

ECONOMIC ASSESSMENT OF PROSPECTS FOR MONITORING TELEVISION NEWS AND THE BLOGOSPHERE AS A TYPE OF BUSINESS ACTIVITY

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Article Info

Received: Dec 17, 2024

Revised: Mar 14, 2025

Accepted: May 12, 2025

OnlineVersion: Jun 08, 2025

Abstract

The primary goal of this study is to conduct a comprehensive economic evaluation of the prospects for monitoring television news and the blogosphere as entrepreneurial activities in Ukraine. Additionally, the study aims to assess the quality of media content and its social impact, focusing on the evolving role of television news and the blogosphere in influencing public opinion and consumer behavior. To achieve this, the study utilizes a combination of analytical methods, including comparative analysis, formalization, and synthesis, along with the development of a monitoring matrix to evaluate the content quality of both media channels. The results of the study indicate that both television news and the blogosphere have evolved beyond their traditional roles as sources of information and entertainment. These platforms now serve as powerful tools for marketing and social influence, with the blogosphere playing an increasingly significant role in consumer engagement and political discourse. The study also highlights the growing demand for monitoring services within this sphere, with implications for businesses and government agencies alike. In conclusion, the authors identify that monitoring television news and the blogosphere not only provides valuable insights into the social and economic impact of these media but also presents a promising avenue for entrepreneurial activity. The findings suggest that the development of a systematic monitoring algorithm could enhance the quality of information and improve user engagement across both platforms.

Keywords: Algorithm, Monitoring, Information Technologies, Social Aspects.



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INTRODUCTION

Television has long been one of the most popular and accessible sources of information for both the general public and businesses alike. Television news provides timely and official information from trusted sources on changes in the legal framework, emergencies, foreign affairs, and new products and services. In turn, the blogosphere began to blossom not so long ago but quickly gained popularity and a

wide audience of users. This is due to the dynamic scientific and technological development, in which the Internet plays a key role. The blogosphere is not only a source of information but also a component of e-commerce, many businesses today advertise and sell their goods and services online (Hadasik and Kubiczek, 2022; Hasibuan et al., 2024; Kubiczek et al., 2024; Miharja et al., 2024; Wirnayanti et al., 2024). One of the types of economic activity is blogging, which is based on the use of multimedia technologies for the online marketing of opinions and products. The purpose of this activity is to sell and receive economic benefits from the developed proposal, which indicates the need to consolidate it in the provisions of the Tax Code (Holovchak and Fedets, 2020; Hanoum et al., 2024; Muis et al., 2024; Zakiyah et al., 2024). Thus, both channels of information (television news and the blogosphere) have become integral components of everyday life and business functioning, but they have not been widely covered in the scientific literature; in particular, very few studies have been devoted to their assessment from the point of view of economics from the perspective of considering these phenomena as a type of entrepreneurial activity.

A review of the literature shows that most of the works devoted to the study and evaluation of television news and the blogosphere are by foreign authors. Although recently, the interest of Ukrainian researchers in covering these activities from the economic point of view has begun to increase, as evidenced by the works of H. Holovchak and O. Fedets (2020) and Y.S. Tsal-Tsalko and Y.Y. Moroz (2019). Among the foreign authors who have studied television news and the blogosphere as a type of entrepreneurial activity are D.R. Nance (2021), A. Elegá (2018), R. Dwivedi (2018) and H. Stalnacke (2020). A review of previous studies showed that the authors pay more attention to the blogosphere and social media in general than to television. Firstly, this sphere is developing very quickly, secondly, it has a wider audience, and thirdly, it is more influential and promising in terms of targeting the younger generation.

Y. Tsal-Tsalko and Y. Moroz (2019) conducted an investigation into the use of various forms of social media in economic activity. Entrepreneurs use social media in different contexts in their business activities. For example, social networks or websites provide such entities with the opportunity to unite and, accordingly, create groups of people based on their common interests or activities (Mukhtarova et al., 2024). As for a blog, this tool can be used not only for internal business activities (corporate blogs) but also for communication with consumers, intermediaries, or business partners. A microblog is somewhat different from a blog, as it is smaller and can contain only a few hundred words. Equally important among these tools is the multimedia content of a website, as it is responsible for sharing media content with users (Firmansyah et al., 2024; Tkachenko et al., 2024; Laksono et al., 2025; Qiu et al., 2025; Tanti et al., 2025). R. Dwivedi (2018) classifies blogs by type and defines the goals of blogging. Types of blogs: thematic blogs with content based on news and information; personal journals and diaries; educational blogs; business blogs; photo and video blogs. The purposes of blogs are creative expression of individuals or groups of individuals; documentation of someone's personal experience; connection with family and friends; an opportunity to share practical knowledge and skills with others; and a challenge to mainstream media (Toktagazin et al., 2016; Ternov et al., 2022; Elpianora et al., 2024; Halimah et al., 2024; Melinda et al., 2024). However, despite the fact that the blogosphere is a more promising area of activity, television remains an extremely influential tool for its target audience, and therefore, both blogosphere monitoring and television news monitoring are hypothetically promising from an economic point of view.

A. Elegá (2018) examined the motivations behind blog visitors' engagement in digital conversations on blogs. Using in-depth interviews with 15 active readers, the study identified three primary motivations for participation: sharing opinions (by checking other commenters or bloggers and altering the conversation's flow), conversational perks, and interest. The research highlighted the often-underestimated role of blog readers in the blogging process, showing that their contributions and interactions are vital to the blogosphere. Researcher H. Stalnacke (2020) studied the impact of economic blogs on the field of economic discourse. After analyzing the list of the 100 most popular blogs, it was found that most of the authors are economists, many of whom make normative statements in their blogs that they do not usually express in the academic environment. The study showed how this alternative form of communication allows non-experts to gain symbolic capital, contributing to a shift in the traditional expert paradigm and increasing skepticism about economics.

