

Navigating the beekeeping information environment



Mara Golob Meserko, Editor of the Slovenian Beekeeper magazine

The emergence of the Internet and social networks is a process of mediatization of the beekeeper's everyday life, that requires caution in identifying the right information. Bees and beekeepers are all over the world and do not always face the same problems, which means that one information cannot be a universal solution to all problems, so beekeepers should be careful when implementing information in practice.

Social networks such as Twitter, Facebook, and TikTok provide users with a dynamic and interactive environment where information can be quickly shared, discussed, and spread.



? Why not Facebook, Instagram, TikTok, X?

Beekeepers on social media can find a whole range of different information, which is not always accurate, even less often verified, or sometimes even misleading. These pieces of information are often subject to various opinions, interests, and biases of individual users.



! The rise of new authorities

On social media today, we encounter so-called new authorities. These are individuals who, through their activity on social networks, have gained a large number of followers. As the number of followers grows, so does the influencer's impact on these platforms. Beekeeping influencers exist as well, and this is useful for quickly informing beekeepers in situations that require rapid reactions. However, it is essential to keep in mind that the main goal of a person acting as an influencer is, in fact, to build their own persona on social media. Everything is therefore subordinated to influence and the acquisition of an ever-larger audience. The content of messages in different formats thus becomes of secondary importance. This means that the information obtained on social networks can be very incomplete.



Scientific articles and their importance

In contrast, academic articles are the product of precise professional research and therefore provide reliable information. In the professional journal *Slovenski čebelar* (Slovenian Beekeeper), published monthly, we combine both academic and popular articles on current problems beekeepers face in the field. Despite the professional complexity, we strive to present the articles in a generally understandable way, which we achieve through long-term and consistent use of terminology in accordance with the *Slovenian Beekeeping Terminological Dictionary*.

Although information on social networks often spreads faster than in *Slovenski čebelar*, professional texts prove to be crucial, as they frequently undermine potentially incorrect interpretations of information found on social media.



Fast distribution of information



Some problems require quick action by beekeepers, so sometimes printed trade journals are too slow to keep up with fast information due to their periodicity, in which case social media platforms seem to be the only effective ones. Solving beekeeping problems often requires fast, professional, and effective solutions, which means that beekeeping trade magazines and information on social media platforms should be going side by side.

Keywords: beekeeping journal, new authorities, beekeeping academic articles, social media informations

Navigating the beekeeping information environment: Facebook information cannot be a universal solution to beekeepers' problems

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The emergence of the Internet and social networks is a process of mediatization of the beekeeper's everyday life, that requires caution in identifying the right information. Bees and beekeepers are all over the world and do not always face the same problems, which means that one information cannot be a universal solution to all problems, so beekeepers should be careful when implementing information in practice.

Social networks such as Twitter and Facebook provide users with a dynamic and interactive environment where information can be shared, discussed, and disseminated quickly. Beekeepers can find a wide variety of information on social networks, which is not always true, even less verified, or even misleading, and this information is also often subject to the opinions, interests, and biases of individual users.

Academic articles, on the other hand, are the product of rigorous professional research and therefore provide reliable information. In the professional journal Slovenski čebelar (Slovenian Beekeeper), which is published monthly, we bring together academic and popular articles on current problems faced by beekeepers. Despite the professional complexity, we try to present the articles in a generally understandable way, which is also achieved through the long-standing and constant use of terminology by the Slovenian Beekeeping Terminological Dictionary. Although the Slovenian Beekeeper journal is often overtaken by information on social networks, the professional text seems to be the key, as it is often the only way to undermine potential misunderstandings of information on social networks.

Some problems require quick action by beekeepers, so sometimes printed trade journals are too slow to keep up with fast information due to their periodicity, in which case social media platforms seem to be the only effective ones. Solving beekeeping problems often requires fast, professional, and effective solutions, which means that beekeeping trade magazines and information on social media platforms should be going side by side.