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**UNCOVERING ONLINE COMMENTING CULTURE: X Case Study
MASTER THESIS**

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INTRODUCTION

INTRODUCTION

Relevance and level of investigation: The online commenting culture plays an important role in shaping public opinions and beliefs and influence decision making (Kim et al., 2022),. The online commenting culture has a major impact on the way that people interact with each other on the internet and the comments can be positive or negative, constructive or destructive, and can either promote productive dialogue or hinder it (Smoliarova et al., 2021). By understanding online commenting culture, individuals and organizations can develop strategies for engaging with online communities in a more productive and positive way (Kramp & Weichert, 2019).

The online commenting culture holds a crucial place in the landscape of university communication, bringing about a range of benefits that shape the way knowledge is shared, discussed, and enhanced within academic settings and promote student's performance (Chin-Yuan Lai et al., 2020). The significances of online commenting culture lie in its ability to foster engagement and interaction. In a digital era, students, professors, researchers, and administrators can connect and communicate beyond physical boundaries and facilitates a continuous exchange of ideas, questions, and insights, creating an inclusive and vibrant virtual environment where the learning experience extends beyond the confines of classrooms. The online commenting culture also plays a pivotal role in collaborative learning and students can seek clarification on complex concepts, share personal experiences, and collectively solve problems (Lipkowsky & Konert, 2015),. This collective wisdom contributes to a deeper comprehension of subjects and promotes a sense of community, where learners actively support and empower each other on their academic journeys. The online commenting culture nurtures critical thinking and respectful discourse and as individuals engage in discussions, they encounter diverse viewpoints and perspectives.

The collective intelligence that emerges from these interactions fosters a sense of camaraderie, promotes a deeper understanding of the subject matter, and helps individuals navigate challenging concepts more effectively. The online commenting culture fosters engagement, collaboration, critical thinking, feedback, accessibility, and digital communication skills among university students (Berry & Kowal, 2022), The online commenting culture also enhances students learning journey, empowers them to become active participants in their education, and equips them with essential skills for success in academia and beyond (Aderibigbe et al., 2023).

The significance of public discussion has amplified with the surge in online communication platforms, where individuals express their views through comments on digital news articles and social media (Abubakar & IBRAHEEM, 2015) . There are numerous justifications for the removal

of comments on news stories. Irrelevant posts and harmful remarks have been proven to undermine the credibility of authentic news coverage (Bos et al., 2023). However, the advent of digital communication technology has transformed the environment for democratic engagement. The virtual exchange of thoughts and viewpoints has become an essential element within the democratic framework (Shanahan, 2017). In the early XXI st century, there has been a persistent surge in scholarly exploration focused on the impact of online comments on journalism (Banjo & Phd, 2022). The research on commenting has unearthed fresh insights into the evolving practices of journalism, the ways in which individuals perceive and process information in the online realm, and the challenges faced by journalists as they navigate technological advancements without disrupting their profession (Wolfgang, 2018).

Uncovering online commenting culture is a relevant and important area of research, given the growing importance of online communication and the impact of social media on our daily lives (Saleh & Ahmad, 2023). Online comments provide a wealth of data that can be analysed to gain insights into people's attitudes, beliefs, and behaviours, as well as the social norms and values that shape online interactions of readers who leave comments on social media and these comments can range from insightful and informative to irrelevant and offensive and also became a popular format for audience public discourse and a subject of controversy for professional journalist. The research on commenting has provided new evidence on how journalistic practices are changing, how people perceive and process information online, and how journalists negotiate technological change while trying not to upend the profession (Wolfgang, 2018). Social media platforms have become an important venue for online commenting, and their influence on online commenting culture is significant. Understanding the role of social media platforms in shaping online commenting culture is crucial for creating a healthy and inclusive online environment (Jha & Verma, 2023). There is increasing evidence that online commenting can have negative effects on mental health, including increased stress, anxiety, and depression. Research in this area can help us understand the impact of online commenting on mental health and develop strategies to mitigate these negative effects (Lo et al., 2022).

However, there is a need for more research that explores, what motivates people to leave comments on online social media posts. The provision of a platform for public discourse and the encouragement of diverse perspectives within a community are important tenets of the University communication, and online commenting has the potential to contribute to the realization of these principles.

Novelty: The novelty of uncovering online commenting culture within the context of a case analysis of university channel of communication is based on reveal a transformative and dynamic approach to how universities interact, share information, and engage with their communities, exploring online commenting culture stems from the dynamic and constantly changing nature of the internet, which poses distinctive obstacles to comprehending the ways in which individuals interact and communicate with each other online.

Research problem: The act of providing comments on the social media can serve as a platform to express essential or horrible opinions, or to intentionally provoke others, as a consequence this may establish an online milieu that is harmful and discourages the exchange of ideas that are transparent and fruitful.

To understand what motivates people to leave comments on online social media posts, it is to express agreement or disagreement with the content, to provide additional information or insights, to engage with the other commenters, or if it is something else entirely, by understanding the motivations behind online commenting will drive to develop more effective strategies for engaging with online communities and promoting more positive, productive and online culture that encourages constructive dialogue and support the free exchange of ideas.

Research Questions

- 1) what is the role of comments in shaping online discourse?
- 2) What is the impact of anonymity on comment behaviour?
- 3) What factors influence individuals to leave comments on online platforms?
- 4) Why People engage in online commenting culture?

Object: Online commenting. It refers to the act of leaving a comment or feedback on content that has been published online (Zhu et al., 2023).

Purpose: Understanding the motivation behind expressing opinions, thoughts, ideas and why people engage in discussions with others on the University channel of communication.

Objectives to achieve my purpose:

1. To provide a comprehensive view on the concept of uncovering online commenting culture and its use in the University channels of communication setting by conducting a theoretical analysis of scientific literature.
2. To analyze the existing theoretical models of online commenting culture.

3. To prepare a theoretical framework based on scientific literature analysis in order to conduct the case study of communication channels within the University.
4. Applying the empirical Methods to determine factors affecting online commenting culture within the University.

A qualitative research strategy will be used to allow for a more in-depth understanding of the social and cultural factors that shape online commenting culture and analyzing the content in the chosen case (Novelly et al., 2022).

The case analysis will be completed in one of the Lithuania universities, but due to ethical consideration the title of the University cannot be disclosed in the thesis only to Defense Committee members and reviewer. To implement the research design two data collection methods were selected such as observation and interview. First theoretical methods, document analysis will be used to explore and define the factors related to the channel of communication tool which will be included with document analysis to review of existing primary literature and analysis of the existing posts records from the Facebook page and Facebook private group. This will be followed by the quantitative and qualitative observation to collect and analyses the data related to the communication process on selected channel for selected auditorium which will be followed with the interview to collect data from the University perspective, represented by social media administrators. This combination of methods will provide a holistic understanding of online commenting culture and allow us to not only uncover the prevalent themes and patterns within comments but also gain insights into the motivations and perspectives of those who actively participate for both sides of relation stakeholders – commenters and administrators.

By combining quantitative data with the qualitative findings from interview, we aim to offer a more nuanced and comprehensive view of online commenting culture will help us answer key research questions, such as the role of comments in shaping online discourse, the impact of anonymity on comment behavior, the factors influence individuals to leave comments on online platforms and the reason why People engage in online commenting culture. Furthermore, ethical considerations will be diligently addressed, including issues related to privacy and consent in online data collection.

Data collection involves systematically gathering information by observing a particular subject or phenomenon. In the context of studying communication channels within the University, a researcher will involve in observing online Facebook page and the Facebook private group commenting posts, record the reasons of commenting online, Types of online comments, Factors

Affecting Online Commenting Culture, the strategies to increase activeness of online commenting and Factors Importance of Online Commenting Culture.

Furthermore, ethical considerations were diligently addressed, ensured data privacy, getting informed consent from the University to conduct the research, consent form from the University Facebook pages and the consent form from the Facebook private group, the decision not to disclose the University's identity in the thesis, sharing it only with the Defense Committee, respects the University's privacy and upholds ethical standards. This level of confidentiality safeguards the University's reputation while still allowing for valuable research insights.

The thesis consists of four chapters including:

1. INTRODUCTION TO THE CONCEPT OF ONLINE COMMENTING CULTURE which will theoretically explore how online commenting shapes people's interactions with online content, examining the reasons for leaving comments on specific social media platforms. These comments serve as a means for individuals to express opinions, share insights, provide feedback, and engage in discussions with others within the virtual realm. We will describe the strategies to increase activism of commenting and understand the types, culture of online commenting culture and what affects it.
2. SOCIAL MEDIA CHANNELS' ADMINISTRATORS ROLE IN UNCOVERING ONLINE COMMENTING CULTURE in this part we will explore the adoption process of uncovering online commenting culture involves a systematic approach to studying and understanding the dynamics of how people comment and interact online and includes active actions of social media webpages/closed groups administrators or moderators, we will also present factors Importance of online commenting culture.
3. INTRODUCTION TO RESEARCH "UNCOVERING UNIVERSITY ONLINE COMMENTING CULTURE" METHODOLOGY" in this chapter we will present the logics of the research, design and arguments for method selection and we will provide the short introduction to case (as much as confidentiality allows).
4. EMPIRICAL DATA COLLECTION AND RESULTS FOR RESEARCH "UNCOVERING UNIVERSITY ONLINE COMMENTING CULTURE" this chapter will include the analysis to understand the insights of the online commenting on the Facebook private group and Facebook page, quantitative observation results and Semi-structured in- depth interviews Results and General Discussion of Results.

Keywords & Definitions that are relevant to uncovering online commenting culture include:

1. Online commenting; News-commenting in social media is a platform that offers an opportunity for online deliberation through argumentative discussion (Demir, 2020).
2. Social media: Social media are playing an increasingly important role in the life of every internet user and the companies. They are one of the main source of information, provide interaction and/or integration (Peszko & Mróz-Gorgoń, 2016).
3. University communication: The University communication refers to the specific practices, strategies, and channels used by a university to convey information, engage with various people, and promote its mission and activities (Sahib et al., 2023).

1.INTRODUCTION TO THE CONCEPT OF ONLINE COMMENTING CULTURE

The first part will theoretically explore how online commenting shapes people's interactions with online content, examining the reasons for leaving comments on specific social media platforms. These comments serve as a means for individuals to express opinions, share insights, provide feedback, and engage in discussions with others within the virtual realm.

We will describe the strategies to increase activism of commenting and understand the types, culture of online commenting culture and what affects it.

1.1The Introduction of commenting online

Online commenting culture refers to the set of norms, behaviours, and practices that exist within the realm of leaving comments on the internet (Zhang et al., 2022). It encompasses the way individuals engage with online content and with each other through the act of commenting. With the rise of social media, blogs, news websites, and other online platforms, commenting has become a ubiquitous feature, providing a space for people to express their opinions, engage in discussions, and interact with content creators and fellow users. The concept of online commenting culture encompasses various aspects. Accessibility plays a significant role, as the internet provides a platform for anyone with an internet connection to leave comments, democratizing participation in public discourse. Anonymity is another aspect, allowing individuals to comment without revealing their true identity (Berkelman, 2021), which can encourage open expression but also lead to abusive behaviour and can promote the truthfulness of a publication or post by allowing the person to speak freely without any restraint (Berkelman, 2021).

Online comments serve as a means for people to provide feedback and engage in conversations with content creators, fostering a sense of community and allowing for a dynamic exchange of ideas (Mateos, 2019). However, this culture is not without its challenges. Trolling, harassment, and toxic behaviour often plague comment sections, creating hostile environments and hindering constructive dialogue (Bailey Poland, 2016). To address these issues, platforms often implement moderation systems to filter out inappropriate or harmful comments and Moderators play a vital role in maintaining a healthy commenting environment, promoting civility, and ensuring compliance with community guidelines. Online commenting culture also has the potential to contribute to the formation of echo chambers, where individuals primarily engage with like-minded individuals and reinforce their own beliefs, limiting exposure to diverse perspectives and Social plugins for sharing news through Facebook and Twitter have become increasingly salient features on news sites.

Together with the user comment feature, social plugins are the most common way for users to contribute (Almgren & Olsson, 2016). Despite the challenges, online commenting culture can foster constructive dialogue, allowing people to learn from each other, share different viewpoints, and broaden their understanding of complex issues. It is an evolving and dynamic aspect of online communication that reflects the diverse opinions, interactions, and behaviours of internet users. The Internet has revolutionized the way we communicate and connect with others. Among its many features, commenting online has become a significant aspect of our digital lives. When we see a blog post, a news article, a YouTube video, or a social media post, there's often a section below where people can share their thoughts and opinions. Commenting online is simply the act of leaving feedback, responses, or comments on various online platforms (Levy & Adam, 2018). It's like having a virtual conversation with the content creator and other users who engage with the same material. Whether we're praising an insightful article, sharing personal experiences related to a video, or discussing a hot topic in the comments section, we are participating in the concept of commenting online. This practice has been around since the early days of the internet when websites started offering ways for users to engage with their content and in contemporary times, the prevalence of internet overconsumption has become increasingly common, potentially resulting in cognitive and emotional impairments. Engaging in online commentary regarding news articles has emerged as a prevalent means to convey sentiments and opinions (Zhu et al., 2023). Comment sections quickly became a popular feature as they allowed individuals to express themselves, ask questions, and interact with a broader community.