This study examines the social and economic effects of television news and blogging as entrepreneurial initiatives. This issue is of utmost importance as both platforms go beyond their traditional functions to influence public opinion, consumer behavior, and political processes. The

existing literature provides little insight into the systematic economic monitoring of these media platforms, particularly in Ukraine. To address this shortcoming, the study will apply a comprehensive methodology that will first outline the theoretical aspects of TV news and the blogosphere, and then analyze their impact on society. In addition, the study will identify the main characteristics and algorithms for supervising these media as business activities.

Given the above, the purpose of the article is to conduct a thorough economic assessment of the prospects for monitoring television news and the blogosphere as a type of entrepreneurial activity. This leads to the object of the study—monitoring of television news and blogosphere in Ukraine, the development indicators of which are the basis for the study.

RESEARCH METHOD

In the course of the study, the following methods were used: analysis, formalization, and synthesis to study the effects of television news and the blogosphere on users; comparative analysis—to determine the advantages and disadvantages of television news and the blogosphere as a means of influencing the user; critical analysis of literature sources—to determine the main characteristics of television news and the blogosphere as marketing tools and to consider them in the economic context; and methods of specification, generalization, analogies, and modeling. The experimental base of the study was formed by television news of Ukraine, in particular, TV channels “5 Channel,” “112,” “1+1,” “UA: Pershyi,” “Inter,” “Ukraina,” “ICTV,” “STB,” and its blogosphere, including a sample of 30 top bloggers on Facebook, YouTube, Instagram, or Telegram.

To better understand the research topic, a comparative study was conducted with a special focus on foreign examples, in particular in Kosovo and North Macedonia. The study of the functions of social media in Kosovo showed their impact on public opinion and political activism, especially given the difficulties of disinformation and regulation of online content. An analysis of the media landscape in North Macedonia was conducted to assess the impact of television channels on public opinion, with a particular focus on media ownership and audience reach. These comparative case studies provided an important basis for assessing the state of television news and the blogosphere in Ukraine, contributing to a more complete understanding of the dynamics of both the local and international media landscape. This study uses the experience of Kosovo and Macedonia in a comparative analysis to identify differences in media regulation, content quality, and public influence between these countries, as well as their impact on user behavior and media consumption habits. This comparative method deepens the research by providing insights into the similarities and differences in media activities in different political and social contexts.

The study of the problem requires a comprehensive theoretical and methodological approach, and therefore was conducted in three stages. At the first stage to study the impact of television news and blogosphere on users (in the social aspect), it is necessary to identify the features of television news in comparison with the blogosphere, as well as to compare these activities, to determine the advantages and disadvantages. It was found that, in addition to the information and entertainment function, today television news and the blogosphere are important marketing tools and a way to influence users.

At the second stage, the article considers monitoring of television news and blogosphere as a type of entrepreneurial activity. The authors define the concept of monitoring of television news and the blogosphere, which includes constant monitoring of development, research of the main trends, tracking changes in certain indicators and evaluation criteria to obtain information about the phenomena under study. The authors identify the types of information activities and types of information which are legally recognized in Ukraine, and establishes that monitoring of television news and the blogosphere can be attributed to the types of entrepreneurial activity. The authors formulate the directions of information analysis in the course of monitoring television news and the blogosphere, and identifies the main differences in the presentation of information and receiving feedback from users between television news and the blogosphere.

The third stage includes an attempt to develop a basic algorithm for monitoring television news and the blogosphere. This algorithm is based on key indicators, including quality of information by key characteristics (reliability, objectivity, accessibility, usefulness, timeliness), the presence of influence on the user (cognitive, social, economic, scientific), the direction of influence (positive or negative), the purpose of providing information (formation of political views, raising social awareness, identifying needs), and the ability to assess the flow from the user. The monitoring algorithm is applied to a television program that does not exist in real life to illustrate its implementation in practice. The

proposed algorithm is common to television news and the blogosphere but ideally should be adjusted and supplemented in accordance with each individual information channel (a separate blog, television program) in accordance with the research objectives. The study has made it possible to establish the need to monitor television news and the blogosphere as an important tool for improving the quality of information, researching user needs, social influence, and feedback analysis.

RESULTS AND DISCUSSION

Research on the effects of television news and the blogosphere on users: The social aspect

Television news were one of the most popular sources of information in Ukraine, but over the past decade it has given way to social media, which continues to expand its audience. While television remains relevant for the older generation, younger people prefer the Internet, particularly social media, and the blogosphere. The main advantages of the Internet include its fast pace of life, the widespread access to mobile Internet, the ability to obtain urgent information anytime and anywhere, the individualized nature of the information, the increasing consumption, and the convenience of online shopping, as well as the continuous emergence of new products (Khoda et al., 2024; Sptytska, 2023). These factors are contributing to the growing shift of younger populations towards online platforms. Unlike the Internet, television news is typically tied to a specific TV program and often requires a TV set for viewing (especially if the Internet on a mobile device is not fast enough to stream TV channels online). Television is also subject to high censorship, tends to display only official information, and often excludes alternative viewpoints (Sheryzdanova et al., 2024). Additionally, it restricts viewers from watching content on demand, includes intrusive advertisements that cannot be skipped (though this also applies to some online platforms), and does not allow for immediate purchases, which contrasts with the broader range of activities available on the Internet, such as online shopping and accessing diverse content.

