

THE USE OF SOCIAL NETWORKS IN THE PROMOTION AND EVALUATION OF RURAL CULTURAL ACTIVITIES

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Abstract

Both during the pandemic period and the period immediately following, restrictions and limitations were imposed on the entire economy, including access to culture and education in the countryside. Promoting online events as a safe medium of manifestation has attracted the public's attention by creating reactions in social media. The present work aims to analyze the reactions of members of social networks, both to the promotion of cultural events and to the dissemination of key moments of cultural programs. In the proposed analysis we studied the data counted and made available through social network applications.

Key words: education, culture, rural environment, social media, Apps, evaluation

INTRODUCTION

The use of computer networks has brought a radical change both economically and socially. Their evolution through the development of social networks has created new paradigms in the promotion and evaluation of services. Nowadays, all activities are closely related to their social branch. Practically, the promotion of an online activity can be quantified by the status of the social networks used. The problem of using social media in the evaluation of activities is studied in numerous publications and conferences of which we mention: IEEE Global Engineering Education Conference.

Social media-enhanced learning systems bring new challenges to the evaluation of learning environments. Many features are common to any website and can be evaluated with common criteria. But with the help of social networks, users can also contribute content, exchange opinions and create communities for different needs, which bring new dimensions to a quality assessment. The research by (Silius et. al. 2011) focused on the objective of finding out which

are the most important people and functions in the social media enhanced learning system in the context of higher education. The paper presents the results of previous research that were used as a starting point for this study. Previous research was conducted in 2008-2009 and focused on how to evaluate social media sites. Issues such as: what are students' expectations and what motivates them to use social media in the context of higher education were addressed [8].

In the article "Integrating Social Media into Education", Hadewijch Vanwynsberghe and Pieter Verdegem proposed a framework for integrating social media literacy into an educational setting. They believe that in today's society, students and pupils are users of new media appearances, and therefore, the relevance in programs to include social media literacy. Vanwynsberghe and Verdegem propose a multidimensional conceptual framework of social media literacy that includes the practical, cognitive, and affective skills needed to process social media information, communicate with others through social media, create social media

content, and manage consequences related to these three activities. At a theoretical level, the construction of social media literacy, including its connection with the educational system, is based on the notion of cultural capital developed by Pierre Bourdieu [12].

In developed countries, pupils and students lead rich digital lives that include maintaining connections through image-based social networks such as Instagram, Snapchat and Tinder. These ubiquitous technologies shape student and student identities as well as social practices in an ongoing manner. Social media is used to build identity through visual branding, where individuals use images designed to attract followers and maintain a close grooming of an online person. In this digital economy, social capital is attached to attributes such as trust, authenticity and attractiveness. Regular use of social media helps develop sophisticated visual practices through which the everyday user changes their own representation.

Stokes and Price (2017) believe that attractiveness and creativity are becoming dominant factors in these online forums, while the widespread use of image editing tools calls into question the factors of trust and authenticity. Their published paper uses Social Learning Theory to explore the use of social media for identity construction, identifying the problems inherent in students placing themselves in constant comparison with a wide range of peers and ways in which educators can use these insights to inform teaching [9].

Social media presents both opportunities and risks for any organization. The secure integration of social media platforms into organizational ICT infrastructures tends to focus mainly on technical aspects. Social media security management usually ignores the human dimension, but protection can only be achieved through a holistic approach. Social media security culture must be part of the overall organizational culture. The research, led by Oehri and Teufel (2012), is based on a survey conducted to determine social media guidelines. Following this survey, a management model for creating, monitoring and controlling the security culture of social networks was developed, which is intended to be the basis of an evaluation and reporting tool [5].

In the paper Social Network Analysis for Program Implementation published by (Valente

et al. [11], the use of social network analysis theory and tools for implementation research is presented. The social network perspective is useful for understanding, monitoring, influencing, or evaluating the implementation process when programs, policies, practices, or principles are designed and expanded or adapted to different settings. In the paper, the authors briefly describe common barriers to implementation success and relate them to the social networks of implementation stakeholders. They introduce some simple measures commonly used in social network analysis and show how these measures can be used in program implementation [11].

