

SUMMARY INFORMATION ON THE NEW FINDINGS OF THE DOCTORAL THESIS

1. Title: *“The Social Media Audience’s Response to Journalistic Products of Press Agencies”*
2. Field of Study: Journalism
3. Code: 9 32 01 01
4. Doctoral Candidate: Lê Nguyễn Phương Thảo
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6. Training Institution: Academy of Journalism and Communication:
7. New findings of the Thesis:

First, contributions to academic theory and reasoning: The dissertation is the first work in Vietnam to systematically establish theories on the social media audience’s response to journalistic products of press agencies. It integrates modern theoretical frameworks such as the Uses and Gratifications Theory, Behavioral Psychology Theory, and Philip Kotler’s Ozone (O3) Model.

The study proposes a theoretical framework regarding the mechanisms and influencing factors shaping audience behavior toward journalistic products in the digital environment.

Second, contributions to practice: The dissertation evaluates the current situation of social media audience responses in Vietnam with products from three representative press agencies: Thanh Niên Newspaper, VTV24, and VOV2. It analyzes audience responses before, during, and after accessing journalistic products.

The study clarifies the role of social media platforms in fostering interaction and audience engagement and proposes solutions to optimize content and communication strategies for press agencies.

Third, new arguments: The dissertation identifies the key factors influencing audience responses, including the content and presentation of journalistic products, levels of interaction, trust in press agencies, and the role of social media platforms.

It classifies social media audiences into groups based on their level of engagement and proposes tailored interaction strategies for each group.

The study introduces an improved communication strategy model using Big Data and Artificial Intelligence (AI) to enhance accessibility and interaction with social media audiences.

Fourth, recommendations and applications: The dissertation analyzes current challenges and proposes a comprehensive system of solutions to improve content management and optimize communication strategies on social media. These include technological advancements, improving the skills of journalism professionals, and enhancing the quality of journalistic products.

It recommends policy support from press management agencies and the state to protect the interests and strengthen the role of journalism in the digital communication environment. These proposals have entirely new scientific value, addressing current political and social contexts, and have not been previously published in any other research.

The dissertation not only provides a comprehensive and scientific perspective on audience behavior toward journalistic products on social media but also opens new research directions on audiences in the modern media environment, contributing to the sustainable development strategies of Vietnamese journalism.

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