

A look at how new media have changed PR, marketing, and advertising from 1997 to 2010 to see how they have affected traditional businesses

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Abstract

Over the course of fourteen years, the current study investigated the patterns and trends that have emerged in the field of social media research. In particular, the study concentrated on the phenomena that are associated with social media in both academic and practical settings, spanning four distinct fields of study. The findings suggest that an increasing number of research projects are using social media into their methodologies. This trend indicates that academics are becoming more aware of social media and are adjusting their practices to accommodate the growing influence and use of these platforms. The authors advise that future study should concentrate on forecasting technological improvements and how they might be effectively used, in addition to establishing theoretical frameworks, in order to make full use of the potential that social media platforms provide.

Keywords- *media, PR, marketing & traditional businesses*

Introduction

In this study, the patterns and trends that have arisen in social media research over the course of fourteen years were evaluated and taken into consideration. The research focused primarily on analysing the phenomena that are now occurring in academic and practical settings that are associated with social media. A total of four distinct academic departments were involved in these instances. Based on the findings, it appears that a rising number of research initiatives are incorporating social media platforms into their processes. According to this trend, academics are becoming more aware of social media and are modifying their research methodologies to coincide with the expanding popularity and use of these platforms. This trend implies that social media is getting more prevalent. It is suggested by the authors that future research should not only focus on the establishment of theoretical frameworks, but

also on the predicting of technological advancements and the potential uses of those advancements. The potential of social media platforms will be significantly improved as a result of this.

Method

These four fields were chosen based on two previous studies by Ye, Ki, Cho, and Khang that looked at the current state of Internet research. Twenty Ye and Ki did research on advertising, marketing, and communication, and Cho and Khang did research on all of these topics. Sometimes it's hard to tell the difference between these fields, but this study found the related articles by using the names of each subject and the field categories suggested by past trend studies in new communication technologies.²¹ One example is that the word "public relations" should be in the title of a book about public relations. The magazine of Communication Management is a public relations magazine, but it wasn't included in this study because the field of public relations wasn't mentioned in the title. This general rule applied to all fields except for two journals: New Media & Society and the Journal of Broadcasting & Electronic Media. These journals were looked at for the communication field because they had already been looked at and found to be primary communication journals.²²

Reports on Crime

This research looked at all the peer-reviewed works on social media that came out between 1997 and 2010 in seventeen different types of periodicals. The first blog or web diary came out in 1997, which was also the first year of the study.²³ SixDegrees.com, a well-known social networking site, also started up.²⁴ As you can see in Table 1, this study split the journals into two groups: well-known journals and journals that focus on new technologies for each topic. This was done to give a more complete picture of social media research.

This split is caused by two things. In the first place, academics tend to read and quote articles that are published in the top journals in each field. That being said, it looks like the top journals add to the collection of knowledge in every field. Journals that focus on new communication technology should be included because they often write about new technologies like social media, which is what this study is mostly about.

Each article was broken down into four categories: (1) Background details (journal name, publication year, author, and institution affiliation); (2) Subject matter (research focus, social media type, research topics); (3) Methods and tools employed (theoretical applications, research methods, samples, sampling methods, and statistical

analyses); and (4) Social media research advancements. Cho and Khang's framework had to have its coding criteria adjusted to fit the goals of the study.²⁹ a case of social media in action. Researchers broadened their definition of "social media" to include discussion boards, personal homepages, and instant messaging, but they still organized these platforms according to Webster's 30-word description. Unlike modern social media platforms that emphasize user-generated content and Web 2.0 features like Adobe Flash and RSS, the earliest social media platforms facilitated the creation and sharing of web content like news and images. On the other hand, they have few opportunities for social engagement. This study charts the evolution of social media studies by using a broader definition of the term. Twenty-two distinct classes of social media were determined after the classification technique for this exploratory research. research participants. Research subjects are the major ideas or fields of study that each article's authors explore. This classification of the code was likewise inductively produced while the coding process went on. Eighteen distinct categories of research foci have been developed.