Social networks can complement the organizational communication strategy, especially of culture and worship units at the rural level. As an example, (Rasheed et. al. 2021) [6] describes the design, implementation and evaluation of a social media-based communication strategy in a tertiary care hospital in Pakistan. Thus, an online communication platform - the Facebook page - was created for all employees of the pediatric service line. The strategy to influence employees was based on Cialdini's six principles of persuasion. Implementation of the strategy between October 2017 and December 2019 was assessed for coverage, discussion topics and outcomes using the framework by Murdough (2009). Quantitative metrics included total posts, average comments, and reactions per post [8]. The results of the study were that the posts were analyzed qualitatively with an emergent approach for insights into the discussion. The analysis revealed a total of 9,085 posts, with average reactions per post of 8.4, average comments of 7.2, and active viewing by 90% members on average. In terms of post types, photos were the most (4,779), while videos were the fewest (1,163). Qualitative analysis indicated that 54% of the posts were on the theme of "inspiring and thought-provoking", while the highest engagement was generated on the theme of "challenges and solutions" [8].

MATERIALS AND METHODS

Promotion through social media is vital to the success of disseminating the posted information. Evaluating cultural activities based on

dissemination through posts in social media accounts leads to measuring the success of promoting cultural activities in rural areas. In this regard, we will use a method based on the use of social network APIs in the promotion and evaluation of social activity posts. The indicators taken into account are: quantitative indicators: total posts, number of followers per page, number of posts; qualitative indicators: number of followers per post, reactions per post (positive, negative).

To collect the data needed to analyze the proposed indicators, we used the Events Manager API, with which we could view the data about various online events posted on social media. The data was obtained by adding the basic code of the Facebook pixel and the event code of the website after setting up the Conversion API. When accessing the Events Manager, the system offers four modules, as follows: Activity center; Data sources; Personalized conversions; Integrations with partners.

At a theoretical level, the Activity Center is the module where you track, complete and get information about activities, to better leverage Facebook Tools (Facebook pixel and Conversion API). In the Data Sources module, select the statistics and administration tools pixel, where 5 tabs will be displayed: General presentation; Test; Events; Diagnostics; Historic; Settings.

The Events Manager module displays the number of events received from the integration, such as the Facebook pixel and the Conversion API. This number may be different from the one in "Ads Management", which only counts events attributed to personal ads [4].

Events Manager displays both assigned and unassigned events from Meta Pixels, mobile app SDKs, offline event sets, and conversion APIs. This includes organic traffic, events attributed to published ads, meta and traffic driven from other platforms. Events Manager reports events even if they are not from a Meta user and can report events from a person performing the same action multiple times [4].

For web events: The Pixel/Conversions API tab displays assigned and unassigned events received from the analyzed website. The Aggregated Event Measurement tab displays only the highest priority assigned events received from the analyzed site during a

conversion window, from people using iOS 14.5 or later devices. Metrics that report the number of events (for example, "Events received" and "Total events") are reported before deduplication. This means that if events are sent by the user's account from both the browser and the server, "Total Events" displays the total number of events from both sources before deduplication. In this case, when someone completes the same action more than once, the Events Manager usually includes each of these events in the "Total Events".

Custom conversions are used to: Filter events, add rules to standard events, custom events, or all traffic URLs to provide more granular action to followers of the analyzed post.

RESULTS AND DISCUSSIONS

Social Media represents a set of electronic platforms, applications, websites that offer various services through an Internet network and has the ability to facilitate the creation of links based on various criteria that allow the connection and interaction of users with each other.

There is a clear difference between Social Media and traditional media. Before the advent of the Internet, there were mass media in the form of newspapers, cable TV news channels, radio, and other magazines that published articles related to social issues. When the media moved into the web (online) area, it became interactive as it allowed people to immediately react to stories and comments on various issues in online articles, as well as participate in online opinion polls. The concept of "Social Media" should not be confused only with online papers or forums, it comes in many forms, such as blogs, micro-blogging, video sharing sites, photo and video sharing, and even bookmarking.

Many have tried to classify social media and according to experts, there are the following types of Social Media [4]: collaborative projects, where people share their knowledge, such as Wikipedia; blogs like celebrity blogs and microblogging site like Twitter; video sharing sites such as YouTube; exclusive social media networks such as Facebook; virtual games;

The present analysis was done on a social media account belonging to the Facebook system.

Within the account, cultural activities carried out in the countryside were promoted. Stoyanova-Toneva mention that cultural heritage, insofar as it is preserved, in symbiosis with the history of each region, has the potential to become a successful tool for the social and economic development of rural communities [10].