Despite the obvious benefits of the Internet, it is crucial to reconsider the concept of “freedom” that users supposedly possess. This autonomy is often shaped by advertising, the influence of public personas such as influencers and bloggers, and marketing strategies. The emergence of the “blogger-entrepreneur” has been a catalyst for the spread of social media marketing (SMM) across industries, significantly impacting areas such as fashion, where bloggers play an important role in influencing customer behavior (Yarin et al., 2023). Businesses have recognized the effectiveness of social media as a marketing tool that allows them to access a larger and more specific audience and engage in real-time, personalized interactions with their customers (Nance, 2021; Nirwana et al., 2021). The combination of population growth, accelerated fashion consumption, and the proliferation of social media platforms has had a profound impact on the blogosphere, especially in the fashion sector. By collaborating with influencers, organizations can increase their reach and expand their customer base (García-Juárez et al., 2024). Social media facilitates direct communication between producers and consumers, accelerates the distribution of goods and services, and allows for instantaneous dissemination of product information (Burmistrov et al., 2024; Melnikova et al., 2022).

Thus, both television news and the blogosphere serve not only as sources of information and enjoyment, but also as powerful marketing tools and agents of social influence. The influence of these media ranges from influencing political outcomes to stimulating consumer demand. The social consequences of this influence are complex and include both positive and negative effects. Television and the Internet increase social awareness, political and economic literacy, and accelerate access to goods and services (Barefoot et al., 2018; Holovchak and Fedets, 2020; Salaks et al., 2020). Conversely, they can promote antisocial behavior, especially in online environments with limited regulation, encourage overconsumption, and reinforce ideological biases due to the lack of other viewpoints. The social impact of television news and the blogosphere is inextricably linked to their economic role (Romero-Carazas et al., 2023; Syahrul et al., 2025; Widiyanto et al., 2025). The information they offer varies considerably in scope and intent, from influencing political views to marketing consumer products. There is therefore an increasing need to scrutinize these media channels to assess their impact on society, understand public demand and verify the quality of the information disseminated. Such monitoring will be important to understand how these platforms can be used or regulated to ensure fair and responsible influence on society.

Monitoring television news and the blogosphere as a type of business activity

Monitoring of television news and the blogosphere is understood in this paper as a constant observation of their development, research of the main trends, tracking changes in certain indicators, and evaluation criteria to obtain information about the phenomena under study. Based on the Law of Ukraine No. 698-XII “On Entrepreneurship” (2022b), it can be argued that monitoring television news and the blogosphere can be a type of entrepreneurial activity, since the latter consists of the systematic and independent production of a product, performance of work, or provision of services that involves making a profit. In this case, entrepreneurship is carried out by business entities, individuals, or legal entities, in accordance with the procedure established by law (Quliyev et al., 2024).

The information that the researcher aims to obtain as a result of monitoring can be very different and can be viewed from different angles: on the one hand, it is possible to study what television news and the blogosphere offer to users, and on the other hand, to receive feedback and find out what users are interested in in order to further form news and blog posts based on these interests. Creating, collecting, and receiving information are types of information activities provided for by law. In addition, it includes such actions of entities as storage, distribution, use, protection, and security of information. The latter is also differentiated depending on its content, for example, about an individual; reference and encyclopedic; environmental; product; scientific; technical; tax; legal; statistical; and other (Law of Ukraine..., 2022a). The diversity of information flows towards or from the user requires a study of certain types and characteristics of information that can be monitored. The results of these findings are presented in Table 1.

Table 1. Possible areas of information analysis during monitoring of television news and the blogosphere

Characteristics of information that can be monitored		Separate purposes of providing information	
Stream to user	Stream from user	Goal	Example
Certainty; accessibility; curiosity for the user; objectivity; utility; timeliness; social influence; political influence; economic impact; cultural influence; scientific influence; cognitive influence; entertainment influence.	Number of views; gender affiliation; age of users; social reaction; profession of users; financial status of users.	Formation of political views	Increasing the rating of individual politicians or parties
		Raising social awareness	Promoting a healthy lifestyle
		Increasing legal literacy	Consideration of new laws
		Increase in demand for goods and services	Advertising
		Formation of values	Popularization of individual personalities and their way of life
		Study of demand for goods and services; determination of needs	Calculation of the number of viewers and analysis of their feedback

In addition, significant differences in the presentation of information in TV news and blogs require separate consideration and breakdown of information by these sources. Table 2 summarizes the main differences in reporting and feedback between TV news and blogs, but this list can be expanded.

Table 2. Main differences in presenting information and receiving feedback between television news and the blogosphere

Television news	Blogosphere
Stream to user	
Strict censorship Avoidance of alternative views Orientation to a wide range of viewers	Relaxed censorship The possibility of pluralism of opinion Targeting specific target audiences
Stream from user	
The number of viewers during the showing of certain news without information about their age, gender, profession, attitude to the program.	The number of users, often with the ability to find out age, gender, profession. Ability to receive feedback through comments and likes.

As can be seen from Table 2, the presentation of information through TV news and blogs is significantly different, so the algorithms for monitoring these information channels should be developed in accordance with the specifics of each channel. However, the study proposes the most general monitoring algorithm that can be used for both TV news and the blogosphere. It is a kind of base that can be modified and supplemented depending on the goals of monitoring individual media. The development of a basic algorithm for such monitoring is presented in the next stage of the study.

