



Radu-Mihai Meza

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ABOUT ME

Educator and researcher in the field of new media communication, R.M. Meza is part of the permanent faculty at the Journalism Department in the College of Political, Administrative and Communication Sciences since 2009. He graduated Bachelors in Computer Science and Journalism. He holds a Ph.D. in Sociology with a thesis on the structure and dynamics of popular online networking systems. His research focuses on combining approaches from computer science and media studies in the study of the Internet and Internet-related phenomena. Research interests include popular online media, social network analysis, formal concept analysis, automated data collection, analysis and visualization and computational journalism. In 2016 he became the coordinator of the first Digital Media Bachelor program in Romania. Radu Meza is serving as the Chair of the Babeş-Bolyai University Senate Committee for Curriculum since 2020 and as Chair of the Journalism and Digital Media Department at the College of Political, Administrative since 2021.

WORK EXPERIENCE

24/02/2025 – CURRENT Cluj-Napoca, Romania

PROFESSOR OF DIGITAL MEDIA AND JOURNALISM BABEŞ-BOLYAI UNIVERSITY

Teaching:

New Media Theory (in Romanian and English)

Media Analysis (in Romanian and English)

New Media Culture (in English)

Web Content Management Systems (in Romanian)

Web Design (in English)

Bachelor and Master Thesis supervision; PhD Supervision;

Business or Sector Education | **Department** Journalism and Digital Media | **Email** radu.meza@ubbcluj.ro |

Website <https://jmd.fspac.ubbcluj.ro/>

01/10/2021 – CURRENT Cluj-Napoca, Romania

CHAIR OF JOURNALISM AND DIGITAL MEDIA DEPARTMENT BABEŞ-BOLYAI UNIVERSITY

Coordinating the Journalism and Digital Media Department, College of Political, Administrative and Communication Sciences at Babeş-Bolyai University

Business or Sector Education | **Department** Journalism and Digital Media | **Email** radu.meza@ubbcluj.ro |

Website <https://jmd.fspac.ubbcluj.ro/>

01/03/2020 – CURRENT Cluj-Napoca, Romania

CHAIR OF BABEŞ-BOLYAI UNIVERSITY SENATE COMMITTEE FOR CURRICULUM BABEŞ-BOLYAI UNIVERSITY

Coordinating the activities of the Babeş-Bolyai University Senate Committee for Curriculum
Internal evaluation of University study programs.

Business or Sector Education | **Department** Babeş-Bolyai University Senate | **Email** radu.meza@ubbcluj.ro |

Website <https://senat.ubbcluj.ro/ro/>

01/06/2018 – CURRENT Bucureşti, Romania

HIGHER-EDUCATION QUALITY ASSURANCE EVALUATOR ARACIS - AGENŢIA ROMÂNĂ DE ASIGURARE A CALITĂŢII ÎN ÎNVĂŢĂMÂNTUL SUPERIOR

external evaluation of higher-education programs
standards for higher-education programs in Communication Sciences

Member of the Committee of Permanent Experts for Social, Political and Communication Sciences (since 2022)

Business or Sector Education

28/02/2018 – 23/02/2025 Cluj-Napoca

ASSOCIATE PROFESSOR OF DIGITAL MEDIA AND JOURNALISM BABEȘ-BOLYAI UNIVERSITY

Teaching at undergraduate (Digital Media and Journalism) and graduate levels

- New Media Theory
- Digital Data Analysis
- Media Analysis
- Media and Popular Culture
- Web Languages - HTML and CSS
- Web Content Management Systems
- Web Design
- New Media Culture

Member of the Babeș-Bolyai University Senate;

Business or Sector Education | **Department** Journalism and Digital Media | **Email** meza@fspac.ro | **Website** jurnalism.fspac.ubbcluj.ro

01/04/2018 – 30/03/2020 Cluj-Napoca, Romania

PRINCIPAL INVESTIGATOR BABEȘ-BOLYAI UNIVERSITY

„Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches” - ADHOC research grant funded by the Romanian Ministry of Research and Innovation, CNCS - UEFISCDI within PNCDI III