The main purpose of commenting online is to encourage user engagement and create a sense of community (Ksiazek, 2015). It provides a platform for people to have a voice and actively participate in conversations about the content they consume. It's a powerful tool for users to share their perspectives, insights, and experiences with a global audience. For content creators, comments serve as a valuable feedback mechanism. They get direct insights into how their work resonates with their audience, what topics interest them, and how they can improve. This interaction strengthens the bond between creators and their audience, creating a sense of connection and appreciation. Moreover, commenting online fosters collaborative learning and knowledge sharing (In et al., 2023). People from different backgrounds can exchange ideas, ask questions, and contribute to ongoing discussions. However, while commenting online brings many positive aspects, it also faces challenges. Toxic behaviour, such as trolling, harassment, and hate speech, can create negative and hostile environments in comment sections and such behaviour discourages meaningful discussions and can lead to the marginalization of certain voices, commenting online is

a fundamental part of our digital communication landscape (Korpisaari, 2022). It empowers us to share our thoughts, engage with content creators, and connect with like-minded individuals or those with different viewpoints. By promoting positive interactions and addressing challenges, we can ensure that commenting online remains an inclusive, constructive, and valuable way for people to express themselves and connect in the digital age (Shi et al., 2023) .

The introduction of online commenting refers to the practice of allowing users to express their thoughts, opinions, and feedback on various digital content, such as articles, blog posts, videos, and social media posts. This interactive feature enables individuals to engage in discussions, share insights, and connect with others on the internet. Online commenting has become an integral part of the online experience, promoting dialogue, community-building, and the exchange of diverse perspectives.

1.2 Reasons of commenting online

Commenting online has become a popular and integral part of our digital lives due to several compelling reasons. Whether we are leaving feedback on articles, videos, social media posts, or participating in discussions on forums, there are various motivations behind why we engage in commenting online (Kangaspunta, 2021). Different resources such as (Maximova & Lukyanova, 2020), (Trub & Barbot, 2020), (Deshpande et al., 2018), (Juliet & Extension, 2023), (Su, 2023), (Xie, 2023), (Girolamo Tessuto et al., 2020), (Juliet & Extension, 2023), (Davies, 2020), (Tur-Viñes & Castelló-Martínez, 2019), (Lamey, 2015), (Juliet & Extension, 2023), (Jung, 2023), (Yaqub & Alsabban, 2023), (Gnepp et al., 2020), (Risch & Krestel, 2020), (Berry & Kowal, 2022), (Kolhatkar et al., 2023), (Gallup & Perihan, 2021), (Omoera & Guanah, 2023), (Zafar Azeemi et al., 2022), (Bodrunova et al., 2021), (Nainggolan & Handayani, 2023), (K. & Panakaje, 2022), (K. & Panakaje, 2022), (Nainggolan & Handayani, 2023), disclosed several reasons of comments and below find the details of each type.

1.2.1 Expressing Opinions and Thoughts as a reason to comment

People comment online is to express their opinions and thoughts on the content they consume. Whether they agree or disagree with the topic, they feel the need to voice their perspectives and contribute to the ongoing conversation. Commenting provides an outlet for self-expression and allows individuals to share their unique viewpoints with a global audience. Given the widespread use of social media platforms, people now have more opportunities to learn about and discuss a variety of topics by expressing their opinions and thoughts (Maximova & Lukyanova, 2020).

People express opinions and thoughts on social media for various reasons, driven by the human need for self-expression, connection, validation, and information sharing (Trub & Barbot, 2020). Social media platforms provide accessible and widespread channels for individuals to share their perspectives and engage with others globally. Here are some key reasons why people express opinions and thoughts on social media. People have a natural desire to express themselves and share their ideas, beliefs, and experiences with others. Social media offers an outlet for this self-expression, allowing users to freely communicate their thoughts and emotions through posts, comments, and updates. Sharing opinions and thoughts enables individuals to assert their identity and showcase their unique perspectives.

Expressing opinions and thoughts on social media can be an avenue for seeking validation and support from peers and followers (Deshpande et al., 2018). Likes, comments, and positive reactions can boost self-esteem and provide a sense of acceptance and acknowledgment from others. This validation reinforces a feeling of being heard and valued within a digital community.

Social media allows users to find and connect with people who share similar interests, beliefs, or passions. By expressing their opinions, users can attract and engage with others who resonate with their ideas, leading to the formation of virtual communities and fostering a sense of belonging.

Social media has democratized public discourse, enabling individuals to participate in discussions about social, political, or cultural issues. By expressing their opinions, users can contribute to wider debates, voice their concerns, and advocate for causes they care about. This engagement empowers people to influence public opinion and raise awareness on important matters. People use social media to share information, news, and knowledge with their networks. By expressing their thoughts and opinions, users can contribute to the collective understanding of current events, trends, and topics (Su, 2023). Additionally, engaging in conversations and reading others' opinions can lead to learning and exposure to diverse perspectives.

Sharing opinions and thoughts on social media can serve as a form of emotional release and catharsis. Users might vent frustrations, celebrate achievements, or process personal experiences through their posts and updates. The act of sharing can provide a sense of relief and create a supportive environment where others offer empathy and understanding.

For some individuals, social media serves as a platform to build a personal brand or establish themselves as influencers in specific fields. By consistently expressing informed opinions and valuable insights, users can gain credibility and attract a following, leading to potential collaborations, partnerships, and opportunities. People express opinions and thoughts on social

media to fulfil their innate need for self-expression, connection, validation, and information sharing (Xie, 2023). Social media platforms offer a powerful means to communicate with a global audience, engage in public discourse, find like-minded communities, and contribute to the collective knowledge and understanding of various topics. The reasons for expressing opinions on social media are diverse and reflect the multifaceted ways in which these platforms impact our digital and social lives (Girolamo Tessuto et al., 2020).

Expressing opinions and thoughts is the act of sharing one's beliefs, ideas, emotions, or judgments with the intention of communicating and connecting with others, it serves as a means of self-expression and contributes to conversations, debates, and the exchange of diverse perspectives. Through verbal or written communication, individuals can convey their unique viewpoints, contribute to collective knowledge, foster understanding, and influence others' perceptions.

1.2.2 Connecting with Others as a reason to comment

Comment sections serve as virtual meeting places where people can connect with others who share similar interests or experiences. Engaging in discussions and leaving comments creates a sense of community, enabling individuals to bond with like-minded individuals or find people who can relate to their thoughts and feelings. It fosters a feeling of belonging and creates a supportive environment for social interactions, the motives for using social media through connecting with others include meeting new people, entertainment, maintaining relationships, social events and media creation (Juliet & Extension, 2023).

Connecting with others is one of the primary reasons why people engage in online commenting, when individuals read or view content on the internet, they often have thoughts, opinions, or experiences they want to share with others. Comment sections provide a platform for users to interact, discuss, and connect with like-minded people from around the world. By leaving comments, people can build a sense of community and belonging, they find others who share similar interests, values, or experiences, creating a virtual space where they feel understood and supported. Engaging in discussions with others allows users to learn from different perspectives, gain new insights, and broaden their horizons (Davies, 2020).

Commenting also offers an opportunity for validation and support, the Positive and constructive feedback from other users can boost confidence and motivate individuals to continue expressing themselves and creating content. On the other hand, receiving empathy and encouragement during difficult times can provide emotional comfort and a feeling of not being alone. Through online

commenting, people can also challenge their own beliefs and ideas and by encountering diverse viewpoints, users are encouraged to think critically and reconsider their positions on various topics. Healthy debates and exchanges of ideas can lead to personal growth and a better understanding of complex issues. Additionally, connecting with others through online commenting allows users to network and collaborate with individuals in their field or industry.

Connecting with others is the process of forming and maintaining relationships that span emotional, social, or intellectual dimensions. It encompasses genuine interactions, communication, and shared experiences that cultivate a sense of connection and belonging. By engaging in conversations, empathizing, and collaborating, individuals establish connections that fulfil social needs, provide emotional support, and contribute to personal well-being. Connecting with others enriches lives, promotes collaboration, and contributes to a deeper understanding of the world and ourselves.

1.2.3 Providing Feedback and Appreciation as a reason to comment

Commenting online allows users to give direct feedback to content creators, whether they are bloggers, YouTubers, journalists, or social media influencers. The results show that commenting is a potential option for interaction that is underused by the communities of users (Tur-Viñes & Castelló-Martínez, 2019). Users can offer appreciation for the content's quality, relevance, or impact. Positive feedback serves as encouragement for creators, motivating them to continue producing valuable content. For instance, on Commenting on students' work in has the potential to improve the feedback experience for both instructors and students (Lamey, 2015).

Providing feedback and appreciation is one of the essential reasons why people engage in online commenting, by leaving feedback, users can provide valuable insights and suggestions to content creators. Whether it's constructive criticism, ideas for improvement, or pointing out errors, feedback helps content creators understand how their work is perceived by the audience. This, in turn, enables them to refine their content and make it more relevant, informative, or entertaining. Expressing appreciation through comments is a way for users to show gratitude and support for the content they enjoy or find valuable and positive comments can be motivating and uplifting for creators, as they provide recognition and validation for their efforts. This encouragement often inspires content creators to continue producing high-quality content and to feel a deeper connection with their audience. For users, leaving comments with appreciation allows them to engage in a positive and meaningful way (Juliet & Extension, 2023). It allows them to be a part of the community surrounding the content, where they can connect with others who share similar interests and acknowledge the creators' hard work. In a virtual world where interactions can feel impersonal,

expressing appreciation through comments creates a sense of connection and camaraderie among users.

Providing feedback and appreciation through online commenting benefits both content creators and users (Jung, 2023). It fosters a culture of open communication, continuous improvement, and support within online communities. By sharing their thoughts and expressing gratitude, users contribute to a positive and engaging online environment that celebrates creativity, learning, and collaboration.

Based on (Jung, 2023); Providing feedback and appreciation is the act of sharing constructive comments, evaluations, or recognition with the aim of enhancing understanding, encouraging improvement, and expressing gratitude and Constructive feedback offers valuable insights for growth and development by identifying strengths and areas for improvement. Appreciation involves acknowledging and valuing someone's efforts, achievements, or contributions. Both feedback and appreciation foster effective communication, strengthen relationships, and contribute to a positive and collaborative environment.

1.2.4 Seeking Information and Answers as a reason to comment

Comment sections often become spaces for users to seek information or ask questions related to the content. People might seek clarification, request more details, or look for advice from others who have experienced similar situations. Commenting offers an opportunity for collective problem-solving and knowledge sharing (Yaquub & Alsabban, 2023).

According to (Yaquub & Alsabban, 2023); Seeking information and answers is a fundamental reason why people engage in online commenting and when individuals come across content or topics that pique their curiosity or trigger questions, comment sections offer a convenient platform to seek clarification and gain knowledge. By leaving comments seeking information, individuals can reach out to content creators or other knowledgeable users within the community to find the answers they seek. Moreover, comment sections can serve as a valuable resource for crowd-sourced information. Users who have expertise or experience related to the topic can provide insights, share their knowledge, or offer solutions to the queries posed by others. This collaborative exchange of information fosters a learning environment where users can access diverse perspectives and tap into the collective wisdom of the online community. For users, according to (Gnepp et al., 2020); leaving comments to seek information allows them to actively participate in the learning process. It empowers them to take an active role in expanding their knowledge and understanding of various subjects. Additionally, receiving prompt and helpful responses from others can build trust and

encourage users to engage more actively with the content and the online community. Media creator also benefit from users seeking information through comments. It provides valuable feedback on the content's clarity and effectiveness in conveying information. The feedback allows creators to identify areas that may require further elaboration, leading to improvements in future content (Gnepp et al., 2020); Seeking information and answers is the proactive pursuit of knowledge, solutions, or insights to address questions, concerns, or uncertainties. It reflects a natural curiosity to understand the world and make informed choices. Through research, inquiry, and exploration, individuals gather facts, perspectives, and explanations to expand their understanding.

1.2.5 Engaging in Constructive Discussions as a reason to comment

Some users comment online with the aim of engaging in meaningful discussions. They enjoy debating various topics, exchanging ideas, and challenging their own perspectives. Comment sections become platforms for intellectual exchange, allowing users to broaden their understanding and learn from diverse viewpoints (Risch & Krestel, 2020).

Engaging in constructive discussions is a significant reason why people participate in online commenting. People come across content that sparks their interest or evokes strong opinions, they often want to express their thoughts and engage in meaningful conversations with others through comments, users can initiate discussions and share their viewpoints on various topics. Constructive discussions allow individuals to present their ideas, arguments, and perspectives in a respectful manner and it encourages active listening to others' viewpoints and fosters a deeper understanding of different opinions and experiences (Berry & Kowal, 2022).

Online commenting provides a platform for users to exchange knowledge and learn from one another. By engaging in constructive discussions, individuals can gain new insights, discover alternative perspectives, and challenge their own beliefs. This open exchange of ideas promotes critical thinking and encourages users to approach issues from diverse angles. Moreover, constructive discussions in comment sections contribute to a positive and welcoming online environment (Kolhatkar et al., 2023). When users interact respectfully and supportively, it encourages others to participate in the conversation. This sense of community and mutual respect enhances the overall commenting culture, making it an inclusive and enriching experience for all users. For content creators, constructive discussions in comment sections can provide valuable feedback. Creators can gain insights into how their content resonates with the audience and identify areas for improvement. Engaging with users in discussions also allows creators to build stronger connections with their audience and understand their needs and preferences better.

