COMMUNICATION STUDIES IN THE NEW WORLD

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AUTHORS
Ahmet Cevdet AŞKIN
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PREFACE

The transformation and change experienced with globalization and digitalization has affected people's social lives as well as scientific studies, therefore it is necessary to work with researchers from different disciplines in the current period. In this process, interdisciplinary studies have also increased and gained importance. Especially since the field of social sciences is suitable for working with all other fields, it is seen that very different studies have emerged. Scientifically, the addition of multidisciplinary studies to the literature is gaining value day by day. With the Globalization of Knowledge, the importance of information sharing also emerges.

Nowadays, the great power of individuals and countries is knowledge, the use of the knowledge and the production of up-to-date knowledge provide people in academia with a great competitive advantage in international platforms. As can be seen in today's pandemic process, people and countries with knowledge have a say in international platforms and can direct societies. Every study done creates data for researchers and every researcher brings innovations to science. In addition, every innovation and change that occurs causes scientific disciplines to approach each other and lead to the emergence of an interdisciplinary approach. Many interdisciplinary studies are included within the scope of this book. On behalf of the researchers who will benefit from this book, I would like to thank all the professors who universalize, share and multiply the knowledge by writing chapters in the book.

In addition, endless thanks to all those who contributed to the publication of these and similar books, and to İKSAD Publishing House, that brought authors together on a platform and turned these valuable works into a book.…

Assoc. Prof. Dr. Hasan ÇİFTÇİ

CHAPTER 1

STRATEGIC COMMUNICATION: A CRITICAL EVALUATION

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INTRODUCTION

The construction process of strategic communication as a scientific discipline in social sciences, and the discussions it has created have been going on for 15 years. The power of the word “strategy” due to its military connotation attracts both scholars and managers. The scope of the concept of strategic communication has gradually expanded with the contributions made over time, an internationally respected journal that includes scientific studies in this field - *The International Journal of Strategic Communication* - has begun to be published, and last but not least, universities have added strategic communication as an interdisciplinary discipline to their postgraduate programs. However, the debates on whether strategic communication is an integrated scientific discipline continue.

The concept of strategic communication entered the communication studies literature for the first time in 2007 with *Defining Strategic Communication*. The article’s contributors defined strategic communication as "*the purposeful use of communication to fulfill an organization's mission"* and pointed out in this context that *"people engage in planned communication activities in favor of organizations, causes, and social movements*" (Hallahan, Holtzhausen, van Ruler, Verčič, & Sriramesh, 2007: 3, 4).

As a result of the contributions made to the field after the publication of this seminal article, the scope of the concept of strategic communication expanded to include the public sphere. Holtzhausen & Zerfass (2013) described it as "*the practice of deliberate and*

purposive communication that a communication agent enacts in the public sphere on behalf of a communicative entity to reach set goals." According to Holtzhausen, these entities "*cover the full spectrum of economic and social sectors, such as trade and industry, politics, nonprofit and government agencies, activist groups, and even celebrities in the sports and entertainment industries*" (2008: 4849). Conceptual expansion continued, and most researchers started to look at the matter from a broader perspective and think of strategic communication as an umbrella term denoting any communication by any actor to serve the interests of any constituency (Zerfass, Verčič, Northhaft, & Werder, 2018: 488). Several communicative disciplines such as public relations, organizational communication, marketing communication, and corporate communication came together under this umbrella term.

By the way, there emerged a group of scholars questioning the scientific development level. Those who think that strategic communication lacks a coherent theoretical synthesis and that the problem stems from that shortcoming suggest focusing on communication theories as a way out. These circles argue that strengthening the communication science perspective will facilitate a coherent theoretical integration process (Lock, Wonneberger, Verhoeven, & Hellsten, 2020).

In this study, after addressing the development of strategic communication as a scientific discipline within the framework of the formation and integration of disciplines, it will be discussed how the

scope of concept expanded over time, and a critical perspective will be presented.

1. FORMATION AND INTEGRATION OF SCIENTIFIC DISCIPLINES

The historical development of scientific disciplines provides an essential context for the concept of interdisciplinary. Science was a system of loyal members who fulfilled the requirements of a major discipline such as theology or philosophy for centuries in the Middle Age. Modern scientific disciplines were formed in the 19th and 20th centuries when empirical disciplines declared their independence one by one. The segregation and specialization of disciplines affected the whole of intellectual life. A movement towards unity emerged again towards the end of the 20th century. However, this union was not in the style of medieval strict subordination systems. Instead, there was an open-minded meeting of disciplines and the acquisition and development of knowledge through interdisciplinary work (Stember, 1991).

Stichweh (2001) lists the generally accepted features of a scientific discipline as follows:

- Having a particular object of research
- Having a body of accumulated specialist knowledge about their object of research
- Having theories and concepts that organize the accumulated specialist knowledge effectively

• Using specific terminologies

• Having specific research methods

• Having some institutional manifestation

As the original knowledge base of a scientific discipline expands in parallel with theoretical and empirical developments, it paves the way for the emergence of new disciplines. Such a stage of scientific development can be described as a moment of interdisciplinarity. According to Klein and Newell (1998), interdisciplinarity is to construct a more comprehensive perspective by using the perspectives of different disciplines and integrating their insights in a subject that is too broad or complex that a single discipline or profession cannot adequately tackle. Considering the integration of scientific disciplines as a cyclical process, Stember (1991) offers the following descriptive scheme for the intradisciplinary, crossdisciplinary, multidisciplinary, interdisciplinary, and transdisciplinary phases:

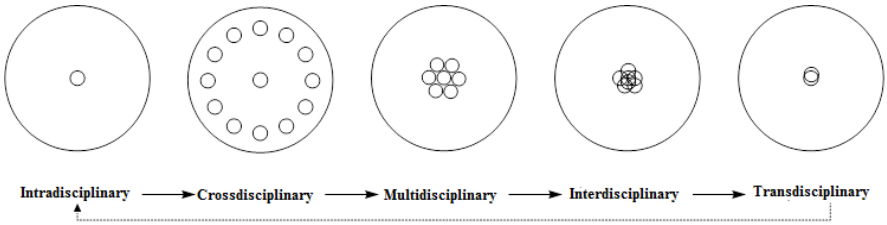

Figure 1: Scientific Integration Cycle (Stember, 1991)

The cycle starts with intradisciplinary or, in other words, with a single discipline and continues with a crossdisciplinary phase. At this stage, the discipline is viewed from the perspective of another discipline. For example, the discipline of art history looks at art from a historical perspective. After that comes the multidisciplinary stage, where several disciplines come into play, each offering a different perspective on a problem or topic. For example, the fact that scholars from the disciplines such as history, literature, and sociology teach in a doctoral program on the social situation of women makes the program multidisciplinary. In this framework, the doctoral student is supposed to integrate the perspectives and ideas of different disciplines. The next stage is interdisciplinarity. Here, there is an integration of the contributions from various disciplines to a problem. In other words, with interdisciplinary integration, harmonious relations are established in line with a particular strategy between independent knowledge clusters. The final stage of the cycle is transdisciplinary, where intellectual frameworks merge beyond disciplinary perspectives. The cycle repeats itself when it comes to this stage, but now a new discipline has emerged (Stember, 1991).

The integration pointed out by Klein and Newell has crucial importance for interdisciplinary research; this is the point of its distinction from multidisciplinary research (Szostak, 2013). As a result of a true integration process that gathers the documents of the common scientific basis, a more comprehensive understanding that brings together facts, theories, and/or methods from different disciplines emerges (Repko, Newell, & Szostak, 2012). Such

integration is characterized by an understanding of the importance of the parts of something only in reference to the whole (Bergmann et al., 2012).

Based on what has been mentioned above regarding the development of scientific disciplines, it is argued that strategic communication can be characterized as a discipline. Because it has a specific research object such as the communication of organizations, accumulated specialist knowledge as a result of a journal (*International Journal of Strategic Communication*), an encyclopedia (*International Encyclopedia of Strategic Communication*), and a handbook (*The Routledge Handbook of Strategic Communication*); also it has theories and concepts such as persuasion and communication field, particular terminologies such as strategy and representation; specific research methods such as survey, content analysis, in-depth interview, and institutional manifestations such as postgraduate programs and company sections (Werder, Nothhaft, Verčič, & Zerfass, 2018). In this context, the interdisciplinarity of strategic communication can be shown as follows:

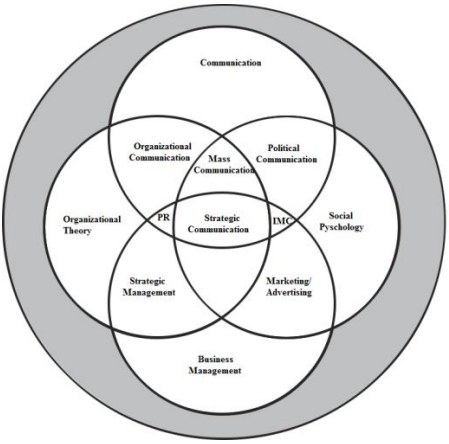

Figure 2: Strategic Communication (Werder, Nothhaft, Verčič, & Zerfass, 2018)

This Venn diagram also illustrates the difficulty in the integration process of strategic communication as an interdisciplinary science due to its relationships with many disciplines.

2. EXPANSION OF STRATEGIC COMMUNICATION CONCEPT

The term "strategic communication" was coined in the early 21st century, after the terms "communication management" and "corporate communication" were replaced by the term "public relations," which was increasingly disgraced and despised in the late 20th century.

A research conducted for 43 countries in Europe in 2011 showed that the term "public relations" has been largely disgraced. Instead, corporate communication, especially for the business world, and strategic communication for nonprofit and government agencies were the most preferred terms. In the third place came "communication

management." Public relations ranked last in preference (Zerfass, Verhoeven, Tench, Moreno, & Vercic, 2011).

After the article *Defining Strategic Communication* was published in the first issue of *the International Journal of Strategic Communication* in 2007, the authors' strategic communication description became the primary reference for discussions and research in this field. Accordingly, in the broadest sense, strategic communication is the purposeful use of communication to fulfill an organization's mission. The strategic communication process is typically a communication process carried out according to a strategic plan of the organization and concentrates on communication in achieving its strategic goals and objectives (Holtzhausen, & Zerfass, 2015).

The first phase in the expansion of the concept was experienced with the involvement of the public sphere. Since the public sphere is essentially composed of communication institutions of a society and information and ideas are circulated through these institutions (McNair, 2003), the approach to the concept in terms of the public sphere has become inevitable. Holtzhausen & Zerfass (2013) define strategic communication as the planned and purposeful activity of a communication agent operating on behalf of an entity in the public sphere to achieve the determined goals.

