikTok as a Media Channel for Protecting the Party's Ideological Foundation," Proceedings of the National Scientific Conference: "The Role of Journalism and Publishing in Protecting the Party's Ideological Foundation", National Political Publishing House, pp. 551-561.

5. Pham Huong Tra, Le Nguyen Phuong Thao, 2022, "Press Agencies Using TikTok as a Means to Approach the Public," Journal of Political Theory and Communication (ISSN 2734-9772), Issue 10.2022, pp. 148-154.

6. Phạm Hương Trà, Lê Nguyễn Phương Thảo, 2022, "Social Media Publics' Interactions with Journalism Products," Proceedings of the International Scientific Conference: "Policy Communication in the Context of Digital Transformation and International Integration", National Political Publishing House, pp. 325-340.

7. Phạm Hương Trà, Lê Nguyễn Phương Thảo, 2023, "Political Propaganda Work in Vietnam through the Zalo Social Network," Electronic Journal of Political Theory (ISSN 2525-2607), article link: https://lyluanchinhtri.vn/cong-tac-tuyen-truyen-chinh-tri-o-viet-nam-qua-mang-xa-hoi-zalo-1162.html, published on February 10, 2023.

8. Phạm Hương Trà, Lê Nguyễn Phương Thảo, 2023, "Using Chat GPT in Journalistic Creativity in Vietnam Today," Journal of Political Science and Information Theory (ISSN 2354-1040), No. 6(100)/2023, pp. 41-47.

9. Lê Nguyễn Phương Thảo, 2023, "Developing the Audience Market for VnExpress Newspaper on TikTok Social Network Today," Journal of Science and Technology, University of Sciences, Hue University (ISSN 2354-0850), Vol. 23, No. 3 (2023), pp. 105-115.

10. Lê Nguyễn Phương Thảo, 2024, "Social Media Publics' Responses to Journalism Products: Insights from Research Findings," Journal of Political Theory and Communication (ISSN 1859-1485), Special Issue 1.2024, pp. 101-104.

11. Lê Nguyễn Phương Thảo, 2024, "Press Agencies Conducting Propaganda Work to Protect the Party's Ideological Foundation on Social Media," Electronic Journal of Political Theory (ISSN 2525-2607), article link: https://lyluanchinhtri.vn/cac-co-quan-bao-chi-thuc-hien-cong-tac-tuyen-truyen-bao-ve-nen-tang-tu-tuong-cua-dang-tren-mang-xa-hoi-5518.html, published on April 16, 2024.

12. Lê Nguyễn Phương Thảo, 2024, "Identifying the Influence of Social Media Publics on Journalism Products," Journal of Political Theory and Communication (ISSN 1859-1485), March 2024 Issue, pp. 60-65.

13. Phạm Hương Trà, Lê Nguyễn Phương Thảo, 2024, "Cybersecurity Violations: Common Behaviors and Suggested Solutions for Building and Enhancing Cybersecurity Incident Management Capabilities," Journal of Human Research (ISSN 2815-5777), No. 1(130)/2024, pp. 42-51.

INTRODUCTION

1. Rationale for Selecting the Topic

Social networks emerged in the 1990s, initially offering only basic functionalities such as online chatting, email, video viewing, and file sharing. Today, social networks have evolved into essential connectivity tools, offering more diverse, efficient, and versatile utilities. Over nearly three decades of development (1995–2023), driven by continuous human innovation on the internet, social networks have helped bridge geographical distances and overcome national, linguistic, cultural, and ethnic barriers.

According to January 2024 data from We Are Social, social networks are increasingly popular in Vietnam, with 72.7 million users, accounting for 73.3% of the population. Among these, approximately 65 million are active users, comprising 67% of the population, and 99% of users access these platforms via mobile devices. Since July 2009, when Yahoo! Blog 360° ceased operations, Vietnamese users transitioned to Facebook and other social media platforms. By 2024, after 15 years of significant growth, traditional media in Vietnam faces intense competition from social networking platforms, leading to a shift toward bidirectional and multidirectional interaction. In this context, the role of the public has become a decisive factor in the communication process. A new generation of active audiences has emerged, choosing suitable forms and mediums, participating directly in information creation and dissemination, and even shaping the content and direction of media outlets.

A Pew Research study indicates that nearly 40% of Americans access information through Facebook, and up to 81% of Vietnamese aged 18 to 29 use social media daily to read the news. Notably, this percentage is only 3% for those over 50. The rapid advancement of information and communication technology, particularly artificial intelligence (AI) and big data analytics, has equipped media agencies with powerful tools to monitor, analyze, and meet audience needs. Social networks have become integral to the production processes of media agencies and individual journalists alike. Modern journalism must leverage social platforms to develop brand identity and promote its image. Many major Vietnamese newspapers, such as Tuổi Trẻ, Thanh Niên, Vnexpress, VTC News, and VietnamPlus, have established social media accounts. As of May 2023, Tuổi Trẻ's Facebook Fanpage had over 2.3 million likes (https://www.facebook.com/baotuoitre/), VietNamNet had 2 million likes (https://www.facebook.com/vietnamnet.vn/), VTV24's YouTube channel had 4.82 million subscribers (https://www.youtube.com/vtv24), Thanh Niên had over 5.02 million subscribers (http://popsww.com/BaoThanhNien), and the Tiền Phong newspaper's TikTok channel had more than 1.3 million followers (https://www.tiktok.com/@baotienphong.official).

Since the Enlightenment, Revolution, Empire, Republic, through to the New Media era and the current Digital Age, the audience for journalism and communication has undergone substantial changes in quantity, quality, and designation. The number of print readers increased from 500 (Renaudot period) to 30,000 in 1830, 5 million by 1914, 10 million with the advent of radio in 1930, and reached 30 million with the introduction of television. In the New Media era and

Digital Age, journalistic works have increasingly reached audiences through social networking platforms. In this context, studying how social media audiences interact with media agency products is not only an urgent requirement but also a mandatory task. The goal of this research is to ensure that journalism retains its central role in providing society with accurate, objective, and reliable information.

The significant rise in global active user numbers has fueled interactions between audiences and media agencies, enabling journalists to better understand audience needs and expectations. This understanding allows journalists to build content and communication methods that are more appropriate and effective. However, social networks are also a space where opposing, even extreme, viewpoints can easily emerge and spread. Divergences in perspectives between the public and media agencies can lead to conflicts, negatively affecting journalism's credibility and weakening the cooperative relationship between both sides. If not thoroughly analyzed and managed, these conflicts may lead to serious consequences, including societal polarization, a decline in trust in journalism, and the spread of misinformation. In reality, today's public is rapidly evolving. Research on social media audiences' interactions with media agency products provides numerous practical benefits. For media agencies, understanding audience behavior better will help develop effective communication strategies, improve content quality, and strengthen engagement with readers. For the public, enhancing awareness of the role and responsibility of journalism will enable them to approach information more thoughtfully and objectively, thereby reducing conflicts and fostering a healthier media environment.

The current state of social media audiences' interactions with media agency products, if not comprehensively surveyed and evaluated, cannot yield actionable insights or facilitate the development of feasible strategies. Arising from this urgent need, the author has chosen the research topic "Social Media Audiences' Interactions with Media Agency Products" as a doctoral dissertation in Journalism. This research not only helps to safeguard journalism's reputation but also contributes to building a media environment in which collaboration between journalism and social networks is strengthened. Through this, the study will explain changes in audience behavior from a psychological perspective, ensuring that journalism remains a reliable source of information with a positive influence on shaping public opinion. Furthermore, this research contributes to specialized science, providing comprehensive information on today's audiences for media agencies and managers, thereby proposing solutions to improve media agency operations in the digital age.