Based on (Kolhatkar et al., 2023); Engaging in constructive discussions entails participating in dialogues where individuals communicate with respect, active listening, and a willingness to consider diverse perspectives. It involves sharing insights, asking questions, and presenting well-reasoned arguments to collaboratively explore a topic or problem. Constructive discussions promote the exchange of knowledge, the discovery of common ground, and the resolution of disagreements through rational discourse. By fostering an environment of mutual respect and empathy, participants contribute to meaningful interactions that lead to enhanced understanding, informed decision-making, and the advancement of ideas.

1.2.6 Building Social Connections as a reason to comment

Commenting online provides a way for individuals to build social connections and form virtual friendships (Gallup & Perihan, 2021). People can engage with others in comment sections, leading to further interactions on social media or other digital platforms. These connections can lead to long-term relationships and even collaborations in various fields.

Building social connections is a significant reason why people engage in online commenting. In our digital age, the internet has become a virtual space where individuals from around the world can connect and interact with one another. When people read or view content on the internet, they often have thoughts, opinions, or experiences they want to share with others. Comment sections provide an avenue for users to express themselves and initiate conversations with like-minded individuals (Omoera & Guanah, 2023). Through comments, users can build social connections with others who share similar interests, hobbies, or beliefs, leaving a comment allows users to contribute to the ongoing discussion and become a part of the virtual community surrounding the content and engaging in conversations with others fosters a sense of belonging and camaraderie, as users discover that they are not alone in their thoughts or experiences. Moreover, building social connections through online commenting allows users to find people with whom they can relate and communicate. This connectivity creates opportunities for users to make new friends, collaborate on shared interests, or even find potential mentors or partners in their field of interest. For many individuals, online communities provide a sense of support and understanding that might be lacking in their physical environment. The anonymity provided by online platforms can also encourage users to open up and share personal stories or experiences, leading to deeper connections with others who may have gone through similar situations. Online commenting has the power to transcend geographical boundaries, enabling individuals from different regions and cultures to connect and communicate (Zafar Azeemi et al., 2022). This cross-cultural interaction broadens

one's perspective, fosters a greater appreciation for diversity, and promotes a global sense of community.

Building social connections is the process of forming and maintaining relationships that provide emotional, psychological, and social support. Through interactions, communication, and shared activities, individuals create a network of connections that enrich their lives. Building social connections fosters a sense of belonging, reduces feelings of isolation, and enhances overall well-being. It contributes to personal growth, resilience, and the exchange of diverse perspectives, ultimately creating a foundation for a fulfilling and interconnected life.

1.2.7 Influencing Public Opinion as a reason to comment

Commenting online also presents an opportunity for individuals to influence public opinion on various topics (Bodrunova et al., 2021). Users may strategically share their opinions to sway others' perceptions or present alternative viewpoints to challenge prevailing narratives and comment sections can play a role in shaping public discourse and awareness.

The reasons for commenting online are diverse and multifaceted, people engage in commenting to express their thoughts, connect with others, offer feedback, seek information, engage in discussions, build social connections, and influence public opinion. The comment sections of online platforms serve as dynamic spaces where individuals can participate in conversations, learn from one another, and contribute to the digital community in various meaningful ways (Nainggolan & Handayani, 2023).

Influencing public opinion is a significant reason why some people engage in online commenting. When individuals leave comments on articles, blog posts, social media, or other online platforms, they have the opportunity to express their viewpoints and persuade others to see things from their perspective.

Through comments, people can share their opinions on various topics, advocate for causes they believe in, or even challenge popular narratives. By presenting well-reasoned arguments, providing evidence, or sharing personal experiences, commenters aim to sway public opinion and influence how others think about a particular issue.

Online commenting provides a virtual soapbox where individuals can voice their thoughts to a potentially vast audience (K. & Panakaje, 2022). Commenters can contribute to public discourse and contribute to shaping conversations around important topics and online platforms offer a level of accessibility and reach that traditional media might not provide and social media, in particular,

allows users to quickly share their opinions and engage with a broader audience, potentially amplifying their message and influencing public opinion on a larger scale.

By strategically commenting and engaging with others, they seek to manipulate public perception and shape the collective beliefs of the online community.

According to (K. & Panakaje, 2022); It is essential for users to approach online comments critically and evaluate the credibility of the information presented and being aware of the potential for bias or manipulation helps ensure that public opinion is formed on the basis of reliable information and diverse perspectives. Influencing public opinion is the purposeful act of combining and guiding the shared viewpoints, feelings, and judgments of a community or society. It encompasses persuasive communication through various channels, such as media, advertising, and public discourse. By presenting information, framing narratives, and appealing to emotions, individuals or entities seek to shape how the public thinks about specific matters. This practice can lead to shifts in attitudes, behaviours, and decision-making within a target audience. (Nainggolan & Handayani, 2023); The power to influence public opinion carries ethical responsibilities, as it plays a significant role in shaping social, political, and cultural landscapes.

The information provided in subchapters of chapter 1.2. is generalized in Table I.

Table I. Reasons of commenting online

IA. Expressing Opinions and Thoughts	Commenting allows individuals to share their viewpoints, thoughts, and feelings on a wide range of topics, fostering open expression and discussions (Maximova & Lukyanova, 2020) .
IB. Connecting with Others	It facilitates meaningful interactions, fosters a sense of community, and enables the exchange of diverse perspectives (Juliet & Extension, 2023).
IC. Providing Feedback and Appreciation	It promotes growth, encourages quality content, and strengthens online relationships and expressing appreciation fosters a sense of recognition and connection among users, cultivating a positive and collaborative online community (Tur-Viñes & Castelló-Martínez, 2019).
ID. Seeking Information and Answers	It facilitates knowledge-sharing, problem-solving, and informed decision-making and promotes learning, helps users overcome challenges, and empowers individuals to

	make well-informed choices based on a broader understanding of the subject matter (Yaqub & Alsabban, 2023).
IE. Engaging in Constructive Discussions	It promotes respectful dialogue, encourages critical thinking, and cultivates a culture of open-mindedness and enhance the overall quality of online conversations, fostering an environment where meaningful insights are shared, and where users collaboratively explore and analyze various perspectives to arrive at thoughtful conclusions (Risch & Krestel, 2020).
IF. Building Social Connections	It enables individuals to connect with like-minded individuals, foster a sense of belonging, and create a supportive digital community and reduces feelings of isolation, provides emotional support, and enhances well-being (Omoera & Guanah, 2023).
IG. Influencing Public Opinion	It allows individuals to share their perspectives, shape narratives, and contribute to discussions that impact societal attitudes and beliefs and has the potential to drive positive change, raise awareness about important issues, and promote informed decision-making within a wider audience (Bodrunova et al., 2021).
IH. Unspecified or invisible	It refers to comments where the purpose or motivation behind them is not explicitly stated or discernible in the online context (Kangaspunta, 2021).

Resource: compiled by author following the authors mentioned in the table

1.3 The types and culture of online commenting and what affects it

Online commenting culture encompasses the various ways people interact and engage with content on the internet (Levy & Adam, 2018). In subchapter below, the different types of comments and the culture that emerges within online communities, as well as the factors that influence this culture introduced based on information provided by authors such as (Lee et al., 2023), (Kwon et al., 2019), (Frank, 2017), (Gauvreau et al., 2019), (Rachmat et al., 2023), (Levy & Adam, 2018), (Chiu & Hew, 2018), (Guerraoui et al., 2023), (Khan & Lucas, 2023), (Alice Beban, 2021), (Hara &

Sanfilippo, 2017), (Fan et al., 2023), (Martin, 2020), (Lipkowsky & Konert, 2015), (Gillespie, 2018), (Javier Del et al., 2016), (Lun et al., 2022).

1.3.1 Types of Online Comments

The type of online comments is all about understanding the different kinds of comments people leave on the internet when people read or watch something online, we often find a section where people can share their thoughts and opinions by leaving comments.

According to the (Lee et al., 2023), analysed the categories of comments oriented towards commendation, entailing concurrence with students' initial expressions and reiteration of their concepts; comments aimed at fostering elaboration, entailing entreaties for further expansion upon the initial messages; and comments designed to broaden perspectives, suggesting alternate or contemplation-provoking viewpoints in response to the initial messages. The extent of interactivity was gauged through quantifying the volume of posts and units of ideas exchanged. While comments promoting elaboration engendered heightened interactive exchanges among students, comments oriented towards praise exhibited no statistically significant influence on the frequency of interactive engagements (Kwon et al., 2019).

Based on (Lee et al., 2023); These comments can be quite diverse in nature and some comments are positive, showing appreciation and support for the content others are more critical, offering feedback and suggestions for improvement. Unfortunately, there are also negative comments, which can be hurtful or offensive.

Positive comments express appreciation, encouragement, and admiration, they can be simple phrases like "Great job!" or more detailed compliments on the content's quality and positive affirmations create a supportive environment, motivating content creators to continue producing valuable content.

Constructive criticism aims to provide feedback that helps content creators improve their work (Frank, 2017). These comments often include suggestions for enhancements, pointing out areas that need improvement, and offering alternative perspectives. Constructive criticism fosters growth and development within the online community.

Engaging comments initiate meaningful discussions around the content (Gauvreau et al., 2019), Users share their opinions, experiences, and knowledge, sparking debates and promoting intellectual exchange. These discussions contribute to a vibrant and diverse online culture, enriching the overall user experience. (Rachmat et al., 2023) emphasized that not all comments contribute

positively; Spam comments are unsolicited promotional messages that aim to advertise unrelated content or products whereas trolling comments are deliberately provocative or offensive, seeking to incite emotional reactions from others. According to (Rachmat et al., 2023), These types of comments disrupt the online community and can be detrimental to healthy discussions and Understanding them helps individuals navigate online discussions, contribute meaningfully, and create a balanced and respectful commenting environment.

In Table II we demonstrate summarized of types of online comments; Constructive Comments as identified by Kolhatkar et al. (2023), aim to provide insightful feedback, suggestions, or critiques that actively contribute to the improvement of content and foster meaningful discussions. Positive Comments by Salem & Mazzara (2022) describe positive comments as expressions of appreciation, encouragement, or agreement. Negative Comments by Waluyo & Juwono (2023) characterize negative comments as critical feedback or disagreement. When expressed respectfully, such comments can stimulate thoughtful debate and offer alternative viewpoints, enriching discussions. Spam or Irrelevant Comments by Rachmat et al. (2023) define this category as unsolicited, often promotional, or unrelated content. These comments detract from meaningful conversations and may disrupt the overall engagement.

Trolling Comments also identified by Rachmat et al. (2023), trolling comments consist of intentionally provocative or disruptive remarks. The aim is to provoke emotional reactions or derail discussions, potentially creating a hostile online environment. Educational Comments by Okullarda et al. (2012) note that educational comments involve sharing additional information, facts, or insights. These comments contribute to enhancing understanding and promote knowledge-sharing within online communities whereas Questioning Comment as described by Yi et al. (2023), questioning comments involve posed inquiries seeking clarification, prompting further exploration, or encouraging deeper engagement. These comments stimulate thoughtful reflection and promote interactive discussions.

Table II. Types of online comments

IIA. Constructive Comments	provide insightful feedback, suggestions, or critiques that contribute to the improvement of content and discussions (Kolhatkar et al., 2023).
IIB. Positive Comments	Expressions of appreciation, encouragement, or agreement that uplift content creators and foster a positive atmosphere (Salem & Mazzara, 2022).

IIC. Negative Comments	Critical feedback or disagreement that, when respectful, can stimulate thoughtful debate and offer alternative viewpoints (Waluyo & Juwono, 2023).
IID. Spam or Irrelevant Comments	Unsolicited, often promotional, or unrelated content that detracts from meaningful conversations (Rachmat et al., 2023)
IIE. Trolling Comments	Intentionally provocative or disruptive remarks aimed at provoking emotional reactions or derailing discussions (Rachmat et al., 2023).
IIF. Educational Comments	Sharing additional information, facts, or insights to enhance understanding and contribute to knowledge-sharing (Okullarda et al., 2012).
IIG. Questioning Comments	Posed inquiries seeking clarification, prompting further exploration, or encouraging deeper engagement (Yi et al., 2023).

Resource: compiled by author following the authors mentioned in the table.

1.3.2 Online Commenting Culture

Online commenting culture refers to how people engage and interact with each other through comments on the internet (Levy & Adam, 2018). It has become an integral part of our digital lives, it allows individuals to express themselves, share their perspectives, and connect with others from all over the world. This culture of commenting has both positive and negative aspects.

On the positive side, it promotes open discussions, fosters a sense of community, and encourages the exchange of ideas and it gives a voice to people who may not have had a platform otherwise. Constructive comments can provide valuable feedback and enhance the content; However, online commenting culture also faces challenges where some users may post negative or hurtful comments, leading to toxicity and conflicts. Trolls and spammers try to disrupt discussions or promote their own agendas, often at the expense of meaningful interactions. As we navigate this culture, it's crucial to maintain a respectful and empathetic approach to commenting and being mindful of our words and treating others with kindness can contribute to a healthier and more positive online commenting experience for everyone involved.