A decade after the concept of strategic communication was coined, claims continued to be made that the term was attractive but vague and not clearly defined. Some scholars contended that the status of

strategic communication as a discipline was not clear, and the variations in strategy and communication have not been thoroughly investigated. Many researchers have tended to broaden their perspective, and eventually, strategic communication has come to be seen as an umbrella term denoting communication carried out by any actor serving the interests of any environment (Zerfass, Verčič, Northhaft, & Werder, 2018: 487-488). In this context, the concept is described as follows: "*Strategic communication encompasses all communication that is substantial for an entity's survival and sustained success. Specifically, strategic communication is the purposeful use of communication by an organization or other entity to engage in conversations of strategic significance to its goals*" (Zerfass, Verčič, Northhaft, & Werder, 2018: 493). The authors point out that the definition implies critical points. The first one is that not all purposive communications are strategic. Communication in running day-to-day activities is not strategic. However, this communication can also make significant contributions to the achievement of goals.

Second, strategically essential conversations can occur in various areas, from traditional and social media to conversations between consumers and employees. Therefore, the changing communication environment and technological developments should be taken into account. Third, communication means giving and receiving messages. Any communication channel can be used for this purpose. Finally, the term "entity" includes companies, governments, non-governmental organizations, social movements, and publicly known persons such as

celebrities and politicians (Zerfass, Verčič, Northhaft, & Werder, 2018: 493).

3. CURRENT SHORTCOMINGS IN THEORY AND RESEARCH

It is argued that strategic communication research is theoretically very weak and cannot provide insights beyond common sense (Lock, Wonneberger, Verhoeven, & Hellsten, 2020).

Nothhaft argues that "*strategic communication is a more stringent concept than public relations, marketing communication, or corporate communication. But it has inherited the problems of the disciplines it united. And it is plagued by the very deficiencies of the social sciences in general*." (2016: 71). According to him, strategic communication researches converge very little; results obtained from them do not seem coming together; absolute progress, that is, accumulation of verified knowledge, is inadequate.

A descriptive profile of strategic communication studies reveals the situation in the field. Werder, Nothhaft, Verčič, & Zerfass (2018), in their study on 207 articles published in the internationally respected journal of strategic communication, *International Journal of Strategic Communication*, in 11 years, found that disciplinary communication grew, the number of articles published in that period doubled, and international attention increased. They found that although studies were concentrated in the USA, scientists in Europe and Asia also focused on strategic communication. However, it is also stated that strategic communication studies cannot reach high levels of

disciplinary integration. Only half of the articles published in the journal for 11 years have approached strategic communication from a multidisciplinary or interdisciplinary perspective. Thinking that a multidisciplinary approach will not facilitate the growth and development of strategic communication as a unique field of study, the authors observed that the articles on interdisciplinary integration remained at a relatively low level of 21 percent.

Although there is progress towards disciplinary integration in general, theoretical stringency appears to be contested as "*the pieces in the mosaic should come together as a body of knowledge, in other words, not merely a corpus of texts*" (Nothhaft, Werder, Verčič, & Zerfass, 2018).

CONCLUSION: Strategic Communication or Strategic Approach to Communication?

It would be too easy to explain with scholars and researchers' insufficient efforts that strategic communication studies have been inadequate in integrating towards the construction of a scientific discipline. First of all, the strategic communication definition suggested in 2007 and expanding this definition over time seem to be the primary source of the problem. In other words, parallel to the expanding state of the research object, the convergence of studies in the field, which is supposed to accelerate the disciplinary integration, seems delayed.

On the other hand, using the concept of strategic communication as a substitute for public relations and corporate communication causes

this scientific discipline-building initiative to contribute to companies' image work. This substitution creates the perception that a word such as strategy, which is appealing and can increase the importance of whatever subject it is attributed to, is called for help to advance corporate interests.

By applying a Foucaultian approach to the construction of strategic communication as an interdisciplinary science, it could be suggested that there is a new discourse order setup as well as a revaluation, distribution, and sharing of knowledge. However, every discourse order also includes the seizure of desire and power (Foucault, 1987). Opening a new chapter in the scientific field, which is the object of desire, is also an attempt to make those who open it have power. Therefore, as long as strategic communication maintains its claim as an interdisciplinary science, it will have the potential to access and possess power as a discourse order in which its pioneers and maintainers have a say. However, the established discourse order has the potential to empty itself with its functioning. According to Foucault, the reference system works in this direction in scientific discourse: "*Referring to an author in the order of scientific discourse was necessary during the Middle Age because a reference was an indication of truth. Since the seventeenth century, this function has gradually disappeared from scientific discourse: it now functions only to name a theorem, a fact, an example, a symptom*" (1987: 35). From this perspective, strategic communication can also be considered a means of opening a new field and having a say in the academy and business world by establishing a new discourse order. Therefore, the

question that needs to be asked and considered here is this: Is it an objective requirement that all communication activities carried out to ensure the existence of an entity should be labeled with an impressive, powerful, and mysterious concept such as strategic communication? It can be predicted that the search for an answer to this question will increase in parallel with the loss of momentum in the scientific integration levels of strategic communication. It can finally be encountered with the simple fact that it may be sufficient to carry out the necessary communication activity from a strategic point of view to ensure that entity's existence.

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CHAPTER 2

APPLICATION OF TEXT MINING TECHNIQUES IN HISTORICAL RESEARCH: A CASE STUDY FOR NATIONAL ARCHIVE DOCUMENTS

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INTRODUCTION

In the current digital technology era, scientific research activities need to be transformed and adapted to the times in order to improve research quality, because that is an inevitable development trend. Along with the advent and development of many technical platforms and digital tools, it has effectively supported scientific research processes, notably Text Mining techniques. Typically, Massey et al. (2013) used Text Mining technique for a data source of more than 2000 policy documents to analyze requirements from these policy documents and develop them into smaller collections that can overview policies across many different areas. According to Tan et al. (1999), Text Mining is applied to analyze the components of text in free text forms into intermediate texts and refine the core knowledge from these types of texts. Thompson et al. (2016) used Text Mining in analyzing historical medical documents over time to develop new sources by evaluating and detecting semantic information in the volume of medical literature. However, Text Mining technique combined with ATLAS.ti application has contributed to effectively support and shortening time in analyzing many research data sources. As a result, ATLAS.ti software receives the priority of choice in research in higher education institutions.

From the reality of historical research at Can Tho University, it is shown that historical documents are one of the decisive factors for the content of historical research works and affect the quality of history teaching in schools, higher education institutions. According to

Nguyen et al. (2010), historical documentation is one of the most important concepts of historical science. In addition, history becomes a true science when it is built on complete, comprehensive and systematic knowledge determined by the historian for its reliability and authenticity, through careful analysis and examination of historical documents. According to Anh (2018), historical research results depend on accurate analysis techniques of historical sources, making an important contribution to historical research activities. Accordingly, this study was carried out on the basis of combining the technique of Text Mining through ATLAS.ti software in analyzing historical documents with the theme Dinh Dien and Khu Tru Mat extracted at the National Archives Center II, Ho Chi Minh City. The results of this study will guide the expansion of all other historical research topics to serve historical research at Can Tho University.

LITERATURE REVIEW

Text Mining

Text Mining is a technique for processing and extracting valuable information from raw text sources selectively using modern analytical methods. Text Mining processes with phases such as raw text selection, text classification, language recognition, text summarization, document retrieval, document clustering, identification of phrases and keywords , extracting entities… (Witten et al., 2004). Based on the suggestion of Gaikwad et al. (2014), the

Text Mining process was built and developed in historical research by simulation as Figure 1.

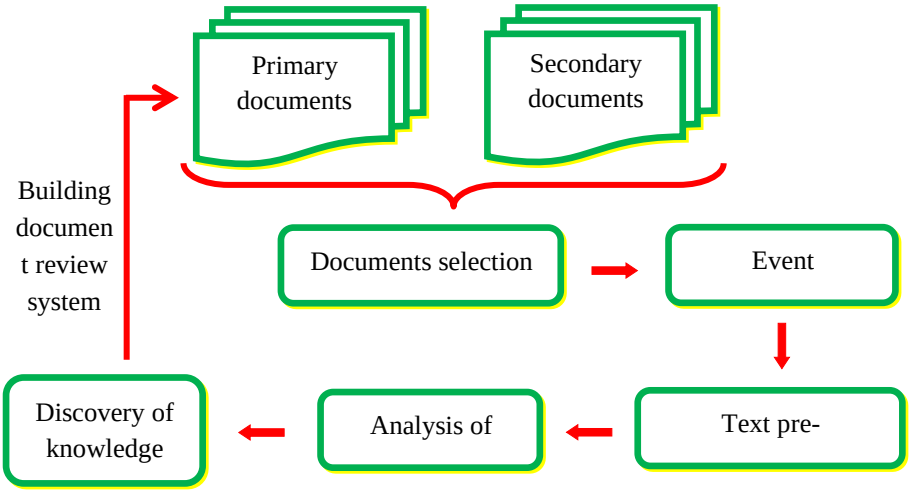

Figure 1. T**he process of text mining in historical research**

(Source: Compiled by the author)

The goal of Text Mining technique is to analyze and extract information values in selected documents suitable for research purposes, thereby building an evaluation system for input sources. According to Sukanya et al. (2012), Text Mining technique is applied to extract useful information from text document sources through the steps of classification, clustering, visualization and information extraction, from It discusses the framework for assessing the benefits and limitations of the text. Accordingly, in historical research, Text Mining technique is applied and developed according to a more diverse process of selecting and pre-processing suitable documents in

the input document source, then analyzing, extracting and filtering valuable data according to the research content. On that basis, build a rating system back to the value of the input raw data source.

ATLAS.ti Software

ATLAS.ti is a computer assisted qualitative data analysis (AQDAS) software with a variety of tools that effectively support the process of analyzing and exploiting potentially complex information values in both regular data structures and unstructured documents such as multimedia documents. In addition, ATLAS.ti software also supports locating, encoding or annotating latent values in data sources through its supporting tools to detect characteristics, causes and consequences of variables, complex relationships between variability are discovered. According to Rambaree (2013), ATLAS.ti with diverse and flexible features has effectively supported the process of performing data analysis. Based on the diverse features, ATLAS.ti is combined with Text Mining technique to support and improve the approach and exploit the value of historical sources efficiently, which has made a landmark change in qualitative research in the field of humanities and social sciences in general and Vietnamese history research in particular. According to Hwang (2008), ATLAS.ti software has provided a number of valuable tools in academic research in the social sciences, which creates a new direction of qualitative research practice. However, ATLAS.ti software supports qualitative analysis of documents, in addition, it is necessary to combine specialized analytical methods to exploit in-depth quantitative research problems.

Introduction to the Dinh Dien and Khu Tru Mat documents

Since the Geneva Agreement in 1954, the country of Vietnam had many changes, especially in the South of Vietnam, the new state of the Republic of Vietnam was formed, led by Ngo Dinh Diem as President. In order to build a solid political regime and overcome the socio-economic problems of South Vietnam after many years of war, President Ngo Dinh Diem implemented rural policies such as Dinh Dien, continued followed by the Khu Tru Mat.

