# SOCIAL MEDIA MARKETING (SMM) IMPACT ON HOTEL BUSINESS DEVELOPMENT: PRIVATE MINI HOTEL EXPERIENCE

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**Abstract**

Today, social networks are becoming increasingly popular for the promotion of the hotel business. One of them is Instagram – a free service with which it is possible to save, edit, and publish photos, as well as distribute them on other social networks. The popularity of Instagram is growing every year. The purpose of the article is to evaluate the use of Instagram of the most mini-hotels in Moscow to promote their services in the hospitality market and determine the main problems of using Instagram to establish effective communication with customers. The article presents various approaches to the use of social media marketing (SMM) and discusses the features of the social network Instagram as one of SMM tools. Instagram accounts of mini-hotels in Moscow and the rating of mini-hotels in Moscow on Booking, Agoda websites were investigated in 2021, and the relationship between the content of Instagram accounts and the rating of mini-hotels in Moscow on the Booking and Agoda websites was analyzed. The results suggest that Instagram is a powerful SMM tool that allows effectively using and operating the versatile capabilities of a mini-hotel for successful organization and business, and the growing popularity of social networks contributes to the positioning of mini-hotel services through the Instagram network and becomes a reliable lever aimed at attracting the attention of potential customers.

**Keywords:** Social networks; Social media marketing; Hotel service; Minihotel; Instagram.

## O IMPACTO DO MARKETING DE MÍDIA SOCIAL (MMS) NO DESENVOLVIMENTO DO NEGÓCIO HOTELEIRO: EXPERIÊNCIA EM MINIHOTÉIS PRIVADOS

**Resumo**

Hoje em dia, as redes sociais estão se tornando cada vez mais populares para a promoção do negócio hoteleiro. Uma delas é o Instagram - um serviço gratuito com o qual é possível guardar, editar e publicar fotografias, bem como distribuí-las em outras redes sociais. A popularidade do Instagram está crescendo todos os anos. O objetivo do artigo é avaliar a utilização do Instagram dos mini-hotéis de Moscou para promover os seus serviços no mercado hoteleiro e determinar os principais problemas de utilização do Instagram para estabelecer uma comunicação eficaz com os clientes. O artigo apresenta várias abordagens à utilização do marketing das mídias sociais (MMS) e discute as características da rede social Instagram como uma das ferramentas do MMS. As contas Instagram de mini-hoteis em Moscou e a classificação dos mini-hoteis em Moscou nos websites Booking e Agoda foram investigadas em 2021, e foi analisada a relação entre o conteúdo das contas Instagram e a classificação dos mini-hoteis em Moscou nos websites Booking e Agoda. Os autores acreditam que o Instagram é uma poderosa ferramenta MMS que permite utilizar e operar eficazmente as capacidades versáteis de um mini-hotel para uma organização e negócio de sucesso, e a crescente popularidade das redes sociais contribui para o posicionamento dos serviços de mini-hotel através da rede Instagram e torna-se uma alavanca fiável destinada a atrair a atenção de potenciais clientes.

**Palavras-chave:** Redes sociais; Marketing das redes sociais; Serviço de hotelaria; Mini-hotel; Instagram.

## EL IMPACTO DEL MARKETING DE MÍDIA SOCIAL (MMS) EN EL DESARROLLO DEL NEGOCIO HOTELERO: LA EXPERIENCIA DE LOS MINI HOTELES PRIVADOS

**Resumen**

Hoy en día, las redes sociales son cada vez más populares para la promoción del negocio hotelero. Una de ellas es Instagram, un servicio gratuito con el que es posible guardar, editar y publicar fotos, así como distribuirlas en otras redes sociales. La popularidad de Instagram crece cada año. El propósito del artículo es evaluar el uso de Instagram de la mayoría de los mini-hoteles en Moscú para promover sus servicios en el mercado de la hospitalidad y determinar los principales problemas de la utilización de Instagram para establecer una comunicación eficaz con los clientes. El artículo presenta varios enfoques para el uso del marketing en mídias sociales (MMS) y analiza las características de la red social Instagram como una de las herramientas de MMS. En 2021 se investigaron las cuentas de Instagram de los mini-hoteles de Moscú y la valoración de los mini-hoteles de Moscú en los sitios web de Booking y Agoda, y se analizó la relación entre el contenido de las cuentas de Instagram y la valoración de los mini-hoteles de Moscú en los sitios web de Booking y Agoda. Los autores creen que Instagram es una poderosa herramienta de MMS que permite utilizar y operar eficazmente las capacidades versátiles de un mini-hotel para una organización y negocio exitosos, y la creciente popularidad de las redes sociales contribuye al posicionamiento de los servicios de mini-hoteles a través de la red de Instagram y se convierte en una palanca fiable dirigida a atraer la atención de los clientes potenciales.

