

Master's thesis evaluation by the opponent

Title of the Master's thesis:

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

Author of the Master's thesis:

Bc. Nikita Mukhin

Objectives of the Master's thesis:

The goal of the thesis was to analyse the impact of content-related variables on Twitter audience engagement.

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	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	7
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	90
Final grading	Excellent (1)

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

The author has aimed to study the impact of content-related variables on Twitter audience engagement of seven professional hockey organisations (members of NHL) during period of 1-7 March 2020. The Twitter data were analysed with the help of statistical methods (e. g. regression analysis). In overall, the thesis is well written, the hypotheses are in line with the literature and the theses is based on solid academic literature. The data collection, methodology and empirical analysis were conducted in a proper manner, although the reporting of the statistical data might be even more transparent. The future research directions and limitations are stated clearly. On the other hand, it is fair to acknowledge that the presented findings (i.e. Summary of Results in Table 13) are based only on one-week data set, and on very limited number of variables. Therefore, I wondered, why the author have not analysed longer time period and more variables.

I recommend the thesis for defence and I suggest the following questions to be discussed:

1. Based on your findings, would you recommend just being entertaining on Twitter, but posting any videos or pictures? How would you empirically test presence of interaction effects, such as combination of images and entertaining content (i.e. entertaining images)?
2. How could the time-related variables of posting (hours, days, weekend) influence the number of likes, retweets and replies?
3. Does really adjusted R-Squared Measure (e.g. adj. R² = 6.0%) mean explained variance of your dependent variable as you interpreted it or is it wrong and why?

Name of the Master's thesis opponent:

Ing. Ondřej Dvouletý, Ph.D., MSc.

Occupation of the Master's thesis opponent:

Department of Entrepreneurship, Faculty of Business Administration, University of Economics, Prague

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

May 14, 2020

A handwritten signature in blue ink, appearing to read 'D. Paul', is positioned above a horizontal line.

Signature of the Master's thesis opponent