Project code: PN-III-P1-1.1-TE-2016-0892 | Contract number: 35/2018

Business or Sector Education | **Website** <https://adhoc.granturi.ubbcluj.ro/>

28/02/2013 – 28/02/2018 Cluj-Napoca, Romania

UNIVERSITY LECTURER IN JOURNALISM BABEȘ-BOLYAI UNIVERSITY

Teaching in Journalism and Digital Media and undergraduate and graduate levels

New Media Theory

Media Analysis

Media and Popular Culture

Web Languages: HTML and CSS

Web Content Management Systems

Web Design

New Media Culture

Member of the Babeș-Bolyai University Senate;

31/07/2008 – 28/02/2009 Cluj-Napoca, Romania

UNIVERSITY RESEARCH ASSISTANT BABEȘ-BOLYAI UNIVERSITY

Research and teaching

28/02/2009 – 28/02/2013 Cluj-Napoca, Romania

UNIVERSITY ASSISTANT BABEȘ-BOLYAI UNIVERSITY

Teaching seminars and practical courses in Journalism

- Media Analysis
- New Media Theory
- Media and Popular Culture
- Introduction in Media Studies
- Media Research Methods
- Online journalism workshop

● EDUCATION AND TRAINING

30/09/2008 – 14/02/2012

PH.D. IN SOCIOLOGY (THE STRUCTURE AND DYNAMICS OF POPULAR SOCIAL NETWORK SYSTEMS) Babeș-Bolyai University

30/09/2008 – 30/06/2009

MASTER IN MEDIA COMMUNICATION Babeș-Bolyai University

30/09/2004 – 30/06/2008

B.SC. IN COMPUTER SCIENCE Babeș-Bolyai University

30/09/2004 – 30/06/2008

BACHELOR OF JOURNALISM Babeș-Bolyai University

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**




Other language(s):

| | UNDERSTANDING | | SPEAKING | | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
| | Listening | Reading | Spoken production | Spoken interaction | |
| ENGLISH | C2 | C2 | C2 | C2 | C2 |
| FRENCH | B2 | B2 | B1 | B1 | B1 |
| SPANISH | B1 | B1 | A2 | A2 | A2 |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Digital Skills - Test Results

| | | |
|---|-----------------|-------------|
|  Information and data literacy | ADVANCED | Level 6 / 6 |
|  Communication and collaboration | ADVANCED | Level 5 / 6 |
|  Digital content creation | ADVANCED | Level 6 / 6 |
|  Safety | ADVANCED | Level 5 / 6 |
|  Problem solving | ADVANCED | Level 6 / 6 |

Results from [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

My Digital Skills

Microsoft Word | Microsoft Excel | Microsoft Office | Microsoft PowerPoint | Instagram | Outlook | Zoom | Google Drive | Facebook | Google Docs | Twitter | LinkedIn | Skype | REST APIs | CSS + HTML | C C++ C | Java | Programming languages known JAVA C Python | Python | Automation Using Programming - Spreadsheets Web scraping etc | Web scraping | Data Science Data Analytics | Tableau | Content Management Systems | Machine Learning | Network Analysis

PUBLICATIONS

2023

[Idols of Promotion and Authenticity on TikTok](#)

TikTok's rapid growth in the past few years, especially in the younger demographic, may signal a market shift. With children, teens, and young adults reportedly making up 40% to 60% of its user base, the platform is becoming the strongest challenger to YouTube, Facebook, and Instagram. The most followed TikTok celebrities are mostly young people who have either grown up with the platform or recently extended their popularity from other platforms to reach new audiences. This research investigates the discursive strategies and persona performances employed by the top 25 TikTok celebrities under the age of 25 in both popular content and content marked as advertising. A large sample of TikTok content metadata was collected using API interrogation. From each of the 25 young TikTok celebrities, up to 1,000 videos per user ($N = 22,650$) are explored using quantitative approaches. Two subsamples are analysed using visual, rhetorical, and narrative analysis to evaluate the most popular content ($Np = 226$) and content marked as advertising using the TikTok ad flagging ($Na = 213$). The findings include the identification of seven persona performance types and a significant difference in terms of performed ordinariness in content marked as advertising.