The culture of online commenting is heavily influenced by the relative anonymity users enjoy (Alison Macrina & Talya Cooper, 2019). While this can foster open discussions and the free

expression of ideas, it also creates a breeding ground for harmful behaviour, as some individuals might feel emboldened to be disrespectful or offensive without fear of consequences. It can lead to the formation of echo chambers, where users surround themselves with like-minded individuals, reinforcing their own beliefs and dismissing opposing viewpoints. This phenomenon can hinder critical thinking and lead to polarized discussions within certain online communities. Some online communities have established gatekeeping practices to maintain the quality of discussions and moderators enforce rules, ensuring that comments align with community guidelines and do not promote hate speech or misinformation. However, moderation decisions can sometimes be controversial, leading to debates about freedom of expression and censorship (H. L. Pohlman, 2019).

Based on (Levy & Adam, 2018); Online commenting culture refers to the collective norms, behaviours, and attitudes that shape interactions and discussions in digital spaces. It encompasses how individuals engage with content, express opinions, and interact with other users through comments. Online commenting culture varies widely, ranging from constructive and respectful exchanges to heated debates, trolling, or spam. It plays a significant role in shaping online communities, influencing public opinion, and impacting content creators' motivation. Fostering a positive and inclusive commenting culture encourages meaningful dialogue, knowledge-sharing, and the development of a vibrant, respectful, and engaging online environment.

1.3.3 Factors Affecting Online Commenting Culture

Online commenting culture is a dynamic and ever-evolving aspect of digital society (Edward Benoit III & Alexandra Eveleigh, 2019), where people interact and share their thoughts and opinions on various content posted on the internet. This culture is shaped by a multitude of factors that influence how individuals engage with one another through comments, impacting the overall tone, quality, and nature of online discussions.

One of the most critical factors influencing online commenting culture is the level of anonymity and privacy provided by internet platforms (Chiu & Hew, 2018); When users have the option to comment anonymously, they may feel more liberated to express their true thoughts and opinions without fear of repercussions or judgment and anonymity can be empowering for those who wish to share personal experiences or discuss sensitive topics, as it allows them to be more candid. According to (Guerraoui et al., 2023), The anonymity can also lead to negative behaviours, as some users might exploit it to engage in trolling, spreading hate speech, or posting hurtful comments without being held accountable for their actions. Platforms that prioritize user privacy and data

protection while allowing users to comment with identifiable profiles can strike a balance. This approach encourages respectful and responsible commenting, as individuals are aware that their words are associated with their digital identity. Striking the right balance between anonymity and accountability is crucial in shaping a healthy and vibrant commenting culture.

The moderation policies implemented by online platforms significantly influence the overall commenting culture (Khan & Lucas, 2023); The strictness and efficiency of moderation can impact the quality and tone of comments and platforms with robust moderation systems that promptly remove harmful or offensive content tend to foster a more positive and constructive commenting environment. Conversely, platforms with lax or inconsistent moderation might experience an influx of spam, hate speech, and toxic comments, which can deter users from engaging in meaningful discussions.

Online communities develop their unique sets of social norms, unwritten rules, and expectations that guide how individuals interact and communicate within their virtual circles (Alice Beban, 2021). Users often conform to these prevailing norms, shaping their commenting behaviour accordingly and positive peer influence within a community can encourage respectful and constructive discussions, fostering an environment where individuals feel safe to express their views and engage in healthy debates. However, negative peer pressure can also impact online commenting culture, leading to conformity with toxic behaviours (Emerald Group Publishing Limited, 2015). In communities where hostility or intolerance is encouraged, individuals may hesitate to express diverse opinions, fearing backlash or social ostracism. Therefore, nurturing positive peer influence and promoting respectful interactions within online communities are essential in shaping a healthy and inclusive commenting culture.

The emotional responses of users significantly affect how they comment online. Strong emotions such as anger, excitement, joy, or empathy can influence the tone and intensity of their comments. Emotionally charged comments may not always be constructive, but they often reflect the genuine feelings and passions of the users. In situations where content evokes emotional responses, it is crucial to encourage users to channel their emotions constructively. Content creators and platform administrators can play a role in fostering a positive emotional environment by encouraging empathy and understanding in comments. Engaging in discussions with empathy and respect can lead to more productive exchanges and mutual learning (Mary-Frances Winters, 2020).

According to (Mary-Frances Winters, 2020); Cultural backgrounds and regional sensitivities influence how individuals interpret content and respond to it through comments. Different cultures

may have varying communication styles, humour, and norms that impact the nature of online interactions. For global platforms or content with a diverse audience, it is essential to consider cultural nuances and avoid inadvertently offending or alienating users from different backgrounds. Promoting cross-cultural understanding and respect in online interactions fosters an inclusive and welcoming commenting culture and the subject matter being discussed plays a significant role in shaping the comments that emerge. Controversial topics, in particular, tend to attract more heated and polarized discussions, leading to passionate comments from both sides of the debate. While controversial discussions can stimulate critical thinking and provide insights from different perspectives, they may also increase the likelihood of hostile interactions. Content creators and platform administrators can encourage productive discussions on controversial topics by setting clear guidelines for respectful debate. Emphasizing the importance of maintaining a civil tone and avoiding personal attacks can promote a healthy commenting culture even in contentious discussions (Hara & Sanfilippo, 2017).

Users often identify with specific online communities or groups based on shared interests, ideologies, hobbies, or demographics (Fan et al., 2023) and the communities play a significant role in shaping how individuals comment and interact with each other. Based on what (Fan et al., 2023) said; The sense of belonging and shared identity within these communities can lead to more engaged and active commenting. To foster a strong sense of community, platforms and content creators can encourage users to interact and collaborate within their interest groups and Creating designated spaces, such as forums or groups, where users can connect with others who share similar passions, further enhances the feeling of belonging.

The comments in a discussion can set the tone for subsequent interactions, influencing the direction and nature of the conversation (Martin, 2020); Users who comment early may receive more attention and responses, which can lead to increased engagement and Content creators and platform administrators can promote active commenting by engaging with early commenters and using their responses to guide the discussion. By being present and responsive to comments in real-time, they can encourage ongoing participation and keep the conversation alive.

Some online platforms offer incentives for active commenting, such as up votes, likes, or badges, which can influence the type of comments users leave (Lipkowsky & Konert, 2015). Individuals may seek recognition or rewards by leaving certain types of comments, which can impact the overall commenting culture. Content creators and platform administrators should be mindful of how incentives and recognition systems affect user behaviour and to strike a balance between rewarding

engagement and maintaining the integrity of comments is crucial in promoting meaningful interactions.

The commenting culture on various social media platforms can differ significantly due to the unique features and user behaviours on each platform. For instance, short-form platforms like Twitter encourage concise and quick comments, while platforms like YouTube may see longer and more in-depth discussions (Gillespie, 2018). Content creators and platform administrators should adapt their engagement strategies based on the platform they are using. Understanding the conventions and expectations of each platform can help optimize the commenting experience and encourage more active participation.

Thoughtful moderation and community management are crucial in shaping a positive online commenting culture. A well-moderated environment fosters trust among users, encouraging them to participate in discussions without fear of harassment or toxicity (Javier Del et al., 2016). Content creators and platform administrators can also play an active role in community management and engaging with users, responding to their comments, and acknowledging their contributions can create a sense of connection and encourage more active engagement.

The accessibility and user-friendliness of online platforms can influence the commenting culture (Lun et al., 2022). Easy-to-use interfaces that facilitate commenting and enable users to express themselves without technical barriers can boost participation and ensuring that commenting features are accessible to all users, including those with disabilities, further promotes inclusivity in online discussions.

According to (Lun et al., 2022), Well Understanding the factors helps us appreciate the complex interplay that shapes online commenting culture and guides efforts to promote constructive, respectful, and meaningful discussions.

In Table III we demonstrate summarized of factors influencing online commenting; Anonymity and Identity by Puglisi et al. (2017) highlight how user anonymity or identifiable profiles impact the civility, accountability, and personal investment in online discussions. Platform Design is the features, layout, and moderation tools of a platform is crucial in shaping user interactions, as emphasized by S. Wang & Kim (2020) and the design elements influence how users engage with comments and with each other. Content and Context for Crosswaite & Asbury (2016) note that the subject matter, tone, and relevance of the content being commented on significantly impact the types of comments generated and that the context of the discussion influences user responses.

Community Norms by Quintais et al. (2023) emphasize the importance of established community guidelines, rules, and moderation practices in guiding user behaviour and setting expectations and that norms contribute to shaping the overall atmosphere of the online space. Social Influences by O'Brien et al. (2021) discuss how social dynamics, peer pressure, and the desire for social validation impact the tone and content of comments cited that social influences facilitate in shaping individual contributions. Emotional Responses by Mayshak et al. (2017) point out that emotional reactions, such as anger, empathy, or humor, can drive the sentiment and intensity of comments and that the emotional responses contribute to the overall tone of discussions. Media Literacy by Pescott & Stewart (2022) highlight that users' ability to critically evaluate information affects the quality and accuracy of their comments emphasize that the Media literacy helps in shaping informed and thoughtful contributions on social media. Whereas Cultural Diversity by Kreniske (2017) discusses how cultural backgrounds and perspectives contribute to variations in communication styles and interpretations it adds richness and complexity to online interactions.

Table III. Factors Affecting Online Commenting Culture

IIIA. Anonymity and Identity	User anonymity or identifiable profiles impact the level of civility, accountability, and personal investment in discussions (Puglisi et al., 2017).
IIIB. Platform Design	The features, layout, and moderation tools of a platform influence how users engage with comments and each other (S. Wang & Kim, 2020).
IIIC. Content and Context	The subject matter, tone, and relevance of the content being commented on influence the types of comments generated (Crosswaite & Asbury, 2016).
IIID. Community Norms	Established community guidelines, rules, and moderation practices guide user behavior and set expectations (Quintais et al., 2023).
IIIE. Social Influences	Social dynamics, peer pressure, and the desire for social validation impact the tone and content of comments (O'Brien et al., 2021)
IIIF. Emotional Responses	Emotional reactions, such as anger, empathy, or humour, can drive the sentiment and intensity of comments (Mayshak et al., 2017).
IIIG. Media Literacy	Users' ability to critically evaluate information affects the quality

	and accuracy of their comments (Pescott & Stewart, 2022).
IIII. Cultural Diversity	Cultural backgrounds and perspectives contribute to variations in communication styles and interpretations (Kreniske, 2017).

Resource: compiled by author following the authors mentioned in the table.

1.4 The strategies to increase activeness of online commenting

The strategies to increase the activeness of online commenting is about finding ways to encourage more people to engage and participate in discussions when they read or view content on the internet (Ye & Pennisi, 2022).

Increasing the activeness of online commenting involves implementing various strategies to encourage more people to engage and participate in discussions on the internet (Trinh et al., 2020). One of the effective strategy is to create a positive and welcoming environment; when users feel comfortable and respected, they are more likely to share their thoughts and opinions. Setting clear community guidelines that promote respectful and constructive commenting helps maintain a friendly atmosphere. Another way to boost online commenting is by being responsive to users' comments. Responding promptly shows that their input is valued and encourages further participation (Bilgin & Wolke, 2021). Acknowledging their contributions and addressing any questions or concerns they may have fosters a sense of connection and engagement. To stimulate more interaction, content creators can ask thought-provoking questions within their content. This invites readers to express their opinions and share their experiences related to the topic at hand and by creating opportunities for users to express themselves, the likelihood of receiving comments increases.

Running contests or giveaways that require users to leave comments can also boost activeness (Trinh et al., 2020). People enjoy participating in fun activities, and this approach not only increases engagement but also rewards active users. The use of visuals such as images, videos, or graphics can make content more appealing and encourage users to interact. Visuals capture attention and can prompt users to leave comments related to the content they have seen.

Leveraging social media platforms is another effective strategy and by sharing content on social media increases its visibility, leading to more potential interactions. Engaging with users who leave comments on social media also helps maintain an active and ongoing discussion (Guckian et al., 2021). Seeking feedback from users is crucial in increasing activeness and by encouraging users to provide input on content, websites, or products not only invites more comments but also provides

valuable insights for improvement. Hosting live chats with influencers in a specific field can generate a flurry of comments and discussions (Chiu & Hew, 2018). Live interactions spark real-time engagement and encourage users to participate actively. Creating a community around a specific topic, interest, or website also helps to increase activeness and by establishing a forum or group allows users to interact with each other, fostering a sense of belonging and shared interests.

Thoughtful moderation plays a vital role in encouraging more genuine participation and removing spam and harmful content ensures a safe and respectful environment, which in turn enhances the overall commenting experience and encourages users to engage in meaningful discussions. According to (Umar et al., 2022); Online platforms can create an engaging commenting environment that encourages users to actively share their insights, fostering a vibrant and interactive online community.

In Table IV we demonstrate the summaries of strategies for fostering engaging online interactions. Promote Relevant Content by Biddle et al. (2020) suggest that publishing compelling, thought provoking, and relatable content encourages users to share their thoughts and experiences, fostering a sense of connection. Ask Questions by Murphy et al. (2021) emphasize the effectiveness of posing open-ended questions at the end of articles or posts to invite readers to contribute their viewpoints and actively engage in discussions. Respond Promptly by Trinh et al. (2020) recommend promptly replying to user comments as a way to demonstrate engagement and create a sense of dialogue and encourages others to join the conversation. Show Appreciation is acknowledging and appreciating user comments, as suggested by Trinh et al. (2020), not only encourages further contributions but also contributes to creating a positive and supportive atmosphere.