Discussing the issue of Dinh Dien history, the following approaches have been taken:

The research of Giau (1964) mentioned the general issues of Dinh Dien policy in terms of purposes and measures to implement this policy but did not reflect the organizational process, operating mechanism and causes of failure of the Dinh Dien program.

According to Mau et al. (1991), many documents presented about the Dinh Dien program through the actual experiences of the author in that process.

In the research of Ha (2010), Dinh Dien was identified as a prominent event in the history of South Vietnam from 1957 to 1963, through which the research results presented an overview of the purpose, how to implement Dinh Dien and comment on some highlights in Dinh Dien organizations in the South of Vietnam.

In the research results of Nguyen (2015), the content mentioned a part about the Dinh Dien policy of President Ngo Dinh Diem in an overview of the objectives, organization of activities, in which the focus was presented on the implementation of this policy for the Central Highlands region of Vietnam.

According to Thuan (2016), Dinh Dien policy is one of the important policies of President Ngo Dinh Diem on controlling land and people in South Vietnam during the war with the Viet Cong. This policy was implemented from 1957 to 1963 and implemented by the government of the Republic of Vietnam through many stages, causing great losses to the Viet Cong.

Research results of Tam (2017) have reflected that the Dinh Dien is one of the policies to strengthen the government of the Republic of Vietnam implemented by President Ngo Dinh Diem, whereby this program has had many impacts on socio-economic aspects. The research results also mention the important consequences of the Dinh Dien program on ethnic relations in the Central Highlands region of Vietnam.

According to Nguyen (2020), the research results partly refer to the birth of Dinh Dien in the South of Vietnam along with the distribution of migrants in these Dinh Dien in order to settle down and stabilize their socio-economic life.

Basically, research on the Dinh Dien by the Republic of Vietnam in the South of Vietnam has many different viewpoints and approaches to documents, but most of the research results only come from Vietnamese researchers, while international studies are still limited. Meanwhile, the research results on the Khu Tru Mat are more multidimensional.

According to research by Zasloff (1962), Khu Tru Mat is referred to with the term "protected villages" or "agrovilles", which is a rural policy issued in 1959 with the content of establishing resettlement areas for farmers in the Southern of Vietnam on a large scale to promote agricultural development in two years (1960 - 1961).

In The Pentagon Papers (1971), the term "Agrovilles" is used synonymously with "Khu Tru Mat" and is interpreted as the Rural Community Development Center established in 1959 by the Government of the Republic of Vietnam. In these centers, farming households are planned to live in residential clusters of about 300 to 500 households, and they enjoy the social benefits from the Khu Tru Mat program that are no different from their daily lives in cities. In these areas, the people were protected and controlled by the national army to prevent attack from the Viet Cong against these rural communities.

According to Spector (1983), the Khu Tru Mat policy began in the year 1959 and was built into a large network in the delta surrounding the Saigon area. The Governments of the United States and the

Republic of Vietnam have made efforts to rebuild and renovate desolate rural areas in the South of Vietnam delta into closed agricultural lands, in which farmers are resettled and organized into paramilitary troops to prevent Viet Cong infiltration. However, the Khu Tru Mat policy has been plagued with major problems and challenges from the outset.

Coker (1989) had a fairly detailed report on the Khu Tru Mat program in the South of Vietnam, which mentioned the typical Khu Tru Mat in the Vi Thanh - Hoa Luu region. The content of the study also describes, the Khu Tru Mat Vi Thanh - Hoa Luu is designed with 4 separate but adjacent zones, in the area of 3 Southern zones about 200 hectares and 1 Northern zone with an area of about 400 hectares. However, only the Southern zone is nearing completion, while the Northern zone is making slow progress.

According to research by Colby (2007), the goal of the Khu Tru Mat program is to change the face of rural in the Mekong Delta region, but in the process of implementation, many dangerous mistakes have been made in terms of limited management capacity, mechanical code of conduct of the local government... these have made people have an unfriendly view of the Khu Tru Mat program and caused a sharp conflict with the Government of the Republic of Vietnam. Accordingly, the Viet Cong had more opportunities to increase their influence over the majority of farmers and build an increasingly powerful force in the rural areas of the South of Vietnam.

However, according to studies from Vietnam, the issue of Khu Tru Mat is approached from a political-military perspective, so they have many different analyzes and opinions.

According to Giau (1964), the Khu Tru Mat policy is to show the tension between the Government of the Republic of Vietnam and the Viet Cong in winning the support of the people of South Vietnam.

In Cuong's research (1973), Khu Tru Mat is one of the rural development and construction programs of the Government of the Republic of Vietnam, according to statistics in the year 1960, 17/19 Tru Mat Area, In year 1962, 22 Khu Tru Mat were established and gathered about 6954 households settled on an area of about 601*mau*

In the memoirs of Mau (1991), he mentioned the achievements of the Khu Tru Mat program, but also showed that the limitations of the local authorities in the process of establishing the Khu Tru Mat caused conflicts with farmers in the South of Vietnam and the program ultimately failed.

According to research by Huyen (2014) described an overview of the Khu Tru Mat policy under President Ngo Dinh Diem in terms of structure, assessed aspects of adverse impacts of this policy on the development of the Viet Cong during the period from year 1959 to year 1960. At the same time, the author considers that this is a dangerous policy and disrupts the rights of people in the region, which has caused a deep conflict among farmers in the South of Vietnam.

According to Tho (2017), the Khu Tru Mat policy is mentioned in the military aspect and identifies the establishment of the Khu Tru Mat as a giant concentration camp, which is a military base to prevent the development of revolutionary force in the Mekong Delta region.

In Trong's research (2020), the Khu Tru Mat program is considered to be weak compared to the Dinh Dien program of the Government of the Republic of Vietnam and the consequences of these programs have caused a great disturbance in terms of population organization in the South of Vietnam rural areas.

In general, the studies have described and analyzed much about the historical issue of Tru Mat of the government of the Republic of Vietnam in the South of Vietnam with many different points of view and methodology, which has created the rich and diverse scientific values in Vietnamese historical research. On the basis of multi-dimensional research results on Dinh Dien and Khu Tru Mat, have brought many useful scientific values, contributing to creating the foundation for further studies on this historical issue. Accordingly, combining Text Mining technique and ATLAS.ti's support for national archives on this topic to improve the data analysis method better.

RESEARCH METHODS AND RESULTS

Research methods

Historical research combined with Text Mining techniques in analyzing historical document sources is conducted in the following order of phases:

Phase 1: Extracting historical research documents at National Archives Center II, Ho Chi Minh City and collecting from local historical sources in the Mekong Delta region.

Phase 2: Perform processing of selecting documents related to the research problem from primary and secondary sources conducted in phase 1.

Phase 3: Extracting events that refer to the research content “Dinh Dien”, “Khu Tru Mat” from documents that have been intermediately processed in phase 2.

Phase 4: Perform preprocessing of extracted documents in phase 3, this process is carried out by formatting documents from files of different formats to Word or Pdf files (Figure 2)

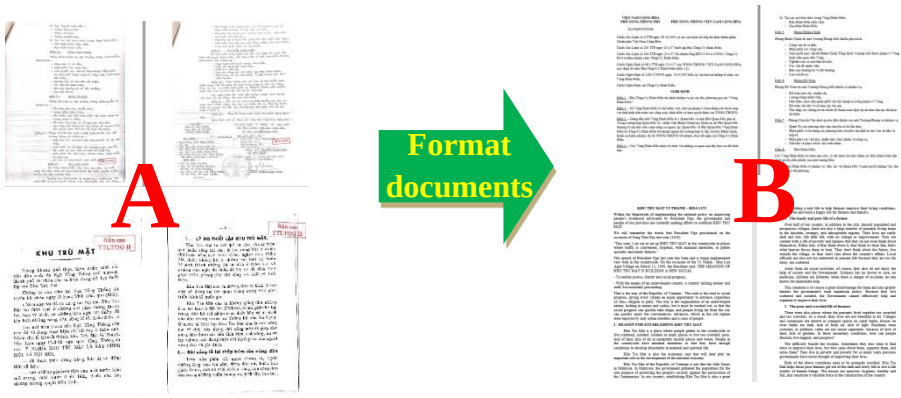

Figure 2. Format historical documents from files of different formats (A) to Word or Pdf files (B)

(Source: Bui Hoang Tan)

Phase 5: Performing text analysis of document files is processed in phase 4, this process is carried out through the tools in ATLAS.ti 9 software. The steps are as follows:

+ Step 1: Create new project with the name **"HISTORICAL DOCUMENTS"** in ATLAS.ti 9, historical document files are imported into the software using the **Add Document** function on the toolbar (Figure 3

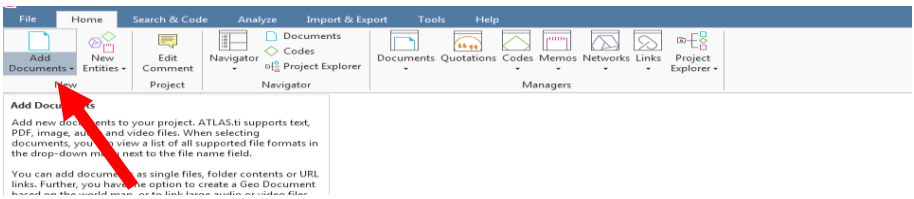

Figure 3. The Add Document function on the toolbar of ATLAS.ti

(Source: Bui Hoang Tan)

+ Step 2: Analyze the frequency of all words/phrases in each document using the Word Cloud/ Word List function on the toolbar (Figure 4)

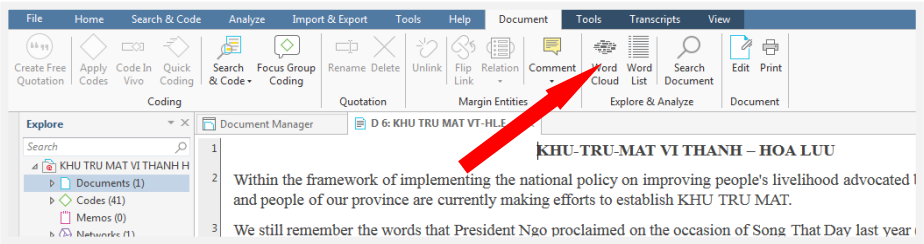

Figure 4. The Word Cloud/Word List function on the toolbar of ATLAS.ti software

(Source: Bui Hoang Tan)

+ Step 3: Create a Network using the Codes function on the toolbar to look at the visual relationship of words/phrases in a document (Figure 5)

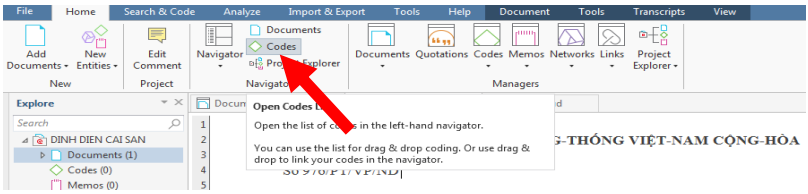

Figure 5. New Codes function on the toolbar of ATLAS.ti software

(Source: Bui Hoang Tan)

Phase 6: The text analysis process based on the visual relationship of keywords to detect values in the text is completed in phase 5. On that basis, conduct the process of document system evaluation and in depth analysis of historical document's content by historical methodology.

