Annotation biblography

Reagle Jr, J. M. (2015). Reading the comments: Likers, haters, and manipulators at the bottom of the web. MIT Press.

In the book entitled, “Reading the comments: Likers, haters, and manipulators at the bottom of the web “explains that what we can study regarding human countryside from the manipulative, informative, puzzling, and humorous messages at the lowest of the network. Online statement can be educational or misleading, maddening or entertaining. Haters and exploiters frequently seem to control the discussion. Some remarks are off-topic, or even topic-less. Joseph Reagle in this book wishes us to read the commentaries. Discussions “on the lowest half of the Internet,” he claims, can tell us much about social nature and shared behavior. This is an interesting book which helps to understand the manipulators, haters and likers concepts on the internet. The manipulators are hidden under different masks, depending on: The person with whom they relate and The situation in which they are. The manipulators or haters can cover many appearances; they are masks that they use to better manage others.

Friemel, T. N., & Dötsch, M. (2015). Online reader comments as indicator for perceived public opinion.

This article explains that in the United States, mediators often have a rubric, which is a de facto link between the media and the public, which becomes in constant contact. This article argues whether online reader comments offer a illustrative picture of the view of news site users and how this upsets the perceived public opinion. The study shows how many commentators, although they do not represent the majority of readers, seem to feel a certain nostalgia for a time when the fundamental values ​​of journalism were lived with more rigor. The effect of these comments, from a small readership slice, should not be underestimated, because the criticisms formulated here are based primarily on traditional and basic criteria such as objectivity, impartiality and the neutrality. Readers, for example, frequently criticize journalists for acting more like mere stenographers, reporting the facts without analyzing their content or placing them in a broader context. A topic often debated by readers has emerged clearly from the study.

Owston, R. D. (1997). Research news and comment: The world wide web: A technology to enhance teaching and learning?. Educational researcher, 26(2), 27-33.

In the article entitled, “Research news and comment: The world wide web: A technology to enhance teaching and learning?.” explains that comments and interactions on news sites are disappearing. Bad news for the media, which only accentuates their difficulties in the long term. The movement is quite general, in the world. Many publishers, frightened by the poor quality of interactions - profanity, insults, false news ... have decided for about two years, to delete comments from their sites. Once again, the Internet utopia of a society revitalized by technology, takes a hit . No, it is not enough to give people the power to express themselves to create participatory democracy. Internet users would be divided between 1% of creators, 9% of commentators, 90% of "passive" visitors.This is the case of the NPR for which only 1% of the user base leaves a comment and only 2600 of its 25 to 35 million unique visitors are regular commentators.

Moy, P., Pfau, M., & Kahlor, L. (1999). Media use and public confidence in democratic institutions. Journal of Broadcasting & Electronic Media, 43(2), 137-158.

This article explains that the trend is already a little clearer here, especially as online social networks are considered to be globally the least reliable of the media about which an opinion is requested. We can assume that people gradually believe that they trust social media too much, especially when they are confronted with spurious content (and especially since all the hay around the spread of "fake news" ). As a result, there is a "back-crank" effect where we say that we can say we are "not fooled" by social media, and thus "lift some (so-called) shields" that we have the traditional press. In a way, the press would benefit from the comparison with online social networks: even if you are wary of some sources and trust others, the press is still more reliable than who relays a Facebook group of front-line propaganda.

Dosch, M. (2016). Reading the comments: Likers, haters, and manipulators at the bottom of the web. Journal of Communication, 66(4), E8-E10.

Dosh in his article explains the concept of reading the comments on social networking. Comments or criticism in social networks, which are often rises or insults (in the worst case) , fortunately are not as common as many believe. But, if they are a natural risk that exposes all professionals, companies or brands that currently have a profile or page on any social platform. Perhaps for many these negative reviews are not new and have already had, long ago, their first roses with these topics. But, there are many who have just begun to manage a page or profile in social networks professionally. Bad management of a criticism in social networks directly affects the reputation and budgets of our company or client, because now we have to put things back in their place and time is money. A good management of a negative comment is an excellent opportunity to enhance the reputation of your brand and increase the engagement of your social community, demonstrating closeness with your customers.

Kalpokas, I. (2015). Book review: reading the comments: likers, haters, and manipulators at the bottom of the web. LSE Review of Books.

This is a book which helps to know about the likers, haters and manipulators at the bottom of the web. On very rare occasions, such as in the extreme case of some trolls, ignoring them (or not paying attention to them) is perhaps the best answer, especially if we are emotionally affected. Because a mistake, perhaps ignite the wick of an explosive even more devastating. In addition, it could happen that it was our community that intercepted and canceled these criticisms. If our strategies were able to generate engagement, our community will be the strongest ally that our company can have in social networks. Those of us who are directly related to this world of social networks - even more so if we are professionals of online marketing or social media - surely we have had to deal with negative comments, criticisms or attitudes that are not related to our interests.