

The reputation management practice: magnetic dynamic modeling of communication interactions

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Introduction

The communication technologies dynamic development at the end of the 20th and early 21st centuries caused many transformations. According to the research by MediaKix company released in 2016, people are increasingly spending time in “horizontal communications systems”, for example – social networks¹. According to the Flurry Analytics Blog, the average US citizen spent 198 minutes a day browsing the Internet, against 168 minutes of television viewing time².

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1. The problem’s prerequisites emergence and the problem’s formulation

As noted above, new technological capabilities in the communications field have created new challenges for public representatives: brands, individuals, public and political institutions, etc. ...

2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development

The analysis of existing research tools has shown their inadequate efficiency to solve the above-mentioned problem. ...

Параграфів може бути більше двох.

Conclusions

Based on the results of own research by ReputationLab (Ukraine) and practical testing, the SW-ReaLity technique was created, which in a step-by-step

¹ How much time do we spend on social media? URL: <http://mediakix.com/2016/12/how-much-time-is-spent-on-social-media-lifetime/#gs.rPNYGG8>.

² Аргенті П. Репутація та корпоративний бренд. *Огляд корпоративної репутації*. 2004. № 6. С. 371.

modeling allows testing different scenarios of public objects information behavior (statements, actions) in interaction with key stakeholders and each other in the maximum approximation to real life. ...

Summary

In today's marketing and social communications, dynamic and multivariate design and modeling of information interactions becomes more and more relevant. This, in turn, forms the request of research tools creation that allows promptly and qualitatively to model stakeholders' behavior with the object in different situations, taking into account the stakeholders communications with each other and the mutual influence on their attitude to the object.

References

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