Promoting various activities within social networks often brings great success. In the present research, we aimed to evaluate the initiatives of culture units in the rural environment. In this sense, the main promoters of culture are identified as being, on the one hand, educational units and libraries, and on the other hand, religious institutions.

Professor Banciu D. claims that in a modern and dynamic world, where information is updated every second, every person, regardless of age and occupation, is obliged to learn and improve continuously. In the era of new information and communication technologies, the Internet has revolutionized all areas of social and professional life, including education, training and culture. Internet education represents a new way of learning for the student and also a new way for the teacher to teach [3].

The proposed analysis takes into account the promotion on social networks (Facebook) of cultural events during the pandemic period as well as the beginning of the relaxation period.

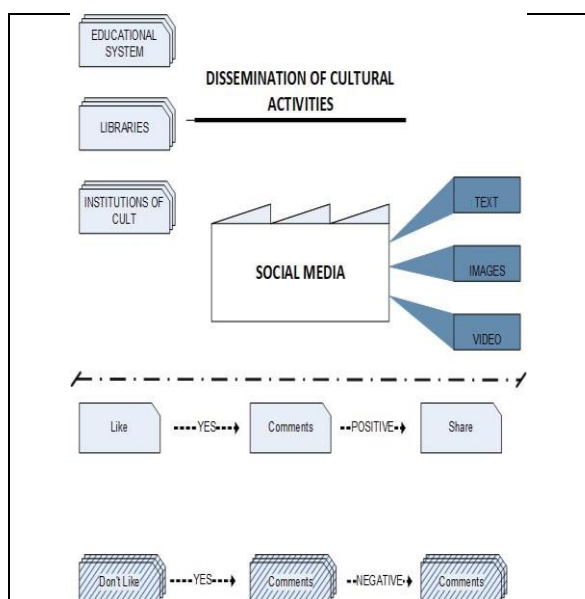


Fig. 1. Evaluation of cultural activities using data from social networks

Source: Own determinations.

According to Figure 1, the initiatives of those responsible for cultural activities (the educational system, libraries and religious institutions) are analyzed through posts on social media, which provides the opportunity to promote cultural activities through images, small films and text comments.

In general, there are two options by which a post can be accepted, either by giving a comment (positive or negative), or by marking it with (like/dislike). Qualitative indicators reinforce that a post is considered either positive or negative. In this regard, whether it is an acceptance of posts or perhaps even a rejection of posts from the public, the post has been traced to the mode of distribution.

From the statistical data provided by the APIs used, the analyzed Facebook account through which social media promotion was ensured had a total of 7,832 followers.

The first project targeted by our analysis was promoted on social networks with 3 posts that quantitatively attracted the attention of over 89% of the total number of people following this account. According to Table 1, quantitatively, posts were made in all three forms (Video, Images, Text), and according to the evolution of the data provided by the APIs used, posts containing video files tend to increase the attention of followers.

Table 1. Quantitative analysis of posts from the project Celebration of Voivode Mihai Viteazul at Dealu Monastery

Total posts	Posts			Number of post followers
	V	P	T	
1	0	1	1	5,158
2	2	0	2	6,971
3	1	1	1	6,200

Source: Own determinations based on APIs.

From a qualitative point of view, the first analyzed project was appreciated by more than 120 users who appreciated the page using the like symbol. The user reactions presented in figure 2. show that 10 users used positive words in the posted comments and the posts were distributed on the pages of over 100 users.

From a quantitative point of view, the second project for which data filtering was done in the presented APIs and which was presented in Table 2, attracted the attention of more than 90% of users who frequently follow the account's posts. At the level of posts, the most

followers were within the posts that have content and presentation videos, and here we can say that there are more than 90% of users.

