

Love \blacklozenge Hate: interactions between social media users and influencers in hyperconnected times

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Abstract:

<Introdução do *abstract* com máximo de 2 500 caracteres com espaços>

LOVE \blacklozenge HATE offers novel insights into variations of digital sociality with the growingly prominent culture of influencers, as hyperconnectivity was normalized during COVID-19 physical isolation period. This proposal seeks to answer one central research question: ‘How do influencers and their audiences experience online positive and negative interactions during COVID-19 physical isolation period?’. We conducted an online survey targeted at social influencers in Portugal, of different categories, and to ordinary users. The survey included sections on: positive and negative interactions, their frequency; activities (platforms) and popularity indicators (number of followers etc.). The influencers’ survey assesses significance, harm, including an open question to further describe one of those experiences; coping strategies, their perceived effectiveness.