Eesti teismeliste ootused mikrokuulsuste loodud sisule

Engl. transl.: Authentic and Extraordinary Microcelebrities: Expectations of Young Followers

# Details

## Year

2018

## Scope

National

## Countries

Estonia

## Type

Empirical research – Qualitative

## Methodologies

Focus group

## Researched Groups

Children

## Children Ages

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations and/or protocol mentioned in the research design

## Data Set Availability

Not mentioned

# Goals

"The aim of this study was to get an in-depth view of the general expectations of young Estonian followers of microcelebrity practitioners, what kind of content they perceive as attention-worthy and what is considered unfavorable content." (Kaljuvee Murumaa-Mengel, 2018, p. 35)