Moderate Effectively by Gibson (2019) advocates for implementing clear moderation guidelines to maintain respectful discussions, ensuring a safe environment for diverse opinions and constructive interactions. Use Visuals by Li et al. (2019) propose incorporating images, videos, or multimedia elements in content to spark discussions and make commenting more visually appealing, enhancing the overall engagement. Experiment with Formats by Trinh et al. (2020) recommend trying different formats such as polls, surveys, or interactive elements to entice users to participate and express their opinions in varied and engaging ways. Foster Community is building on the idea of community, Li et al. (2019) suggest developing a sense of community by encouraging users to share personal experiences, connect with others, and build relationships through online interactions.

Table IV. The strategies to increase activeness of online commenting

IVA. Promote Relevant Content	Publish compelling, thought-provoking, and relatable content that encourages users to share their thoughts and experiences (Biddle et al., 2020).
IVB. Ask Questions	Pose open-ended questions at the end of articles or posts to invite readers to contribute their viewpoints and engage in discussions (Murphy et al., 2021).
IVC. Respond Promptly	Promptly reply to user comments to demonstrate engagement and create a sense of dialogue, encouraging others to join the conversation (Trinh et al., 2020).
IVD. Show Appreciation	Acknowledge and appreciate user comments, encouraging further contributions and creating a positive atmosphere (Trinh et al., 2020).
IVE. Moderate Effectively	Implement clear moderation guidelines to maintain respectful discussions, ensuring a safe environment for diverse opinions (Gibson, 2019).
IVF. Use Visuals	Incorporate images, videos, or multimedia elements in content to spark discussions and make commenting more visually appealing (Li et al., 2019).
IVG. Experiment with Formats	Try different formats like polls, surveys, or interactive elements to entice users to participate and express their opinions (Trinh et al., 2020).
IVH. Foster Community	Develop a sense of community by encouraging users to share personal experiences, connect with others, and build relationships (Li et al., 2019).

Resource: compiled by author following the authors mentioned in the table.

2. SOCIAL MEDIA CHANNELS' ADMINISTRATORS ROLE IN UNCOVERING ONLINE COMMENTING CULTURE

The adoption process of uncovering online commenting culture involves a systematic approach to studying and understanding the dynamics of how people comment and interact online and includes active actions of social media webpages/closed groups administrators or moderators.

In this chapter we will present few most relevant theoretical concepts used for explaining user adoption and administrator development processes of online commenting culture. We will thus present the theoretical framework and research model for our study.

2.1 Main theoretical models of commenting culture

For online commenting culture to be effective within the university they have to first of all be successfully adopted by the intended users. There are a number of theories or models available that look into the adoption of various commenting culture innovations and focus on different aspects (Sonis, 2009). For our study we chose Everett Rogers' diffusion of innovation theory as a background for several reasons. We wanted to look at the overall innovation adoption process and we believe this was more appropriate for case study approach, because it takes into account more variables, such as prior conditions, social context, communication channels, etc. Rogers' innovation diffusion theory is considered to be one of the most applied innovation theories and is successfully used with various online commenting culture platforms.

2.1.1 Diffusion of Innovation Theory

The Diffusion of Innovation theory, originally developed by Everett Rogers in 1962 (Roger,2003), is often used to understand the adoption and spread of new ideas, products, or practices within a society or community (Nazari et al., 2013) and when applied to online commenting culture, this theory helps explain how innovations related to commenting behaviours and practices are adopted and spread within online communities (Alyoussef, 2023). Based on Rogers (2003), these attributes are:

- **Innovations:** In the context of online commenting culture, innovations can refer to new commenting behaviours, styles, or practices and these innovations could include the use of emojis, the emergence of new commenting norms, or the adoption of specific commenting platforms or features.
- **Communication Channels:** The theory highlights the role of communication channels in spreading innovations. Online platforms and social networks serve as channels through which new commenting practices are communicated and adopted.

- **Social Influence:** Social influence plays a significant role in the diffusion process. Innovators and early adopters often influence others through their comments and interactions, leading to the spread of new commenting norms and behaviours.
- **Relative Advantage:** The theory suggests that innovations are more likely to be adopted if they offer a relative advantage over existing practices. In online commenting culture, this could include practices that enhance engagement, facilitate communication, or improve user experiences.
- **Compatibility:** The compatibility of new commenting practices with existing behaviours and norms also affects adoption. Innovations that align with the values and expectations of the online community are more likely to be embraced.
- **Observability:** Innovations that are visible and observable by others are more likely to be adopted. In online contexts, this relates to how easily others can see and engage with the new commenting behaviours.
- **Trialability:** The ability for individuals to experiment with and try out new commenting practices can influence adoption. Online platforms often allow users to experiment with comments before fully committing.

While this theory is primarily used in the context of technology adoption and innovation, it can also be applied to commenting culture, especially in the context of online platforms and social media. Here's how the Diffusion of Innovation Theory can be applied to commenting culture (Chen & Tian, 2023):

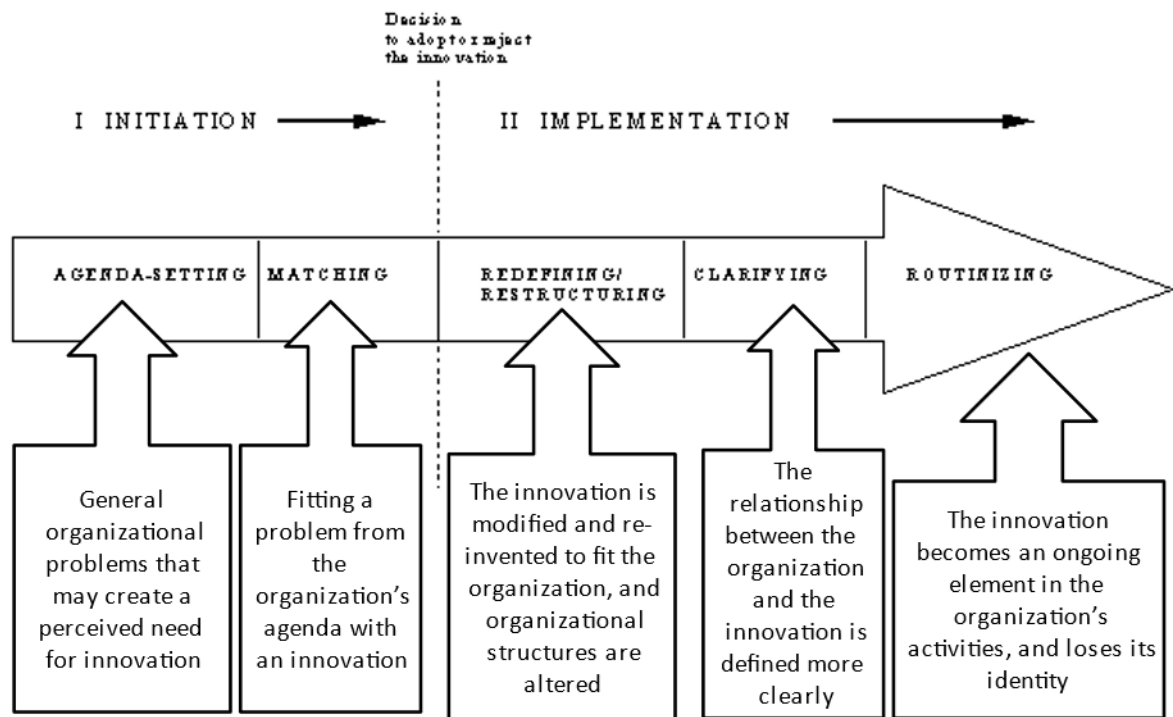
Innovators are the first group of people to adopt a new commenting behaviour or culture. In the context of online commenting, these might be individuals who are quick to adopt new commenting platforms, techniques, or styles (Kangaspunta, 2021). They are often seen as trendsetters and may introduce new norms or etiquettes in the commenting community.

According to Roger (2003); Applying the Diffusion of Innovation Theory to commenting culture helps us understand how new commenting behaviours, styles, or platforms gain acceptance and popularity within online communities. It also highlights the role of influential individuals and early adopters in shaping and promoting these changes. Successful adoption of new commenting cultures often depends on effectively reaching and persuading each of these groups to embrace the changes.

The Diffusion of Innovation Theory, when applied to commenting culture (Gao et al., 2023), describes how new commenting practices or norms spread within online communities. It identifies five adopter categories: innovators (early experimenters), early adopters (influencers), early majority (mainstream embracers), late majority (cautious adopters), and laggards (resistant to change). This theory helps explain the evolution of commenting behaviours by illustrating how these different groups gradually accept and adapt to new cultural norms or platforms, influencing the overall direction of online discussions.

Applying Rogers' Diffusion of Innovation (DOI) theory allows for the examination of innovation adoption on either an individual or organizational level. Rogers' DOI theory has undergone evolution in this context, evident in the progression across five editions of his book from 1962 to 2003. In this evolution, the author expanded the content and dedicated a separate chapter to discuss innovations within organizations, presenting a distinct model for innovation adoption in organizational settings (refer to Figure 1). The innovation process is intricately divided into two sub-processes, encompassing five sequential stages. Each stage must be successfully traversed for the innovation process to proceed. The initial sub-process, termed initiation, comprises the agenda, setting stage, and matching stage. This phase involves comprehensive information gathering, conceptualization, and planning for innovation adoption, ultimately leading to the decision to adopt the innovation. This decision point marks the transition from the initiation stages to the subsequent three stages of implementation. The implementation sub-process encompasses all activities, events, actions, and decisions integral to implementing the innovation. It is defined into the redefining/restructuring stage, clarifying stage, and routinizing stage, each contributing to the overall integration of the innovation into practice (refer to Figure 1 for a more detailed model description).

Figure 1. Five Stages in the Innovation Process in Organizations



Source: Rogers, Diffusion of innovations (2003).

2.1.2 Models focused on online commenting culture adoption process

Models that focus on the adoption process of online commenting culture provide valuable frameworks for understanding how individuals engage with and adapt to commenting practices within digital communities (Kwon & Gruz, 2017). These models help shed light on the dynamics of online interactions and the factors that influence user behaviour.

One widely recognized model is the Diffusion of Innovation theory (Tanye et al., 2023). It explains how innovations, including new commenting behaviours or norms, spread through digital communities. This model identifies stages of adoption, from innovators who embrace change early to laggards who are resistant. It emphasizes the role of communication channels and social influence in the diffusion process, helping us understand why and how certain commenting practices gain traction.

The Technology Acceptance Model (TAM) (Leahy et al., 2023) and its extension, the Unified Theory of Acceptance and Use of Technology (UTAUT), focus on individuals' attitudes and intentions regarding technology adoption, including commenting platforms. These models consider factors like perceived usefulness and ease of use in determining adoption. UTAUT further explores

social and contextual influences on technology adoption, making it relevant for understanding online commenting culture.

Social Identity Theory delves into how individuals' self-concept and group identities influence their participation in online commenting communities (Guan & So, 2022). It explains how people align their comments with their social identity, contributing to the development of group norms and practices within online communities.

The Motivation-Opportunity-Ability (MOA) model provides insights into the factors that drive or inhibit individuals' participation in online commenting (Nabafu et al., 2023). It considers motivation, opportunity, and ability as key components influencing adoption. MOA helps explain why some individuals engage more actively in commenting culture than others. Structuration Theory looks at how online commenting practices emerge and evolve within digital communities. It explores the interplay between the structure of the platform and the actions of participants, shedding light on how commenting culture is shaped by both technological affordances and user interactions.

These models collectively offer valuable perspectives on the adoption process of online commenting culture and they consider individual attitudes, social influences, community dynamics, and technological factors, providing a comprehensive understanding of why and how individuals engage in online commenting. Models focused on online commenting culture adoption process analyse how individuals engage in online discussions and adopt certain commenting behaviours. These models typically consider factors like social influence, platform features, and individual motivations to explain why people adopt specific commenting styles and norms. They help us understand how online communities form and evolve, shedding light on the dynamics of online communication and the spread of commenting practices.

2.2 Factors Importance of online commenting culture

Online commenting culture holds significant importance in the digital landscape due to a multitude of factors that impact digital communication (Challenges et al., 2023), user engagement, and community dynamics. These factors underscore the value of fostering a healthy and constructive commenting environment. One key factor is the role of online comments in facilitating user engagement (J. Wang & Sundar, 2022) Comment sections on websites, social media platforms, and online forums provide a space where users can actively interact with content, express their opinions, and engage in discussions. This engagement enhances the overall user experience by promoting a sense of community and interactivity (J. Wang & Sundar, 2022), Online commenting culture also fosters the formation of virtual communities; It brings together individuals with shared interests,

values, or concerns, creating spaces where people can connect, share experiences, and build relationships. These communities often revolve around specific topics, hobbies, or areas of interest, offering a sense of belonging and camaraderie to participants. Additionally, comments enhance the user experience by providing valuable insights and context. Thoughtful and well-informed comments can add depth and meaning to the content being discussed, helping other users gain a better understanding of the subject matter. In this way, comments contribute to a more enriching and informative online experience.