RESEARCH RESULTS AND DISCUSSION

The content of historical documents, which was exploited through ATLAS.ti 9 software, has obtained some typical results as follows:

Word Cloud results for three related historical documents visually represent words/phrases with size from large to small corresponding to frequency of occurrence with different colors (Figure 6).

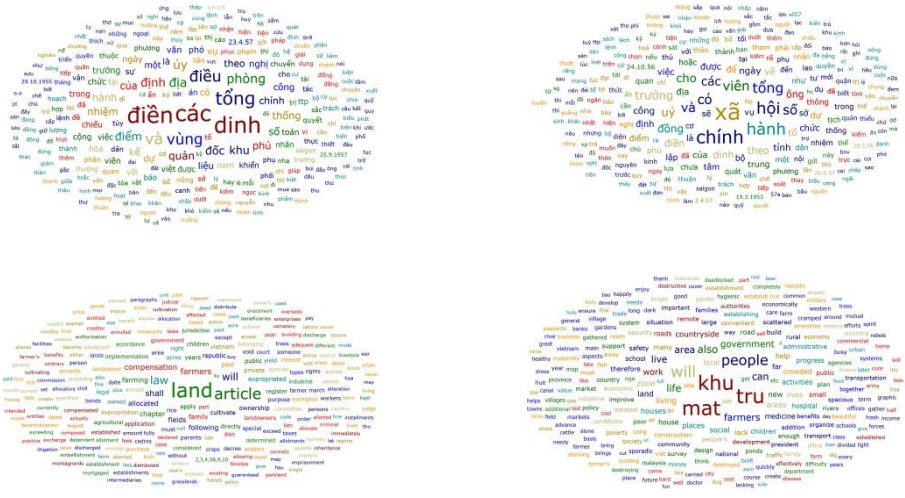

Figure 6. Word Cloud results for historical documents

(Source: Bui Hoang Tan)

Accordingly, Word Cloud results from historical documents respectively reflect the number of words/phrases contained in the document, the main keywords, the size of the words/phrases with large and small sizes, contributing to demonstrating its importance in historical documents. Thereby, identify important keywords in these historical texts.

Word List results show the frequency of the prominent words “dinh”, “dien”, “vung”, “xa”, “province” “Khu-Tru-Mat”, “people”, “life”, “famers”, “countryside”, “land”… That shows, basically the rural policy of the Government of the Republic of Vietnam has focused on building settlements for migrants since 1954. In this area, a system of administrative management is established to manage and direct the activities of the people in the area (Figure 7).

WORD	FREQUENCY OF WORD	%
also	44	14.38
area	44	14.38
can	44	14.38
farmers	32	10.46
government	28	9.15
khu	17	5.56
life	16	5.23
live	15	4.90
mat	14	4.57
people	14	4.57
tru	14	4.57
will	13	4.25
work	11	3.60
TOTAL	**306**	**100**

Figure 7. Typical Word List results for historical documents

(Source: Bui Hoang Tan)

Through Word Cloud/Word List analysis, an essentially external review was conducted of the historical documents. On that basis, an overview data source is built and relationships between related data are determined. It shows that the content of rural policy of the Government of the Republic of Vietnam focuses on the selection of locations for the establishment of Dinh Dien and Khu Tru Mat , the

administrative structure to manage and operate the project-related activities.

The Network results for the content historical documents are built according to the diagram as shown in Figure 8.

Figure 8. Typical Network results for the content historical documents

(Source: Bui Hoang Tan)

The Network results of Words/Phrases in the document show branches around the main themes of Dinh Dien and Khu Tru Mat. These phrases represent the content of the rural policy carried out by the Government of the Republic of Vietnam during the period from 1957 to 1963. The Network helped to summarize the basic content of the documents visually and more lively about the content of historical documents

On the basis of the results of external evaluation, the documents are conducted in-depth analysis.

Thereby it is shown that these documents all refer to working issues

related to the establishment and operation implemented in the areas of Dinh Dien and Tru Mat which were established in the South of Vietnam. However, depending on the nature of each activity, the government of the Republic of Vietnam has issued operating documents and guidelines for organizing appropriate activities to promote the development of these policies. According to Republic of Vietnam (1957), the General Commission for Dinh Dien is responsible for managing all activities of the palace throughout South Vietnam through the following agencies: Office; Departments of internal affairs such as: Department of Administration, Department of Finance, Department of Immigration and Settlement, Department of Technology, Department of Agriculture; and Estate Area. The activities of the Office of the General Secretariat are monitored by the Office of the Administrative, Financial and Technical Inspectors and reported to the Vice President.

The purpose of establishing Dinh Dien Cai San: Expansion of land abandoned because of war; Organize settlement and create a new economic region for immigrants. According to Ministry of Public Works and Transport (1948 – 1966), large numbers of people migrate from the North to the South of Vietnam with all kinds of occupations and they are affected by the increasing unemployment.

President Ngo Dinh Diem has implemented the Khu Tru Mat program throughout the South of Vietnam. Accordingly, the construction plan of Khu Tru Mat includes three phases: Site survey; Construction of the Khu Tru Mat project; Implementation of the Tru Mat project.

+ Site survey: According to Republic of Vietnam (1959), the Khu Tru Mat must be built in strategic locations in order to control and ensure the security situation inside and outside that area. The Khu Tru Mat must be selected a location with fertile land and convenient waterways to ensure the development of commercial activities.

+ Construction of the Khu Tru Mat project: the cadastral management agency will calculate the measurement and outline drawings.

+ Implementation of the Tru Mat project: the project was approved by the Government of the Republic of Vietnam, the Khu Tru Mat Project Management Board was established to run the project and manage the project's budget. According to Nghiem (1970), in about 3 months of project implementation, tens of thousands of local farmers joined forces with the Government to change the small village into a new town.

Accordingly, the Text Mining technique combined in the analysis of historical research documents has enriched and diversified the skills of document review and in-depth document analysis. According to Hang et al. (2018), a review research is a way to identify the factors that form historical documents, in depth analysis is to determine the factors of information volume, the value of information in a historical document, documents and consider their place in historical events at the same time.

CONCLUSION

Historical documents play a decisive role in historical research. However, the method of mining and processing historical documents will make an important contribution to the results of historical research. Therefore, historical research in the digital age requires the application of modern text mining techniques that will enhance the value of research results. It is the combination of traditional research methods and modern analytical techniques for historical resources that has created an improvement in historical research activities at Can Tho University.

The results of case studies on combining techniques of Text mining for historical documents at the National Archives Center also contribute to new development orientations in improving the quality of Vietnamese historical research activities at universities in Vietnam and many other universities in Asia. In the future, historical research activities will be associated with more modern research methods and processing techniques, contributing to improving research methods and enhancing historical scientific values.

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CHAPTER 3

THE EFFECT OF YOUTUBER ADVICES ON PARTICIPATION IN MARKETING PUBLIC RELATIONS PRACTICES: A GENERATION Z ORIENTED RESEARCH

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INTRODUCTION

Looking at the new generation target audience from the perspective of strategic communication management, we can see generation Z, which differentiates itself from other generations through digital knowledge and experiences. Current literature shows that generation Z, which has grown up with a mastery of technology and born in early 2000, will have a determining role in many fields including public relations, marketing, politics, and administration. In this context, it is crucial for many disciplines, mainly public relations, to emphasize on the factors that are affected by generation Z. Research on digital preferences of generation Z over the last four years show that YouTube is the platform with the highest amount of followers. At this point, investigating YouTubers, i.e. individuals who create YouTube content regularly and are known for their content, are crucial for companies to achieve their marketing goals strategically within the scope of marketing public relations.

Marketing public relations (MPR) is "use of public relations strategies and techniques in order to achieve marketing goals. The purpose of MPR is to raise awareness, increase sales, and establish a relationship between consumers, companies, and brands." (Harris and Whalen 2009: 29). In this context, various tools and methods are used in order to realize marketing public relations practices. According to Balta Peltekoğlu, "The main MPR tools and methods are product promotions, exhibitions, expos, corporate spokespersons, activities, product placement, and sponsorships." (Balta Peltekoğlu :2009: 68).

Within the scope of the research, current literature has various studies on target audience research within the framework of marketing public relations (MPR). However, there are no studies on generation Z and YouTuber advices. Based on this, the goal of this research is to investigate the effect of YouTuber advices on generation Z concerning participation in marketing public relations. Data obtained through online survey as a quantitative method within the framework of the research were tested by using SPSS 21. In 2019, 220 individuals participated in an online survey research on Twitter generation Z platforms to which only generation Z were accepted as participants. Results of the research point out that YouTuber advices may have an effect on generation Z in terms of public relations practices.

1. A NEW MEDIUM FOR MARKETING PUBLIC RELATIONS: SOCIAL MEDIA

Necessity of public relations practices for all companies with strategic communication management were reflected in current literature. In this context, according to Philip Kotler who emphases on the importance of marketing public relations (MPR), announcement, which is placement of a company or product's name on the media without any payment must go beyond the old conception identified as 'publicity' and include meanings and practices aiming at improving dialogue between companies and various masses by creating a good corporate image and use promotional techniques (cited by Balta Peltekoğlu, 2007; 65). According to a research by McBain & Associates, a national agency of McBain Associates, which is a

marketing company in New York and specialized in marketing public relations, shows that nine out of ten brand managers use public relations to support their brand. Brand managers who have participated in the research were comprised of the categories food, beverage, cosmetics, health and beauty, travel and tourism, financial services, and services aimed at companies" (Harris and Whalen 2009; 25).

In this century, companies at said fields should emphasize on the Internet and therefore social media has to be emphasized when communicating with their target audiences. In this context, according to Breakenridge, companies not only receive crucial and useful information from the Internet but also provide a medium that provides continuous two-way communication with target groups (Breakenridge, 2008; 14). According to Huang et al., social media is a new and important medium for public relations from various standpoints (Huang et al., 2017; 136). According to Castells, individuals now live in an interconnected network community at global and local scale (2005). The social media platforms target audiences of companies use today for communicating the most are Facebook. YouTube. WeChat, Instagram, Twitter. LinkedIn etc. (https://badbaz.com/en-cok-kullanilan-sosyal-medya-platformlari/ Online 05.09.2019). Current studies point out that demographical properties are determinant when it comes to following said social media platforms. A 2018 research by Pew Research Center shows that 85% of the youth between the ages of 13 and 19 primarily

preferYouTube(https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology 2018/pi_2018-05-31_teenstech_0-01/ Online 05.09.2019). The fact that age is a determinant at this point show that use of YouTube as an important social media platform in our day point out to generation Z. Accordingly, it is possible to say that the fact that companies use the YouTube platform to establish strategic communication with generation Z, which is the new generation of target audience for companies.