**Palabras clave:** Redes sociales; Marketing en redes sociales; Servicio hotelero; Mini-hotel; Instagram.

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## 1 INTRODUCTION

Social networks today are not only an information and entertainment platform, a place to communicate with friends and acquaintances. Now they are largely beginning to replace traditional types of media. The audience of social networks is increasing every year. According to experts (Wang et al.2019), about 30 million people regularly visit them, besides, the time spent in them increases every year.

The importance of social networks for business has increased especially noticeably (Karashchuk et al., 2019). At the same time, the level of trust in the information obtained from this source is much higher. All this gives business owners excellent opportunities to promote their brand, and first of all, it concerns those areas where reputation is very important: restaurant business, trade, online commerce, hotel business (Bezpalov et al., 2020; Kiseleva et al., 2017).

Social networks are of particular importance in the tourism industry (Kryukova et al., 2018). Thanks to them, consumers who visit social networks to organize and conduct tourist trips make informed decisions about their travels and share their experiences regarding a certain tourist operator, hotel, restaurant, or airline (Sklyarenko & Feoktistova, 2020; Vatankhah & Ilkhanızadeh, 2021). Many countries use social media as an important tool for promoting the services of their tourism industry in the global tourism market.

A well-organized campaign to promote a mini-hotel, in particular, on Instagram can become a successful tool of social media marketing (SMM) as a process of attracting traffic or attention to a brand or hotel service through this social platform. Instagram as a means of promoting goods or services has its specifics: focusing on visual content provides advantages in promoting mini-hotels.

The penetration of social networks in life is happening at such a rapid pace that the practice and consequences of using new means of communication are not sufficiently studied (Mosalev et al., 2018).

Therefore, the question arises of studying the features and current trends in the use of social media tools to promote and popularize the hotel, the formation of high competitive ratings of the hotel.

The development of the mini-hotel sector is currently of particular relevance in Russian megacities as centers of tourist activity that are attractive for visits, including Moscow, the largest city in Russia. There are several reasons for this. Firstly, small cozy mini-hotels in Moscow pay off much faster with greater profit for the investor because when making investments, these small-scale facilities can be built and put into operation faster. Secondly, the construction of large middle-class hotels is complicated by the lack of free space in the capital. Thus, the development of mini-hotels is more intensive, the competitive advantage of which is a convenient location without the need to look for a free land plot or a reconstructed object. Thirdly, according to hoteliers, mini-hotels are gaining popularity among tourists due to the good price-quality ratio of hotel services.

Just as an example, currently according to the Russian version of the Booking website (https://www.booking.com/inns/city/ru/moscow.ru.html), there are 111 mini-hotels in Moscow with 5 to 50 rooms, with a total of 3,553 rooms. And this number is probably underestimated since that still there are hotels no listed in Booking website.

Thus, considering the context above mentioned, the purpose of the research is to evaluate the use of Instagram of the most mini hotels in Moscow to promote their services in the hospitality market and determine the main problems of using Instagram to establish effective communication with customers.

The research hypothesis is that Instagram is a powerful SMM tool that allows effectively using and operating the versatile capabilities of a mini-hotel for successful organization and business, and the growing popularity of social networks contributes to the positioning of mini-hotel services through the Instagram network and becomes a reliable lever aimed at attracting the attention of potential customers.

Thus, the main research objectives of the study can be addressed as it follows:

1. To analyze the content of Instagram accounts of mini hotels in Moscow.

2. To analyze the evaluation of mini-hotels in Moscow on the websites Booking, Agoda.

3. To analyze the relationship between the content of Instagram accounts and the evaluation of mini hotels in Moscow on the websites Booking and Agoda.

## 2 LITERATURE REVIEW

The problems of promotion in social networks are widely studied in numerous researches that determine the main directions of the company's marketing activities in social networks (Muzyka, 2011), the specifics of the implementation of communication activities in network communities (Travnikova & Gonenko, 2011); the features of SMM as innovative communications of enterprises when entering foreign markets (Umanskaya & Petrov, 2018; Lacerda et al., 2021); advantages and disadvantages of marketing in social networks media compared to traditional marketing solutions, the main types, and tools of SMM (Khalilov, 2013); the main objectives of SMM, their advantages and disadvantages for promotion and

efficiency of use in the field of small businesses (Shigina & Zorina, 2015), etc.