Development of an algorithm for monitoring television news and the blogosphere

This study uses a fictional television program as a case study to demonstrate the use of the monitoring matrix. The hypothetical program will feature little-known individuals who have achieved outstanding success or made significant contributions to society, but whose stories remain unknown. These individuals are called into a television studio to talk about their experiences to the audience. The purpose of this fictional program is to illustrate the use of the monitoring matrix (Table 3) to assess the various components of this information. The authors recommend using the monitoring matrix presented in Table 3 to systematically evaluate such content. The matrix serves as a tool to assess the quality of information based on clarity, objectivity, timeliness, social impact and other criteria. It also assesses the impact that such content can have on audiences, whether beneficial or detrimental, as well as the relevance of the information to specific objectives, such as shaping political attitudes, raising public awareness or increasing demand for goods and services.

Table 3. TV broadcast monitoring matrix

Quality of information	Presence of influence on the user	Direction of influence (positive or negative)	The purpose of providing information	Ability to evaluate the flow from the user
Certainty	+	+	Formation of political views	Number of views
Accessibility	+	-	Raising social awareness	Gender affiliation
Curiosity for the user	+	-	Increasing legal literacy	Age of users
Objectivity	-	+	Increase in demand for goods and services	Social reaction
Utility	+	-	Formation of values	Profession of users
		+	Study of demand for goods and services;	Financial status of users
Timeliness	-	+	determination of needs	
Sum	4	4		

Thus, among the evaluated attributes, only four information quality indices show favorable results. These are credibility, accessibility, and usefulness, which enhance the overall impact of the program on the audience. The matrix also identifies areas that could be improved in the program's content, particularly in terms of objectivity and political influence, where negative results were observed. It highlights opportunities to improve the content to provide a more balanced and impartial perspective, and thus increase its credibility and effectiveness in achieving its objectives. The use of the monitoring matrix in this context emphasizes that television programs can be evaluated not only on the basis of content quality, but also on their broader social and economic impact. By carefully assessing these factors, a clearer understanding of the program's impact on public opinion and social behavior can be achieved (Azhar and Akhtar, 2020).

This assumption is confirmed by the analysis of statistical information. According to the 2010 Classification of Types of Economic Activity (CTEA), monitoring of television news and the blogosphere is classified as class 63.99 – provision of other information services not elsewhere classified, including provision of services for selecting news and press materials (media monitoring).

Development of the information services market in Ukraine

A study of the number of entities in this class shows a significant increase in this number over the past decade – from 3427 entities in 2010 to 1895 in 2020, of which 99.16% are microentrepreneurs and 90.89% are individual entrepreneurs. The constructed trend line indicates a further increase in the number of defined small businesses in the following years (Figure 1).

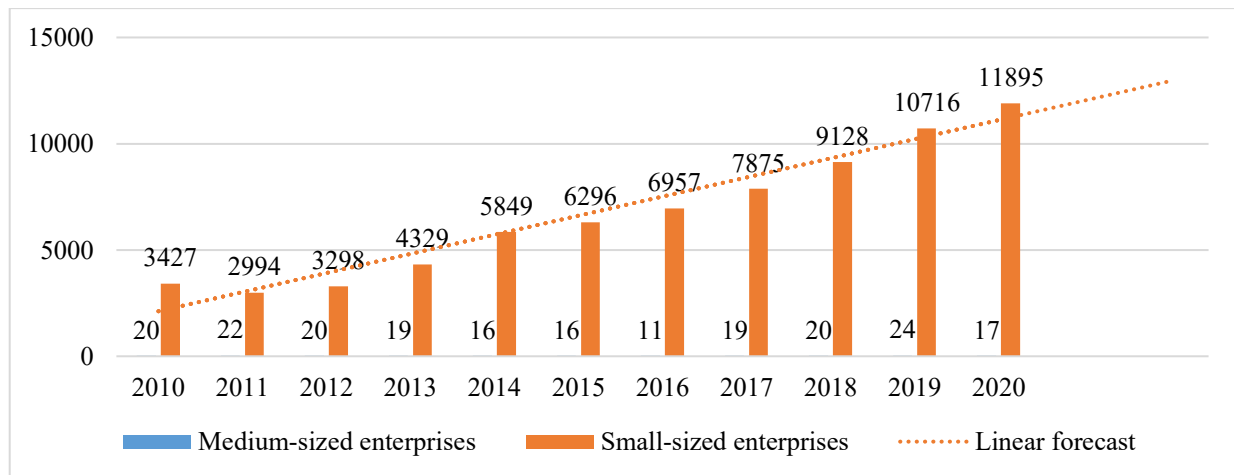


Figure 1. The number of business entities that support the functioning of small and medium-sized businesses engaged in the provision of information services that do not fall into the category of other groupings

In addition to the increase in the number of entities engaged in the provision of other information services not included in other groupings, it should be noted that the volume of sales of products provided by them increased (Figure 2). In 2014, the total amount was 1,803,595 thousand UAH, and in 2020 – 10,377,865.5 thousand UAH, so the increase was 8,574,270.5 thousand UAH.