2. GENERATION Z, YOUTUBE, AND YOUTUBERS

Researchers define those born after the year 2000 as a new type of generation called generation Z, although it is not a demographic or sociological classifications historically (McCrindle, M. 2006: 10). It has been stated that generation Z, also known as the crystal generation or the new silent generation, are not digitally literate although they spend too much time on the Internet and social media. Studies show that generation Z, with the ability to think quick and analytically, do not engage in teamwork, have high self-esteem, keen on independence, keen on individuality rather than socialization, unruly, reaches information through technology, quick to reach, and quick to consume and give up

(https://www.ntv.com.tr/turkiye/z-kusagi-nedir-hangi-yillari-kapsar-z-kusaginin-ozellikleri neler,ROdkTj7DWUGu9JDi25Ru4w Online 05.09.2019).

According to a research by Tutgun Ünal and Deniz, “21% of generation Z use social media 4 hours or more per day. According to this, generation Z is under the risk of social media addiction. However, social media use shows continuity and their social media competence grows each day despite the fact that the 21% is under risk. The same research arrived at the conclusion that generation Z primarily uses Instagram and YouTube practices and 84% likes and shares video and music content” (https://npistanbul.com/z-kusagi-sosyal-medya-bagimliligi-riski-altinda Online 30.01.2021).

Being a social network that offers its users the ability to upload videos, allow other users to watch videos uploaded by other users, and make money through uploaded videos if the main feature of the YouTube platform, which is one of the most popular media of our time. On YouTube, user uploaded content is mostly comprised of personal amateur clips, video clips, movies, TV programs, and music videos. The YouTube platform started in 2005 with uploading of a video shot in “San Diego Zoo” by Jawed Karim. Users upload 65,000 new video clips to YouTube and watch about 100 million video clips each day (https://www.independent.co.uk/life-style/gadgets-and-tech/youtube-first-video-ever-me-zoo-jawed-karim-cofounder-net-worth-views-a9477186.html. Online 25.07.2020). It is possible to say that this makes YouTube important to be in for both companies and users.

The fact that YouTube has a structure that allows users to upload videos, watch videos uploaded by other users, and make money from uploaded videos has created the concept of professional YouTuber. YouTubers, also known as YouTube content creators, are individuals who create videos for the video sharing site YouTube. These content creators are generally considered as "influencers" as in other social networks. The fact that YouTubers cover too many areas and subjects with their content shows that they are present in all areas. From a public relations perspective, it can be said that videos uploaded by YouTubers create a medium for communication concerning almost all areas of public relations practices.

3. METHOD

3.1. Research Model

The goal of this research is to investigate the effect of YouTuber advices on generation Z concerning participation in marketing public relations. No available scales have been used within the scope of relevant subject in current literature within the scope of the research. Figure 1 shows the research model that has been created.

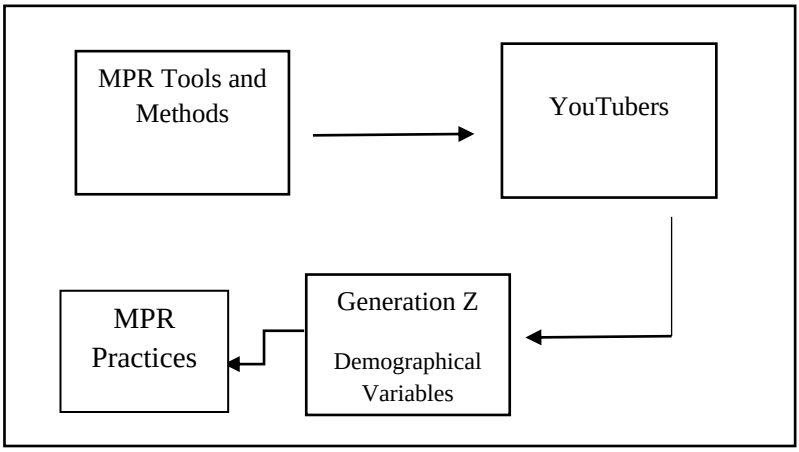

Figure 1. Research Model: The Effect of YouTuber Advices on Generation Z

3.2. Research Questions

Q1. Marketing Public Relations- Does YouTuber advices affect generation Z in terms of participation in MPR practices?

Q2. Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on gender?

Q3. Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on household income?

Q4. Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on educational background of mothers?

Q5. Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on educational background of fathers?

3.3. Data Gathering Tools

Survey research has been selected among quantitative research methods as the data gathering method within the scope of the research. In this context, the online survey collection technique has been used to gather from among individuals who have been accepted as participants by generation Z on generation Z platforms on Twitter. The survey research has been conducted by using the online survey technique on 220 individuals. 220 of the survey forms that have been collected online were found to be suitable to be subjected to analysis and data were assessed using the "SPSS for Windows 25.0" statistics package. The question form was comprised of 3 main parts. The first section contained demographical questions, the second section was the section in which information regarding Internet and social media use of generation Z were received, and third section was the section in which the effect of YouTuber advices were included. The scale that was used for data gathering in section three of the research were designed according to the 5 point Likert scale and answers were gathered as 1: definitely disagree, 2: do not agree, 3: undecided, 4: agree, and 5: definitely agree."

3.4. Data Analysis

İn order to prove validity and reliability of the scale being used, 100 individuals have participated in an online survey before the research and validity and reliability analyses were conducted using Kaiser-Meyer-Olkin (KMO) statistics and the Cronbach Alpha Method. It

has been decided that the scales were valid and reliable based on the results obtained in Table 1 and Table 2 and the research continued.

3.4.1. Validity Analysis

Table:1 Kaiser-Meyer-Olkin (KMO) Statistics, Scale Validity within the Scope of the Research

Scales	Kaiser-Meyer-Olkin Statistics	Sig.
YouTuber Recommendation Effect Scale	0.726	.000

According to the Kaiser-Meyer-Olkin (KMO) Statistics, (Field, 2000: scale validity table, the YouTuber Recommendation Effect Scale was in 1.00 ≤ KMO ≤ 0.70' range. This shows that the scale was valid at 'good' degree within the scope of the research.

3.4.2. Reliability Analysis

The Cronbach alpha method was used to measure general reliability of the research. This method is the weighted standard change average calculated by proportioning variance total of each question in the scale to general variance. Cronbach coefficient varies between 0 and 1. It is as reliable as it is close to 1 (Özdamar 2004: 633). The scale is not reliable if 0.00 ≤ Cronbach α < 0.40 within the scope of reliability coefficient assessment, the scale has low reliability if 0.40 ≤ Cronbach α < 0.60, the scale is quite reliable if 0.60 ≤ Cronbach α < 0.80, the scale is highly reliable if 0.80 ≤ Cronbach α < 1.00 (Özdamar 2004: 634).

Table:2 , Scale Reliability within the Scope of Cronbach Alpha Research

Results of the Reliability Analysis		
Scales	Cronbach Alpha Value	Sig
YouTuber Recommendation Effect Scale	.680	.000

Within the scope of the research, when assessing the scale based on coefficient criteria, it can be assessed as 'highly reliable' with a value of 0,680.

4. RESEARCH DATA AND RESULTS

Table 3. Distribution of Participants by Gender

Gender	Number	Percentage
Female	85	39
Male	135	61
Total	220	100

According to the table that shows distribution of research participants by gender, out of 220 individuals; 85 of them were female which is 39%, whereas 135 where male which is 61%.

Table 4. Distribution of Participants by Age

Year of Birth	Number	Percentage
The year 2000	98	45
The year 2001	60	27
The year 2002	62	28
Total	220	100

According to the table that shows age distribution of research participants, 98 participants were born in 2000 which is 45%, 60 were born in 60 which is 27%, and 62 were born in 2002 which is 28%. Based on Table 4, it is possible to speculate that all of the participants represented generation Z.

Table 5. Distribution of Participants by Income

Household Income	Number	Percentage
TL 4,000 and below	40	18
Between TL 4,000 and TL 5,000	35	16
Between TL 5,000 and TL 6,000	90	41
Between TL 6,000 and TL 7,000	36	16
Over TL 7,000	19	8
Total	220	100

According to the table that shows household income of research participants, 40 had an income of TL 4,000 and below which is 18%, 35 had an income between TL 4,000 and TL 5,000 which is 16%, 90 had an income of between TL 5,000 and TL 6,000 which is 41%, 36

had and income between TL 6,000 and TL 7,000 which is 16%, and 19 had an income of over TL 7,000 which is 8%.

Table 6. Distribution of Participants according to Educational Background of Mothers

Mother's Educational Background	Number	Percentage
Literacy Level	10	5
Primary School	30	14
Junior High School	27	12
High School	92	42
University	50	23
Postgraduate	11	5
Total	220	100

According to the table that shows distribution of research participants based on their mother's educational background, 10 were at Literacy Level which is 14%, 30 were at Primary School level which is 14%, 27 were at Middle School level which is 12%, 92 were at High School level which is 42%, 50 were at University level which is 23%, and 11 were at Postgraduate level which is 5%.

Table 7. Distribution of Participants according to Educational Background of Fathers

Educational Background of Fathers	Number	Percentage
High School	145	66
University	65	30
Postgraduate	10	5
Total	220	100

According to the table that shows distribution of research participants based on their educational background of fathers, 145 were at High School level which is 66%, 66 were at University level which is 30%, and were at Postgraduate level which is 5%.

Table 8. Distribution of Participants Based on Hours Spent on the Internet per Day

Hours Spent on the Internet per Day	Number	Percentage
Less than 1 hour	15	7
1-3 hours	35	16
3-6 hours	122	55
More than 6 hours	48	22
Total	220	100

According to the table that shows distribution of research participants based on hours spent on the Internet per day, 15 spent less than 1 hour which is 7%, 35 spent 1-3 hours which is 16%, 122 spent 3-6 hours which is 55%, 48 spent more than 6 hours on the Internet per day

which is 22%. Based on the data, it can be said that individuals from generation Z spend a large amount of time on the Internet.

Table 9. Distribution of Participants Based on their Most Popular Social Media Accounts

The Most Popular Social Media Account	Number	Percentage
YouTube	138	63
Instagram	44	20
Twitter	28	13
Other	10	5
Total	220	100

Looking at the table that shows the distribution of research participants based on the most popular social media account from the highest percentage to the lowest percentage, 138 said YouTube which is 63%, 44 said Instagram which is 20%, 28 said Twitter which is 13%, 10 said other which is 5%. Based on research data, it can be said that Influencers on YouTube, i.e. YouTubers, can be effective on generation Z due to the fact that YouTube had the highest percentage of followers.