2. Research Objectives and Tasks

2.1. Research Objective

The research aims to systematize theoretical foundations and conduct a survey to identify the current public behavior on social media in Vietnam regarding journalistic products. Based on this, the study identifies influencing factors and proposes solutions and recommendations to enhance public interaction with journalistic products on social media, ultimately improving the quality of journalistic

content in the context of the current development of multimedia and multi-platform journalism

2.2. Research Tasks

To achieve the above objectives, the dissertation focuses on the following core tasks:

First, analyze the theoretical foundations and review related research. Operationalize relevant conceptual tools to establish and clarify the theoretical framework concerning public behavior on social media platforms with journalistic products.

Second, conduct surveys and assess the current state of public interaction with journalistic products on social media.

Third, propose solutions to enhance communication efficiency between journalism and the public on social media, and provide recommendations to help journalistic institutions optimize their content strategies and interaction on these platforms.

3. Research Subjects and Scope

3.1. Research Subjects

The subject of this dissertation focuses on user behavior on social media platforms such as Facebook, YouTube, TikTok, Zalo, etc., especially users who frequently interact with online journalistic content. This includes articles, video clips, infographics, short audio, livestreams, and podcasts produced and published by journalistic institutions.

3.2. Research Scope

Scope of Issues: The research focuses on analyzing social media audiences' interactions with media agency products, encompassing behaviors such as sharing, commenting, liking, rating, and providing direct feedback on platforms. Additionally, it examines public perceptions and levels of trust in journalistic products.

Scope of Survey: As of the end of May 2022, Vietnam had 127 newspapers and 670 magazines (including 327 magazines on political theory and science, 72 on literature and arts), and 72 radio and television stations. The author selected Báo Thanh Niên, VTV24, and VOV2 as survey subjects based on the following important criteria:

As of the end of May 2022, Vietnam had 127 newspaper agencies, 670 magazine agencies (including 327 journals focused on political and scientific theory, and 72 literary and artistic journals), and 72 radio and television stations. The author selected Thanh Niên Newspaper, VTV24, and VOV2 as the primary subjects for this study, based on the following key criteria:

- Representation of Media Types: Thanh Niên Newspaper is one of the leading print newspapers in Vietnam, with a strong history of development. VTV24 is the news channel of Vietnam Television (VTV), representing broadcast journalism. VOV2, a channel under the Voice of Vietnam, specializes in radio with a focus on educational, cultural, and lifestyle programming.

- Reputation: Media brands such as Thanh Niên Newspaper, VTV24 News Center, and the Culture and Society Channel (VOV2) are widely regarded for their credibility and reputation domestically and internationally. This reputation is built not

only on the quality of information but also on their social responsibility and proactive role in shaping public opinion. By providing accurate, objective, and timely information, these organizations have made substantial contributions to raising community awareness and strengthening social trust.

- Social Media Follower Base: Thanh Niên, VTV24, and VOV2 each have a substantial following on social media platforms like Facebook, TikTok, and YouTube. Their strong presence on these platforms enables them to effectively reach and engage with the public, providing a rich and diverse data source for the research.

The study analyzes various journalistic products from Thanh Niên, VTV24, and VOV2, including:

Articles, video clips, infographics, short audio segments, and interactive posts shared on the official social media accounts of these media agencies. These products often attract attention and generate high levels of interaction from social media audiences.

Live-streamed broadcasts on social media, where media agencies interact directly with viewers, answer questions, and provide real-time news updates.

Timeframe: The official research period spans from January 2021 to December 2023, with updates and supplements made throughout the research process..

4. Research Questions

Question 1: How does the public access and interact with the products of journalistic institutions on social media platforms?

Question 2: What factors influence the way the social media audience evaluates and responds to journalistic products?

Question 3: How does the social media audience behave before, during, and after accessing the products posted by journalistic institutions on social media?

Question 4: What strategies can help journalistic institutions optimize their interaction with the social media audience, thereby improving communication efficiency on these platforms?

5. Theoretical Framework and Research Methods

5.1. Theoretical Framework

This dissertation is based on three primary theoretical frameworks to investigate media agency products on social media:

(1) Cross-platform Journalism Theory: This theory emphasizes that modern journalistic products are structured as multimedia communication products, with interactivity and digital content as central elements.

(2) Research Perspectives on Journalism Audiences and Social Media Audiences: These perspectives explore the characteristics, behaviors, and dynamics of audiences specific to traditional journalism and social media platforms.

(3) Studies on Social Media Audience Behavior Toward Media Agency Products: This area of research examines how social media audiences interact with and respond to media agency products, providing insights into engagement patterns and audience reception..

5.2. Specific Research Methods

5.2.1. General Methodology

5.2.2. Specific Research Methods
Document Analysis Method
Case Study Method
Survey Questionnaire Method
In-Depth Interview Method

6. Research Model and Hypotheses

6.1. Research Model

The dissertation proposes a model of social media audience behavior towards journalistic products, specifically focusing on Báo Thanh Niên, VTV24, and VOV2. This model is based on practical research and builds on existing theories. The model includes important factors influencing the decision-making behavior of social media audiences, such as: cognitive process, motivation, personality, emotions, attitudes, culture, and social factors.

The research uses independent variables related to socio-demographic factors (age, gender), an intermediary variable of how journalistic products are presented on social media, and intervention variables including Party and state policies along with socio-economic and political conditions. The dependent variable is the behavior of the social media audience, which is divided into three stages: before, during, and after receiving journalistic products on social media.

This model is designed to examine and analyze the behavior of social media audiences, contributing to the enhancement of journalistic product quality in the current digital context.

6.2. Research Hypotheses

Hypothesis 1: The frequency with which the audience receives information from journalistic institutions on social media positively impacts their trust in those journalistic products.

Hypothesis 2: Attractive forms of content delivery (images, audio, video) on social media will enhance audience interaction with journalistic products (including commenting, sharing, and using emoticons).

Hypothesis 3: The audience's use of different social media platforms will result in varying behavior towards journalistic products.

Hypothesis 4: High-quality journalistic products (in terms of content, imagery, and creativity) will lead to higher audience satisfaction when receiving information on social media.

7. Novel Contributions of the Dissertation

This dissertation is the first research in Vietnam to develop a theoretical and practical system on the behavior of social media audiences toward journalistic products. It focuses on describing the psychological, social, and influencing factors that shape the public's information consumption behavior on social media, providing solutions to improve the quality of journalistic products. In terms of theory, the dissertation applies new theories such as Donald Norman's Interaction Theory and the Ozone Model with the F factors by Philip Kotler & Hermawan Kartajaya. These theories are used for the first time to analyze social media audience behavior toward journalistic products.

On a practical level, the dissertation uses modern research methods to evaluate social media audience behavior. The findings provide solutions to enhance the quality of journalistic products and propose interaction strategies to maintain and strengthen the credibility of journalism in the online environment.

8. Theoretical and Practical Significance of the Topic

- *Theoretical Significance:* This dissertation provides a comprehensive overview of domestic and international research related to the topic, systematizing key conceptual tools to construct a theoretical framework on the relationship between social media and journalism. Through this, it clarifies public information reception trends via social media, developing tools and criteria that enable journalism to more effectively reach audiences. The research reinforces the role of social media as a powerful tool for journalism to connect more closely with the public, while also suggesting new research directions, such as public training in media literacy.

- *Practical Significance:* The dissertation offers practical data and solutions for journalists, media leaders, and managers regarding strategies to reach social media audiences. It analyzes how Thanh Niên Newspaper, VTV24, and VOV2 utilize social media, assessing the effectiveness of their engagement strategies, and, through expert interviews, elucidates the scientific and practical foundations of these strategies. Additionally, the dissertation proposes solutions to optimize the benefits and mitigate the adverse impacts of social media on journalism.

