

The Social Media Radio Innovation and its impact on University Students Ratings

An Exploratory Study

A thesis presented for the master degree in Media Innovations
Faculty of Mass Communication- Ahram Canadian University (ACU)

Prepared by :

Sherif Mohamed Abd Elmonem Rashwan

Teaching Assistant, Radio and TV Department

Faculty of Mass Communication, Ahram Canadian University

Under the Supervision of

Dr. Engi Aboul-Ezz

Associate Professor, Radio and TV Department

Faculty of Mass Communication, Beni Suef University

Dr. Mostafa El Banna

Assistant Professor, Visual Communication Department

Faculty of Mass Communication, Ahram Canadian University

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Dedication

I would like to dedicate my dissertation work to my beloved family and friends. I am deeply grateful to my loving parents, Dr. Mohamed Rashwan and Mrs. Safaa Elbordiny, for their unwavering support, encouragement, and motivation throughout my academic journey.

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I would like to express my gratitude to... Let me know if you have any additional changes or suggestions.

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List of Abbreviations

UTAUT - Unified Theory of Acceptance and Use of Technology

PE - Performance Expectancy

EE - Effort Expectancy

SI - Social Influence

Abstract

keywords

Chapter 1

Introduction

In today's world, the use of mobile devices, such as smartphones, tablets, e-readers, handheld gaming consoles, and portable music players, is increasingly common (Parhamnia, 2022).

Chapter 2

Literature Review

2.1 Radio Social Media Uses and User Generated Content

In order to gain the idea of how social media can influence the radio industry, specially the digital platform usages of social media, It was required to check the literature available on the usages of social media in radio stations. To get the idea of why exactly a social media platform integration is important in the radio industry, a study of semiotics in radio posts on social media platforms is important to discuss these areas.

(Ferguson & Greer, n.d.) A study conducted on the semiotics of radio posts on instagram, for example, examined how digital technologies transformed radio to a medium that can be seen and heard. Using visuals on social media gave a real-time glimpse of broadcast operations for the audience. With enhanced interaction with stations, it was mentioned how commercial stations in the US portrayed through posts on Instagram. The methodology used in this study was qualitative using the social semiotic theory that resulted in 2 main themes of station posts on Instagram; Station Promotion and Community, that captured the essence of the radio stations undergoing the study. Promotion is the dominant theme that portrayed the station personnel and remote broadcasts using instagram posts including photos of station vehicles and portable tents , microphone covers and signage, along with the radio station personnel in the studio to allow the listener to “see the unseen”. As for the second theme of Community, It was concluded that there are 3 main sub-themes; events, listeners by themselves and station staff with listeners. It was used to represent the diversity of the community and station listeners, to incorporate an

element of “it’s all about us” to signify that the station is not focusing entirely on their staff only but include their listeners too as the main objective. In another frontier, the social media usages that are happening in the radio station can be also studied.

(Karttunen, n.d.) Another study that examined the relationship between social media and radio discussed the role of social media in both the station’s platform and channel listeners. A sample of listeners and pop-up radio reporters was selected and a survey was conducted to analyze how social media analytics can help a station. It was concluded that radio stations make good use of nowadays publishing content on various platforms and social media is a good choice to use for communicating with listeners and also a great way to choose content based on their listener’s interests. The downside though of using social media for radio stations as mentioned in that study is that not all radio listeners want to use it, it doesn’t allow them to be truly anonymous. The Social Media Audiences and their radio station pages are a key requirement for better interpretations and understandings.

(Al-Rawi, 2016) In order to gain an understanding of how social media audiences of radio stations are behaving, one of the journal articles discussed the online comments of news items posted on facebook pages of two popular arabic language radio stations; Radio MonteCarlo (France24) and Radio Netherlands Worldwide (RNW). A sample of over 184,000 comments with special focus on the most liked ones was studied to conclude that audiences seem to be more engaged with posts that encourage the engagement in issues while interacting with quotes that are clever in nature and contents other than just reading breaking news. This study also examined how social media users of these two facebook radio pages responded to posting different opinions and point of views and actively engaging with contrasting and opposing views. It was found that the most frequent words used by commentators on the facebook page of Radio Monte Carlo in Arabic were for example “Allah” , “Syria” , “Bashar and Assad”, “people”, “Arabs” , “Army”, “Egypt”, “Regime”, ..etc. It was obvious that religious and Arab spring conflicts are highlighted. It was also concluded that the difference between the usage of RNW and Radio Monte Carlo is that religious terms “Allah” and its various formats are the top ones used in the two pages of Facebook, but on the RNW’s audience are more focused on events and news taking place in Egypt, Morocco, Libya and Syria consecutively.

