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SOCIAL MEDIA IN SELF-ORGANIZATION OF LOCAL COMMUNITIES

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the research work is local communities. The subject of the research paper is the impact of social media on the process of self-organization of local communities. The purpose of the thesis is to study the role of social media in the process of self-organization of local communities.

The methodological basis of the thesis is based on general scientific methods: the method of analysis and synthesis, induction and deduction method, the method of induction and deduction, classification and comparative method, as well as the particular scientific method used in conducting the thesis research (semi-structured interview).

In the process of writing the thesis, the following results were obtained: the concepts of «community», «local community», «social media» were defined; approaches to the study of local communities were considered; the transformation of local communities under the influence of social media was analyzed; classifications of social media and their characteristics were given; communication in social media was characterized; and data on the role of social media in the self-organization of local communities was collected and analyzed.

The novelty of the results is due to the insufficient conceptualization and incompleteness of data on the impact of social media on self-organization of local communities.

The obtained results are characterized by ample opportunities for theoretical and practical application. Materials of the thesis can be useful for further study of this problem and conducting relevant research and also for use in the teaching process.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: community, local community, virtual community, social media, virtual communication, self-organization of local communities, yard chats.