9. Structure of the Dissertation

In addition to the Introduction, Conclusion, References, List of Abbreviations, List of Tables, List of Models, Table of Contents, and Appendices, the content of the dissertation consists of four chapters:

Chapter 1: Overview of related research on the dissertation topic

Chapter 2: Theoretical issues on the behavior of social media audiences toward journalistic products

Chapter 3: The current behavior of social media audiences toward journalistic products

Chapter 4: Challenges and solutions to improve the quality of journalistic products from the perspective of social media audience behavior

CHAPTER 1: OVERVIEW OF RESEARCH STUDIES RELATED TO THE DISSERTATION TOPIC

1.1. Research on the Relationship Between Social Media and Journalism

1.1.1. Published Research Worldwide

The research analyzes the increasingly important role of social media in shaping modern journalism, categorizing social media into four main types: Community Networks, Content Sharing Networks, Business Networks, and Entertainment Networks. The interactive nature and rapid information dissemination capabilities of social media have created a fundamental shift, transforming users into both content producers and consumers, while promoting diversity in journalism. However, this evolution has also heightened the risk of fake news, compelling media organizations to innovate their processes to meet the demands of a digitally savvy

audience. Researchers like Eric Schmidt and Jared Cohen indicate that the digital revolution challenges traditional journalism, while Seth C. Lewis and Logan Molyneux suggest that journalism must restructure itself to remain relevant in the digital age. Similarly, studies by David H. Weaver and Lars Willnat show that most journalists use social media to find story ideas and engage with audiences, despite ongoing skepticism regarding its long-term impact on journalism.

Additionally, platforms such as Instagram and TikTok have reshaped the ways in which journalism transmits and promotes information. Instagram not only facilitates rapid content distribution but also plays a significant role in brand-building and promotion. Meanwhile, TikTok's short video feature has opened opportunities for the wide dissemination of news, attracting a young, tech-savvy audience. Nevertheless, these developments pose serious challenges for journalism in maintaining credibility while adapting to constantly shifting trends.

Overall, this research clarifies the multidimensional relationship between journalism and social media, highlighting that while social media enables journalism to increase its public outreach speed, it simultaneously presents challenges in ensuring the accuracy and quality of information. In this context, journalism requires a flexible adaptation, leveraging the advantages offered by social media while upholding the integrity and credibility of the information it provides.

1.1.2. Published Research in Vietnam

In Vietnam, the relationship between social media (SM) and journalism has garnered significant attention from the academic community, with numerous in-depth studies examining the impact of SM on journalism. These studies highlight that SM facilitates faster and broader public access to journalism, while simultaneously presenting serious challenges regarding the accuracy and reliability of information. The need to build credibility and develop journalistic branding in the digital environment has become a focal point within this new context.

In "Journalism and Social Media", Đỗ Chí Nghĩa and Đinh Thị Thu Hằng analyze the interactive relationship between SM and journalism, affirming the importance of utilizing SM as a tool for brand development. Similarly, Đỗ Đình Tấn identifies both the benefits and challenges that SM presents for mainstream journalism, emphasizing SM's role in engaging with the public and promoting societal discussions. Meanwhile, Nguyễn Thành Lợi, in "Journalistic Practice in the Modern Media Environment", introduces a theory on media convergence and the role of SM in expanding journalism's reach. The work "Social Media in the Context of Information Society Development in Vietnam" focuses on the impact of the Fourth Industrial Revolution on journalism and proposes effective information management solutions.

Additionally, an article by Trần Anh Tú in "The Journalist" journal provides an analysis of content management strategies for journalism within the SM environment, suggesting methods to enhance engagement and optimize the impact of content on digital platforms. Overall, studies in Vietnam have contributed numerous new perspectives on the relationship between SM and journalism, highlighting SM's role in reaching younger audiences and the challenges associated with controlling

misinformation. These studies not only accurately reflect the state of media in Vietnam but also offer practical solutions to help traditional journalism survive and sustainably develop in the digital age..

1.2. Research on the Public's Engagement with Journalistic Products on Social Media

1.2.1. Published Research Worldwide

In the age of Industry 4.0, social media has become an essential part of daily life, not only for communication but also as a channel for consuming information from journalistic institutions. This has attracted the attention of researchers worldwide. International studies have provided an overall view of how the public accesses and interacts with information from online sources, including consumption trends and the impact of information sharing. Notable research includes:

"Theories of Communication" by Kalyani Suresh, detailing the use and gratification theory in media interaction.

"Media and Power in Southeast Asia" by Cherian George and Gayathry Venkiteswaran, examining the relationship between media and political power in Southeast Asia in the context of social media development.

"Vietnamese Media Going Social" by Giang Nguyen-Thu, analyzing the adaptation of traditional Vietnamese media to social media.

"Journalism in the Age of Social Media" by Jennifer Allejandro, highlighting how more people access news via social media instead of traditional channels.

"Presenting News on Social Media" by Kasper Welbers and Michaël Opgenhaffen, emphasizing Facebook's importance in presenting news.

"Ephemeral Journalism: News Distribution Through Instagram Stories" by Jorge Vázquez-Herrero and colleagues, focusing on the reception of news through Instagram Stories.

"News Organization Use of Native Videos on Facebook" by Edson C. Tandoc, Jr., examining the use of videos by news organizations on Facebook.

Additionally, the research "The Utilization of Social Media Platforms for Television Broadcast" by Qasim O. Akinreti and "How Social Media Influence TV" by Victor Garcia-Perdomo clarifies how television uses social media to distribute videos and attract audiences.

These studies highlight the changing information consumption habits of the public and the challenges journalistic institutions face in managing content and interacting with audiences in the digital environment.

1.2.2. Published Research in Vietnam

Research on media in Vietnam has highlighted the importance of the public in the process of receiving and interacting with information from media outlets. Studies and academic works emphasize that journalism needs to focus on the public in its engagement strategies. Several theories, such as Phillip Kotler's Social Marketing Model, and studies on the psychology of the journalistic public have been applied to better understand the relationship between journalism and the public. Moreover, the development of social media has changed the way the public receives information,

requiring journalistic institutions to adjust their strategies to increase interaction with the public and ensure sustainable development in the current digital context.

1.3. Research on the Behavior of Social Media Audiences Toward Journalistic Products

1.3.1. Research in the Field of Journalism and Communication

- *Published Research Worldwide*

The explosion of social media has significantly transformed the ways in which the public interacts with journalism. Research on public behavior on social media toward journalistic products provides valuable insights into interaction patterns and how information is received and disseminated. Notable studies include Mahrdad Salehi's work on online shopping behavior in Malaysia, emphasizing the role of security; the research by M.U. Sultan and M. Uddin in Sweden, which identifies four factors influencing online user behavior, especially website design; and From Clicks to Behaviors by Saleem Alhabash and colleagues, exploring the impact of online interaction on offline behavior. Other works, such as Inside Reporting by Tim Harrower and Social Media in Television News by Sherice Gearhart and Seok Kang, analyze the impact of social media on journalism and public perception, particularly through comments on Facebook and Twitter. Additionally, studies like SHARE, LIKE, RECOMMEND by Alfred Hermida and colleagues highlight the marketing potential and content distribution capabilities of social media.

In summary, these studies have illuminated public interactions with journalism on social media; however, further research is needed from a journalism perspective—a gap this dissertation aims to address.

- *Published Research in Vietnam*

The rise of social media has fundamentally transformed the interaction between the public and journalism. Research on the global journalism audience encompasses journalism studies, psychology, and sociology. In Start at the End: How to Build Products That Create Change, Matt Wallaert emphasizes how social psychology aids in understanding and influencing behavior. In Likable Social Media, Dave Kerpen offers insights on creating satisfaction through social media engagement. David Meerman Scott, in The New Rules of Marketing & PR, underscores the importance of effective communication in sales. Michael Porter's Competitive Strategy clarifies the distinct aspects of company strategy. In Vietnam, Nguyễn Hoàng Anh explores public engagement in discussions on online newspapers and social media. Trịnh Hoà Bình, Lê Thế Lĩnh, and Phan Quốc Thắng examine youth behavior on social media platforms. Nguyễn Văn Dũng, in Theoretical Foundations of Journalism and Modern Journalism and Communication, highlights the importance of audience segmentation. Đỗ Thị Thu Hằng, in PR as a Tool for Journalism Development, emphasizes the significance of audience research in journalism. The Textbook of Journalism Psychology delves deeply into audience psychology in relation to journalists.