Meza, R. M., Mogoş, A. A., & Prundaru, G. (2023). Idols of promotion and authenticity on TikTok. *Media and Communication*, 11(4), 187-202.

2023

[Rhetorics of Hope and Outrage: Emotion and Cynicism in the Coverage the Schengen Accession](#)

Discourses on European integration and Euroscepticism have benefitted from increased interest after Brexit. Researchers point out that there is a great variance from one national context to another and that there is a gap in the literature concerning non-elite discourses and perspectives from Central and Eastern European countries such as Romania. The Eurobarometer findings of early 2023 indicate a shift in Romanian public opinion towards Euroscepticism. To better understand the potential causes for these shifts, we approach the politicisation of the issue in Romania through an analysis of online news headlines and related social media news sharing metadata. In the aftermath of the decision not to accept Romania and Bulgaria, this research investigates shifts in the media framing of the Schengen issue and EU over two months (from October 15 to December 15, 2022) in the 14 most accessed Romanian

online news sites (with more than 10 million visits per month). Quantitative analysis of news headlines ($N = 3,362$) shows that the coverage focuses on Romanian politicians in power and emphasises conflict. Furthermore, the analysis of the interactions produced by news sharing of the analysed sample shows the impact of the political rhetoric encouraging the boycotting of Austrian companies in retaliation for the denial of Schengen Area accession: scapegoating and disenchantment with politics and politicians. The two-step approach used and results that use Facebook interactions as indicators of public resonance of politicisation and strategic framing may be replicated in future research.

Meza, R. M. (2023). Rhetorics of Hope and Outrage: Emotion and Cynicism in the Coverage the Schengen Accession. *Media and Communication*, 11(4), 47-61.

2021

[**Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective**](#)

The 2015 refugee crisis has held the attention of Romanian news media, as one of the most challenging issues for the European Union in the last decade, even though Romania is not situated on the main routes on which refugees arrive. Our research focuses on the variation of issue-specific news frames in time, according to media type, and by the countries covered, also addressing the locally salient issue of religion. Articles from the websites of the top-ranked six Romanian news outlets were analyzed, including three quality papers and three tabloids ($N=6,183$), from 1 April 2015 to 30 September 2017. Using a computer-assisted, cluster-based frame analysis, we identify six primary, mutually exclusive and six secondary, nonexclusive frames: *European crisis, context/victimization, relocation/distribution, international conflict, and social problem, national costs, religious issues, US immigration policy, humanitarian/international*. The variations in their salience follow the general European tendency toward securitization. At the same time, the emphasis on the issue as a European crisis indicates a tendency characteristic of Central and Eastern European media coverage. Co-occurrence patterns of frames and specific countries also indicate that the salience of some globally recurrent frames varies by countries covered.

Vincze, H. O., Meza, R., & Balaban, D. C. (2021). Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective. *East European Politics and Societies*, 35(1), 113-135.

2021

[**Disparaging 'the Assisted': Shaming and Blaming Social Welfare Recipients in Romania and Hungary**](#)

This chapter analyses social media discourses disparaging the poor in Romania and Hungary, where groups receiving benefits, labelled 'the assisted' are regularly shamed for their 'ways'. The chapter combines quantitative analysis of discursive patterns in comments to social media posts of news organisations with the qualitative analysis of visual content posted. Apart from being disparaged and shamed, 'the assisted' are also blamed for various other phenomena, from economic hardships to political processes. Thus, social media discourses use references to 'the assisted' as an empty signifier providing a language for expressing a wide range of experiences, grievances and public anxieties.

Vincze, H. O., Mogoş, A. A., & Meza, R. M. (2021). Disparaging 'the Assisted': Shaming and Blaming Social Welfare Recipients in Romania and Hungary. *Mediated Shame of Class and Poverty Across Europe*, 143-162.