Online comments serve as a feedback mechanism for content creators and publishers(Holliman et al., 2023), they provide a direct channel through which creators can measure audience reactions, gather suggestions, and make improvements based on user feedback. This feedback loop strengthens the connection between content creators and their audience, leading to better-tailored content; online comments can serve as a platform for knowledge sharing. Users often share valuable information, insights, and resources in comments, creating a knowledge-sharing ecosystem and this practice benefits the community as a whole, with comment sections becoming valuable sources of supplementary information and expertise. Comments can also amplify content and positive comments (Fan et al., 2022) and high engagement can boost the visibility of content as algorithms on social media platforms often prioritize content with more significant user interaction and this amplification helps content reach a broader audience and contributes to content creators' success. In the monarchy of societal impact, online commenting culture plays a crucial role; It can influence societal attitudes, norms, and discussions on important issues and discussions within comment sections can contribute to social and cultural change by fostering public awareness and dialogue on relevant topics.

However, while online commenting culture offers numerous benefits, it also presents challenges (Amin & Shahnaz, 2023); It can be a double-edged sword, as it sometimes fosters negativity, misinformation, and even harassment. Managing these issues responsibly and promoting a positive and inclusive commenting culture is essential for harnessing the full potential of online comments.

Based on (Amin & Shahnaz, 2023); Online commenting culture is a vital aspect of the digital world, impacting user engagement, community-building, knowledge sharing, and the broader discourse on various topics. Its significance lies in its ability to empower users, amplify content, and facilitate meaningful interactions, while also posing challenges that require thoughtful moderation and management.

This table V briefly outlines the various factors that make online commenting culture important, highlighting its role in shaping online communities, content quality, social interaction, and more.

Table V. Factors Importance of Online Commenting Culture

VA. Community Building: - Fosters a sense of belonging - Facilitates connections among users - Encourages the formation of online communities.
VB. Content Quality: - Provides feedback for content improvement - Enhances the overall quality of online content - Benefits content creators and readers .
VC. Validation and Motivation: - Validates content creators through likes - Motivates creators to produce valuable content - Contributes to a richer online content landscape .
VD. Social Interaction: - Enables engagement in conversations and debates - Promotes information-sharing and knowledge exchange - Encourages a healthy exchange of ideas.
VE. Norms and Etiquette: - Establishes acceptable behaviour guidelines - Encourages respectful and constructive interactions - Guides users on how to engage positively.
VF. Influence and Persuasion: - Shapes opinions and decisions through comments - Contributes to public discourse and awareness - Aids individuals, organizations, and advocacy.
VG. Monitoring and Moderation: - Necessitates content moderation to combat issues - Maintains a safe and welcoming online environment - Addresses hate speech, harassment, and misinformation.
VH. Civic Engagement: - Encourages individuals to voice opinions - Promotes active participation in discussions - Contributes to an informed and engaged society.

Resource: compiled by author from (Bogaert et al., 2018).

3. INTRODUCTION TO RESEARCH “UNCOVERING UNIVERSITY ONLINE COMMENTING CULTURE” METHODOLOGY.

In this chapter we will present the logics of the research, design and arguments for method selection. In second part of the chapter we will provide the short introduction to case (as much as confidentiality allows).

3.1 Research Design and Method Selection

Online commenting culture has emerged as a pivotal aspect of how individuals interact, express opinions, and engage in public discourse and has reshaped the landscape of communication (Beever & Taylor, 2022), enabling people to voice their thoughts on a many topics on social media posts. The significance of online commenting culture lies in its potential to influence opinions, shape narratives, and build or fracture virtual communities.

However, despite the widespread recognition of its importance, there remain significant gaps in our understanding of online commenting culture and questions persist regarding the motivations of commenters, the impact of comments on discussions, the emergence of echo chambers, and the strategies employed to moderate or foster constructive conversations (Beever & Taylor, 2022). To address these gaps and provide valuable insights, this research embarks on a comprehensive exploration of online commenting culture.

In the pages that follow, we outline the methodological approach chosen to investigate online commenting culture, highlight its significance, and acknowledge its limitations. By carefully selecting and justifying our research methods which are observation and interview, we aim to shed light on the intricacies of online commenting culture, contributing to a more nuanced understanding of this study.

Understanding and analysing online commenting culture requires a well-thought-out research design that aligns with the objectives of the study and this research will adopt qualitative case analysis. To overcome the limitations of case analysis the triangulation applied: combining two stakeholder groups within the case (commenters and administrators of social media) and combining both qualitative and quantitative data to provide a comprehensive view of this complex study (Hands, 2022).

Case analysis is a research strategy that involves a systematic examination of a specific case or instance to understand underlying principles, dynamics, or practices (Lavarda & Bellucci, 2022). According to (Lavarda & Bellucci, 2022), when applied to analysing the channels of communication within an organization, such as a university, it involves studying the communication strategies, platforms, and patterns specific to that context.

Some advantages of case analysis in this research; allows for a detailed and comprehensive understanding of the specific communication strategies and methods used within the University and provides insights specific to the unique context of the University.

However, there are certain **limitations** of this research analysis in this research such as potential Bias where the analysis might be influenced by the researcher's perspective or biases, impacting the objectivity of the findings.

Time-Consuming; by conducting a detailed case analysis can be time-intensive, especially when looking at complex communication networks within large organizations. During the interviews, I encountered a language barrier between me and the interviewees, also the automatic team's failed to capture all words due to the pronunciation.

The case analysis will be completed in one of the Lithuania universities, but due to ethical consideration the title of the University cannot be disclosed in the thesis only to Defence Committee members and reviewer.

To implement the research design two data collection methods were selected: observation and interview. First theoretical methods, document analysis will be used to explore and define the factors related to the channel of communication tool which will be included with document analysis to review of existing primary literature and analysis of the existing posts records from the University. This will be followed by the quantitative and qualitative observation to collect and analyses the data related to the communication process on selected channel for selected auditorium which will be followed with the interview to collect data from the University perspective, represented by social media administrators. This combination of methods will provide a holistic understanding of online commenting culture and allow us to not only uncover the prevalent themes and patterns within comments but also gain insights into the motivations and perspectives of those who actively participate for both sides of relation stakeholders – commenters and administrators.

By combining quantitative data with the qualitative findings from interview, we aim to offer a more nuanced and comprehensive view of online commenting culture will help us answer key research questions, such as the role of comments in shaping online discourse, the impact of anonymity on comment behaviour, the factors influence individuals to leave comments on online platforms and the reason why People engage in online commenting culture. Furthermore, ethical considerations will be diligently addressed, including issues related to privacy and consent in online data collection.

Data collection involves systematically gathering information by observing a particular subject or phenomenon. In the context of studying communication channels within the University, a researcher will involve in observing online Facebook page and the Facebook private group commenting posts, record the reasons of commenting online, Types of online comments, Factors Affecting Online Commenting Culture, the strategies to increase activeness of online commenting and Factors Importance of Online Commenting Culture.

Furthermore, **ethical considerations** were diligently addressed, ensured data privacy, getting informed consent from the University to conduct the research in general, and personal consents form from the University Facebook pages administrator and from the Facebook private group's administrator to participate in the research. The decision not to disclose the University's identity in the thesis, sharing it only with the Defence Committee, respects the University's privacy and upholds ethical standards. This level of confidentiality safeguards the University's reputation while still allowing for valuable research insights.

3.2 Introduction to the case

The institution is among one of the higher education institutions located in Vilnius, Lithuania. The institution which is university has several channels of communication such as university website and social media accounts in Instagram, Facebook, Twitter, YouTube and LinkedIn.

The university was chosen due to his level of communication through their channels among the users on social media, which enables to analyse two stakeholder groups; by observation actions of commenters and by interview for the actions of administrators.

The full description of the University is provided in printed annex 5 which will be presented to defence committee and reviewer upon request.

4. EMPIRICAL DATA COLLECTION AND RESULTS FOR RESEARCH “UNCOVERING UNIVERSITY ONLINE COMMENTING CULTURE”

The insights analysis of online Facebook page and Facebook private group were made in period of the 33 days (18/09/23 –20 /10/23). We chose to make this analysis to understand the insights of the online commenting on the Facebook private group and Facebook page. The observation done for the period from September 1, 2022 to August 31, 2023 and as the topic is concerned on the uncovering the online commenting culture, the researcher observed and analysed only the posts which have comments.

4.1 Quantitative Observation

4.1.1 Observation of Facebook private group and results

Facebook private group operates as a private group, necessitating membership through the act of signing in to access its contents and interactions. It is one of the communication channels that being used by the University when Promote events, workshops, seminars, cultural celebrations, and social activities of the University and promote professional networking which will benefit students in their future careers. It also provides a space for students to create communities and connect with peers from their home countries or other countries around the world.

The observer noticed that on September 18, 2023 the Facebook private group has 1,100 members including 10 administration moderators. During the observation period, it has 140 as the total posts including 107 Posts with reactions without comments, 23 Posts with reactions and comments and 10 Posts without any reactions and comments. The researcher observed all the post and only analyzed the posts which have comments.

The researcher has focused on the reasons of commenting online, Types of online comments, Factors Affecting Online Commenting Culture, the strategies to increase activeness of online commenting and Factors Importance of Online Commenting Culture. Below table is the summary.

Table VI. Facebook private group's summary

Coding reasons of commenting (linked to Table I p 20-21)		Coding types of comments (linked to Table II p. 23-24)		Coding Factors Affecting Comments (linked to Table III p. 25-26)		Coding The strategies to increase activeness of comments (linked to Table IV p. 29-30)		Coding Factors Importance of Comments (linked to Table V p. 32)	
ID	29	IIA	19	IIIC	6	IVH	8	VD	7
IC	12	IIB	11	IIIH	4	IVF	5	VA	6
IA	6	IIE	6	IIIA	4	IVA	4	VH	3
IB	5	IIG	6	IIIB	4	IVB	3	VF	3
IE	1	IID	4	IIID	2	IVD	2	VC	2
IF	1	IIF	4	IIIE	2	IVE	1	VB	2
IG	0	IIC	0	IIIG	1	IVC	0	VE	0
				IIIF	0	IVG	0	VG	0

Resource: compiled by the author and on Annex 1. Full observation data (confidentialised due to organizational permission presented upon request and during defence in printed version).

The observation reveals that the comments can be categorized as follows:

- 29 comments are seeking information and answers.
- 12 comments are providing feedback and appreciation.
- 6 comments are expressing opinions and thoughts.
- 5 comments are connecting with others.
- 1 comment is engaging in constructive discussions and building social connections.
- No comments are unspecified or invisible.

This categorization provides insight into the reasons behind people's comments, showing that seeking information and answers is the most common motivation of the users to comment which is followed by providing feedback and appreciation, expressing opinions and thoughts, connecting with others, and engaging in constructive discussions.

The observation categorizes the comments as follows:

- 19 comments are constructive.
- 11 comments are positive.
- 6 comments include trolling and questioning.
- 4 comments are either spam, irrelevant, or educational.
- There are no explicitly negative comments.

This categorization suggests that the majority of the comments fall into constructive and positive categories, with a smaller portion dedicated to trolling, questioning, and a few comments categorized as spam, irrelevant, or educational. Notably, there's an absence of explicitly negative comments in this observation.

The observation regarding factors affecting comments reveals:

- 6 comments are influenced by content and context.
- 4 comments are impacted by cultural diversity, anonymity, identity, and platform design.
- 2 comments are shaped by community norms and social influences.
- 1 comment is influenced by media literacy.
- There are no direct emotional responses identified.

This analysis highlights that the majority of comments are influenced by content and context, followed by factors such as cultural diversity, anonymity, identity, and platform design. Additionally, a smaller number of comments are shaped by community norms, social influences, and media literacy, while no clear emotional responses are explicitly noted in this observation.

The observation about strategies to increase comment activity reveals:

- 8 strategies are focused on fostering community. (Implementing methods to nurture and develop community engagement).
- 5 strategies emphasize the use of visuals. (Incorporating images or graphics to enhance communication).
- 4 strategies aim to promote relevant content. (Highlight material pertinent to the audience's interests).
- 3 strategies involve asking questions. (Engaging in inquiry to solicit responses or opinions).
- 2 strategies include showing appreciation. (Expressing gratitude or acknowledgment for contributions).
- 1 strategy involves effective moderation. (Skillful and efficient management for a conducive environment).
- There were no explicit strategies related to responding promptly and experimenting with formats. (Timely responses and testing different presentation styles).

This analysis highlights that the most prevalent strategies to increase comment activity involve fostering a sense of community, followed by utilizing visuals, promoting relevant content, asking questions, showing appreciation, and effective moderation. However, there is a lack of explicitly noted strategies related to responding promptly or experimenting with different comment formats in this observation.

The observation on factors determining the importance of comments indicates:

- 7 factors are linked to social interaction.
- 6 factors emphasize community building.
- 3 factors relate to civic engagement, influence, and persuasion.
- 2 factors are associated with validation, motivation, and content quality.

- There were no explicit mentions of norms and etiquette, as well as monitoring and moderation in their importance in this observation.

This analysis underscores that the most significant factors determining the importance of comments are social interaction and community building, followed by elements related to civic engagement, influence, persuasion, validation, motivation, and content quality. Notably, there's an absence of explicit emphasis on the significance of norms, etiquette, monitoring, and moderation in this particular observation.