Table 10. Distribution of Participants based on the Reason for Spending Time on the Internet

Reason for Spending Time on the Internet	Number	Percentage
Social Media	118	54
Playing Games	72	33
Watching Movies	7	3
Studying	5	2
Spending Free Time	4	2
Other	14	6
Total	220	100

According to the table that shows distribution of the reason why research participants spend time on the Internet, 118 said social media which is 54%, 72 said playing games which is 33%, 7 said watching movies which is 3%, 5 said studying which is 2%, 4 said spending free time which is 2%, and 14 said other which is 6%. Research data shows that a large portion of the time spent by generation Z on the Internet was on social media.

Table 11. Distribution of Participants based on the Most Frequent Thing they do on Social Media

Most Frequent Thing Done on Social Media	Number	Percentage
Watching Videos of Influencers I Follow	74	34
Looking at Photographs of Influencers I Follow	51	23
Sharing Photographs (Story, posts etc.)	38	17
Sharing Videos (Story, posts etc.)	28	13
Sharing Writings (Story, posts etc.)	18	8
Looking at Post of People I Know	4	2
Stalking Other People's Accounts	7	3
Total	220	100

According to the table that shows Distribution of Participants based on the Most Frequent Thing they Do on Social Media from the highest percentage to the lowest percentage, 74 said Watching Videos of Influencers I Follow which is 34%, 51 said Looking at Photographs of Influencers I Follow which is 23%, 38 said Sharing Photographs (Story, posts etc.) which is 17%, 28 said Sharing Videos (Story, posts etc.) which is 13%, 18 said Sharing Writings (Story, posts etc.) which is 8%, 4 said Looking at Post of People I Know which is 2%, and 7 said Stalking Other People's Accounts which is 3%. Based on research data, it can be speculated that Influencers are an influencing factor for generation Z on various levels.

Table 12. Arithmetic Average Values According to Recommendation Effect of YouTube

Recommendation Effect of YouTubers on Generation Z	**Arithmetic Average Values**
I definitely take it into consideration if I see a YouTuber I am following at an expo and he/she recommends that I visit it.	4.38
I definitely take it into consideration if I see a YouTuber I am following at an exhibition and he/she recommends that I visit it.	3.38
I definitely take it into consideration if I see a YouTuber I am following at a concert and he/she recommends that I attend to it.	4.36
I definitely take it into consideration if I see a YouTuber I am following at a festival and he/she recommends that I attend to it.	4.45
I definitely take it into consideration if I see a YouTuber I am following at a competition and he/she recommends that I participate in it.	3.48
I definitely try a product if I see a YouTuber I am following at a product promotion and he/she recommends it	4.49
I definitely take it into consideration if I see a YouTuber I am following participate at a sports event (tournament etc.) and he/she recommends it	4.12
I definitely take it into consideration for the next one if I see a YouTuber I am following at a political event and he/she recommends that I attend to it.	3.55
Total Average Frequency Value	4.02

According to the table that shows arithmetic average values according to recommendation effect of YouTubers on generation Z, the participation and practice influence ratio increases when the average value increases due to the fact that the questions had positive

judgment. Variables were coded as (1) Definitely Disagree - (5) Definitely Agree. Based on the obtained total arithmetic average value of 4.02, the first research question of the research "*Marketing Public Relations- Does YouTuber advices effect generation Z in terms of participation in MPR practices?*" was positive. According to the frequency table for the recommendation effect of YouTubers on generation Z, replies to the sentence "*I definitely try a product if I see a YouTuber I am following at a product promotion and he/she recommends it.*" had the highest effect with a value of 4,49. Replies to the sentence "*I definitely take it into consideration if I see a YouTuber I am following at an exhibition and he/she recommends that I visit it.*" had the lowest effect with a value of 3.38.

Table 13. T-Test Results of YouTuber Recommendation Effect Scale Points in terms of Gender

Gender	N	$\overline{X}$	S	sd	t	p
Female	85	4.01	0.641	218	320	0.258
Male	135	3.99	0.561			

Based on research data shown on Table 13, . It is shown that YouTuber recommendation effect scale points did not have any significant difference in terms of gender ($p > 0.05$) In this case, the second research question of the research "*Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on gender?*" was negative. Accordingly, it can be interpreted that

YouTuber recommendation effect was not effective regardless of gender.

Table 14. ANOVA Results of YouTuber Recommendation Effect Scale Points in

	Sum of Squares	sd	Mean Squares	F	p
Between Groups	4.005	1	1.26	0.635	0.428
Within Groups	840.613	220	1.612		
Total	844.618	221			

terms of Household Income of Participants

Based on research data shown on Table 14, . It is shown that YouTuber recommendation effect scale points did not have any significant difference in terms of household income ($p > 0.05$) In this case, the third research question of the research "*Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on household income?*" was negative. Accordingly, it can be interpreted that YouTuber recommendation effect was not effective regardless of household income.

Table 15. ANOVA Results of YouTuber Advices Effect Scale Points in terms of Educational Background of Participants' Mothers

	Sum of Squares	sd	Mean Squares	F	p
Between Groups	4.045	2	1.32	0.528	0.316

Within Groups	780.538	219	1.518
Total	784.583	221	

Based on research data shown on Table 15, . It is shown that YouTuber recommendation effect scale points did not have any significant difference in terms of educational background of mothers ($p > 0.05$). In this case, the third research question of the research "*Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on educational background of mothers?*" was negative. Accordingly, it can be speculated that YouTuber recommendation effect was not effective regardless of educational background of mothers.

Table 16. ANOVA Results of YouTuber Recommendation Effect Scale Points in terms of Educational Background of Participants' Fathers

	Sum of Squares	sd	Mean Squares	F	p
Between Groups	4.038	3	1.28	0.641	0.415
Within Groups	768.381	218	1.406		
Total	772.419	221			

Based on research data shown on Table 16, . It is shown that YouTuber recommendation effect scale points did not have any significant difference in terms of educational background of fathers ($p > 0.05$). In this case, the third research question of the research

"*Marketing Public Relations- Does the effect of YouTuber advices on generation Z differ based on educational background of fathers?*" was negative. Accordingly, it can be speculated that YouTuber recommendation effect was not effective regardless of educational background of fathers.

Based on research data in general, it is possible to speculate that it is in coordination with studies conducted Globally and in Turkey regarding generation Z. In this context, results show that research participants who were members of generation Z spent a majority of their daily lives on the Internet and the area in which they spend the most time is YouTube within the scope of social media. It is apparent that YouTuber advices are important for participants in this process but their demographical variables are not influential in this process. In summary, members of generation Z are positively affected from YouTuber recommendation in general; however, their gender, household income, and educational background of their mothers and fathers were not influential in this process.

CONCLUSION

Today, all public and private institutions need public relations in order to accomplish their strategic communication goals. Public relations practices must be implemented by taking digital features of our times into consideration in order to accomplish such goals successfully. In terms of the field of application of public relations, it is possible to mention that it has been intertwined with structuring corporate

identity, image, and reputation, realizing corporate social responsibility campaigns, implementing event management, establishing crisis communication, creating internal communication activities, realizing marketing communication, exhibiting political public relations efforts, engaging in lobbying activities and lots of other structures. The importance of practices are emphasized in the public relations definition of "efforts towards influencing the public through honest and responsible practices that are based on two-way communication that provides mutual benefits" by Cutlip and Center (Cutlip et al. 1985: 3).

In this century, the Internet has entered our lives with rapid advancements in technology. This has resulted in discussion of many subjects in the concept of public relations. The concept of target audience is among the most important of these subjects. In this context, it is crucial for all institution to act by being aware of factors that influence generation Z, which can be defined as the new generation of target audience, when implementing public relations strategies and techniques, i.e. Marketing Public Relations, in order to achieve their marketing goals. This is due to the fact that generation Z comprises a large portion within the potential consumer group for the next ten years.

Data obtained within the scope of the research which was conducted in order to investigate the influence of YouTuber advices on generation Z in terms of participation in Marketing public relations practices show that 122 out of 220 generation Z participants spend '3-

6 hours', 48 spend 'more than 6 hours' on the Internet. The table showing the distribution of said group based on reasons for spending time on the Internet shows that 118 participants or 54% answered 'social media', whereas 72 or 33% answered 'playing games.' Data show that a large portion of the time generation Z spends on the Internet is on social media and they can be communicated through this channel. In this context, it is seen that 138 participants or 63% preferred YouTube when investigating on which social media they spend most of the time, which is similar to studies conducted in the world and Turkey. Accordingly, when asked what they do the most on social media platforms, 74 participants or 34% answered 'Watching Videos of Influencers I Follow', whereas 51 or 23% answered 'Looking at Photographs of Influencers I Follow.' Based on said data, it is possible to arrive at the finding that YouTubers can be an important channel for communicating with generation Z.

The questions aiming at measuring the influence of YouTuber advices on marketing public relations practices have given an average value of 4.02, which shows that an important area of influence has been formed. In this context, the data shows that YouTuber advices can be influential in terms of attending to expos, exhibitions, concerts, festivals, competitions, product promotions, sports events, and political events within the scope of Marketing Public Relations practices. In the final section of the research, it is apparent that demographical features such as gender, household income, and educational background of mothers and fathers have no effect on YouTuber recommendation processes. The findings of the research

show that social media, in particular YouTube, is the most important channel within the scope of the Internet in where communication with generation Z, which is a large portion of the consumer group of next decades, can be established. At this point, one of the most important findings of the research is that content uploaded by YouTubers creates an important area of influence. Based on said finding, it can be said that YouTuber content can be an important medium where generation Z can be contacted for marketing public relations. It is probable to say that the research findings may open the door to research on marketing public relations and generation Z target audience.

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CHAPTER 4

UNDERSTANDING THE POSTHUMANISTIC NOTIONS IN MARGARET ATWOOD'S *ORYX AND CRAKE*

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INTRODUCTION

Humans are the smartest animal on earth, humans are dominated by machines, they think that they are the ones who control the digital world but the fact is they are not controlling where else machines control humans by their function. This kind of attention-seeking gadget dumped humans into the digital setting and the natural setting is forbidden for those who have addicted themselves to digital gadgets. There is a famous proverb which says, "Too much of anything is good for nothing" which reflects the reality of life that technology is there to assist our life not to addict our life. Life is common for everyone, there is nothing forbidden.