[**Domesticating Foreign News in Romanian News Outlets: Global Issues in Local Frames**](#)

National online media outlets employ domestication practices of foreign news to render global news meaningful for local audiences. This paper investigates discursive features of news items published in three of the largest Romanian online news outlets when reporting on foreign news. The research is content-oriented and aims to identify which are the recurrent discursive patterns that are used to construct the news value of proximity; which are the main discursive domestication practices by which local relevance is constructed; and which are the local political languages that intersect with and frame global issues.

Mogoş, A. A., Orsolya, V. H., & Meza, R. M. (2021). Domesticating Foreign News in Romanian News Outlets: Global Issues in Local Frames. *Romanian Journal of Sociological Studies*, (1).

2020

[**Analiza media: de la gândirea critică la gândirea computațională**](#)

Analiza media este o formă specifică de exercitare a gândirii critice, utilă atât comunicatorilor profesioniști, cât și oricărui participant la viața socială. Această carte încearcă să prezinte analiza media ca o preocupare multi-disciplinară, ce utilizează noțiuni din retorică, studiile culturale și media, lingvistică, științe sociale și ale comunicării, dar și din informatică. Cartea se dorește a fi în primul rând un instrument util pentru comunicatorii publici, pentru jurnaliști, fact-checkers și specialiști în comunicarea digitală, dar se adresează și publicului larg. Obişnuința de a pune la îndoială reprezentările și practicile media și capacitatea de a deconstrui structurile narative și de semnificare sau chiar de a detecta șabloane discursive în cantități mari de date generate de utilizatori în mediile digitale depășesc stricta aplicabilitate academică. Evaluarea materialelor media alimentată de un scepticism reflexiv devine o necesitate cotidiană în primul rând pentru specialiștii în comunicare, dar și pentru toți consumatorii.

Meza, R. M. (2020). Analiza media: de la gândirea critică la gândirea computațională. *Presa Universitară Clujeană*.

2018

[**Targets of online hate speech in context: a comparative digital social science analysis of comments on public Facebook pages from Romania and Hungary**](#)

Online hate speech, especially on social media platforms, is the subject of both policy and political debate in Europe and globally - from the fragmentation of network publics to echo chambers and bubble phenomena, from networked outrage to networked populism, from trolls and bullies to propaganda and non-linear cyberwarfare. Both researchers and Facebook Community standards see the identification of the potential targets of hateful or antagonistic speech as key to classifying and distinguishing the

latter from arguments that represent political viewpoints protected by freedom of expression rights. This research is an exploratory analysis of mentions of targets of hate speech in comments in the context of 106 public Facebook pages in Romanian and Hungarian from January 2015 to December 2017. A total of 1.8 million comments were collected through API interrogation and analyzed using a text-mining niche-dictionaries approach and co-occurrence analysis to reveal connections to events on the media and political agenda and discursive patterns. Findings indicate that in both countries the most prominent targets mentioned are connected to current events on the political and media agenda, that targets are most frequently mentioned in contexts created by politicians and news media, and that discursive patterns in both countries involve the proliferation of similar stereotypes about certain target groups.

Meza, R. M., Vincze, H. O., & Mogos, A. (2018). Targets of online hate speech in context: a comparative digital social science analysis of comments on public Facebook pages. *Intersections. East European Journal of Society and Politics*, 4(4).

2016

[Hate-speech in the Romanian online media](#)

This article investigates hate-speech in three of the most important online spaces for public expression: user comments on Facebook Pages, blogs and online news outlets. The co-occurrence of terms referencing frequent targets of hate-speech with elements of violent or offensive language was analyzed in order to detect instances of hate-speech in a sample of over 2.6 million comments published in Romanian in the first six months of 2015. Results indicate a relatively low occurrence of hatespeech - below 1% in the analyzed sample, but also several well-defined contexts and timeframes associated with high occurrence of hate-speech, suggesting possibilities for further in-depth work focusing especially on these particular contexts.

Meza, R. (2016). Hate-speech in the Romanian online media. *Journal of Media Research-Revista de Studii Media*, 9(26), 55-77.