These studies collectively contribute to a nuanced understanding of the evolving relationship between social media, journalism, and audience dynamics, underscoring the critical role of audience psychology and strategic engagement in contemporary journalism practices.

1.3.2. Research in the Fields of Psychology and Sociology

Recent studies in psychology and sociology have focused on the impact of social media on news consumption behavior and public interaction with journalistic products. Research such as that by Antonis Kalogeropoulos and colleagues (2019) sheds light on the relationship between trust and news consumption behavior on social media, identifying factors that influence public trust in journalism.

Tao Liu & Benjamin Bates (2021) conducted a comparison between the U.S. and China regarding public trust in journalism on social media, clarifying how cultural factors influence news consumption behavior. Additionally, research on the psychological reactions of the public to fake news on social media highlights that fake news can erode trust in journalism, emphasizing the importance of journalistic institutions addressing this phenomenon effectively.

Works by Ethan Zuckerman (2020) and Nick Couldry & Andreas Hepp contribute to exploring how social media and media shape reality and the relationship between the public and journalism, revealing new opportunities and challenges in maintaining and strengthening trust.

In summary, these studies provide an essential theoretical and practical foundation for researching how the social media audience behaves toward journalistic products, especially in the modern digital context.

Summary of Chapter 1

The journalism and media industry in Vietnam has achieved significant development, with numerous research works contributing to clarifying the current state of media journalism. However, when the dissertation "The Behavior of Social Media Audiences towards Press Agency Products" was initiated, there were no in-depth studies in this field in Vietnam. Therefore, the dissertation systematically synthesizes theories and conclusions from reality, opening new directions in exploring the increasingly important role of studying social media audience behavior towards press agencies.

CHAPTER 2: THEORETICAL ISSUES ON THE BEHAVIOR OF SOCIAL MEDIA AUDIENCES TOWARD JOURNALISTIC PRODUCTS

2.1. Theories on Journalistic Products and Social Media Audiences

2.1.1. Journalistic Products

Journalistic products (articles, news reports, features, television programs, radio programs, etc.) are distributed through traditional media types (print, radio, television, electronic news). These products represent an economic value, produced through journalistic labor, aimed at meeting the information needs of the public.

Journalistic products on social media refer to a variety of multimedia content, including news, videos, images, podcasts, and livestreams, shared on popular social media platforms such as Facebook, Instagram, YouTube, TikTok, etc. This diversity allows journalistic institutions to interact effectively with the public, build strong relationships, enhance brand awareness, and attract new audiences.

2.1.2. Social Media

Social media is an Internet service that allows users with similar interests to connect without limitations of space and time, facilitating interaction, sharing, storing, and exchanging information in an online environment. social media services include creating blogs, forums, online chats, and other similar forms that meet users' needs and provide specific social values. In today's information age, young Vietnamese tend to use SM mainly to stay in touch with friends and receive news updates.

2.1.3. Social Media Audiences and Journalistic Products

2.1.3.1. Overview of Journalism Audiences

The audience consists of one or more natural or legal individuals, interacting with a legal system or within the context of a nation, alliance, organization, or specific group. The journalism audience refers to groups of individuals who follow and consume products provided by journalistic institutions, including print media, television, radio, and digital platforms such as online newspapers and social media. A key characteristic of the audience is its diversity, encompassing people of all ages, genders, cultures, economic backgrounds, and social factors.

2.1.3.2. Social Media Audiences

Social media audiences consist of individuals across various geographical regions who use social media services (Facebook, Twitter, Instagram, TikTok, LinkedIn, YouTube, etc.) to establish and maintain relationships, share content, and interact. Social media audiences are not just consumers of services, but they also contribute to the development of social media through diverse content creation, interaction, and participation in online discussions on topics such as politics, society, and culture.

2.2. Theories on Social Media Audience Behavior Toward Journalistic Products

2.2.1. The Concept of Social Media Audience Behavior Toward Journalistic Products

2 2.2.1.1. Concept of Behavior

In this research, "behavior" is understood as a comprehensive concept, encompassing specific actions. By analyzing behaviors such as likes, shares, and comments, the research infers broader behavioral patterns, such as attitudes, emotions, and perceptions of the public toward journalistic products. Behavior is viewed as an expression of active responses through a process of selection and consideration, manifested through attitudes, gestures, and expressive language. These responses depend on individual knowledge and characteristics, aiming to optimize communication effectiveness.

2.2.1.2. Social Media Audience Behavior Toward Journalistic Products

The concept of "social media audience behavior toward journalistic products" refers to the ongoing relationship and interaction between social media audiences and journalists, aimed at exchanging, modifying, and supplementing information on social media platforms. Throughout this process, their interaction occurs continuously to achieve mutual adaptation and understanding of the situation, aiming for consensus. social media audiences present challenges for journalistic institutions, as they frequently face opposition, criticism, and the uncontrolled spread of

information. This significantly impacts the image and credibility of journalistic institutions, highlighting the need to understand how social media audiences behave toward journalistic products in order to develop management strategies and effectively leverage the potential of social media in communication.

2.2.2. Scales and Levels of Social Media Audience Behavior Toward Journalistic Products

The behavior measurement scale for social media audiences toward journalistic products is designed to evaluate behavior, attitudes, and perspectives when the audience receives and interacts with journalistic content. The scale includes:

Content Reception Frequency: Evaluating how often the public receives information from journalistic institutions, ranging from infrequent to very frequent, covering areas such as culture, politics, economics, entertainment, and health.

Interactive Behavior: Measuring activities such as sharing, commenting, reacting (emoticons), and tagging others in posts.

Reasons for Interaction and Reception: Factors driving interaction, including reliability, timeliness, and engaging formats.

Quality and Format Assessment: Evaluating usability, update speed, and the public's level of interaction with journalism.

Product Evaluation Criteria: Including content quality, information trends, image/video quality, and presentation style.

Reaction to Misinformation: Evaluating the public's behavior when encountering misinformation, such as reporting violations or expressing opinions.

The scale also categorizes audience behavior into three stages: before accessing, during access, and after accessing journalistic products, providing support for journalistic institutions to optimize content strategies and interaction on social media.

2.3. The Significance of Social Media Audience Behavior

2.3.1. For Journalistic Institutions

First, building a relationship with the target audience: On social media, journalistic institutions can interact directly with readers, better understanding their needs and creating a positive interactive environment, enhancing connection and engagement with the target audience.

Second, integrating with social media brings effectiveness in rapidly and widely disseminating authoritative information.

Third, the positive sharing and interaction with a journalistic product on social media not only increases credibility but also strengthens the reputation of the journalistic institution.

Fourth, evaluating the effectiveness of products through metrics such as views, shares, likes, and comments allows for product improvement and the development of content strategies that align with audience needs.

2.3.2. For Social Life

First, deeper understanding of the behavior and mindset of the social media audience: The explosion of social media has created a new media space, allowing the public to interact and discuss journalistic content quickly and easily. Research helps

to better understand how the public interacts with information, from which policies and solutions can be developed to enhance public participation in communication.

Second, supporting decision-making and policy formulation: Research on social media audience behavior provides deep insights into public thoughts and behavior regarding social policies. The research outcomes assist managers and leaders in making better decisions based on information from social media and other media, while also understanding public interests and trends.

Third, mitigating the negative impact of fake news and misinformation: Research helps detect and prevent the spread of misinformation and fake news on SM, minimizing negative effects on social life.

2.4. Factors Influencing Social Media Audience Behavior Toward Journalistic Products

Cultural factors affect how the public receives and interacts with journalistic products on social media, such as the level of trust in mainstream journalism in Vietnam.