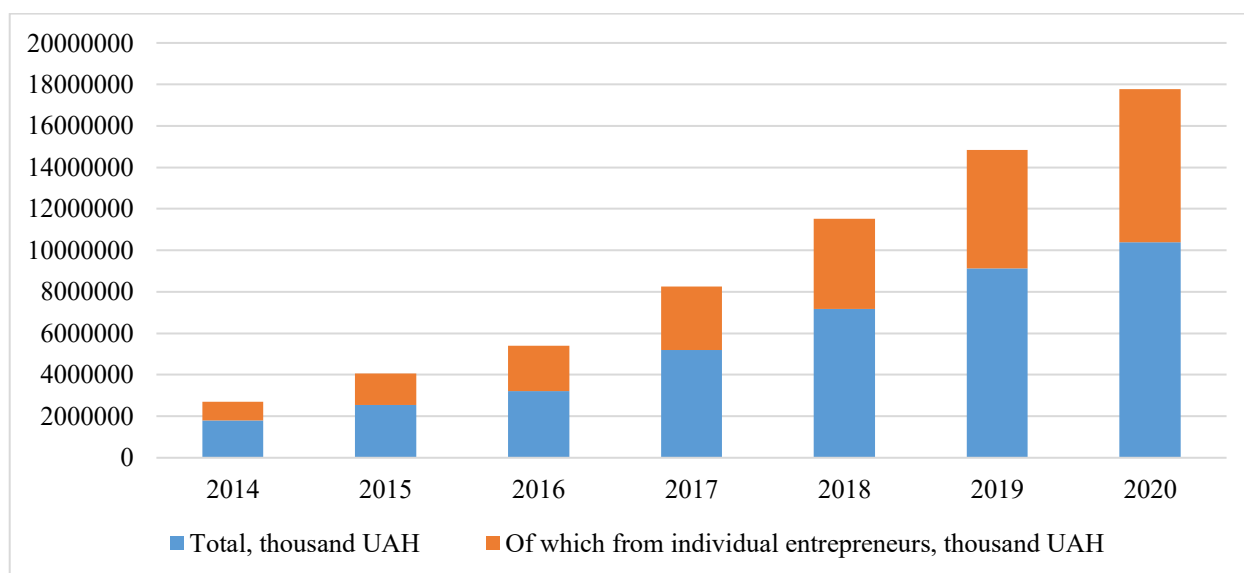


Figure 2. The volume of sold products of business entities that ensure the functioning of small and medium-sized businesses engaged in the provision of information services that do not belong to the category of other groups

Analysing Figures 1 and 2, it is possible to generally say that the scope of other information services not included in the category of other groupings, including the selection of news and press materials (media monitoring), has expanded significantly over the past decade, the number of entities engaged in this type of activity has increased, and their sales have increased, which indicates a growing demand for such services and prospects for further development.

Comparison of the research results with existing methods and algorithms for monitoring television news and the blogosphere

Ukrainian and foreign companies are already successfully monitoring TV news and the blogosphere, as evidenced by recent studies and even interactive monitoring tools. A striking example of such an interactive tool for monitoring TV news is NewsBoard (2022), a new project of the online media outlet Detector Media. Its purpose is to assess the quality of news broadcast on television in Ukraine. In this way, it aims to highlight the topics that are most often covered in the evening news and to establish the level of compliance with journalistic standards by Ukrainian TV channels. As a result, it is possible to determine which of these entities is doing work commissioned by politicians, businesses, or oligarchs. The NewsBoard contains information obtained through the analysis of news broadcasts on such TV channels as “STB,” “ICTV,” “Ukraina,” “Inter,” “UA: Pershyi,” “1+1,” “112”/”Pershyi Nezalezhnyi,” and “Channel 5.”

This monitoring is carried out through ongoing extensive analysis of television and radio programs and is updated on a weekly basis. The subject of monitoring is compliance with the standards of information journalism, manipulation, “parquet” (official messages without news value), and materials with signs of being ordered. Comprehensive monitoring expands the subject of research. In addition to identifying violations of standards and signs of ordering and “flooring,” it records news topics, news geography, compliance with information journalism standards, the general tone of the materials, the presence of expert opinions in the materials, studio guests, references to government institutions, references to political forces, and references to specific politicians—the number and tone. Examples of the implementation of individual tasks of the above monitoring tool can be seen in Figures 3-6.



Figure 3. Monitoring compliance with standards by Ukrainian channels using the interactive tool NewsBoard

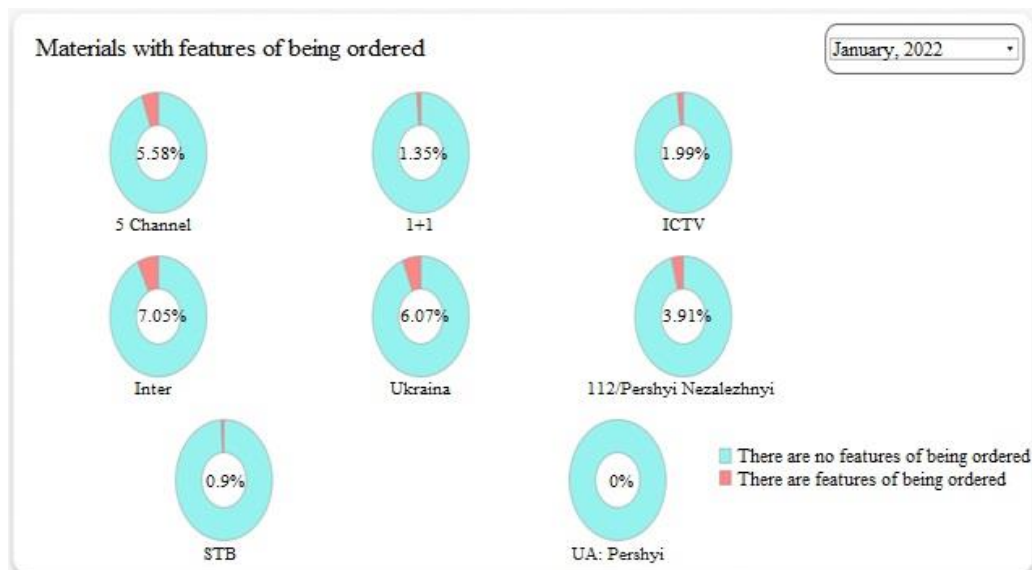


Figure 4. Monitoring of materials with signs of paid-for advertising using the interactive tool NewsBoard

Source: NewsBoard (2022).