According to researchers (Leonardi et al., 2013; Khodzhaliev et al., 2020), SMM is a set of activities aimed at promoting the products or services of an enterprise, as well as communicating with potential existing consumers on Internet platforms of social media resources

According to N.A. Solodovnikova (2017), SMM is a new direction of marketing activity, since the widespread use of social networks in society, along with the growing influence of indirect advertising strategies, allows confidently talking about the emergence of a new direction for attracting customers, which can affect not only the advertised product but the entire enterprise in general.

Undoubtedly, today social networks are one of the most effective ways to promote almost any goods and service. The great advantage of SMM, according to scholars (Hill & Moran, 2011), is targeting, interactivity, effective tools for selecting the target audience with various economic, age, educational, professional, status, psychographic, behavioral, territorial, and many other criteria, conditionally low price and ample opportunities for using any non-standard methods of promotion (Menegaki et al., 2021).

Researchers (Steinman & Hawkins, 2010) believe that SMM is aimed at forming, maintaining, and increasing the loyalty of the target audience through work in social networks, and it is not surprising that such a technique is considered one of the most promising marketing tools today.

According to V. Briksina (Kostina & Usmanov, 2015), SMM appeared as a result of the spread of the Internet and social networks in society and is the main tool for promoting a company or product (service) in any social network.

The main goal of SMM in the context of promoting the final product is usually to attract and retain the attention of consumers to a certain product, brand through social platforms (Kublin & Tinyakova, 2013). The main tasks that SMM solves include brand promotion, increasing the loyalty and popularity of the product, increasing the attendance of the organization's website, and others (Hill et al., 2006).

Thus, SMM allows more accurately influencing a certain target audience, choosing the right platforms, where exactly this audience is more represented. That is why, according to N. Hafele (2011), the choice of a social network is an important issue in the implementation of a communication policy in the process of promoting any product. It is necessary to understand and know who the target audience is, in which social networks it is most represented (Kryukova et al., 2021).

The positive indicators of promotion in SMM are that they offer excellent targeting opportunities, including a large number of criteria available to select the target audience of all ages, marital status, and preferences. The "targeting" system is the main tool that allows subscribers to receive and transmit information en masse to each other. This system itself creates the possibility of labeling a certain manufacturer or a certain product with keywords, definitions, characteristics (Berthon et al., 2012). Thus, according to researchers (Cambria et al., 2012), advertising in social networks is least intrusive.

Thus, the research on the use of SMM is presented quite broadly, but the topic of the use of SMM by hotel services enterprises has not been sufficiently investigated (Apanasyuk & Bodnya, 2018; Xiang & Gretzel, 2010), remains controversial, and requires improvements. All this determines the need for research on practical aspects of the functioning of the hotel business in the Internet space, analysis of the possibilities of promoting and popularizing mini-hotels in social networks, in particular on Instagram.

According to researchers (Shareef et al., 2019), SMM on the Instagram platform is one of the most effective techniques today that forms sales and brand promotion (Nimatulaev et al., 2021). The number of followers and comments on Instagram are indicators of performance. The main advantages of Instagram as a promotion tool, according to researchers (Berg & Sterner, 2015), include:

- the formation of the right image. A promoted Instagram account can increase brand awareness and interaction with subscribers;

- it is possible to find out at what time users are online with the help of Instagram when they publish new posts, their interests;

- it is possible to monitor people's reactions and make adjustments to the advertising campaign in Instagram;

- communication with subscribers influences their understanding and helps to form the desired image of the company. Eye contact can be an important point in increasing income.

The main methods of promotion in Instagram researchers (De Veirman et al., 2017; Vinerean & Opreana, 2019) include:

- fake engagement – unobtrusive appeal to the user. The very essence of the fake engagement lies in the fact that on behalf of the brand, likes are given to the photos of the desired audience;

- paid publications in thematic accounts. Promotion is carried out by publishing on thematic sites where the right audience is located;

- hashtag. Thematic hashtags will increase the number of subscribers or content views;

- contests, discounts, promotions. Today, cooperation with people who have a large audience can help businesses (Stolyarova et al., 2019), because through them it is possible to broadcast promotions and discounts and hold joint contests to gather many participants.

