



OPINION

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Communication Management of Facts and Data), announced by Sofia University “St. Kliment Ohridski” in SJ, issue 48 of 28.06.2022 for the needs of the Faculty of Journalism and Mass Communication at Sofia University "St. Kliment Ohridski"

Reviewer: Assoc. Prof. Dr. Simeon Vassilev

Candidate: Dr. Maya Vassileva

I. Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition

Dr. Maya Vasilieva’s monograph “Working with Facts and Data in a Digital Environment” systematizes and conceptualizes the complex communication process and the diverse practice of verifying facts and data from public resources. The research topic is both an academic necessity and important for communication management, and a prerequisite for media literacy and information competency for all those working in digital environments. In this sense, the monograph and the theses of Dr. Maya Vassileva are relevant. They stand out for their evidentiary value in the context of academic debate on the topic and against the backdrop of the audience's ever-increasing need for scientifically sound conclusions about working with facts and data in a digital environment. I would like to note that the research topic of the monograph is important for civil society, for communication and political processes, and for



the socio-cultural patterns emerging in the network society. The monograph, with its evidence and arguments, is also a kind of scholarly call not only for new data policies needed by institutions, states, and supranational structures, but it is also a sound scholarly proposal for solutions in the field of fact and data verification, and especially in the fight against fake news. The theoretical framework for communication management of facts and data proposed in this monograph is an innovative approach to the management of policies and systems, organizations and institutions, and a precise theoretical study of the communication process in general and problem areas in the information environment and the public sphere in particular. I take the following highlights of the habilitation thesis as particularly important: the historical perspective in research on the handling of facts and data, the current state of the global process of misinformation with its local dimensions and changing nature, and the typology of models from practice. A multifactorial analysis and analytical-critical review of processes, practices and examples is made. Its conclusions provide the necessary and very valuable applied value of the monograph with its methodology for dealing with facts and data in digital environments.

The monographic work has a clear structure - an introduction, two main chapters and a corpus of sub-chapters, a concluding section, and a bibliography. Authoritative scholarly and documentary sources are cited.

The objective value of fact, models of identification and credibility assessment, the societal value of data handling, the analysis of communication units, the identification of themes and dissemination channels, the key to the digression "information disorder", etc., are the themes that outline the specific aims and the resulting tasks of the monograph. The work of independent organizations in dealing with facts and data, European co-regulatory policies, including the



Bulgarian experience, methodologies for verifying facts and data, and the possibilities for automated technological solutions are comprehensively

II. Notes and recommendations

Dr. Maya Vassileva's monograph "Working with Facts and Data in a Digital Environment" provides scientifically grounded opportunities and ideas for solving the problems of media impact in the era of digital connectivity, including the understanding of the positive and negative consequences for the information environment and media content of the processes of digitalization and globalization. Dr. Maya Vassileva's monographic work provides research value at a time of dynamic change in qualitative and quantitative indicators, subject to algorithms, to business models based on misinformation, and to a changing media and corporate culture.

I would also like to emphasize the teaching experience of Dr. Maya Vassileva at the Faculty of Journalism and Mass Communication, majoring in Communication Management, in the disciplines "Working with facts and data in digital environment" and "Managing production projects". She also supervises the Master's program in Production and Creative Industry.

My main recommendation to Dr. Maya Vassileva is to continue with perseverance to explore the topic proposed in the monographic work and the new phenomena presented to us by the dynamic processes of transformation.

III. Conclusion

Taking into account the overall research and teaching activity of Dr. Maya Vassileva, the relevance and contribution of the issues developed by her in the



presented habilitation thesis and other scientific publications, I express my positive assessment and will vote for the award of the academic position of Associate Professor in the professional field 3.5. Public Communications and Information Sciences (Communication management of facts and data).

Jury member:

Date: 30.10.2022