Social factors (age, gender, and education level) influence news consumption and sharing behavior, with younger people preferring concise information and older people focusing on reliability.

Political factors shape how the public accesses and responds to information on social media.

Psychological factors (motivation, cognition, and emotions) affect the public's sharing and feedback behavior toward journalistic products.

2.5. Mechanisms of Social Media Audience Behavior Formation Toward Journalistic Products

Information transmission mechanism: Information is disseminated through four stages—discovery, access, communication, and transformation—which influence how the public behaves on social media.

Problem-solving mechanism: The public discusses and proposes solutions for social issues through interaction on social media.

Digital transformation mechanism in journalism: Digital transformation changes how the public receives and interacts with journalistic products, opening up spaces for direct and multidimensional interaction.

Summary of Chapter 2

Chapter 2 analyzes the theoretical aspects of social media audience behavior toward journalistic products, including fundamental concepts of journalistic products and social media audiences. The author explains the concepts, subjects, and behavioral levels of the audience while delving into the mechanisms that shape behavior, such as the information transmission mechanism, problem-solving mechanism, and digital transformation. This chapter also systematizes communication theories, analyzes the connection between domestic and international research, and identifies the factors influencing how the public evaluates, responds to, and disseminates journalistic products.

CHAPTER 3: THE CURRENT STATE OF SOCIAL MEDIA AUDIENCE BEHAVIOR TOWARD JOURNALISTIC PRODUCTS

3.1. Introduction to the Surveyed Journalistic Institutions and Research Sample

3.1.1. Surveyed Journalistic Institutions

3.1.1.1. Thanh Niên Newspaper

3.1.1.2. VTV24 News Channel

3.1.1.3. VOV2 Radio Channel

3.1.2. Social Media Audience Survey Sample (Questionnaire)

3.2. Social Media Audience Behavior Before Accessing Products of the Three Surveyed Journalistic Institutions

3.2.1. Utilization of Social Media Advantages and Utilities for Accessing Journalistic Products

The development of social mediahas profoundly impacted many fields, especially journalism. Social media not only changes how information is received but also creates a rich, diverse, and personalized information environment. The audience is no longer bound by traditional broadcast schedules and can access information at any time and place via mobile devices. The concept of the "24/7 audience" reflects the habit of continuous information consumption. At the same time, social media allows journalism to meet the personalized needs of the audience, thereby optimizing strategies for reader engagement.

Surveys show that the audience often updates news from journalism on social mediaduring their free time, particularly in the morning and evening. This demonstrates that social media is not only an effective communication tool but also provides opportunities for journalistic institutions to compete and retain users in the digital media environment. The modern audience is not merely a consumer of information but also an active participant, interacting with journalistic content through major social media platforms.

3.2.2. Searching and Following Channels/Pages of Press Agencies on Social Media Platforms

Social media has become a crucial element in modern life, offering convenience and flexibility in accessing journalistic information. Media agencies in Vietnam are utilizing platforms such as Facebook and YouTube to engage with the public.

The trend of consuming news via social media, particularly on Facebook, YouTube, and TikTok, is increasing. The public frequently updates themselves with news through official media accounts on these platforms, enabling them to access information quickly and conveniently.

Short videos, storytelling, and user-generated content (UGC) are emerging trends in modern journalism. Media agencies must develop creative, reliable content to meet the needs of the public on social media. The public not only consumes content but also provides feedback and participates in discussions, fostering positive interactions and social influence..

3.2.3. Verifying News Sources and Information Reliability

Social media has become an environment where fake news spreads easily, negatively impacting politics, security, and society. Fake news can be created for economic or political purposes, often targeting the public's psychology and spreading rapidly on social media. A typical example is the fake news about a young man self-immolating in Ho Chi Minh City in 2021. The public increasingly tends to verify sources before accepting information from social media, especially when accessing news from mainstream journalistic institutions. This indicates that the modern audience has become more aware of the accuracy of information and plays an active role in preventing the spread of fake news.

3.3. Social Media Audience Behavior While Accessing Products of the Three Surveyed Journalistic Institutions

3.3.1. Frequency of Accessing Products of the Three Surveyed Journalistic Institutions by the Social Media Audience

The demand for information access among the social media audience is increasing, with the frequency of reading, listening to, and watching journalistic content becoming more common.
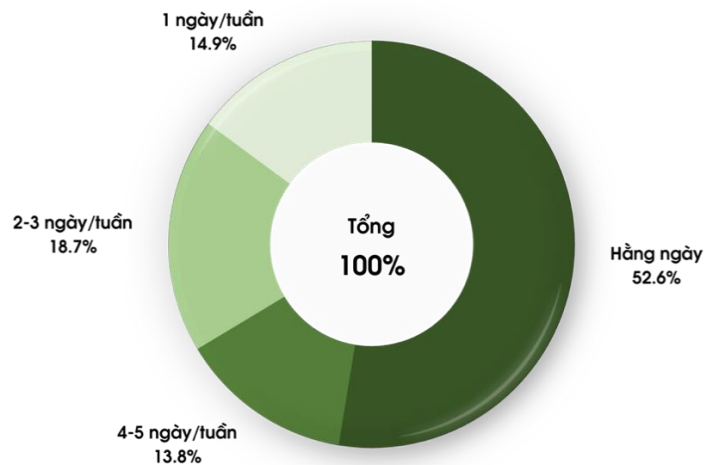

Chart 3.7: Frequency of information reception from journalistic institutions among the surveyed audience
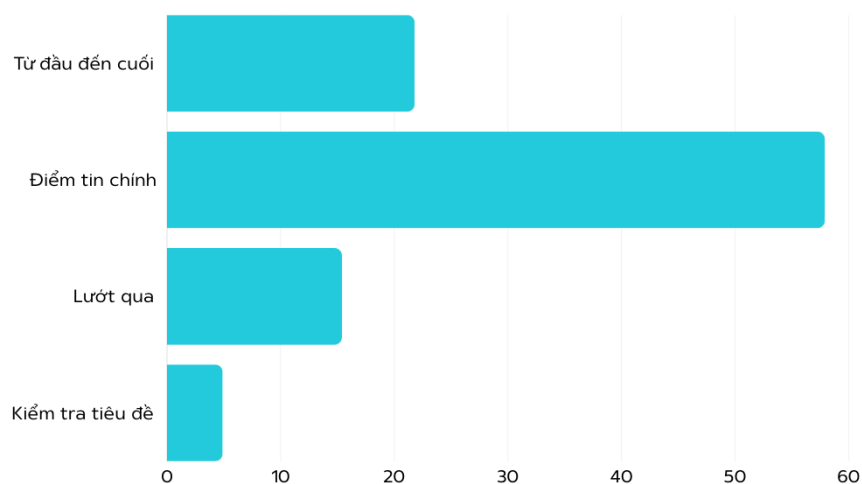*Source: Survey by questionnaire with the social media audience in May 2023*

Chart 3.8: Methods by which the social media audience receives content from Thanh Niên, VTV24, and VOV2

The social media audience accesses information for its reliability, convenience, and engaging content. Journalistic institutions worldwide, including in Vietnam, have leveraged advanced technologies such as the Internet of Things (IoT), Big Data, and Artificial Intelligence (AI) to enhance the quality and effectiveness of communication. For example, The Washington Post has implemented an AI system called "Heliograf" since 2016 to automatically write short news reports, particularly during major events such as the Olympics and U.S. elections. AI helps personalize content based on user preferences and enhances interaction, while improving news production capabilities in the digital era.

