

## Emerging trends in Media and Technology

### Preface

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The accelerated development of new technologies profoundly affects human society, offering many facilities of rapid communication but also generating challenges (Szabo, 2021). This phenomenon ‘has led to the rapid accrual of academic work mapping potential links between time spent on digital screens and well-being outcomes’ (Orben, 2020). Following close behind, there has been ‘a rise in systematic reviews and meta-analyses examining the impact of digital technology use’ (Orben, 2020). Our issue looks into media and technology trends in different contexts.

**Shelly Lyon** brings us to the fore the issue of ‘belonging’ with her article «*Adult Third Culture Kid’s (ATCK’s) Journey to Belonging through Blogs and Podcasts*». The article explores the intersection of cross-cultural psychology and media and how it contributes to a cultural/psychological issue examined through media channels (blogs and podcasts) that enhances our understanding of ATCK’s experiences and suggesting mitigating practices. The study posits the question, “*How does the experience of writing blogs and producing podcasts for ATCKs contribute to an ATCK’s own sense of belonging?*”, contributing to both theory and practice in understanding the relationship between ATCKs and belonging. The connection between mitigating the challenge of one’s own sense of belonging and producing materials to help others has not yet been explored. This study’s draws attention to information and support available through blogs and podcasts, as well as promote development of these tools by ATCKs as proactive ways to alleviate their own challenges. We learn that for ATCKs, belonging to a place through relationships is possible. Additionally, writing blogs and producing podcasts for ATCKs and/or TCKs can help the belonging

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journey, as «*By supporting others through the journey towards belonging and sharing their own stories along the way, ATCKs have the opportunity to connect and build relationships with other likeminded people and thereby mitigate the challenge of belonging for themselves*» (Lyon, 2022).

The second article in this issue «*We should be talking about this more: an empirical examination of stress-related content on TikTok*» by **George Kyparissiadis & Katerina Diamantaki** offers insights into the under-researched area of informal mental health communication on TikTok. This research makes a significant contribution to the study of the social media platform and its use as a refuge of counselling and support. More particularly, through an analysis of the most popular TikTok videos labelled with pertinent hashtags, such as #anxiety, #stress, and #stressrelief, the study examines diverse aspects of TikTok's use as a medium for creating stress- and anxiety-related content, including the identity and online self-presentation of content creators; the purpose, type, and format of each uploaded video; audience engagement levels with different types of content; and stress and anxiety sources, symptoms, consequences, and coping techniques.

**Sriram C. & Pichaandy C.** sign the third article of this issue and demonstrate how technology can contribute to change in emerging environments. Their article is entitled «*Multi-level analysis of Health Management Information System (HMIS) adoption by healthcare professionals*». The authors discuss the contribution of individual factors on HMIS adoption among healthcare professionals in ESIC healthcare settings in Tamil India. They bring us a quantitative study conducted with 171 healthcare professionals in the ESIC main hospital of the city. The study assesses the contribution of individual factors, as well as their interactions, to the implementation of HMIS in ESIC clinical settings, and help us understand the challenges and opportunities for HMIS adoption by healthcare professionals in the context.

The concluding article in this issue on «*The semiotics of sustainability in the Greek media*» by **Thomai Baltzi, Ioanna Kostarella and Antonis Skamnakis**, brings to the fore the Greek media discourse, by considering the role of the Greek media in shaping the semantics of sustainable development. The analysis of four online media publications reveals a paradox, pointing to contradictory perceptions of problems, responsibilities and solutions in relation to the sustainable development of the private and state sector respectively.

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