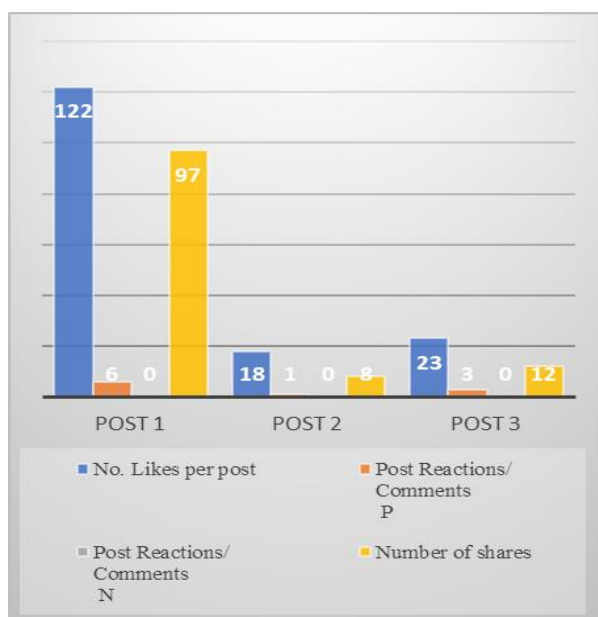


Fig. 2. Qualitative analysis of the posts from the project Celebration of Voivode Mihai Viteazul at Dealu Monastery

Source: Own determinations based on APIs.

Table 2. Quantitative analysis of posts from the March for Life project

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	5,158
2	2	1	2	6,971
3	1	0	2	6,458

Source: Own determinations based on APIs.

In terms of quality, the posts for this project have gathered approximately 500 appreciations in the form of likes. The recorded reactions show that the number of likes through positive words and posts has been reached by more than 50 visitors. As shown in the graph in Figure 3. The project was shared by more than 450 people, and at the post level we can see that there are people who did not leave appreciations but shared the posts in personal groups of users. The third project that is the object of our analysis also presented in Table 3, was promoted and disseminated in two posts that attracted the attention of almost 90% of people who frequently follow the account's activity. Within this project, 2 posts were made that contained both text and pictures and videos. In this context, we note that social network users

accessed the post that contained images and text in a smaller proportion (over 65% of views).

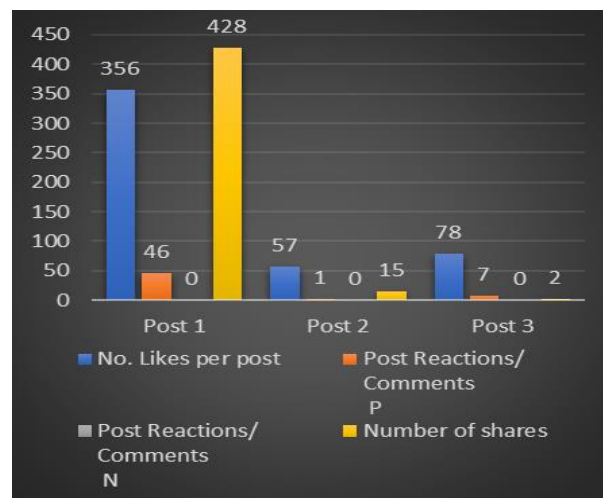


Fig. 3. Qualitative analysis of posts from the March for Life project

Source: Own determinations based on APIs.

Table 3. Quantitative analysis of the posts from the Prayer in my life project

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	5,158
2	2	1	2	6,971

Source: Own determinations based on APIs.

From a qualitative point of view, the posts were appreciated with more than 130 likes and collected 3 comments containing 100% positive words. According to the graph in Figure 4, the posts made were shared in over 65 different user groups.

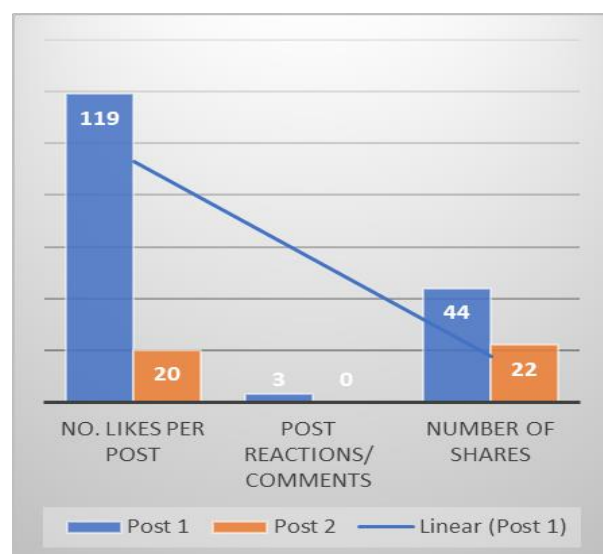


Fig. 4. Qualitative analysis of the posts from the Prayer in my life project

Source: Own determinations based on APIs.