3.3.2. Content and Format of Journalistic Products with Which the Social Media Audience Interact

The research, based on a survey of 390 social media users, analyzes audience interaction with the content from Thanh Niên, VTV24, and VOV2. The results show that the reception rate of information from these institutions ranges from 17.7% to 37.9%, particularly in areas such as lifestyle, culture, education, and health. The audience's behavior toward journalistic products is reflected in the following chart:
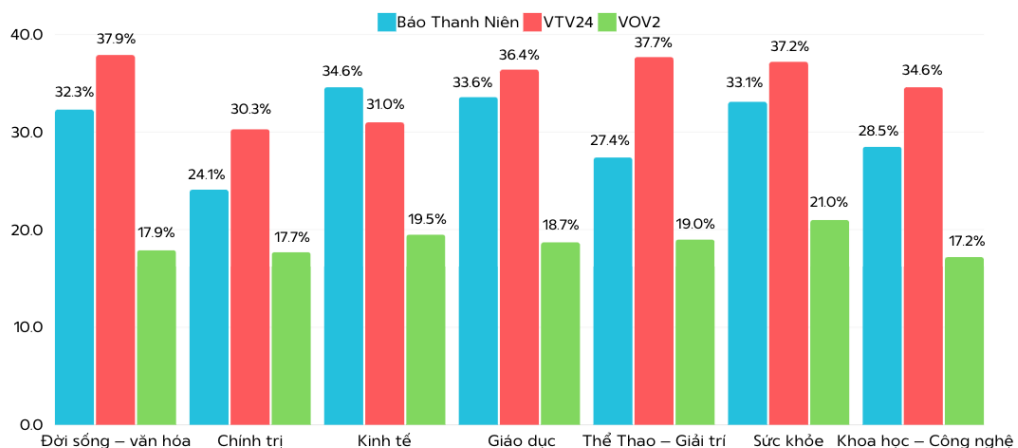

Chart 3.9: Frequency of social media audience interaction with products from Thanh Niên, VTV24, and VOV2

The popularity of social media has changed how information is accessed, requiring journalistic institutions to continuously update technology and content to maintain interaction with the audience.
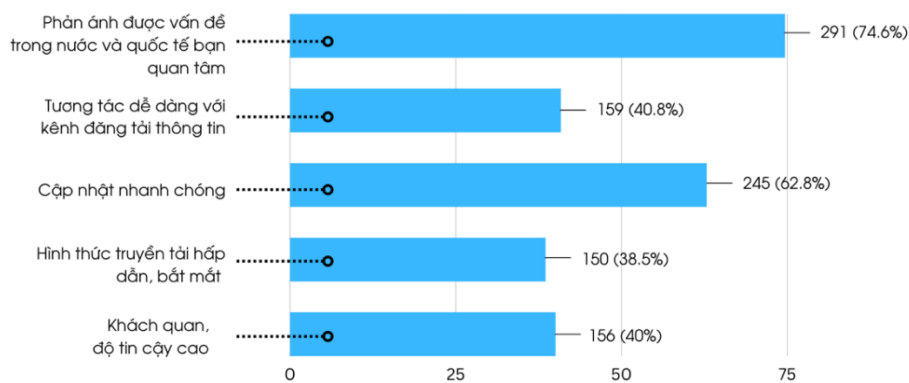
Chart 3.10: Reasons why the social media audience frequently interacts with products from Thanh Niên, VTV24, and VOV2

Source: Survey by questionnaire with the social media audience in May 2023

The audience primarily accesses news based on factors such as timeliness, speed of updates, and the high interactivity of social media. At the same time, the audience is attracted to both positive and negative information, with negative news garnering the most attention on issues such as crime and epidemics. The diversity and personalization of content on social media help journalistic institutions effectively reach the audience, but also pose challenges in ensuring accuracy and transparency in information.

To maintain and develop relationships with the audience, journalistic institutions should focus on content formats such as articles, videos, livestreams, and infographics, ensuring that the content is engaging and aligns with user needs.

3.4. Social Media Audience Behavior After Accessing Products of the Three Surveyed Journalistic Institutions

3.4.1. Social Media Audience Psychology After Accessing Journalistic Products

Curiosity and interest in the content of journalistic products not only help the audience access information but also enable them to engage in discussions, contributing to shaping public opinion.

Feeling of trustworthiness and reliability: Survey results show that nearly half of the audience (47.9%) is satisfied with the information from journalistic institutions on social media, with 12.6% being very satisfied, reflecting the high quality of content and quick responsiveness. Trust in reliable information helps the public make accurate decisions, contributing to societal stability. Three key factors that build trust include: the sustainable development history of the journalistic institution, stringent content quality control processes, and the application of modern technology. For example, The New York Times has utilized AI and Big Data to personalize content and enhance interaction, leading to increased digital subscriptions, demonstrating the role of technology in reinforcing trust in journalism.
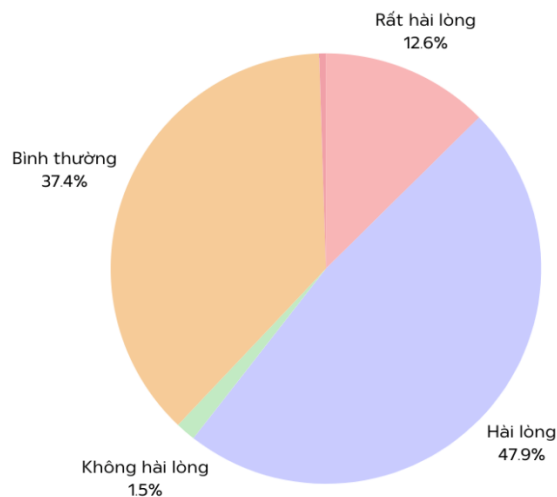
Chart 3.11: Satisfaction level of the social media audience after receiving information from journalistic products

Source: Survey by questionnaire with the social media audience in May 2023

Doubt and criticism of fake news and misinformation: In the modern social media context, information is not always received with absolute trust, due to the emergence of fake news and information leaks, such as the 2021 leak of personal data of 1.5 billion Facebook users. The social media audience is increasingly skeptical and critical of non-mainstream information, particularly fake news aimed at manipulating public opinion and causing social unrest.

Desire to participate in discussions: This action not only helps the audience gain deeper insights into social issues but also creates opportunities for interaction and influence on public opinion.

Impact on personal perspectives: Receiving information from journalistic institutions on social media, combined with feedback from the community, helps shape and adjust the audience's personal views. This interaction and feedback foster multidimensional discussions, contributing to comprehensive societal development through the dissemination of knowledge and information

3.4.2. Sharing Journalistic Products

The development of technology and social media has brought significant changes in how journalistic information is accessed and shared. Research shows that 100% of the survey participants have shared journalistic products via social media, with 65.9% sharing frequently. Generation Z, in particular, has a high level of trust in the accuracy of information from journalistic institutions, with 95% of participants rating these sources highly
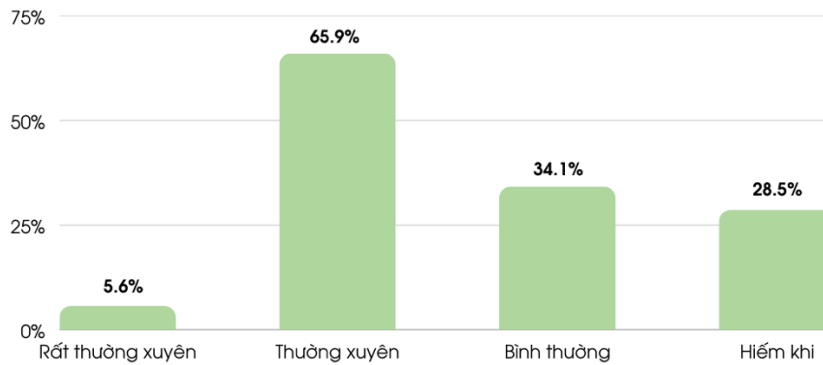
Chart 3.12: Frequency of social media users sharing journalistic products
Source: Survey by questionnaire with the social media audience in May 2023

The convenience of social media allows users to quickly share content through "Share" buttons on platforms such as Facebook. This feature helps disseminate content efficiently and increases interaction with the audience. Users can share content in various ways, from direct sharing, reposting on multiple platforms, sending direct messages, to using hashtags and SEO to expand reach.