Table VII. Research Questions and answers of Facebook private group

Role of comments in shaping online discourse	Comments contribute significantly to shaping online discourse by serving as a means for seeking information, giving feedback, expressing opinions, fostering constructive discussions, and connecting with others. They provide a platform for sharing thoughts and appreciation, ultimately influencing the overall tone and direction of discussions.
Impact of anonymity on comment behavior	Anonymity plays a role in comment behavior, as it allows for truthful expressions but can lead to behaviors like trolling and spam. It offers individuals the freedom to engage without the fear of repercussions or accountability, impacting the overall quality and tone of the conversation.
Factors influencing individuals to leave comments	Factors influence individuals to comment, we found that most users are influenced by the relevance of content and context, then cultural diversity, anonymity, and platform design. Community norms, social influences, and media literacy also have their influence at low level on encouraging or shaping individuals' decision to engage in commenting.

Reasons for engaging in online commenting	People engage in commenting to seek information and answers, provide feedback and appreciation, express thoughts and opinions, connect with others, and engage in constructive discussions. The motivations behind commenting are driven by the opportunity for social interaction, community building, and expressing appreciation or opinions. Additionally, effective moderation and fostering a sense of community play significant roles in encouraging participation.
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Resource: compiled by the author

Result analysis of Facebook private group

The private group of the Facebook of the students analyzed seems to prioritize constructive discussions, seeking information, and expressing positive sentiments, fostering a culture of helpfulness and appreciation. Most comments are positive and constructive, with minimal negative content like trolling or spam. The group's culture appears to be influenced by content, context, and cultural diversity, with a focus on community building and social interaction.

To enhance this active and positive culture, it's recommended to continue strategies that promote community, visuals, relevant content, and effective moderation. Encouraging prompt responses and experimenting with varied comment formats could further enrich engagement. While the group seems to maintain a largely positive atmosphere, keeping an eye on norms, etiquette, and monitoring might further sustain the constructive environment.

4.1.2 Observation of Facebook page and Results

The observer noticed that the Facebook page on October 1, 2023 has 14k follower's members, 14k likes and the posts are made by the University moderators only. During the period of observation, it has 165 total posts including 102 Posts with reactions without comments, 63 Posts with reactions and comments and 0 Posts without any reactions and comments. The researcher observed all the post and only analyzed the posts which have comments.

The researcher has focused on the reasons of commenting online, Types of online comments, Factors Affecting Online Commenting Culture, the strategies to increase activeness of online commenting and Factors Importance of Online Commenting Culture. Below table is the summary.

Table VIII. Facebook page's summary

Coding reasons of commenting (linked to Table I p 20-21)		Coding types of comments (linked to Table II p. 23-24)		Coding Factors Affecting Comments (linked to Table III p. 25-26)		Coding The strategies to increase activeness of comments (linked to Table IV p. 29-30)		Coding Factors Importance of Comments (linked to Table V p. 32)	
IA	51	IIB	52	IIIC	18	IVH	24	VA	21
IC	33	IIA	20	IIIE	18	IVA	20	VH	14
ID	18	IID	19	IIIA	12	IVF	14	VC	10
IB	4	IIE	14	IIIB	8	IVB	3	VD	9
IE	4	IIG	9	IIIH	6	IVD	3	VF	5
IF	2	IIC	2	IIID	5	IVC	0	VB	3
IG	2	IIF	2	IIIF	0	IVE	0	VE	0
IH	6			IIIG	0	IVG	0	VG	0

Resource: compiled by the author and on Annex 2. Full observation data (confidentialised due to organizational permission presented upon request and during defense in printed version).

The observation on reasons for people's comments indicates:

- 51 comments express opinions and thoughts.
- 33 comments provide feedback and appreciation.
- 18 comments seek information and answers.
- 6 comments are unspecified or invisible.
- 4 comments connect with others and engage in constructive discussions.
- 2 comments focus on building social connections and influencing public opinion.

This analysis reveals that the majority of comments are dedicated to expressing opinions and thoughts, followed by providing feedback and seeking information. There's also a notable portion where comments engage in connecting with others and constructive discussions. Additionally, a smaller fraction is aimed at building social connections and influencing public opinion, with a few comments being unspecified or not readily visible.

The observation on the types of comments reveals:

- 52 comments are positive.
- 20 comments are constructive.

- 19 comments are categorized as spam or irrelevant.
- 14 comments are considered trolling.
- 9 comments involve questioning.
- 2 comments fall into the negative and educational categories.

This analysis shows that the comments mostly include positive comments and are followed by constructive comments, spam/irrelevant, trolling, questioning, and positive comments. There's a smaller representation of negative comments along with educational content in this observation.

The observation on factors affecting comments indicates:

- 18 comments are influenced by content, context, and social influences.
- 12 comments are affected by anonymity and identity.
- 8 comments are impacted by platform design.
- 6 comments are influenced by cultural diversity.
- 5 comments are shaped by community norms.
- There is no explicit indication of emotional responses or media literacy in this observation.

This analysis highlights that the majority of comments are influenced by content, context, and social influences, followed by factors such as anonymity, platform design, cultural diversity, and community norms. Notably, there is no clear identification of emotional responses or media literacy as influencing factors in this specific observation.

The observation on strategies to increase comment activity reveals:

- 24 strategies are focused on fostering community. (Implementing methods to nurture and develop community engagement).
- 20 strategies aim to promote relevant content. (Highlight material pertinent to the audience's interests)
- 14 strategies involve using visuals. (Incorporating images or graphics to enhance communication).
- 3 strategies include asking questions and showing appreciation. (Expressing gratitude or acknowledgment for contributions)

- There were no explicitly noted strategies related to responding promptly, effective moderation, or experimenting with different comment formats in this specific observation. (Lack of explicit emphasis on timely responses, efficient moderation, or diverse comment formats).

This analysis highlights that the majority of strategies aimed at increasing comment activity revolve around fostering a sense of community, followed by promoting relevant content and using visuals. There's a smaller emphasis on asking questions, showing appreciation, with an absence of explicit strategies related to responding promptly, effective moderation, or experimenting with different comment formats in this particular observation.

The observation on factors determining the importance of comments suggests:

- 21 factors are linked to community building.
- 14 factors revolve around civic engagement.
- 10 factors are associated with validation and motivation.
- 9 factors emphasize social interaction.
- 5 factors involve influence and persuasion.
- 3 factors relate to content quality.
- There is no explicit emphasis on norms and etiquette, as well as monitoring and moderation, in their importance in this particular observation.

This analysis highlights that the most significant factors determining the importance of comments are community building and civic engagement, followed by elements related to validation, motivation, social interaction, influence, persuasion, and content quality. Notably, there is an absence of explicit emphasis on the significance of norms, etiquette, monitoring, and moderation in this particular observation.

Table IX. Research Questions and answers of Facebook page

Role of comments in shaping online discourse	Comments play a crucial role in shaping online discourse by allowing individuals to express opinions, provide feedback, seek information, and engage in constructive discussions. They also aid in building social connections and influencing public opinion, contributing to the overall conversation and community interaction.
Impact of anonymity on comment behavior	Anonymity significantly influences comment behavior by allowing more truthful expression but can also lead to negative behaviors such as spam, trolling, and lesser accountability. It affects the tone and quality of interactions, impacting the overall dynamics of the discourse.
Factors influencing individuals to leave comments	Factors influence individuals to leave comments, including the content and context of the discussion, social influences anonymity and identity are on the high level, whereas platform design, cultural diversity, and community norms are influenced by the users at low level. The emotional responses and media literacy are not explicitly identified in this specific observation.
Reasons for engaging in online commenting	People engage in commenting to express opinions, provide feedback, seek information, connect with others, and engage in constructive discussions. The motivations behind commenting are focused on community building, civic engagement, validation, motivation, social interaction, influence, persuasion, and content quality. Norms, etiquette, monitoring, and moderation don't seem to be explicitly emphasized in this

	particular observation as significant reasons for engagement.
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Resource: compiled by the author

Result analysis of Facebook page

The analysis made on the Facebook of the University appears to be focused on facilitating discussions among its members, emphasizing the expression of opinions, seeking information, and engaging in constructive dialogues. There's a prevalent trend of positive and constructive comments, with a smaller occurrence of negative comments, spam, and trolling. The culture seems to be influenced by the content shared, context, and social influences, while strategies to encourage more comments center around community building, relevant content, and visual elements. The importance of comments lies in building community, fostering civic engagement, and maintaining quality content. However, there's less explicit emphasis on norms, etiquette, monitoring, and moderation within this particular observation.

Based on this analysis, it's recommended to continue fostering a sense of community and promoting relevant content. Encouraging more active participation by asking questions, showing appreciation, and considering varied comment formats might further enhance engagement. Additionally, there could be a focus on addressing any negative comments and minimizing spam or irrelevant content to maintain the positive culture. Regular monitoring and, when needed, moderation could help sustain the quality and constructive nature of discussions.

4.2 Semi-structured in- depth interviews

4.2.1 Results of interview with Facebook private group administrator

Result from Semi-structured in- depth interview analysis on the Facebook private group.

Date: 27.11.2023

Time duration: 15 min

Place: on teams

Interview language: English

To interview with the Facebook private group creator, provided us the possibility to overview of the Facebook private and understand in depth the motivation behind commenting on that platform.

The interview took place after the observation and result analysis, we already had a well-developed understanding of the research topic and structured questions were created to fulfill the missing parts to understand well the motivation behind the commenting culture on the Facebook private group from the different perspective.

The Facebook private group page's activity shows that it has 1,100 members. However, it's important to note that this count includes not only students but others as well. The most active users are students who are not currently in the University, who are still looking how to join the University. The members who participate more are coming from all over the worldwide, and most of them are coming from Nigeria, Pakistan, Bangladesh, India, and Ghana and the content that attracts most are centered around celebrations and events, particularly those presented in visual formats because helps them to connect easily and create friendship.

There is no formal analysis of user tendencies. Instead, for disseminating important messages, the approach involves utilizing student's managers or reaching students directly through their personal email and this direct communication method ensures that important messages are received and provokes prompt reactions from the students. The Facebook private group creator emphasize that direct approach to communication proves to be effective in engaging the target audience when it is important message.

When it comes to increase user engagement on the Facebook private group page, the creator indicates that no specific strategies or actions have been implemented. The reason behind this is financial, the implementing such engagement strategies could require the costs for the University in reaching out to students.

The evaluation of commenting activity on the Facebook private group page is described as "Middle" and this rating reflects the observation that Facebook is not a first platform utilized by students. Instead, the students who are already at the University prefer in-person discussions among them and in case of a big event they may use call and meet to discuss face to face at the University to make it happen and works better. The comment activity on the Facebook private group page is considered to be relevant to the students who are not yet at the University.

To enhance the commenting experience on the Facebook private group page, there is a recognition that improvements are needed. One key aspect is addressing the challenge of managing a large number of students who are no longer part of the current student. The goal is to focus on the current student while also exploring the possibility of creating a dedicated platform for alumni.

To navigate this, efforts are being made to implement strategies that involve sorting and reducing the number of members in the group and this approach is seen as a means to manage costs, as the Facebook platform tends to charge for larger groups.

Additionally, the University has recruited the help of a specific number of students to assist in moderating the Facebook private group account. This team of students help out in disseminating important messages and managing the channel's content. The ongoing efforts reflect on optimizing group dynamics, and efficiently managing the Facebook private group channel.

For the Full interview of Facebook private group ANNEX 3, (confidentialised due to organizational permission presented upon request and during defense in printed version).

4.2.2 Results of interview with Facebook page administrator

Result from Semi-structured in- depth interview analysis on the Facebook page.

Date: 17.11.2023

Time duration: 26 min

Place: on teams

Interview language: English

To interview with the University employee who has the access to the Facebook page in the department of communication, provided us the possibility to overview of the Facebook page and understand in depth the motivation behind commenting.

The interview took place after the observation and result analysis, we already had a well-developed understanding of the research topic and structured questions were created to fulfill the missing parts to understand well the motivation behind the commenting culture on the Facebook page from the perspective of other stakeholders group - administrators of the channel.

The Facebook page appears to have a 14,934 followers or members, regarding the breakdown of the followers, it is shown that the most active users are women. Furthermore, the most active users are from across multiple countries, including Lithuania, Georgia, Azerbaijan, Nigeria, Turkey, Bangladesh, Egypt, Germany, the United Kingdom, and Pakistan.

In terms of content engagement, the followers are particularly interested to the posts with the visual formats, and this insight suggests that visual content plays an important role in capturing the audience's attention and maintaining their interest.

The user also mentioned that they pay attention to the tendencies, indicating that there is an active effort to monitor and understand the trends on the Facebook page and the analysis is driven by observing the number of people who check out the posts.

In terms of increasing user engagement and fostering more reactions and comments on the Facebook page, there is an acknowledgment that efforts are underway to identify and implement effective methods for boosting user engagement on their Facebook page.

The user's statement reflects a proactive approach, indicating that the University is actively exploring and experimenting with various techniques to attract users and stimulate higher levels of interaction. The implication is that the university recognizes the importance of fostering engagement on the platform and is committed to finding the most suitable strategies to achieve this goal with a focus on adapting strategies based on the audience.

The perspective on the Facebook page activity is characterized by satisfaction and contentment. The respondent sees the ongoing engagement and interactions on the platform in a favorable light and indicating that the University is pleased with the level of activity taking place on their Facebook page.