We need to comprehend that 500 years of humanism perhaps reaching a conclusion, as humanism change itself into something that we vulnerably called posthumanism. (Badmington, 2000)

In the time when man began to destroy nature for his selfish excessive need, destruction began not only for nature but also for humans. Do humans know their years of survival on the earth? as human beings, they should know how long they would survive in this world not as human but as posthuman. Human beings are otherwise called Homo sapiens, which reflects the personality of the human being. The word "*Homo sapiens*" is derived from the Latin word, which refers to "Intelligent man", which shows the superiority of the man. It was introduced by Carl Linnaeus. To reach this stage of Homo sapiens, they had crossed several phases, the evolution of human being has proved by many Scientists and Scientologists.

The history of posthumanism is not synonymous with the history of technology and neither are theoretical contributions to this literature found exclusively within philosophical inquiries into technology. (Miah, 2008)

According to human evolution history, a million years ago humans had lived ape's life, their brains were too small at that time due to genetic transformation, their brains slowly started to develop. They started to think and they invented many tools with natural resources. In that particular time, human intelligence and their growths were based on natural Science, but the invention of science with technology has brought the possibility to see the end line of the world. Posthumanism is the final stage of human evolution which began with humanism continues with transhumanism and concludes with posthumanism.

METHOD

The method of the case study has been followed by the researcher. While analyzing the secondary sources researchers have given appropriate elucidation for Posthumanism, which stands for human life away from nature. Posthumanism brings tremendous transformation in our culture to eradicate human nature. "The idea that humanity can be transformed, transcended, or eliminated either by technological advances or the evolutionary process; an artistic, scientific, or philosophical practice which reflects this belief." (Oxford).

RESULTS AND DISCUSSION

Oryx and Crake is a speculative fiction that combines supernatural, fantastical, historical, and creative elements. It was chosen for the Man Booker Prize Award for fiction in 2003. *Oryx and Crake* split into two plots. The first plot deals with the post-apocalyptic man's life after the destruction of human inhabitants in Globe. Jimmy is the protagonist of the story he is frequently called Snowman by Crakers. The second storyline is about the past life of Snowman. This novel *Oryx and Crake* is not about forthcoming events, whereas it is about current events. The book speaks about the presence of Snowman. In this novel, Margaret Atwood often talks about us.

The novel *Oryx and Crake* has fifteen sections. Each section has several storylines. The story guides a reader to the journey through reading from present to past. The story is meant to be how the latest scientific techniques pave a way to wipe the human race from the world. The title *Oryx and Crake* refer to the bad influence of scientific techniques in society. a nearer future, all of them leading up to an environmental catastrophe of huge proportions. " The nearest scenario is one of extreme genetic manipulation, in which the boundaries between species are blatantly crossed " (Mosca, 2013). *Oryx and Crake*, Oryx is a large antelope species. Crake was an antagonist whose real name was Glenn, he changed his name as Crake while playing Exincthon, an online game. Crake was an alien-like creature in the online game. Atwood titled her novel *Oryx and Crake*, through this, the researcher comes to know that, Atwood gave more

importance to Crake than the main protagonist Snowman. The protagonist is used as a connector between the past and present. The title itself shows that how the role of Scientific elements illuminates the novel.

Posthumanistic features in Atwood's *Oryx and Crake*

The first part of the storyline talks about Jimmy's effort to endure after the obliteration of the human populace by the JUVE virus, invented by Crake, a bright scientist and best friend of Jimmy (Snowman's name before the virus hit on the world), and the second storyline talks about the Crakers and the solitude of Snowman.

this novel can be perused as Snowman's defeat from expert to beast—he loses his elevated human status and turns out to be basically a beast in correlation with the bioengineered animals—I will ask into the elements of this decrease. To the extent that biotechnology delivers the pigoons and the Crakers either part - or super-human. (Atwood, 2003)

Crake was a smart scientist but at the end of the story he turned out to be an antagonist, he was one of the main causes for the destruction of mankind in the novel. But for the Crakers (the nude human-like creatures produced by Glenn), he was entitled as a Creator and God to Crakers.

The next storyline enters into the present, Snowman wanted to endure in the world so he went back to RejoovenEsense compound because he already knew the place. It contained foodstuff, weaponries, and other basic items.

Through the recurrence of memories, the researcher comes to know that Paradise is Crake's project. Crake was working on two projects one was inventing a pill named Blyspluss which controls overpopulation.

They'd given the virus a name, to make it seem more manageable. Its name was JUVE, Jetspeed Ultra Virus Extraordinary. Possibly they now knew something, such as what Crake had really been up to, hidden safely in the deepest core of the RejoovenEsense Compound. (Atwood, 2003)

Oryx worked as a distributor of Blyspluss pills which contain the JUVE virus. The indications were high temperature, the flow of blood from the eyes and skin, then the failure of the internal organs, followed by death. "Oryx and Crake is a book that prepares a particularly huge range of futurological hypotheses and fanciful and abstract prime examples, in any case, that no exaggeration is too silly to even consider portraying it (Atwood, 2003, pp. 64-66)" .

The second project was a genetically modified creature called Crakers. They were unclothed flawless attractive creatures with bright green eyes. Crake intentionally used Crakers instead of the human being in the world. He thought through this Crakers, the earth would remain with its purity without any corruption. "He wants to make the world a

better place. This is what he’s always telling me. I think that is so fine, don’t you, Jimmy?” (Atwood, 2003)

During the time of Red death, Jimmy Came to know that Crake’s vengeance towards the human being. He can’t do anything against crake or he can't do the favor to the people. The only thing he can do was to take care of the Crakers because they were innocent, and he swore to oryx. At the end of the story, Crake cut Oryx's throat before Jimmy, at that point jimmy shot crake.Finally, jimmy disguised himself as Snowman and he went to no man land near the seashore with Crakers.

In this novel, Atwood has described different types of Genetically modified species. Pigs were generally called Pigoons. Its main objective is organ transplantation. It is used as an organ producer, scientists used pigoons to grow five or six kidneys at a time. Such organs were transplanted into the human body. It was cheap but a risky task.

Pigoon was just a moniker: the authority name was sus multiorganifer. The objective of the pigoon project was to grow a combination of idiot proof human-tissue organs in a transgenic knockout pig have.A quick development quality was grafted in so the pigoon kidneys and livers and hearts would be prepared sooner, and now they were consummating a pigoon that could grow five or six kidneys all at once. (Atwood, 2003)

The pigoons were much larger and chubbier than regular pigs. These pigoons were set aside in separate constructions, severely protected. By blending the tissues of dog and wolf, scientists created a genetically modified creature named Wolvogs. It looked like a real dog but the actions of these dogs were terrifying.

the dogs, they never had an opportunity: the wolvogs have basically executed and eaten every one of those who'd given indications of minimal trained status. He's seen a wolvog advance to a gabbing Pekinese in an amicable way, sniff its bum, at that point lurch for its throat, shake it like a mop, and lope off with the limp body. (Atwood, 2003)

CONCLUSION

Atwood’s novel inherits the discourse of the apocalypse and the Last Man of the earth. The novel places them in the consider the possibility that situation existing apart from everything else. Hers is an end times of the human however much it is of the world, progress, and innovation.According to Atwood, *Oryx and crake* is not science fiction but it is speculative fiction; The novel is a reflection of contemporary human beings. Thus, the researcher has proved the presence of posthumanistic ideas in the novel Margaret Atwood's Oryx *and Crake*.

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CHAPTER 5

SUSTAINING THE MISSION: NEW MEDIA ECONOMIC AND SOCIAL PERFORMANCE IN ENVIRONMENTAL ADVOCACY GROUPS IN ISRAEL

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INTRODUCTION

Digital technologies have gained significant ground in improving the operation of nonprofit organizations (NGOs). Online platforms and social media have established new arenas for communication (Chen et al., 2019; Fu & Zhang, 2019; Neu et al., 2019; Van Leeuwen et al., 2013) and provide an extended social space for instigating social discourse (Jeacle & Carter, 2014). *Social media (hereafter SN)* provide easy and affordable access to current and new groups that advocacy groups can target (Young, 2017). The potential of SN to facilitate open and direct communication enables organizations and individuals to connect in the virtual realms without being constrained by "physical" limits (Auger, 2013; Young, 2017, Libby et al., 2018). By using SN, advocacy groups in Israel make themselves accessible to diverse population groups and individuals (Doyle & Lee, 2016; Sconyers, 2017; Smith, 2018). Hence, advocacy groups use SN as a basic tool to boost performance (Mansfeld, 2011). The aim of this study is to examine how variations in the use of Facebook shape performance in advocacy groups in Israel.

SN sites can exert a positive impact on performance in terms of reaching new audiences quickly, motivating people to action (Guo & Saxton, 2014; Obar et al., 2012) and even positively influencing financial performance (Calabrese, 2018). Primarily, conveying messages on a SN page can have a beneficial effect on the likelihood of promoting awareness among new followers and of maintaining and strengthening social connectedness with existing supporters

(Zheng & Zheng, 2014; Kim& Ko, 2012). A user's “friends” are updated regarding what that user “likes.” Subsequently, these “likes” serve as an indication of support for organizational goals, thus enhancing the popularity and prestige of the organization among the “friends” of that user, who do not necessarily have firsthand experience with the organization (Ji, Li, North, & Liu, 2017; Rutter, Roper, & Lettice, 2016). “Likes” on social media therefore serve as an indication of the position of a social institution in the broader society. These likes are especially important when financial support is low (Searing, 2018; Smith, 2018).

Indeed, Facebook’s “like” feature, allows users to express their support for specific comments, pictures, wall posts, organization pages and more (Ikram et al., 20 20). Advocacy groups use Facebook to manage the stakeholders of nonprofits and to engage effectively with large audiences (Saxton & Wang, 2014; Guo & Saxton, 2020). Such a process is effective in establishing direct contact with both individuals and organizations (Obar et al., 2012; Young, 2017). Not surprisingly, Facebook has generated the hope that extensive use will have a positive effect on performance. Indeed, evidence indicates that Facebook, Instagram and Twitter (Parveen, Jaafar & Ainin, 2015; Go & You, 2016; Schlagwein & Hu, 2017) are the communication tools most frequently used by nonprofits (Feng, Du, & Ling, 2017; Feng, Du, & Ling, 2017; Meijer & Boon, 2021). Not surprisingly, Facebook has become a significant tool for advocacy groups (McDonald & Masselli, 2018; Traeger & Alfes, 2019).

Nonetheless, recent studies indicate that Facebook use is context specific because and comprises various types of experiences and expectations (Hilde et al., 2018; Young-Joo, 2020) and that performance may be related to differences in Facebook use (Phua & Ahn, 2016) This is why it is important to understand how variations in Facebook use may shape different types of performance (Feng, Du, & Ling, 2017; Meijer & Boon, 2021; Feng, Du, & Ling, 2017; Meijer & Boon, 2021; Torfing et al., 2019; Hilde et al., 2018).