Religious holidays at the rural level are key calendar points where traditional cultural elements of customs are intertwined with the traditional Christian gastronomic art. The pandemic period significantly slowed down these processes in the physical environment. The promotion of religious holidays was the subject of the analysis of the project presented in Table 4.

Table 4. Quantitative analysis of posts from the Let's celebrate Christmas authentically, traditionally and confessing project

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	5,158

Source: Own determinations based on APIs.

From a quantitative point of view, the post, which contained video elements, images and text, was followed by more than 65% of users who follow the analyzed Facebook account.

Analyzing from a qualitative point of view the data also presented in Figure 5, we notice that the images, videos and published text attracted almost 1,000 likes, of which more than 35% brought positive likes in the form of cements. Positive reactions from interested followers led to more than 350 shares in various user groups.

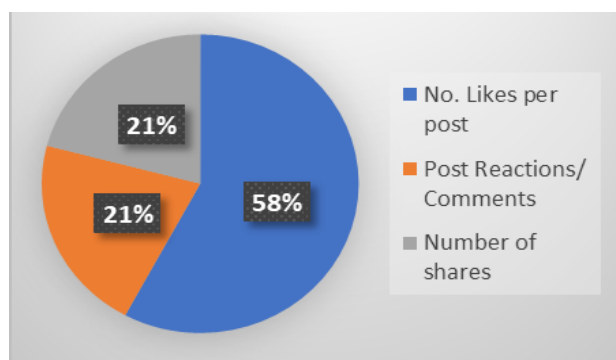


Fig. 5. Qualitative analysis of posts from the Let's celebrate Christmas in an authentic, traditional and confessional way

Source: Own determinations based on APIs.

Arts and culture can play an important role in improving rural areas and the quality of life of the people who live there. Among other things, they can help create new connections and bring together different communities (e.g. urban and rural, farmers and customers, communities and rural administrations), improve communication about rural areas, contribute to the improvement

of shared cultural identity and involve disadvantaged groups (such as young people or migrants)[1].

Another project analyzed through the prism of posts on social networks combines education, culture and faith at the level of Romanian rural organizations. This project, from the point of view of quantitative indicators, attracted the attention of almost 95% of the followers of the account. Also presented in table 5. the two posts through which the activity was made visible, a video material was collected, 3 posts with images and 2 with text in which the theme of the project was explained and argued.

Table 5. Quantitative analysis of the posts within the project Faith, education and culture in the service of our local community - 500 years since the transition to the eternal ones of the Holy Voivode NeagoeBasarab

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	5,158
2	2	1	2	6,971

Source: Own determinations based on APIs.

At the qualitative level, the project was appreciated by more than 90 people, who liked the project's widespread efforts. As shown in the graph presented in figure 6., the reactions per post gathered in two comments with positive likes, determined a number of more than 70 distributions in other social groups.

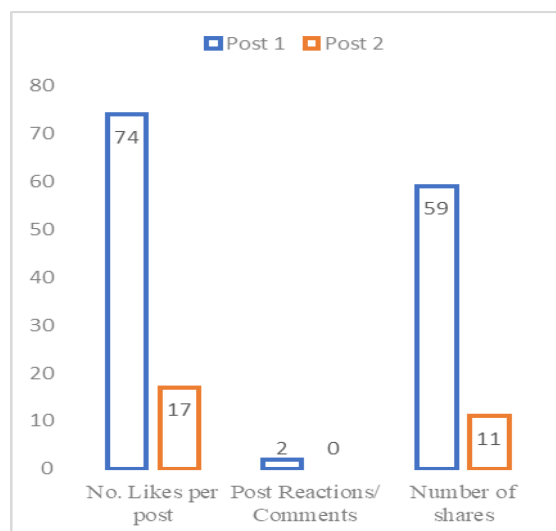


Fig. 6. Quantitative analysis of the posts within the project Faith, education and culture in the service of our local community - 500 years since the transition to the eternal ones of Saint Voivode Neagoe Basarab

Source: Own determinations based on APIs.

Culture and education are inseparable and yet complementary with multiple points of interaction. Culture paves the way for education, while education is responsible for flavoring cultural values in life. Therefore, both must be intertwined in various ways.