In short, considering these itens, the paper will analyze the manner by which the main caracthenistics of SMM appear and are used by the Russian mini hotels.

## 3 METHODS

Instagram is a network for communication. Thus, it is important to remember that the opinion and recommendations of other users, leaders of reference groups regarding the level of quality of services are extremely important for the majority of users of social networks. Therefore, hotels need to form and maintain their positive image on social networks. We studied the audience of social networks of the most mini hotels in Moscow for this purpose.

The main research method is the case study method. The study analyzed the content of 15 Instagram accounts belonging to mini-hotels in Moscow and the relationship between the content of Instagram accounts and the assessment of mini-hotels in Moscow on the Booking and Agoda websites.

Unfortunately, not all hotels are yet effectively using the opportunities of social networks in promoting their products in the tourist market. Thus, the selection of mini-hotels in Moscow for further analysis was carried out based on their accounts on the social network Instagram with the obligatory presence of subscribers (at least ten).

In this connection, at the first stage of the study, the content of 15 Instagram accounts belonging to Moscow mini-hotels was analyzed. The main subject of the analysis was the determination of the number of subscribers, according to which the rating of the hotel on Instagram was determined.

In the modern world, most travelers book travel and accommodation services through online travel agencies and directly through hotel websites, often focusing on reviews from previous customers. It is the work with reviews that is a tool for popularizing the hotel. To do this, pages are created on Booking, Agoda, and similar resources, the hotel staff can ask each departing customer to leave a review. An experienced traveler in choosing a hotel focuses not only on the photos presented on the websites but on the rating, which consists of ratings and reviews of guests.

In this connection, at the second stage of the study, an analysis was made of the average ratings of the studied mini-hotels, as rated by visitors on the booking sites Booking and Agoda. Based on the ratings on the sites, the average rating of the mini-hotel was determined, according to which the rating of the hotel on the booking sites was determined.

At the third stage of the study, we analyzed the relationship between the content of Instagram accounts (the rating of a hotel on the Instagram network depending on the number of subscribers) and the rating of mini-hotels in Moscow on the Booking and Agoda sites (the rating of a hotel on booking sites depending on the average rating of a mini-hotel). hotel) using the Spearman rank correlation method, for which at least five observations are sufficient.

During the mathematical processing of the research results, the analysis of the relationship between the content of Instagram accounts and the evaluation of mini-hotels in Moscow on the Booking and Agoda websites was carried out by Spearman's rank correlation method, for which at least five observations are sufficient.

Critical values of Spearman's rank correlation coefficient for a sample of 15 mini-hotels: 0.514 ($p < 0.05$); 0.641 ($p < 0.01$). Spearman's rank correlation coefficient was calculated using the Microsoft Excel program.

## 4 RESULTS

Table 1 shows the results of the analysis of Instagram accounts and ratings on the websites of Booking and Agoda mini hotels in Moscow.

It was found in the course of the study that 87% of mini hotels post new photos on Instagram quite often, although there are establishments that are not so actively involved in the development of their Instagram accounts.

The overwhelming majority are bright and picturesque photos of the rooms of the mini-hotel and the interior of the establishment (70%), information about events held (17%), photos of employees, owners (9%), and other scattered information (5%). Instagram's Stories function is used by about 70% of the accounts of establishments.

It is worth noting that establishments are trying to find their original "highlight" in attracting customers (discounts for customers, taking a photo in their institution and posting it on Instagram, etc.).

The statistical significance of the correlation between the content of Instagram accounts and the rating of mini hotels in Moscow on the Booking and Agoda websites is confirmed by the calculation of Spearman's rank correlation coefficient ($rs = 0.728$; rs emp > rs cr).