Sharing journalistic information on social media not only helps spread the news but also creates an interactive space, raising public awareness and building trust in journalistic institutions

3.4.3. Commenting on Journalistic Products

Audience commenting behavior on social media towards journalistic products reflects their personal views and opinions. Through comments, the audience not only provides feedback on the quality of information but also discusses and shares viewpoints on social issues. social media platforms like Facebook and Twitter facilitate better commenting and information exchange compared to news websites. Users primarily comment to express their opinions (41%) and share contributions (36.4%), with only 7.2% commenting for debate or rebuttal purposes.
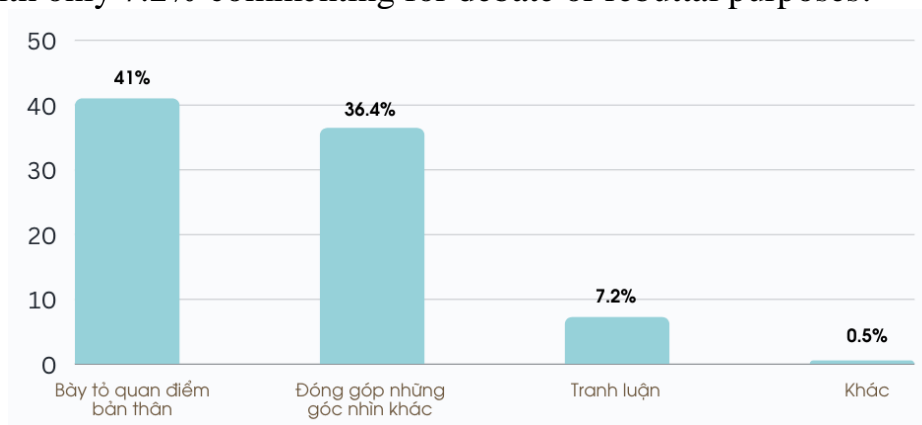

Chart 3.14: Reasons for social media users commenting after receiving information from journalistic products
Source: Survey by questionnaire with the social media audience in May 2023

1. Sự quan tâm của công chúng MXH đến vấn đề sản phẩm của cơ quan báo chí đề cập

2. Sự tương tác giữa công chúng MXH và cơ quan báo chí

3. Thái độ của công chúng đối với thông tin được đưa ra trong sản phẩm báo chí (tích cực hoặc tiêu cực)

4. Sự quan tâm đến chất lượng sản phẩm của cơ quan báo chí và khẳng định vai trò giám sát chất lượng thông tin.

5. Phản ánh sự chủ động của công chúng trong việc tiếp cận và phản hồi đến thông tin của báo chí.
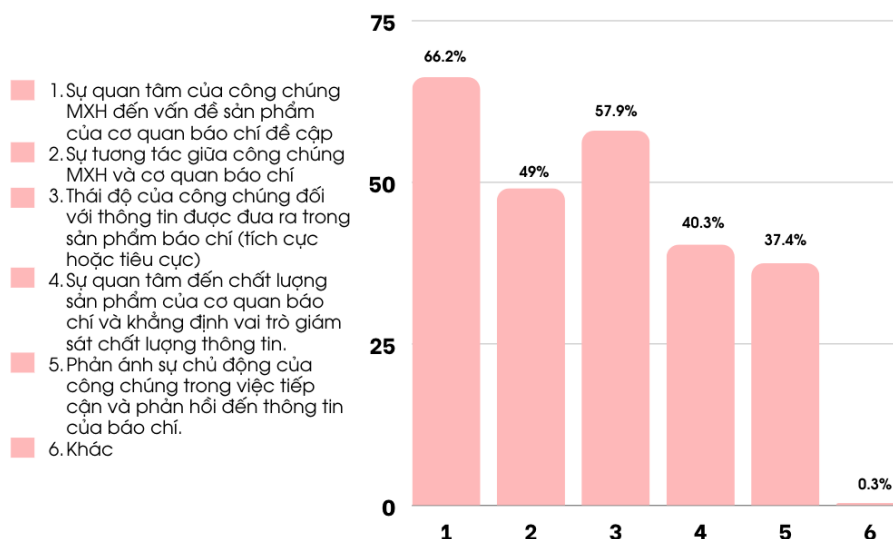
6. Khác

Chart 3.15: Purpose of social media users commenting to express opinions and emotions after receiving information from journalistic products

Source: Survey by questionnaire with the social media audience in May 2023

Comments on social media not only help spread messages but also contribute to community building and increase interaction between the audience and journalistic institutions. The majority of the audience uses comments to show interest (66.2%) and evaluate information (57.9%). Comments also serve as a tool connecting the audience with journalists, improving content and enhancing interaction in the digital age.

3.4.4. Reacting to Journalistic Products

In research on social media audience behavior towards journalistic products, the "react" feature helps users quickly express their emotions through icons such as "Sad," "Angry," and "Love." These emoji reactions allow users to interact easily, save time, and overcome language barriers, creating global connections.
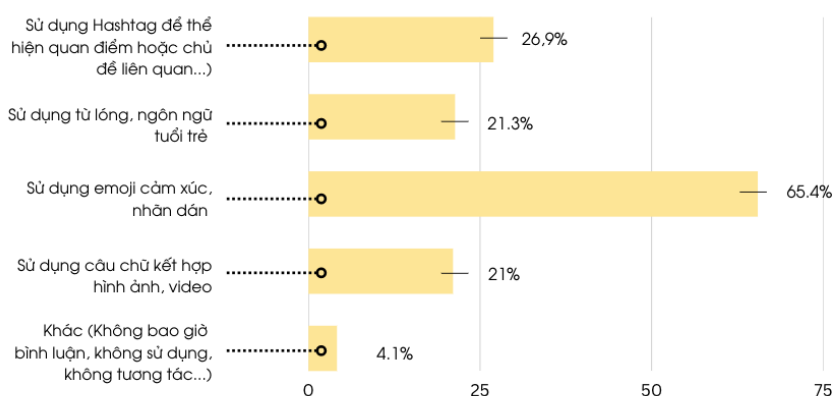

Chart 3.16: Languages or emojis most commonly used by social media users after receiving information from journalistic products

Source: Survey by questionnaire with the social media audience in May 2023

3.4.5. Generating Discussion

Specific audience behaviors during discussions include: developing related content, asking questions, engaging in dialogue, and interacting directly with

journalistic institutions. Audiences not only share personal opinions but also foster multi-dimensional discussions, helping to spread information and extend the reach of journalistic products. social media surpasses traditional media in its ability to connect people, creating a dynamic environment for interaction between the audience and information sources.

3.4.6. Audience Satisfaction, Repeat Interaction, and Brand Loyalty to Journalistic Institutions

In research on social media audience behavior towards journalistic products, satisfaction, repeat interaction, and brand loyalty to journalistic institutions are key factors. When the audience is satisfied, they tend to interact more and maintain regular engagement with journalistic institutions. Specifically, 66.2% of participants rated the information delivery methods on social media highly, and 45.4% believed that journalistic institutions provided accurate information.
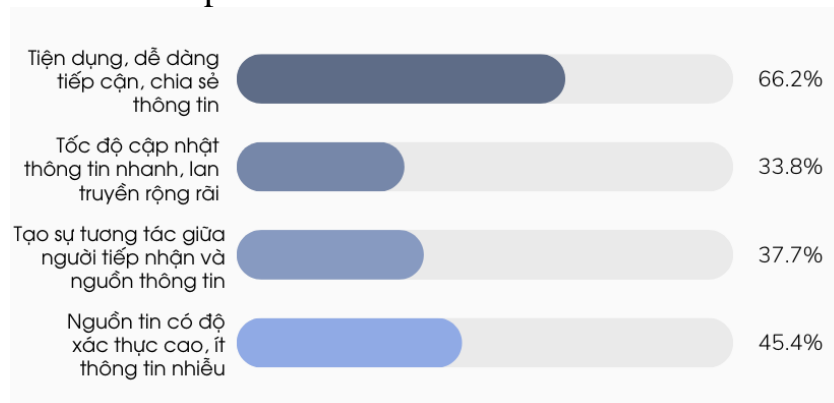

Chart 3.17: Audience evaluation of information delivery methods by journalistic institutions through products on social media

Source: Survey by questionnaire with the social media audience in May 2023

Repeat interaction is reflected in the audience frequently returning to receive and discuss journalistic products. In the highly competitive social media environment, this interaction indicates that the journalistic institution has succeeded in retaining its readers.