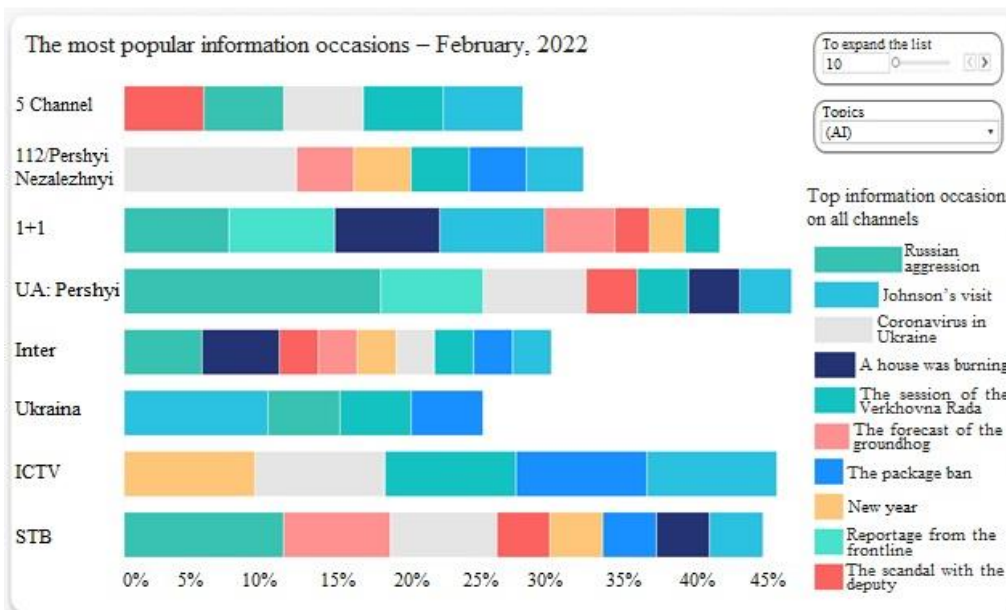


Figure 5. Monitoring the most popular news stories using the interactive tool NewsBoard
Source: NewsBoard (2022).

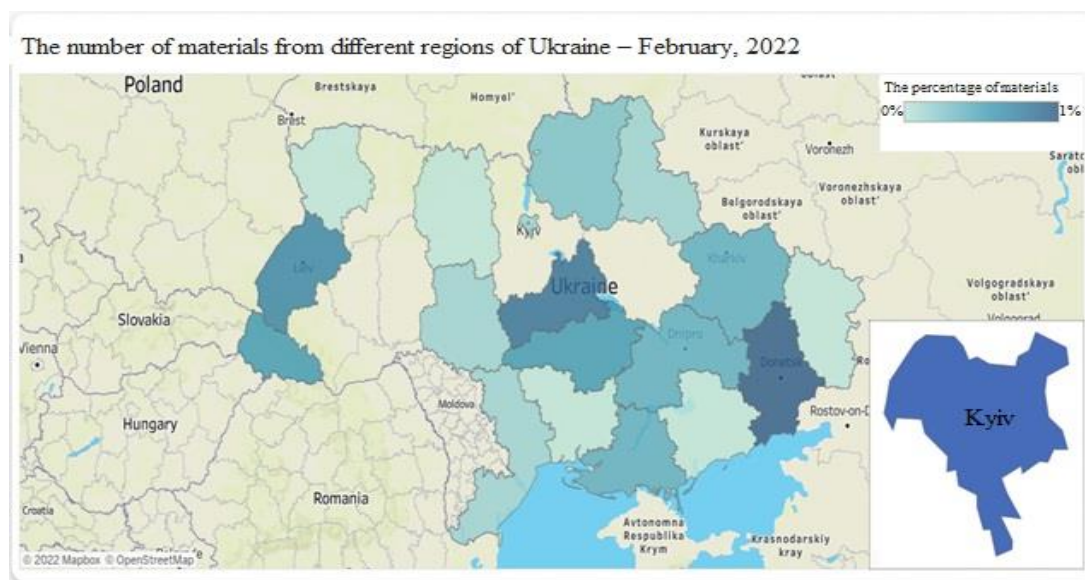


Figure 6. Monitoring the number of stories by region using the interactive tool NewsBoard
Source: NewsBoard (2022).

There are also studies on the subject of monitoring the blogosphere, including a study by the Ukrainian consulting company Content Analysis Centre. The sample of blogs studied included 30 top bloggers from various platforms, including Facebook: Borislav Bereza, Denys Bihus, Svetlana Kryukova, Volodymyr Omelyan, Volodymyr Viatrovykh, Oleksandr Dubinsky, Arkadiy Babchenko, Vakhtang Kipiani, Dmytro Chekalkin, Max Buzhansky, Oleksiy Arestovych, Pavlo Kazarin, Roman Shrike, Danylo Shcherbakov, Yuriy Butusov; YouTube: Denis Kazanskyi, DROZDOV, skrypin.ua, STERNENKO, Ayder Muzhdabaev, Oleksiy Honcharenko, Anatoliy Sharyi, Vitaliy Portnikov, Vlast vs Vlashchenko, Dmytro Gordon, Mykhailo Chaplyga, Roman Tsymbalyuk, Taras Berezovets, Yanina Sokolova. The study monitored the blogosphere by the following components: distribution of topics in the Ukrainian blogosphere by duration, normalized dynamics of attention to topics of different durations, size of the topic according to the attention of top bloggers, source of the topic, and correlation between the attention of top bloggers, media, and other social networks to large and medium-sized topics. The study is also illustrated with graphic materials (Figure 7).