(Zelenkauskaitė, n.d.) On the topic of perceptions and practices of social media in two Italian radio stations and the relation of the value of user-generated content, a study that outlines the limitations of user-generated content implementation based on affordance of interactivity and organizational practices involved. Based on the concept of two-way communication and interactivity in mass media, the analysis in this study for the user-generated content is of private commercial radio stations, where limitations from the organizational practices on the UGC interactivity and audience participation based on what's called "Mass Media Logic", which is a set of principles that dominates the organizational structure like the content that's going to be broadcasted, the genre of users that can participate and the time when user messages appear and the amount of user-generated content broadcasted during an ongoing show. A sample of two radio stations one national (Italian) and one regional (Italian) are included to represent the various practices in the ways of UGC is perceived and treated to conclude that UGC are interpreted differently not only by stakeholders but by national and regional radio stations. UGC can be seen as a tool which in turn due to the lack of experience and expert-like quality could be positioned in a questionable place, so the need for the professional radio producers are required. On the theme of UGC as non-content, the study concluded that the team responsible for the UGC integration into the radio station are downplaying the importance and value of such user content. It was also mentioned that the two main themes of Selective UGC Behavior, where the announcers and technicians perform while choosing a specific content over others, for example, the Announcer can engage listeners using UGC through thematic relatedness. For the other main theme of "Affordance to UGC", it was mentioned that users react to content offered by media producers rather than the other way around, or as summarized by being "Reactive" instead of "Interactive". User-Generated Content is one of the main key roles of social media these days. That's why It's more important to reveal the underlying concepts and issues related to UGC.

(Simon, n.d.) According to Jean Paul Simon in a study on the user-generated content and how communities of users and firms can engage in creation and distribution of digital content. The main purpose of study is revealing the role of users to create and distribute digital media content in various forms, including textual, (WIKIs, Blogging,...etc), Audio (Podcasting), Video (Dig-

ital Video) and evaluating their role as co-innovators. The methodology used is desk research with a review of the current literature and technical journals and annual reports analysis. It was found that a lot of dramatic changes have been noticed since 2007 in the landscape, the idea of scaling up. It was also illustrated that entire chains of content, either produced or distributed or consumed, are available and opened up. The amount of UGC introduced new ways of interaction between creators and consumers. Increasing diversity, exploring new ways of talent scouting are the main results that reveal various forms of co-creation and role of community with its limitations. The relationship between Audience empowerment and the generation of content can be also an area of study in this research. (Haque & Biju, n.d.) This study explains the new type of audience interaction that takes place online and how it gives radio stations the ability to co-create content and connect with stakeholders and potential advertisers. The survey includes the most well-known Asian radio stations that broadcast Bollywood and Western music to suit the tastes of listeners of all ages. The complicated research methodology used in this study is based on the quantitative and qualitative content analysis of the radio stations' social media profiles. In-depth interviews with various social media team members, radio presenters, and show producers of the chosen radio stations were also organized. Examining and comparing concurrent participatory activities on radio and social media to the creation of public discourse. A sample of 146 posts were observed on Facebook. 51 of them were of 89.1 FM, 44 of 101.6 FM and 51 of 98.7 FM. It was found that, when posts were categorized based on their goals. Laughter-inducing material, such as Bollywood facts and trivia, took primacy because all three of these were in the same format. From Star Interviews to on-air competition as well as competitions exclusively on Social Media are the highest goals of Facebook Post by Radio Stations in the UAE.

2.2 Podcasting and Internet Radio through Platformization

Podcasting is a key dimension in literature due to the idea of audio recording and distribution over the internet and how people interact with it. (Tobin & Guadagno, n.d.) A study was done to see why people listen to podcasts and their outcomes and motivations regarding

this, to identify the predictors of listening to podcasts and the different relationships involved in podcast listening. A sample of 306 adults from different countries was selected to undergo an online questionnaire that evaluates their individual differences by the following aspects: The Big Five personality factors, need for cognition, curiosity, age, and gender. On the other hand, the aspects regarding podcast listening (amount, setting, device, and social aspects), It was found that (openness to experience), (interest-based curiosity) and (need for cognition) pointed towards an increase in podcast listening, where the need to belong decreased podcast listening. On another front, business models and editorial strategies can affect podcasting in digital landscapes. (Rojas-Torrijos et al., 2020) In the emergence of native podcasts in Latin America, a unique study explains how native podcasting in Spanish is evolving and innovating using audio formats and they are constantly finding new ways to fund their platform by doing content production for clients as an example, sponsored content and advertising. A qualitative study made up of interviews, online surveys of podcasters with the help of a secondary data analysis was conducted to examine the new digital outlets and the way of using audio content in their platform using multiple case studies with a sample size of 13 emerging media platforms from different 8 countries in the directory of digital natives of SembraMedia as a nonprofit organization dedicated to diversity increase and helping the digital media entrepreneurs become more successful and sustainable. It was postulated that after this exploratory study, a native podcasting in Spanish is not fully established, small scale and still evolving with lots of exploitation of narrative and innovative possibilities of audio formats and their main goal is to make profit. Educational podcasts and the relationship with public media is an important topic to be discussed. (Aufderheide, 2020) In a journal article published in the International Journal of Communication 2020, a very comprehensive idea of how podcasting can be used as part of public media, where they examined the properties of a set of podcasts in the united states that can be accounted as public media or as mentioned “Public Podcasting”. It also looked into the current business trends as part of the platformization of podcasting. A full description of how the analysis of responses to potential threats to the future of podcasting in the US News, it was concluded that the public podcast ecology at that time in the US maintains some immunity from the most immediate threats but not completely. One of the main topics discussed in this study

