

CONTENTS

<i>Ana Milojević</i> INTRODUCTION	7
<i>Ivana Stamenković, Marta Mitrović</i> THE MOTIVATION FOR USING THE SOCIAL MEDIA PLATFORM TIKTOK FROM THE PERSPECTIVE OF THE USES AND GRATIFICATIONS THEORY	9
<i>Andrea Vlahović, Ivana Ercegovic, Mirjana Tankosić</i> UNRAVELING THE NARRATIVE STRUCTURES IN YOUTUBE VLOGS: A QUALITATIVE CONTENT ANALYSIS	25
<i>Svetlana Slijepčević Bjelivuk</i> THE UKRAINIAN CRISIS ON TWITTER: SENTIMENT ANALYSIS – POSSIBLE INTERPRETATIONS	43
<i>Nikola Doderović</i> AUDIENCE-GENERATED FEEDBACK ON CONSPIRATORIAL CONTENT ON FACEBOOK AND REDDIT IN SERBIA	55
<i>Rastislav Dinić</i> PROMOTING PHILOSOPHY, UNDERMINING PHILOSOPHICAL IDEALS: THE CASE OF THE RADIO SHOW “GOZBA” AND ITS TREATMENT OF THE COVID-19 PANDEMIC AND THE WAR IN UKRAINE	73
<i>Ilija Milosavljević</i> NETFLIX RECOMMENDS: ALGORITHMS, FILM CHOICE, AND THE HISTORY OF TASTE	87