A sense of pride in our culture must manifest through all stages of an individual's growth. Primary education is where it all begins and the child begins to respect the importance of a value-based life as he too sees the things and events that happen and the behavior of others around him.

Another analyzed project refers to reading as a support pillar of education in the rural environment. This project analyzed through the quantitative indicators proposed and presented in Table 6, gathered more than 60% of the group's attention through a video post, 2 image posts and 1 text post [7].

Table 6. Quantitative analysis of posts from the National Reading Day project

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	4,906

Source: Own determinations based on APIs.

At a qualitative level, the project gathered a smaller number of appreciations, namely 16 registered in the databases queried. This, may be the cause emphasized primarily at the quantitative level, having only one post to disseminate the events. According to the data presented in the graph in Figure 7, however, the reaction of social media users was a positive one, marked by 2 comments and a share.

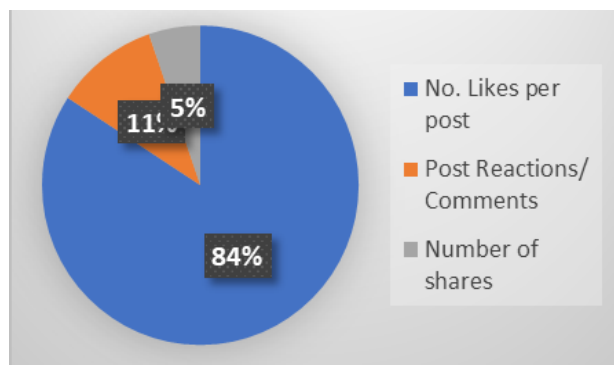


Fig. 7. Qualitative analysis of posts from the National Reading Day project

Source: Own determinations based on APIs.

The last project analyzed refers to the encouragement of reading in rural educational

institutions. Thus, through the quantitative indicators, we observe that the project was disseminated through a single post that attracted the attention of over 60% of the group's users. The post, according to the data presented in Table 7, was distinguished by 2 sets of images and one set of text.

Table 7. Quantitative analysis of posts from the Whole School Reads project

Total posts	Posts			Number of post followers
	V	P	T	
1	0	2	1	4,809

Source: Own determinations based on APIs.

From a qualitative point of view, the post gathered 17 likes from followers with two reactions that had only positive words, and was distributed among 4 different groups according to the graph in Figure 8.

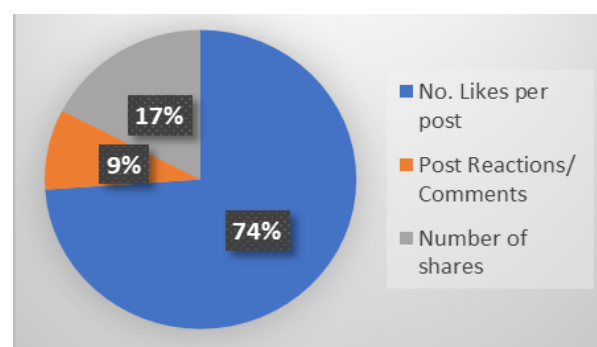


Fig. 8. Qualitative analysis of posts from the All School Reads project

Source: Own determinations based on APIs.

CONCLUSIONS

As Banciu et al. (2020) affirmed, the digitization of education actually brings a challenge for the entire education system, not just for distance education [2]. Compared to the data presented in the present research we can conclude:

-Both in the urban and rural areas, the pandemic period accentuated the distance from culture and traditions. However, the activities carried out with a limited audience through dissemination on social networks, attracted the attention of most of the users;

-Quantifying the success of dissemination on social networks can be done in many ways depending on the configuration of the APIs made available;

-Predominantly, from the analyzed data we can say that the posts that used more video images were more successful among the quantitative indicators;

-All posts were based on dissemination based on summary (text) to which images or videos were added. Using qualitative indicators, we can say that all posts recorded positive words and all were presented as (share) in other groups;

-As a degree of appreciation, at the rural level, the initiatives of joint culture, religion, education projects stand out. According to quantitative indicators, these projects attracted the attention of more than 95% of the account's followers, were qualitatively appreciated by the use of positive words and had the highest number of shares. One such initiative was the project Faith, education and culture in the service of our local community - 500 years since the passing to the eternal of the Holy Voivode Neagoe Basarab.

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