When considering ways to improve the commenting experience, the suggestion is to focus on a deeper understanding of the audience by modifying posts to align with the interests and preferences of the audience can significantly enhance the commenting experience. By doing so, people are more likely to feel a stronger connection to the content, fostering a sense of motivation to actively engage and share their thoughts.

The underlying idea is that personalized and relevant content creates a more inviting space for users to contribute meaningfully to discussions. By aligning content with audience preferences, the goal is to create a dynamic and interactive online environment that encourages users to share their perspectives and opinions and enriching the overall commenting experience.

The additional aspect noticed, due to change of the place of living when international students choose Vilnius as their place of residence, they are treated as if they were Lithuanians residents regardless of their original nationality.

For the Full interview of Facebook page administrator ANNEX 4, (confidentialised due to organizational permission presented upon request and during defence in printed version).

Table X. Results analysis of interview on of Facebook private group (based on Table V. Factors Importance of Online Commenting Culture)

VA. Community Building: The private group page foster a sense of belonging particularly among students who are not yet currently at the University who are looking to join in the worldwide representation of members specially from countries like Nigeria, Pakistan, Bangladesh, India, and Ghana.
VB. Content Quality: Visual content, particularly related to celebrations and events are the most to attract the most engagement. The focus on visual formats suggests an understanding of the importance of content quality in capturing the audience's interest and fostering connections.
VC. Validation and Motivation: While there is an emphasis on the direct approach to communication through student managers and personal emails, the private group's activity, particularly around important messages, validates the effectiveness of this approach in engaging the target audience and provoking prompt reactions
VD. Social Interaction: The Facebook private group enables engagement, especially among prospective students, while the preference for in-person discussions among current students who are alive at the University indicates that the platform may not be the primary channel for interaction for those already at the University.
VE. Norms and Etiquette: The need for sorting and reducing the number of members in the group reflects a recognition of the challenge of managing a large and diverse group. This approach aligns with establishing acceptable behaviour guidelines and fostering positive interactions within the community.
VF. Influence and Persuasion: The financial constraints preventing the implementation of specific engagement strategies highlight the impact of resource limitations on the ability to shape user engagement and this limitation could affect the group's influence and ability to persuade members.
VG. Monitoring and Moderation: The acknowledgment of the need for strategies to manage the large number of students, including the consideration of creating a dedicated platform for alumni, reflects a commitment to content moderation and maintaining an effective and manageable online

environment.

VH. Civic Engagement: the first engagement are to be with prospective students, the focus on creating a dedicated platform for alumni indicates an effort to encourage continued engagement and participation, contributing to an informed and engaged community beyond the immediate student body.

Resource: compiled by the author

Table XI. Results analysis of interviews on the Facebook page (based on Table V. Factors Importance of Online Commenting Culture).

VA. Community Building: The Facebook page is successful in fostering a sense of belonging, facilitating connections among users, and encouraging the formation of online communities. The diverse user base from multiple countries indicates a global and inclusive community.

VB. Content Quality: The Facebook page's content engagement, especially with visual formats, suggests a positive impact on content quality. User interest in visual content indicates its importance in capturing and maintaining audience attention, benefiting both content creators and readers.

VC. Validation and Motivation: The acknowledgment of efforts to boost user engagement reflects a commitment to validating content creators and motivating them to produce valuable content.

VD. Social Interaction: The Facebook page effectively enables engagement in conversations and debates, promotes information sharing, and encourages a constructive exchange of ideas.

VE. Norms and Etiquette: The mention of efforts to identify effective methods for boosting user engagement indicates a recognition of the importance of establishing acceptable behaviour guidelines. This fosters respectful and constructive interactions, guiding users on positive engagement.

VF. Influence and Persuasion: The acknowledgment of monitoring trends and actively experimenting with engagement strategies reflects an understanding of how comments can shape opinions and contribute to public discourse. The proactive approach indicates a commitment to influencing and persuading through strategic content

VG. Monitoring and Moderation: The acknowledgment of ongoing efforts to monitor trends and implement effective engagement methods suggests a commitment to content moderation, maintaining a safe online environment.

VH. Civic Engagement: The Facebook page's commitment to fostering engagement and active

participation in discussions aligns with the promotion of civic engagement and the diverse user base from various countries further indicates a commitment to contributing to an informed and engaged global society.

Resource: compiled by the author

4.2 General Discussion of Results

The overall results from both, interview and case study are discussed together with the insight from previous theoretical research, regarding the most reason behind the commenting on platforms the result showed that seeking information and answers and expressing opinions and thoughts are the most reasons which promote people to leave then comments (summary in table I). Regarding the types of online comments, the constructive and positive are falls on the top where the users provide insightful feedback, suggestions, or critiques that contribute to the improvement of content and discussions and expressions of appreciation, encouragement to foster a positive environment. Factors Affecting Online Comment the analysis highlights that the majority of comments are influenced by content and context where the subject matter, tone, and relevance of the content being commented which influence the user to engage more in comments section (summary in table III). Also the analysis indicates that the most prevalent strategies to increase comment activity involve fostering a sense of community which has followed by utilizing visuals (summary in table IV).

Note that this strategy of using visual formats while posting on platforms has attracted and motivated most users to comments (For the Full interview of Facebook page Administrator ANNEX 4, for the full interview of Facebook private group administrator ANNEX 3, (confidentialised due to organizational permission presented upon request and during defense in printed version).

Factors importance of online commenting culture (summary in table V), from the study results, it looks like the community building facilitates connections among students and encourage the formulation of online communities, the social interaction enables engagement in conversations and debates, helps to promotes information, sharing and knowledge exchange and civic engagement encourages individuals to voice up their opinions and promotes active participation in discussions by Contributing to an informed and engaged society.

The suggestion to enhance the commenting experience through personalized and relevant content emphasizes the importance of connecting with the audience on a deeper level and make some actions to sort members in the group to lower the group number will be implemented to encourage the participation of the users.

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

The purpose of this thesis was to understand the motivation behind expressing opinions, thoughts, ideas and why people engage in discussions with others. The chosen case to illustrate online commenting culture situation was the communication and commenting in two University's channels: Facebook page and Facebook private group.

The conclusions of our case study are the following:

1. To provide a comprehensive view on the concept of uncovering online commenting culture and its use in the University channels of communication setting by conducting a theoretical analysis of scientific literature. The most reasons for commenting appears to seeking information and expressing opinions and Constructive and positive comments are fostering a sense of community, and utilizing visuals are in center in encouraging engagement both on Facebook page and Facebook private group.
2. To analyze the existing theoretical models of online commenting culture. The adoption process of uncovering online commenting culture involves a systematic approach to studying and understanding the dynamics of how people comment and interact online and includes active actions of social media webpages/closed groups administrators or moderators. Diffusion of innovations theory and technology acceptance models allow to address factors important for adoption process of social networking tools in organizational settings, since they have already been successfully combined for information and communication technology innovation research and can be used to address the adoption decision at individual, and organizational levels.
3. To prepare a theoretical framework based on scientific literature analysis in order to conduct the case study of communication channels within the University. The observation and interview can be applied to the qualitative case analysis to understand the motivation behind commenting online.
4. Applying empirical methods, online comments discourse by fostering diverse expressions of opinions, facilitating feedback, and encouraging constructive discussions. People contribute to build social connections and influence public opinion, thereby enhancing the overall quality of online conversations. However, the impact of anonymity on comment behavior introduces a complex dynamic, allowing for more honest expression but also giving rise to

negative behaviors like spam and trolling, diminishing accountability. to determine factors affecting online commenting culture within the University, the analysis indicated that the most users are influenced by the relevance of content and context and emphasizes the use of visual posts has proven effective in motivating users to comment and also a significance of online commenting culture in building communities, facilitating social interactions, promoting information sharing, knowledge exchange and civic engagement. with the audience and will promote the increased number of comments on the post.

People engage in online comments for different reasons, including expressing opinions, seeking information, connecting with others, and participating in constructive discussions. The motivations underlying comments emphasize community building, civic engagement, validation, motivation, social interaction, influence, persuasion, and content quality.

RECOMMENDATIONS

Based on the findings of empirical research few recommendations and suggestion can be formulated:

1. For the Facebook of the University, to Improve the online commenting experience by aligning posts with audience interests and preferences and by adapting content to align with audience preferences, will cultivate a dynamic and interactive online environment that encourages users to actively engage, share their thoughts, and promotes the overall commenting experience.

The following strategy are recommended to determine the interests of an audience engaging in online comments on Facebook:

- a) Utilize Facebook Page Insights to collect valuable demographic data about the audience information such as age, gender, location, and the times when your audience is most active.
- b) Analyze engagement metrics within Facebook Insights by looking at the posts that receive the most likes, comments, and shares. Identify patterns and themes in the content that resonates most with the audience.
- c) Create Facebook groups related to the University needs which will be easy to monitor discussions within the groups to understand the specific interests and concerns of the target audience.

- d) Regularly evaluate the performance of the Facebook posts using analytics by adjusting the content strategy based on ongoing trends and audience reactions.
- 2. For the Facebook private group, recognizing the need for improvements in managing a large number of students who are no longer part of the current student, the effort to implement strategies like sorting and reducing group members demonstrates a proactive approach to enhance the commenting experience.
- 3. Following the selected methods of observation and interview, would recommend for further research on online commenting culture with chosen qualitative case analysis.

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SUMMARY IN ENGLISH

The way people comment online is really important because it can shape what others think influence the decision-making of comments. It affects how people interact on the internet, and comments can be either helpful or harmful. Understanding online commenting helps individuals and institutions engage with online communities in a positive way.

A case analysis was done at a Lithuanian university, but the University's name is kept confidential for ethical reasons. To implement the research design two data collection methods were selected such as observation and interview. First theoretical methods, document analysis was used to explore and define the factors related to the channel of communication tool which was included with document analysis to review of existing primary literature and analysis of the existing posts records from the Facebook page and Facebook private group by looking at existing documents and posts to understand communication tools. Combining quantitative data and interview findings gives a complete view of online commenting culture from perspective of (Snelson, 2016), it helps answering questions like the role of comments in shaping discourse and why people engage in online commenting. Ethical considerations were carefully addressed, including privacy and consent, ensuring the University's reputation is protected while gaining valuable insights.

People mostly leave comments to seek information, express opinions, and share thoughts and positive and constructive comments, like feedback and suggestions, are common and contribute to a positive environment. Factors like content and context influence commenting, and fostering a sense of community and using visuals are effective strategies to increase comment activity and Visual formats on the analyzed channels attract users to comment.

This study provides that uncovering Online commenting is important for building communities, promoting social interaction, sharing information and encouraging civic engagement

SANTRAUKA

Tai, kaip žmonės komentuoja internete, yra tikrai svarbu. Tai gali paveikti, ką kiti galvoja bei įtakoti sprendimų priėmimą. Tai turi įtakos žmonių bendravimui internete, o komentarai gali būti, naudingi arba žalingi. Interneto komentavimo supratimas padeda asmenims ir institucijoms kurti pozityvų tarpusavio ryšį bendraujant internetinėse bendruomenėse.

Viename Lietuvos universitete atlikta atvejo analizė, tačiau Universiteto pavadinimas dėl etikos priežasčių yra paslapyje. Tyrimo planui įgyvendinti buvo pasirinkti du empirinių duomenų rinkimo metodai – stebėjimas ir interviu. Pirmiausia, teoriniais metodais, pvz. dokumentų analize buvo panaudota siekiant iširti ir apibrėžti veiksnius, susijusius su komunikacijos kanalu, kuri buvo įtraukta į dokumentų analizę, siekiant peržiūrėti esamą pirminę literatūrą ir analizuoti esamų įrašų įrašus iš Facebook puslapio ir Facebook privačios grupės. esamuose dokumentuose ir postuose, kad suprastų komunikacijos priemones. Sujungus kiekybinius duomenis ir interviu išvadas, gaunamas išsamus internetinio komentavimo kultūros vaizdas iš dviejų perspektyvų, atsakoma į tokius klausimus kaip komentarų vaidmuo formuojant diskursą ir kodėl žmonės komentuoja internete. Buvo kruopščiai atsižvelgta į etinius aspektus, įskaitant privatumą ir sutikimą, užtikrinant universiteto reputacijos apsaugą ir įgyjant vertingų įžvalgų.

Žmonės dažniausiai komentuoja norėdami ieškoti informacijos, išreikšti nuomonę ir pasidalinti mintimis, o teigiami ir konstruktyvūs komentarai, tokie kaip atsiliepimai ir pasiūlymai, yra įprasti ir prisideda prie teigiamos aplinkos. Tokie veiksniai kaip turinys ir kontekstas daro įtaką komentavimui, o bendruomeniškumo jausmo skatinimas ir vaizdų naudojimas yra veiksmingos strategijos, skirtos padidinti komentarų aktyvumą. Tuo tarpu, vizualiniai formatai analizuojamuose kanaluose pritraukia vartotojus komentuoti.

Šiame tyrime teigiama, kad internetinio komentavimo atskleidimas yra svarbus kuriant bendruomenes, skatinant socialinę sąveiką, keičiantis informacija ir skatinant pilietinį įsitraukimą.

In respect to the University's privacy and upholds ethical standards, the annexes (consent from the University to conduct the research in general, and personal consents form from the University Facebook pages administrator and from the Facebook private group's administrator to participate in the research and other full description information) are on the other document which will be shared only with the Defence committee upon request.