is the idea of how podcasts can grow as a business, mentioning some of the history of public podcasts in America from 2005 when it was mainstreamed, due to the intervention of CEO of Apple, Steve Jobs who added a podcast directory to the iTunes software. On another aspect, 11 podcasts are produced by public broadcasting entities in the US , which serves as a pseudo-public sphere as a public service media , participating in the US news and public affairs ecology and news-sharing practices, which led to what's called "Public Effects". A sample was chosen from 5 consecutive episodes of each podcast from September 1 to October 20 in 2019. Results from a Gallup Poll (2019) of the general populace on what identified as "The most Important problem" from May to November, 2019 was also selected. It was found that all podcasts covered some of the discussed issues. (Sullivan, 2019) Gillespie in 2018 offers a similar definition, noting that platforms can be understood as "sites and services that host public expression, store it on and serve it up from the cloud, organize access to it through search and recommendation, or install it onto mobile devices". Platforms can be interpreted as a digital infrastructures that enable groups to interact, which leads to Neiborg and Poell definition that the penetration of economic, governmental and infrastructural extension of digital platforms into the web and app ecosystem, affecting the cultural industries, to be known as Platformization. Platforms shift larger markets and govern cultural productions through platforms. In a Journal Article done by John L. Sullivan in 2019, he examined the role of digital platforms in podcasting and how they can impact the podcasting industry's Content, Structure and Governance. He also looked into the topic using Neiborg and Poell's theoretical framework to grasp the concept of platformization impact on culture to understand the change of podcasting. It was found that podcasting is reshaped by platformization by exploring the primary media functions of storage, consumption and discovery. Sullivan also discussed the idea of RSS "Rich Site Summary" Technology as one of the drivers of podcasting, used to distribute, receive and listen on-demand sound content produced by traditional radio publishing houses, journalists and educational institutions as well as independent radio producers, artists and radio amateurs, to conclude that the network effects associated with platformization have benefits both for Users (Content Producers) on one side and Distributors (Advertisers) on the other side. For Users, It was mentioned that they discover new shows that might appeal to their interests as well as the idea of centralized

repositories (like Apple Podcasts, Google Play, Spotify,...etc) helped in the ease of discovery of such content. For the Distributors and Advertisers, It was mentioned that the value in these platforms came from their ability to monetize from accurate consumption of such a large audience. Internet Radio is one of the main technologies that enabled a lot of digital transformation of radio onto the digital platforms available.(Glantz, 2016) As for the Internet Radio, an article discussed the tensions between the old and new media by examining how 12 streaming music companies (Beats, Deezer, Grooveshark, iHeartRADIO, iTunes Radio, Pandora, Rara, Rdio, Rhapsody, Slacker, Songza, Spotify) used their websites for streaming. A qualitative study mentioned 7 themes in such platforms as follows : Anchor in radio; Personalizability; Music Discovery; Music for any occasion; sharing; love and mobility. It was found that the content was surprisingly homogeneous. The services failed to differentiate themselves from competition. For the Anchoring in Radio, they consistently tried to define themselves in opposition to traditional radio, they make references from terrestrial broadcasting. Also, the marketing cues of such services call themselves “FM” and “Radio Station”. On the Personalizability theme, “Station tuned for you” as a way of customization and personalization of their content to their listener’s interests. They also help their users discover new music easily with all occasions included. The ability to share music with others via social media was one of the main themes that situated the streaming service in the world of social media. Finally , one of the key features discussed is the Mobility, where the content is being communicated both visually and verbally. It was concluded that these streaming music services focus on human elements rather than the misunderstood idea that internet radio is just a computer-mediated and impersonal experience.