Articles can be divided into numerous categories based on their social media and research-related subjects.

structure of ideas. The theoretical framework of each manuscript was dissected by encoding different assumptions, theories, and impediments to study. According to Cooper, Potter, and Dupagne, a theory is a "deductively hypothesized and experimentally testable system of explanations."⁽³¹⁾ A major indicator of whether or not a publication used a theoretical framework was the inclusion of research questions or hypotheses. Method number 31 in the study. The probe has been executed.

Data collection, sampling strategy, sample size, and response rate are all crucial elements. Different categories were created for gathering information either offline (through paper and pencil or in-person surveys or experiments) or online (by email or web-based surveys or experiments). Sampling strategies used in quantitative studies were classified as either probability (e.g., systematic, random) or nonprobability (e.g., convenient, volunteer). The percentage of people that responded, the size of the sample, and the demographics of the sample (whether it be students or the general public) were all recorded.

The analytical component, reliability index, or statistical evaluation. Codes for the unit of analysis and intercoder reliability were created for publications that relied on

content analysis as their major method of data collecting. Quantitative research published in journals was categorized according to the type of statistical analysis used. Learn more about the stages of development. According to Wimmer and Dominick's definition of mass media studies, these studies can be broken down into four distinct phases that focus on the medium itself, its objectives and users, its consequences, and its evolution.³⁴ Academics now have a firm footing on which to build an understanding of research trends and the current state of media in a wide range of fields thanks to these stages of growth.³³ The data from this study of social media were used to assign codes to each article.

Methods of Coding

Three graduate students benefited from their coding lessons. To avoid any misunderstandings or disagreements between coders, researchers conducted a coder training session.

Confidence in Exchange of Codes

A small proportion of the whole sample was chosen at random. This study found that the coder reliability for each coding category was higher than the recommended threshold of 0.80.³⁵ as measured using Scott's pi as an intercoder reliability metric. Scott got 0.90s, 0.95s, 0.97s, and 0.85s on the corresponding pi scales for the related categories of social media, study topics, theoretical framework, research methodology, data gathering, statistical analysis, and stage of development.

Distributions of Results Publications in Terms of Their Frequency, Proportion, and Incidence

Of the total 7,987 papers published in the 17 journals throughout the study period, 436 (5.5% of the total) dealt with social media (see Table 1). The biggest concentration of social media studies ($n = 190$, 43.6%) was found in the Journal of Computer-Mediated Communication.

Seventy-six percent of the social media-related papers published in all four fields were in communication journals. There was no clear difference between the other fields. Notably, it looks like there are more papers about social media in journals that focus on new technologies than in top journals. The most in-depth study on social media was published in *New Media & Society* (18.3%) and the *Journal of Computer-Mediated Communication* (43.6%). The general journals in the fields of *Journal of Interactive Advertising* (5.7%) and *Journal of Interactive Marketing* (3.2%) had fewer pieces about social media than these two journals.

During the fourteen-year study, social media studies has grown all but two years: 2007–2008 and 2009–2010. There were 17.0% more released works in 2009 than any other year. About 70% of the papers were released in the last few years of the period, from 2006 to 2010. It can be seen in Figure 1 that similar trends were found in all fields.

Theme, Theory, and Methodology of Works That Are Out There

In this research, social media research was looked at from two points of view: research periods (1997–1999) and research fields (communication, marketing, public relations, and advertising).

The "budding stage" of social media happened from 1997 to 1999, when many community tools started to let profiles and friends who publicly expressed themselves work together. From 2000 to 2003, popular social networking sites like LinkedIn and MySpace came online. From 2004 to 2006, Facebook and YouTube came online, and in 2007, the first Twitter users joined. You can study 36 different things. "Usage of and feelings about social media" (67.7%) was the subject of the most study in all fields except marketing.³

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