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ПИСЬМО-ПОДТВЕРЖДЕНИЕ

Настоящим подтверждаю, что тезисы Бодруновой С.С., Непиющих Д.В. (Санкт-Петербургский государственный университет) *Cumulative opinions in unhealthy communicative milieus: Non-deliberative discursive patterns and conspiracist information sourcing in the COVID-dissident Telegram community anti_covid21*, тезисы Смоляровой А.С., Бодруновой С.С., Тарасова Н.А. (Санкт-Петербургский государственный университет) *Ad hoc media: A blurred border between media, arenas, and publics in new forms of collaborative posting on social networks*, тезисы Нигматуллиной К.Р., Бодруновой С.С., Полякова А.К., Касымова Р.М. (Санкт-Петербургский государственный университет) *Narrative Communities on Social Networks and the Roles of Legacy Media in them: The Case of User Complaints in Russian Regions* и тезисы Родичевой А.А., Бодруновой С.С., Блеканова И.С., Тарасова Н.А., Беляковой Н.Ю. (Санкт-Петербургский государственный университет) *Cumulative crises and reputation management of Russian brands on social media* приняты к публикации в сборнике по итогам международного форума «Пятнадцатые международные научные чтения в Москве. СМИ и массовые коммуникации-2023. Эпоха неопределенности в современных СМИ и журналистике: вызовы больших данных и искусственного интеллекта», который состоялся на факультете журналистики МГУ имени М.В. Ломоносова 9-10 ноября 2023 года.

**Секретарь организационного и
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Ad hoc media: A blurred border between media, arenas, and publics in new forms of collaborative posting on social networks

Anna Smoliarova, Svetlana S. Bodrunova, Nilita Tarasov

Opinion cumulation on social networks allows for imagining the Solaris of networked communication as the space of varying density of communicative tissue. In dense areas, user talk reveals unusual patterns of opinion cumulation that, thanks to affordances of platforms, emerge in forms that unite features of media, arenas, and publics.

One of such communicative milieus has formed on Instagram* during the COVID-19 pandemic. A group of Russian-speaking micro-influencers from different countries has organized repeated simultaneous and/or collaborative posting under COVID-19-related hashtags, informing a transnational Russian-speaking audience and creating a quasi-editorial-office out of those who repeatedly participated in hashtagged posting. Each of six instances of collaborative posting evoked commenting and attracted user attention, thus forming a transnational public. We have called this quasi-editorial initiative 'ad hoc media' but asked whether the features of communication reminded more media (repeated posting, returning audience, short discussion on each hashtagged 'issue'), public (returning audience with longer discussions following each other and intertwining), or arena (repeated posting, multiple attention by changing audience). The peculiarities of cumulation of the public around the collaborative posting were the subject of our research. We have asked: 1) ['public vs. arena'] whether the public accumulated around the posting, or it changed in a discontinued manner, as previously traced in our research on Twitter (Smoliarova et al., 2020) –2) ['public vs. media'] whether the public continued the discussion, forming a long-standing discussion milieu, or commented mostly shortly after individual posts, in a media-audience manner.

Our results show that the 'discussion bunch' created by collaborative posting has a returning public inside it that gradually emerged, and it even made the 'editorial office' expand the authorship during the hashtag #4. As to the commenting time, commenting mostly lasted for a day or two but some threads took longer and continued to the moment of the next hashtag; thus, the project had a hybrid media/public nature.

We have also seen that only big data instruments can help detect such 'ad hoc media' with their surrounding publics, allowing for answering our research questions on the nature of such communication bunches. This calls for extension of the definition of media, as they can be 'ad hoc' and emerge as hybrid phenomena at the border of quasi-editorial ('paramedia') practice and relations between the 'editorial office' and its commenters ('parasocial' relations). Exploring the crossroads of paramediality and parasociality is key for uncovering the nature of cumulation of publics on social media whose affordances allow for emergence of paramedia and parasocial practices.

Smoliarova, A. S., Bodrunova, S. S., Blekanov, I. S., & Maksimov, A. (2020). Discontinued public spheres? Reproducibility of user structure in Twitter discussions on inter-ethnic conflicts. In: *International Conference on Human-Computer Interaction* (pp. 262-269). Cham: Springer International Publishing.

* Instagram belongs to Meta acknowledged as extremist in Russia.