**Table 1.** Analysis of Instagram accounts of mini hotels in Moscow and evaluation on the Booking and Agoda websites

| No. | Mini-hotel | Analysis of Instagram accounts | | Rating on the Booking and Agoda websites | | | |
|---|---|---|---|---|---|---|---|
| | | Number of ratings | Rating | Booking | Agoda | Average rating by sites | Rating |
| 1 | Esquire | 77 | 6 | 9.0 | 9.0 | 9.0 | 3 |
| 2 | ALTEYA | 41 | 14 | 7.3 | 7.0 | 7.15 | 13 |
| 3 | Ladomir v Borisovo | 47 | 13 | 7.4 | 7.0 | 7.2 | 12 |
| 4 | Brusnika Apartments Krasnoselskaya | 51 | 11 | 7.4 | 6.0 | 6.7 | 15 |
| 5 | L&G | 65 | 8 | 7.8 | 7.0 | 7.4 | 11 |
| 6 | Room Room | 49 | 12 | 8.4 | 8.0 | 8.2 | 7-9 |
| 7 | Sultan 5 on Belorusskaya | 82 | 5 | 9.1 | 9.0 | 9.05 | 1-2 |
| 8 | City Suites | 94 | 3 | 8.4 | 8.0 | 8.2 | 7-9 |
| 9 | Ptichka | 139 | 1 | 8.8 | 9.0 | 8.9 | 4 |
| 10 | U teatra | 103 | 2 | 9.1 | 9.0 | 9.05 | 1-2 |
| 11 | Bouchee | 91 | 4 | 8.1 | 8.0 | 8.05 | 10 |
| 12 | Comfort | 18 | 15 | 7.1 | 7.0 | 7.05 | 14 |
| 13 | South Port | 62 | 9 | 8.5 | 8.0 | 8.25 | 6 |
| 14 | Fortuna City | 56 | 10 | 8.4 | 8.0 | 8.2 | 7-9 |
| 15 | Local | 75 | 7 | 8.9 | 8.0 | 8.45 | 5 |

Source: own elaboration.

Thus, the use of Instagram in the promotion of mini hotels in Moscow leads to an increase in their competitiveness, popularity and is an effective tool not only for advertising but also for communication with consumers.

## 5 DISCUSSION

From an informational point of view it is necessary to effectively use Instagram to promote the hotel service of a mini-hotel:

- creating a hotel page with its link to existing accounts that are posted on Facebook. It is advisable to make an additional page on Instagram, where it will be possible to publish photos of the hotel, as well as certain actions of the client that has a connection with the hotel;

- use of hashtags (#). They are necessary to create catalogs of all publications on the social network. It should be remembered that each hashtag is an active footnote, finding which, the user sees all the images that are marked in it;

- using cross-posting, which makes it possible to post photos from Instagram on other social networks;

- transfer of an account from a personal profile to a business profile. The selection of the audience and its accumulation begins after this step.

The subsequent analysis of the Instagram accounts of the studied hotels showed that the proposed methods for promoting the hotel service of mini-hotels are widely used by those mini-hotels that received the highest average ratings on Booking and Agoda (Table 2).

**Table 2.** Using methods to promote the hotel services of mini-hotels in social networks

| № | Mini-hotel | Rating on Booking and Agoda | | hotel page linked to existing accounts | use of hashtags | crossposting | transferring an account from a personal to business profile |
|---|---|---|---|---|---|---|---|
| | | Average rating | Rating | | | | |
| 1 | Esquire | 9.0 | 3 | + | + | + | + |
| 2 | ALTEYA | 7.15 | 13 | - | - | - | - |
| 3 | Ladomir v Borisovo | 7.2 | 12 | - | + | - | - |
| 4 | Brusnika Krasnoselskaya | 6.7 | 15 | - | - | - | - |
| 5 | L&G | 7.4 | 11 | - | + | - | - |
| 6 | Room Room | 8.2 | 7-9 | + | + | + | + |
| 7 | Sultan 5 na Belorusskoy | 9.05 | 1-2 | + | + | + | + |
| 8 | City Suites | 8.2 | 7-9 | + | - | + | - |
| 9 | Ptichka | 8.9 | 4 | + | + | + | + |
| 10 | U teatra | 9.05 | 1-2 | + | + | + | + |
| 11 | Bouchee | 8.05 | 10 | + | - | - | - |
| 12 | Komfort | 7.05 | 14 | - | - | - | - |
| 13 | Yuzhnyy port | 8.25 | 6 | + | + | + | + |
| 14 | Fortuna-Siti | 8.2 | 7-9 | + | + | + | - |
| 15 | Local | 8.45 | 5 | + | + | + | + |

Source: own elaboration.

Another sure way to promote any mini hotel on Instagram is feedback from customers. People with great pleasure visit exactly those mini-hotels in which they are paid attention. The reviews that users will leave on the Instagram page are also of considerable importance. For this reason, they should be constantly monitored and, if possible, it is necessary to respond to these messages.