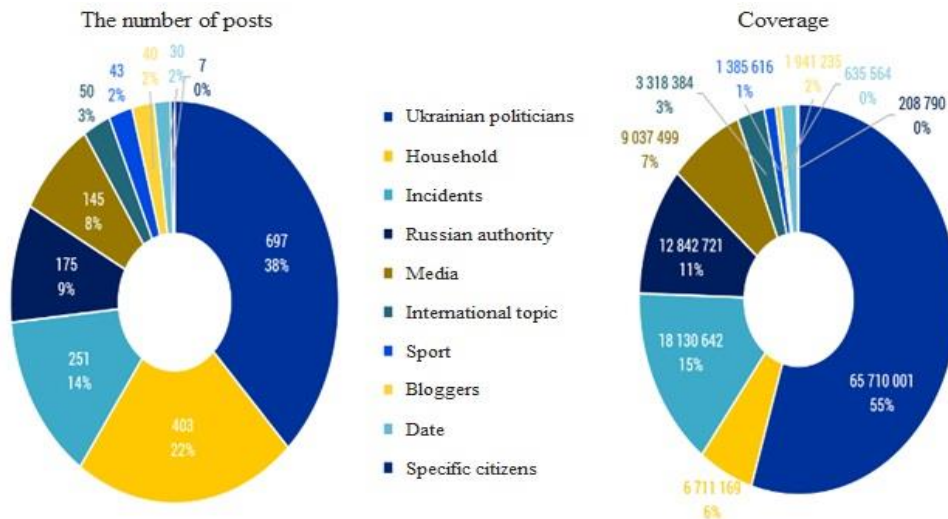


Figure 7. Source of topics for posts in the Ukrainian blogosphere
Source: A. Zakharchenko et al. (2021).

Special attention should be paid to the experience of foreign countries. In particular, in North Macedonia, there are currently 43 television stations, of which only 5 have a national licence. All others are either regional or local television stations. The content of television programs mainly consists of news, political debates, entertainment shows, and soap operas. A database called Media Ownership Monitor monitors television stations. It collects information on eleven television stations, identifying their audience, content of programs, and profitability. Another monitoring organization is the Audio and Audiovisual Media Services Agency of the Republic of North Macedonia (hereinafter referred to as the Agency). According to the agency’s report “Data on the Reach of the Radio Stations and on the Share in the Total Viewing of the Television Stations” (2022), the most popular television channels were identified, in particular, the national private television stations Sitel, Kanal, Alsat, Telma, and Alfa. Accordingly, their share in the total revenue (20.78 million USD) from advertising on television and radio is 75% (15.57 million USD) (Figure 8).

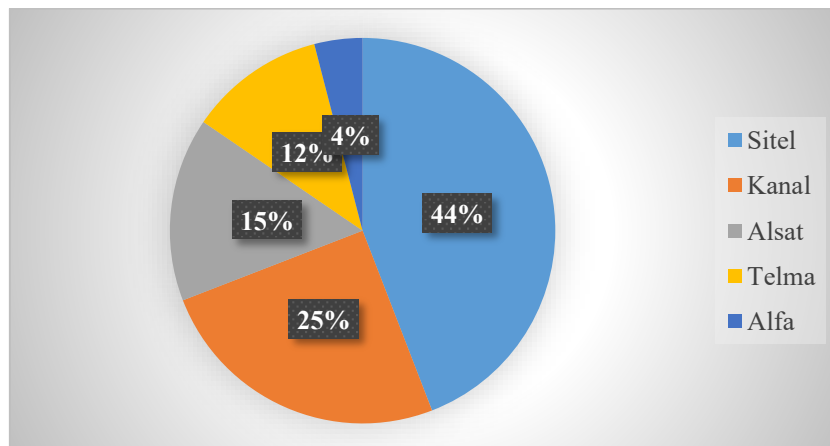


Figure 8. Total revenue from the five most widespread TV stations in North Macedonia in 2022
Source: compiled by the authors based on Data on the Reach of the Radio Stations and on the Share in the Total Viewing of the Television Stations (2022).

In Kosovo, the level of Internet penetration is quite high, which affects the spread of the blogosphere in society, as well as the overcrowding of the online media market in Kosovo (Vulnerability index of..., 2022). This negatively affects the financial sustainability, transparency, and independence of the online media environment in Kosovo. The Kosovo Press Council regulates it by monitoring online content and handling citizen complaints. According to a survey conducted by the National Democratic Institute (NDI), 38% of Kosovo citizens believe that the spread of disinformation in the online environment is driven by the financial interests of certain actors and, accordingly, potential

financial benefits for them (Information integrity in..., 2022). In this case, the low level of transparency and financial independence of the blogosphere may affect the political participation of citizens in the process of making important decisions. According to the NDI, Facebook is the most widely used platform in Kosovo, with 1.1 million registered citizens. Thus, the country has the highest number of Facebook users per capita compared to other European countries. In this regard, Meta has been working with the Kosovo Press Council since June 2022 to identify and remove disinformation. Thus, from July to October 2022, 206 articles that were duplicated in more than 600 Facebook posts were removed (Information integrity in..., 2022). Therefore, Facebook's role in Kosovo's blogosphere development is crucial, so users should be protected from false information.