3.5. Identifying the Impact of Social Media Audience Behavior on Journalistic Products

First, social media accelerates the distribution of information, requiring journalistic institutions to adjust their content promptly to keep up with trends. For example, during the COVID-19 pandemic and the case of "Patient 17," information spread rapidly thanks to social media.

Second, social media expands the audience base, allowing journalistic products to reach a more diverse audience through algorithms and user-sharing behaviors.

Third, positive audience interactions through comments and shares help strengthen the brand credibility of journalistic institutions.

Fourth, feedback from the audience enables journalistic institutions to adjust and shape content that aligns with the preferences and expectations of their readers.

Finally, data on audience behavior on social media supports the measurement of the effectiveness of journalistic products and the optimization of communication strategies.

Summary of Chapter 3

Chapter 3 of the dissertation analyzes the current state of social media audience behavior towards the products of three journalistic institutions: Thanh Niên, VTV24, and VOV2. The author surveyed 390 participants and conducted in-depth interviews with journalists and experts for a comprehensive understanding. Before accessing the products, the social media audience utilizes social media features such as notifications, watchlists, and verifying the authenticity of information. During access, the audience responds positively to diverse and rich content formats across various platforms like Facebook, YouTube, and TikTok. After access, the audience analyzes, evaluates, shares information, and actively participates in discussions, creating direct interactions and expanding the reach of information. Understanding this situation helps journalistic institutions build appropriate social media development strategies, optimize information management, and promote development in the current context. These issues will be detailed in Chapter 4 of the dissertation.

CHAPTER 4: ISSUES AND SOLUTIONS FOR IMPROVING THE QUALITY OF JOURNALISTIC PRODUCTS FROM THE PERSPECTIVE OF SOCIAL MEDIA AUDIENCE BEHAVIOR

4.1. Issues Related to Enhancing the Quality of Journalistic Products from the Perspective of Social Media Audience Behavior

- Challenges in managing the behavior of the public with respect to journalistic products on social media: Causes and consequences.

- Challenges in the Vietnamese Communist Party and the State's policies for managing media content on social media.

- Issues regarding the dissemination of journalistic information and the expansion of the social media audience network.

- Issues related to leveraging and enhancing the role of participants in the engagement model of journalistic institutions.

- Issues regarding content moderation and monitoring by journalistic institutions.

- Issues concerning behavior and cultural norms in the social media environment.

4.2. Solutions for Enhancing the Quality of Journalistic Products from the Perspective of Social Media Audience Behavior

4.2.1. Group of Solutions to Improve the Effectiveness of Content Management on Social Media by Vietnamese Journalistic Institutions

In the context of rapidly advancing information technology and social media, Vietnamese legal regulations on media content via social media must be updated and improved to meet the demands of managing and protecting the rights of journalistic institutions. The rapid changes in technology, alongside the emergence of new business and communication models, present significant challenges to the current legal framework. Thus, to enhance the legal framework concerning media content on social media, certain recommendations for amending and supplementing current legal provisions should be implemented.

4.2.2. Group of Solutions for Enhancing the Strategic Awareness of Leaders in Journalistic Institutions

These solutions include: (1) Organizing training sessions to enhance the strategic awareness of leaders of journalistic institutions; (2) Applying models of content convergence and new technological convergence in journalism; (3) Establishing a social media audience research advisory unit within editorial offices, consisting of external experts.

4.2.3. Group of Solutions for Journalistic Institutions to Enhance Product Quality from the Perspective of Social Media Audience Behavior

Developing and promoting journalistic products tailored for social media audiences.

Collaborating with and leveraging the role of social media audiences in enhancing the quality of journalistic products.

Developing marketing and content management strategies on social media.

Applying the five-step model of social media audience behavior toward journalistic products to create effective marketing and content management strategies on social media.

Building a multi-channel, multi-relationship strategy to enhance information dissemination and foster interaction with social media audiences

4.2.4. Improving the Culture of Conduct on Social Media

Social media has become an integral part of daily life, where millions of people connect, share information, and interact. However, the rapid development of social media also brings many challenges regarding the culture of conduct and responsible participation by the journalistic public. To improve the quality of interaction and ensure a healthy discussion environment, journalistic institutions must develop and implement strategies for educating the community on civilized and responsible participation in social media.

4.2.5. Leveraging and Enhancing the Role of Key Actors on Social Media

To optimize communication efficiency on social media, cooperation with Key Opinion Leaders (KOLs) and influencers is necessary, as they can quickly spread content and reach a wide audience. Journalistic institutions can leverage their influence to expand outreach. Additionally, "citizen journalists" also play an important role in enriching news content. To encourage this, journalistic institutions should create a safe space for active public participation, contributing to enhancing the quality of information and fostering a stronger community connection with journalism.

4.3. Enhancing the Monitoring and Processing Capabilities of Journalistic Institutions: Recommendations Based on Research Findings

Applying AI and Big Data: Utilizing technology to monitor content automatically and quickly detect fake news or inappropriate information. Big Data also supports the analysis of trends and audience behavior.

Strengthening collaboration with social media platforms: Journalistic institutions need to collaborate with platforms like Facebook and YouTube to share data, leverage monitoring tools, and ensure transparency of information.

Continuous training for journalists: Journalists should be trained in data analysis, information processing, and modern monitoring technologies to enhance the quality of journalism.

Establishing clear content moderation standards: Content moderation standards must be clear and consistent to ensure ethical and legal compliance, limiting misinformation and harmful content.

Developing user protection policies: Information security policies and effective support channels should be developed to ensure user safety when participating in social media.

Summary of Chapter 4

Based on the survey results and evaluation of successes and limitations in social media audience behavior toward journalistic products, discussed in Chapter 3, Chapter 4 outlines the issues facing journalistic institutions and proposes solutions to improve the quality of journalistic products from the perspective of social media audience behavior. Through this, research questions are addressed, and lessons learned are as follows: Cultural, social, political, and psychological factors all profoundly influence how social media audiences interact with journalistic products. Culture shapes user attitudes and behavior in receiving information; social factors relate to relationships and networks that affect information dissemination; political factors impact trust and credibility in news sources, while psychological factors determine public interest and emotional reactions to media content. These solutions, when implemented consistently and effectively, will not only enhance the quality of journalistic products but also contribute to building a healthy, civilized, and responsible social media environment.

CONCLUSION

Research on the social media audience for journalism indicates that interaction and feedback from the public play a crucial role in shaping journalistic content. Numerous studies have analyzed theories related to the audience, their behavior towards journalistic products, and the social media environment, while emphasizing that the development of social media poses significant challenges for mainstream journalism.

Factors such as culture, society, politics, and psychology influence how the public interacts with journalism. The public can respond strongly to information, particularly in environments with censorship. Understanding public psychology allows journalistic organizations to adjust content and improve strategies for disseminating information.

Solutions to improve the quality of journalistic products from the perspective of the social media public include developing content specifically tailored for this audience, as well as creating marketing strategies and content management plans on social media platforms. Additionally, journalistic organizations must promote responsible behavior and participation from the public, thereby fostering a healthy and accountable social media environment