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Public Diplomacy and the Media: Assessing the Impact of Traditional and Social Media Platforms

Agenda setting, framing, and priming. Old media and new media: the broadcast model and participatory culture. New tools of influence. Hashtag campaigns. "Twitter diplomacy ": analysis of cases. Classical tools for measuring the influence of media: a study of coverage; a measure of trust, citation, focus groups etc. Content analysis. Tools for measuring the influence of new media. Network analysis. Tools for network analysis. Combining network analysis with text analysis. The short workshop on «Netlytic».