University of Economics, Prague
Faculty of Business Administration

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

Nikita Mukhin

Author of the Master's thesis:

The Impact of Content Characteristics on Twitter Audience Engagement: An Empirical Investigation of the Canadian NHL Organizations

Objectives of the Master's thesis:

To empirically investigate user engagement on the official Twitter pages of professional ice-hockey organizations.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	**Points awarded**
1. The objectives of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	**94**
Final grading	***Excellent (1)***

Overall evaluation and questions to be answered in the course of the defense:

I am generally very satisfied with the author's work and approach when writing the diploma thesis. The thesis is very strong from the viewpoint of academic writing and literature background. The text is a nicely-written and well-organized piece of work. The author correctly develops his hypotheses and uses appropriate methods to test them. The major weakness that would prevent the publication of the results in an academic journal, in my view, is the limited timeframe of data collection (one week). Perhaps a longer survey might provide more robust results. This is, however, mentioned in the Limitations section. Furthermore, the discussion could be developed a little bit more. A minor remark is that the goal could be explicitly mentioned in the Introduction.

During the defense, I would like to ask the author to discuss the assumptions of linear regression model, in particular, the presence of multicollinearity, heteroscedasticity, and influential observations (outliers), because this was omitted in the thesis.

Name of the Master's thesis supervisor:

Ondřej Machek

Occupation of the Master's thesis supervisor:

Department of Strategy

May 14, 2020

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Signature of the Master's thesis supervisor