After reviewing the literature available on the aspects of User-Generated content on social media platforms and how people utilize the social media into their existing radio stations, keeping in mind that the usage of podcasting is also one of the main media content through platforms that evolved beside the concept of Internet Radio, I can summarize that the gap existing in literature is the one regarding how to implement both worlds of UGC and Podcasting into Radio Streaming technologies to create a unified platform with social media capabilities, implementing UGC and Internet Radio Streaming.

2.3 Technology Utilization

Chapter 3

Significance of Study

After reviewing the literature including how audio platformization plays an important role in disseminating all sorts of pre-recorded content to the audience, It was so obvious that there's a gap between the traditional internet radio streaming techniques and how people use podcasts to be the main reason and driver to create a social media platform that include all the social properties of engagement, combined with the internet radio streaming technologies.

Regarding the Academic importance, It's a new field of study that will add a lot to the available literature in utilizing the various research in podcasting and user generated content in order to gain an understanding of how users will rate and perform in such a new platform. On the aspect of Practical importance, It's worth noting that creating such a new venue for radio streaming in a social media style could be beneficial in the realm of social media platforms and internet radio technology.

Chapter 4

Problem Statement

Social media incorporates a lot of innovations, regarding audiovisual content that engages more people by using visual elements and cues more than audio material, which led to the gap existing in the current social media platforms that don't implement the radio formats in an appropriate way of engagement.

The problem of this research is to examine how university students would react towards a dedicated platform that includes both Internet radio techniques and social media platforms applied to a sample of Ahram Canadian University Students.

Chapter 5

Research Objectives

The goal of this research is to gain an insight into whether these types of platformization and implementation of radio streaming using social media properties of engagement and rating , could be helpful in any way. A set of objectives could be summarized as follows :

- Create a social media radio platform
- Create a community of radio enthusiasts using the proposed platform
- Engage more users into utilizing the social media tools into the radio formats
- Simplifying the need of high-end utilities to create a radio-style media
- Gain more understanding of how university students could be more engaged into radio by using such platform
- Giving the power to radio enthusiast communities, over the well-established radio stations and entities

Chapter 6

Theoretical Framework

6.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

In order to grasp the concept of how such radio streaming platforms could impact the use behavior and engage more university students into conquering the realms of internet radio technology using the already established social media usage, It was required to match these technology acceptance models into consideration. As the “Unified Theory of Acceptance and Use of Technology” suggests according to a research done by (Puriwat & Tripopsakul, n.d.) that investigates elements that affect the usage of social media adoption for business by using the technology acceptance model (TAM) and the Unified Theory of acceptance and use of Technology (UTAUT), using data of 196 samples via online questionnaire in Thailand to verify the the proposed model, which results in Performance, Effort Expectancy and Social Influence influence the behavior to implement social media for business purposes significantly. Facilitating conditions also contributes greatly to affecting actual user behavior. For the Moderating Effects of all demographic and behavioral factors such as Gender, Age, Time spent on social media and Entrepreneur Status, to conclude that Age is one of the immense variances in the intention of social media behavior and use behavior. This is why by implementing the UTAUT Theory, we can use the Age as one of the main moderators and selectors of sample to verify if Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Moderating Effects contributes to what extent in the evaluation process and content selection to increase rating of proposed content.

Chapter 7

Research Questions

To make sure that each objective could be met, A set of research questions could play a very important role as a guide to my next steps in answering them in this research, as follows:

1. How social media radio could impact the social media scene ?
2. Does the radio streaming utilization of social properties affect the user's behavior ?
3. Does social media radio rating of relevant content in the university context increase the radio influence ?
4. How platformization of radio and the implementation of user generated content impact the behavioral intention of university students ?
5. How do the UTAUT Theory determinators of Gender and Age affect the Rating of proposed user generated content ?

Chapter 8

Research Methodology

In this research, after reviewing the best methods available to reach the right conclusions, It was advised to use both the Quantitative and Qualitative methods of research as the quantitative side could be implemented by A content analysis will be implemented on the content created by users, a set of students from the university will be selected to be evaluators to evaluate the content being generated by the platform users. The selected content will be created using the built-in templates available on the platform by the same university students. The outcome of these evaluations could raise the selected content into the main platform internet radio channel that is available to listen to by anyone available and online using our platform.

The second part of this research would be to implement the qualitative methodology by making a Quasi-Experiment in the proposed social media radio platform community and a Focus Group, one with the evaluators that selected the appropriate content from their point of view and the other group would be from the content creators (user-generated ones) and see the insights behind the selection process and the ideas behind creating these audio content.

Chapter 9

Conceptual and Operational Definitions

9.1 Conceptual Definitions

Chapter 10

Results

Chapter 11

Conclusion and Discussion

Chapter 12

Limitations

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Chapter 13

Declaration of Authorship

Appendix A

Raw data

Here are the raw data of the experiment.