

EDITORIAL

In front of you is the new issue of *Media Research*, in which several interesting theoretical and empirical studies are published.

In their paper *Between Scylla and Charybdis – Public Service Broadcasters in the Western Balkans between Commercialization and Politicization*, Marko Milosavljević and Melita Poler explore the situation in public media services in six Western Balkan countries from 2010 to 2017. The authors define some of the common features in the wider context of the media and socio-political situation in these countries by means of traditional literature review approach and document analysis.

Gordana Vilović, Dunja Majstorović and Inja Erceg, the authors of the article “Journalism Students in Croatia: Their Motivation, Expectations, Satisfaction with Study and Professional Aspiration” contributed to the research of students’ motivation for studying journalism. They are searching for an answer on students’ expectations of a selected faculty. The survey was conducted by a questionnaire on the sample of 109 students from the first and third year of the Faculty of Political Science in Zagreb. The results showed that third year students are less satisfied, and more skeptical and pessimistic.

In their paper *Quality and Content of Information about Stress on Internet Pages when Searching in Croatian Language*, authors Branka Bagarić, Dragana Markanović, and Nataša Jokić-Begić have examined the quality of information about stress on ten websites - the first ten search results for the word “stress” on the Google search engine. According to the cognitive-behavioral model, beliefs about stress strongly affect the emotional responses and behavior when stress appears. Their research shows that stress is depicted as dangerous and immensely damaging for physical and mental health, whereas six time fewer words were devoted to the description of functional aspects of stress. Some pieces of advice for managing stress are difficult to apply and they could intensify the level of stress. Exposure to content like that might lead to development or consolidation of harmful beliefs about stress.

In her paper *The Relation between Personality Traits, Types of Loneliness and Internet Addiction*, Maja Koporčić examines the relationship of personality traits analyzed in several dimensions (i.e. extraversion, comfort, conscientiousness, neuroticism, and openness to experience), types of loneliness (emotional loneliness in love, emotional loneliness in family, and social loneliness) and the Internet addiction. The results of the research indicated that time spent online, extraversion, conscientiousness, neuroticism and emotional loneliness are significant predictors of Internet addiction.

Domagoj Frank, Marin Milković and Martina Hajdek explore what decisively affects the habits of television remote control use in their article *Identifying Motivation Factors for Using Various Program Guide Options*. Motivation factors for using various program guide options were evaluated with the help of the UTAUT2 based research model. The results show that motivational factors of intention to use are crucial in this regard. Habit is also the main motivator behind the actual use of the solution.

We thank all the authors, reviewers, associates, and everyone who contributed to the publishing of this issue. We invite you to cooperate with us in 2019 as well. Send us your comments, remarks, praise and criticism. Send us your articles, reviews and notes. We wish you a lot of success in your scholarly work.

Editor-in-Chief