

ANALYSIS OF MEDIA AND AUDIENCES IN SOCIAL MEDIA FACING INFORMATION ABOUT SUICIDE

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INTRODUCTION

Suicide has traditionally been silenced in the media until the beginning of the 21st century, when the World Health Organization (WHO) changed its recommendation not to inform it to disseminate this serious social problem to contribute to its prevention.



OBJECT AND METHOD

This work aims to examine the connection and interaction between the selected media and their audience in social networks, participation, the type of content created by the media and the exchange produced with their audiences.

1 January and 30 June 2022
Tweets Twitter profiles Spanish generalist TV channels



This research analyzes the information on suicide published on social networks by the Spanish media with the greatest interaction on Twitter and the feedback from audiences, during the first six months of 2022, applying the different ethical codes and consulting the seven state organizations specialized in suicide.

CONCLUSIONES



In the results, it is observed that the interaction of the audience regarding the different approaches of the media on Twitter on suicide is associated with the idea of sharing, commenting or bookmarking those messages related to prevention.

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