Thus, it can be concluded that the algorithm for monitoring television news and the blogosphere may include numerous stages, approaches to evaluation, methods, and techniques of evaluation, depending on the objectives and purpose of the study. Attempts to develop their own approaches have been proposed in studies by foreign authors; for example, A.A. Elega (2018) studies blog readers by the following characteristics: age, gender, marital status, level of education, occupation, and number of years of visiting the blog. The study found that blog readers are people of completely different professions, marital status, and age (although mostly young people, as the oldest respondent was 48 years old); they have different reasons for following blog posts. In the work by H. Stalnacke (2020), the author conducted a study of which economic blogs are the most influential using the following algorithm: since it is difficult to measure influence, the answer to the question is to identify economic blogs and rank them by popularity. Influence and popularity are not synonymous, but it is reasonable to assume that more popular bloggers are more influential (Sptyska, 2024). The Google search engine was used to find which economic blogs have high rankings in the results, as this correlates with popularity. In addition, top lists were used to assess the relevance of the blogs. Internet traffic to the blogs was examined to assess how large the audience of each blog really is. After filtering out the inactive and irrelevant blogs, the remaining blogs are weighted according to the factors above, and a ranking list of the 100 most influential economic blogs is determined.

In the work by A. Olanrewaju et al. (2020), the authors investigated the impact of social media use in the business sphere through a literature review, which can also be seen as a monitoring of this phenomenon, and drew the following conclusions: recent studies that have examined the impact of social media use have paid considerable attention to the factors that drive social media use among entrepreneurs; the main criterion in the studies was firm performance and the impact of social media on SMEs; social media is mainly used by entrepreneurs to market their products, however, there is a paradigm shift towards co-creation and innovation on the platforms, as evidenced by papers published between 2016-2017; there is a consensus on the role of social media for entrepreneurs to find and network, but they are now using it to create value for their businesses; Facebook was the dominant social media platform researched, with X (formerly known as Twitter) and Instagram receiving less attention; although there is research on the preconditions for social media adoption/use in developing countries, it has been largely under-researched.

An interesting way of monitoring social media is presented in the work of Y. Wu and D. Song (2019), who developed a questionnaire for students who use social media in entrepreneurship courses. The authors provide the following algorithm: "Our questionnaire aimed to understand the current situation of students using social media in entrepreneurship courses, and to investigate the factors of satisfaction with the use of social media in entrepreneurship courses from the students' perspective. First, 5 well-known entrepreneurship lecturers and 12 active participants of entrepreneurship classes were interviewed and 2 focus group discussions were held. The authors of the article developed questions that corresponded to the research objectives and then, based on the content of the interviews and the literature review, they were included in the initial questionnaire. 6 senior lecturers in entrepreneurship evaluated this questionnaire for expert validity, and corrections were made to form a pre-test questionnaire".

Different methodologies and algorithms for economic evaluation of social media monitoring have been studied by researchers such as T. Roshandel-Arbatani et al. (2019), G. Secundo et al. (2020) and M. Obshonka et al. (2020). Their findings allow us to argue that monitoring television news and the blogosphere involves multiple approaches, starting with analyzing the number of TV channel views, visits to certain blogs, assessing social reactions in comments to questionnaires and surveys. Such activities as monitoring TV news and the blogosphere are in high demand today, as the TV industry and the blogosphere remain relevant and continue to develop rapidly. Many businesses and individuals

conduct their activities via the Internet, and the success of such activities largely depends on high-quality monitoring, as the results of monitoring can identify weaknesses and shortcomings in doing business and change the situation for the better.

CONCLUSION

This study emphasizes the social and economic implications of television news and the blogosphere, focusing on their transition from the traditional role of information and entertainment providers to powerful marketing tools and agents of social influence. Based on a comparative analysis, the article identifies the strengths and weaknesses inherent in different media platforms that are important for influencing public opinion, consumer behavior, and political processes. The article emphasizes the growing importance of controlling television news and the blogosphere as an economic activity. This study systematically evaluates media channels, emphasizing the need for broad monitoring algorithms to analyze content quality, user engagement, and broader social impacts. The study concludes that watching TV news and blogs provides important insights into their function in modern society. This allows us to identify current issues, assess the quality of information, and understand public demand. This approach can be used to improve media content, increase user engagement, and ensure that the information disseminated through these platforms meets the criteria of reliability, objectivity, and usefulness. The study also presents a universal methodology for monitoring TV news and the blogosphere that can be adapted to the specific requirements of different media platforms. This algorithm provides a methodological framework for understanding the multiple impacts of these media on the audience, and thus improving the quality of information and the overall social impact of media consumption.

ACKNOWLEDGMENTS

Thank you to all colleagues who have helped, so that this research can be carried out and completed.

AUTHOR CONTRIBUTIONS

Conceptualization: Burhan Reshat Rexhepi, Bardhyl Dauti, Data curation: Burim Isa Berisha, Formal analysis: Burim Isa Berisha, Research: Burhan Reshat Rexhepi, Edmond Hajrizi, Methodology: Burim Isa Berisha, Bardhyl Dauti, Project management Edmond Hajrizi, Resources: Bardhyl Dauti, Edmond Hajrizi, Validation: Bardhyl Dauti, Drafting - original draft: Burhan Reshat Rexhepi, Burim Isa Berisha, Writing - proofreading and editing: Burhan Reshat Rexhepi, Edmond Hajrizi

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

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