2015

[Structura si dinamica sistemelor online de networking social de succes](#)

Această carte se configurează în raport cu tradiția abordărilor structurale în sociologie și are ca obiect de studiu site-urile de networking social de succes conceptualizate ca un punct de convergență a mai multor tehnologii de comunicare mediată de computer. Primele capitole trec în revistă studiul rețelelor sociale, comunicarea mediată de computer, paradigma Web 2.0 și site-urile de tip rețea socială. Demersul investigativ se concentrează pe studiul construcției profilelor utilizatorilor din aceste sisteme. Într-un prim studiu este analizată structura unei porțiuni din rețeaua Facebook în relație cu preferințele de consum media configurate în informațiile profil și prin utilizarea butonului "Îmi place"/" Like", arătând o determinare evenimentială, experiențială a acestora. În al doilea studiu este analizată construcția discursului satiric în raport cu tacticile de auto-prezentare în imaginile profil asociate unei subculturi a tinerilor denumite "cocalari" și "pițipoance" pe site-urile cocalari.com și pitipoance.org, arătând efectele prăbușirii contextelor sociale în mediul online.

Meza, R. M. (2015). Structura si dinamica sistemelor online de networking social de succes. *Presa Universitară Clujeană*.

2014

[Between science popularization and motivational infotainment: Visual production, discursive patterns and viewer perception of TED talks videos](#)

This research tries to explore the popular *TED talk video format* by analysing the technical aspects of the *visual production* and discursive patterns in the *verbal content* in relation to the most popular ratings applied by the users. Our analysis shows how the *visual production* format uses direction and editing to convey information and emotion. The results also point towards an *increasing trend* favouring inspiring emotional human interest stories of *personal experience*, besides the informative *academic treatment* of science, technology or design.

Meza, R., & Trofin, C. (2015). Between science popularization and motivational infotainment: Visual production, discursive patterns and viewer perception of TED talks videos. *Studia Universitatis Babeș-Bolyai-Ephemerides*, 60(2), 41-60.

2013

[Concept mapping of ideological positioning in cultural and political periodicals in the Interbellum Cluj](#)

The number of periodicals increased dramatically between 1919 and 1945 in Romania. New periodicals were published in either Romanian or Hungarian languages. In the context of the Great Union and following the 1923 constitution, we investigate the political positioning of both Hungarian and Romanian periodicals published in Cluj-Napoca in the Interbellum period. For our research, we have selected the introductory article of each new publication and extracted key terms relating to main themes to represent the political positioning of each of the publications. We used formal concept analysis to determine and analyze the different conceptual hierarchies that were constructed in the Interbellum period by publications belonging to the two cultures and we conclude that the Romanian periodicals suggest a conservative political positioning while Hungarian publications refer mostly to a search for adaptation to the new political context rather than expressing a clear political positioning. In addition, we have identified several research ideas and encourage further investigations based on our findings.

Jecan, V., & Meza, R. (2013). Concept mapping of ideological positioning in cultural and political periodicals in the Interbellum Cluj. *Science and Technology*, 16(2-3), 237-250.

2012

[Towards the semantic e-government](#)

E-government is quite a late achievement of the information society, although, in theory, it could have been the first application of the Internet, since Internet itself started as a governmental project. Many factors have been delaying the implementation of e-government, the most important ones being the digital divide, the privacy and security concerns and the availability of common data

models on a national and international scale. Since its implementation comes much later than other on-line organizational models (e-business, social networks etc.), e-government also lags technologically. In Romania, but not only, e-government and public administration applications are data-driven rather than knowledge-driven, since databases are quite popular and robust as a standard model for storing the information behind traditional Web applications. On the other hand, the World Wide Web authorities invest a great deal of effort in raising the awareness of the so-called "knowledge society", defining formalizations for knowledge-aware applications. The paper discusses the threshold between data and knowledge, the implications of the knowledge society on e-government and public administration, and proposes a knowledge generation methodology based on existing data-driven systems.

Buchmann, R., & Radu, M. E. Z. A. (2012). Towards the semantic e-government. *Transylvanian Review of Administrative Sciences*, 8(35), 33-47.