Our results are consistent with the results of research, which, among the most important features of advertising during the promotion of the hotel business on Instagram, highlight:

- content preparation and careful planning of the advertising campaign. At this stage, it is necessary to coordinate the downloadable content with the marketing strategy of promoting the mini-hotel, select the necessary information, select photos that most accurately reflect the nature of the activity (Berg & Sterner, 2015);

- publicity for a wide range of users. To properly demonstrate the goods or services offered by the company, it must be remembered that Instagram is a social network in which participants should be interested in watching the actions of the company. This means that it is necessary to unobtrusively add not only photos of service to Instagram, but also expose creative photos from everyday life, tell users the history of the development of this enterprise, filling it with interesting photos of the hotel staff's working day, so that subscribers would be interested in watching the development of the hotel page (Xiang & Gretzel, 2010; Nikolskaya et al., 2019);

- Instagram's maximum use of features, i.e. publish only high-quality images, since Instagram familiarization takes place with visual content, and therefore the quality of photos will directly determine the success of the account. However, photos should be published regularly, but not very often, so that the audience does not lose interest in the profile of the company due to too high frequency of publications. Thus, it is necessary not only to add high-quality and bright photos with various filters but also to publish SMM videos (Stolyarova et al., 2019) to inform the audience about a separate event or a novelty in a mini hotel;

- expansion of connections. The study (De Veirman et al., 2017) shows the following results: the social activity of various brands on Instagram is 58 times higher than on Facebook and 120 times higher than on Twitter. Therefore, it is necessary to constantly keep the attention of users: upload new unique content, post interesting news, links to a website or blog, use hashtags related to the company's activities, which will guarantee success.

- time for Instagram posts, i.e. post at the right time, considering the highest activity of Internet users.

Thus, most users visit this social platform from 9 pm to 8 am, as well as at 5 pm (Berg & Sterner, 2015). However, such data vary depending on the age category and the target audience of a particular country.

- considering demographic features in Instagram will help to regulate the targeting-advertising mechanism, which will allow singling out the target audience among the total number of subscribers. Since the largest number of Instagram users is registered between the ages of 18 and 29, therefore, the mini-hotel should think over a strategy for targeting the selected user (Vinerean & Opreana, 2019).

Thus, maintaining a page on Instagram is a promising type of innovative advertising with a small number of competitive offers of a similar nature.

## 6 CONCLUSIONS

Instagram is an important tool for running a modern business. Before using it, it is necessary to clearly understand all the features and take into account the nuances that may affect the future activities of a mini-hotel. Instagram, as a tool for promoting and popularizing the hotel in social networks, is designed to motivate and encourage customers to take the necessary actions, namely: to talk about the features of the hotel, including uniqueness, the difference from other hotels; to tell stories with words and pictures.

For hotels, such a popularization tool means, as for any other business, the possibility of expanding the sphere of influence, increasing the number of potential customers, as well as reaching a fundamentally new level of integration on mutually beneficial terms

The results of the study found that the use of Instagram in the promotion of mini-hotels in Moscow leads to an increase in their competitiveness, popularity and is an effective tool not only for advertising but also for communication with consumers.

The results of the study confirmed the hypothesis that Instagram is a powerful SMM tool that allows effectively using and operating the versatile capabilities of a mini-hotel for successful organization and business, and the growing popularity of social networks contributes to the positioning of mini-hotel services through the Instagram network and becomes a reliable tool aimed at attracting the attention of potential customers.

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**Table.** CRediT author statement

| Term | Definition | Author 1 | A.2 | A.3 | A.4 | A.5 |
|---|---|---|---|---|---|---|
| Conceptualization | Ideas; formulation or evolution of overarching research goals and aims | + | | + | + | |
| Methodology | Development or design of methodology; creation of models | | + | | + | + |
| Software | Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components | + | | + | + | |
| Validation | Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs | + | | | + | + |
| Formal analysis | Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data | | + | + | | + |
| Investigation | Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection | | + | | + | |
| Resources | Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools | + | + | + | | |
| Data Curation | Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse | | | + | | + |
| Writing - Original Draft | Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation) | + | + | | + | + |
| Writing - Review & Editing | Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages | | | + | | |
| Visualization | Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation | + | + | | | + |
| Supervision | Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team | | + | | + | + |
| Project administration | Management and coordination responsibility for the research activity planning and execution | + | | + | | |
| Funding acquisition | Acquisition of the financial support for the project leading to this publication | + | + | + | + | + |

**Source:** adapted from Elsevier (2022, s/p), based upon Brand et al. (2015).