In this study we define s*ocial performance* as the organizational measures that assess whether an organization's social mission is attained (Camarero & Garrido, 2009) and e*conomic performance as* the appropriate management of organizational resources (Calışkan & Callon, 2010; Charnes et al., Seiford, 2013). We aim to show that variations in intensity and diversity (Young-Joo, 2020) of Facebook use will exert a differential effect on social and economic performance, considering variations in organizational age and size among Israel's advocacy groups.

The Israeli context.

Israeli NPOs have been under growing pressure to adopt accountable and efficient management practices (Carlson et al., 2010). This pressure has led to a dilemma between two contradictory trends: On the one hand, Israeli NPOs needed to become more effective, i.e., to increase the quality and span of the human services they provide. On the other hand, these NPOs had to adhere to efficient management practices, i.e., to use economic resources in ways that are efficient and

cost effective (Mano, 2018; Schmid & Bar-Almog, 2016). The economic crisis of 2018 increased this dilemma because Israeli NPOs faced ambiguity regarding the best way to assess performance and avoid the risk of closing down services. While their main concern was economic performance, they were also apprehensive about the risk of goal displacement and of neglecting their social performance. In view of the challenge to increase the importance of organizational efficiency whilst maintaining the organizational mission, the notions of efficiency and effectiveness became competitive values (Coupet, 2018; Wadongo & Abdel-Kader, 2014). In this study, we examine the extent to which Facebook use affects social and economic performance among Israel's advocacy groups.

BACKGROUND

SN have made it easier for individuals to achieve mass circulation of their messages by transmitting them via different online means, such as instant messaging, blogs, group lists and forums, and chat rooms (Leavitt et al., 2009). When people engage in "social exchange", they talk to each more frequently to exchange information or opinions. These networks prompt a spontaneous and intentional or accidental increase in the influence exerted on others who are seeking to increase and maintain high personal involvement. Yet according to the social contagion theory, an individual's behaviors are subject to those of the people who are important to said individual (Christakis & Fowler, 2013; Heath & Porter, 2017). In fact, it is quite common for online networks to be more advantageous to individuals only when these

networks facilitate the formation of new online connections that transform originally “weak” social ties into stronger ones (Campbell & Lambright,2020). Indeed, Facebook facilitates two-way symmetrical communication, considered a key element in establishing and maintaining good relations with an audience (Guo & You, 2016). This two-way communication is effective when CEOs initiate and promote an open dialogue with their constituents (Waddingham, 2013) and make themselves accessible to new and/or different population groups (Zheng & Zheng, 2014; Kim & Ko, 2012).

Recently though some researchers focused on the essence of messages in the context of organizational support (Saxton et al., 2015) according to their usage (Saxton& Waters, 2014) and affect performance (Torfing et al., 2019). The studies concluded that variations in the mode of Facebook use is important as well since the frequency of updates is not necessarily as important as how the messages are used to connect with the public (Waters& et al., 2009). Indeed, messages transmitted through social networking sites have different purposes (Torfing et al., 2019) and can be divided into three main areas: information, action and community. Information messages refer to those that provide news about the organization and its activities, while the purpose of community announcements is to establish relationships and build relationships. While the purpose of action messages is to motivate followers to act in a certain way, for example by contributing or volunteering (Auger, 2013). Yet, excessive use of these networks may have adverse effects when the information being shared involves

“misinformation” (Meijer & Boon, 2021) which harms the credibility of organizational goals (Osborne, 2018).

Facebook offers more diverse paths of connectivity by enabling users to create profiles. These profiles facilitate quick and extensive connectivity that maintains followers’ interest by means of up-to-date and relevant information regarding an organization’s activity. This information is transmitted via various connectivity methods, among them messages, photos, videos and short notes. Nevertheless, evidence that Facebook exerts a constant and positive effect on performance is limited (Coupet & Haynie, 2020). This is because nonprofits typically must face both institutional and instrumental priorities, necessitating a delicate balance between stakeholders’ norms and expectations and the financial consequences of such decisions (Mitchell, 2016). At the same time, the concept of resources reflects overall access to sources of economic support and capacity. For nonprofit organizations, capacity building is a common term (Sobeck & Agious, 2007) used to capture the level of organizational, financial, networking and program capacity. This is why the capacity the existence of “knowhow” in NPOs needs to be further clarified (Moore, 2000). This clarification is especially important due to conspicuous relationship between increased social performance and economic performance, as measured by “selling” services and products leading to increments of revenues, that has often been a major challenge in organizational management practices (Coupet & Haynie, 2017; Waters & 2012).

Recent models point to three broad areas to consider when measuring performance -impact, activity and capacity- (Zhang & Guo, 2020; Boateng et al., 2016; Guo & Saxton, 2014; Reinhardt & Enke, 2018; Costa et al., 2011). Here we distinguish between social and economic performance. *Social performance* ensures that an organization's social mission is attained (Camarero & Garrido, 2009). According to Moore (2000), the value produced by NPOs lies in the achievement of their social purposes (rather than in generating revenues). Hence, in order to legitimize themselves organizations must show that they consider their social mission to be their primary goal and must ensure that the social mission would be better attained through the operations of the enterprise. The social mission enables organizations to attract new and younger audiences and supporters of the social goals. Together with operational capacity this is what ensures organizational sustainability (Moore, 2000).

Economic performance refers to the appropriate management of economic resources (Calışkan & Callon, 2010; Charnes et al., Seiford, 2013). Moore (2000) refers to operational capacity as the existence of the "knowhow" and the capability to achieve the desired results. Anheier (2000) relates to the financial aspect of nonprofits in terms of the means and not the ends. He states that adopting management models and practices that emphasize the monetary bottom line may cause NPOs to lose sight of their mission because adopting what works in business does not necessarily work in nonprofits. External stakeholders can impose methods for managing resources based on persistent institutional notions of good management and stewardship.

In some cases, institutional signals of responsible management may be disconnected from the appropriate strategy for the organization (Calabrese, 2013; Coupet & Haynie, 2018). Yet, given the lack of stability in resources and funds, resource planning is a significant aspect of NPO performance because it increases the odds of controlling environmental threats and delivering advocacy goals and human services over long periods of time (McWilliams et al., 2016). While both types of performance may be related to Facebook use, the evidence about the role of different features of Facebook is limited (Phua & Ahn, 2016) regarding different aspects of performance (Mano, 2018).

First, communication patterns available through Facebook differ from those used by donors directly involved with an organization. SN use places more emphasis on the organization's ideological background and the services it provides, whereas in traditional communication the focus is on efficient and sustainable outputs. As a result, the extent of an organization's financial efficiency and success is not significant for SN users, who are more influenced by the social network effect of the organization's web capacity (Mano, 2018). Second, the intensity in communicating social goals and new programs on SN is not necessarily a good predictor of economic performance (Dyczkowski, 2015). Hence, the relationship between the number of "likes" on a nonprofit organization's Facebook page and its financial performance may be negative because online popularity may reduce the information asymmetry between an organization and its stakeholders (Young-Joo, 2020).

Indeed, considering the different forms that NPOs share information Lovejoy and Saxton (2012) distinguish between the following categories: information to provide news about the organization and its activities; actions to increase attendance at events and motivate followers to act in certain ways, for example by contributing financially or volunteering their time (Auger, 2013); community-building to establish and maintain relationships.

Guo and Saxton (2014) showed that 58% of SN users are classified in the "information" category, 25% in the "community" category, and 15% in the "action" category, with indirect or direct connections to donations. The “action” category motivates followers to act in the desired direction and support the organizational cause. Sharing of messages of varying lengths, videos and images in Facebook are shown to promote collectivism (Saxton & Wang, 2014). Facebook followers serve here as ambassadors for advocacy groups as they help advertise the organization among their friends and boost the number of followers (Saxton & Wang, 2014) that boost the organizational public image and reputation (Coupet & Haynie, 2018). Miller (2010) suggests that the more organizations and people involved in the exchange of information on an organization’s Facebook page, the more trustworthy users will consider this information (Katz, 2018). This social networking effect serves as a strong index of performance in nonprofits similar to that of the for-profit sector, where the intensity of Facebook use mediates the relationships between the number of “likes” (overall and friends) and brand attitude, brand trust, and purchase intentions (Phua & Joo Ahn, 2016; Zorn et al., 2013).

Nonetheless, Facebook incorporates diverse aspects of connectivity that reflect variations in the scope of use as well as the number of followers. Such variations in Facebook use are also possible factors in determining performance. A recent study showed a positive correlation between the number of “likes” and nonprofits' charitable contributions, after controlling for various organizational characteristics, including size (Young-Joo, 2020). Yet other studies indicate that the number of updates does not ensure higher economic support (Waters, Burnett, Lamm & Lucas, 2009), mainly because SN engagement is defined by context variations and comprises various types of experiences and expectations (Hilde et al., 2018). As a result, SN use in nonprofits may be less effective in increasing donations (Young, 2017; Young-Joo, 2020).

Indeed, Facebook diversity plays an important because the use of different types of messages and images (Saxton & Wang, 2014) indicates the level and quality of dynamic interactions. The more diverse this content, the greater its impact on fundraising and economic performance, since more people upload and donate content to the organization. According to Waddingham (2013), content diversity is important because by using different categories of message types, organizations can attract supporters and followers and update them about new organizational activities. Hence they can develop sophisticated ways of increasing performance, especially when traditional modes of connectivity are not effective (Goldking, 2015). These studies have important implications for boosting support for advocacy groups (Libby et al., 2019), because “advocacy groups

are concerned about reputation, and constantly wary about losing 'credit' for representing a social cause (Mano, 2014, p.34).

Taken together, these studies lead to the assumption that Facebook may not necessarily increase performance when there are differences between the scope of donations and the organizational goals conveyed in Facebook messages (Feng, Du, & Ling, 2017). According to Nah and Saxton (2013), some forms of communication may have a negative effect, particularly if updates and messages are limited to creating a dialogue. For example, SN can motivate a million people to follow a Facebook page, but may fail to drive thousands of people into the streets to bring about real change (Obar et al., 2012). When the purpose is not presented adequately, negative effects on economic performance can be expected (Saxton & Wang, 2014). In fact, Zhang and Guo (2020) confirmed that the configuration or combination of multiple conditions, including organizational attributes, institutional environment, strategies and tactics, is what generates effective nonprofit advocacy. This is why in the present study we control for variations in organizational context, i.e. organizational age and size (McNutt et al., 2018).

Organizational context effects

Larger organizations have a larger social media presence, which may affect the relationship between online popularity and financial performance. Research has found a "digital divide" between small and large organizations, such that small organizations tend to lack the

technological capacity to utilize social media platforms in income generation and fundraising (McNutt et al., 2018).

(1) *Organizational age:* Established organizations incorporate a large number of tasks, all of which require meticulous coordination and thus greater differentiation, additional specialized functions and more diversified administrative units to maintain efficient inter-organizational coordination (Zhang & Liu, 2017). Nevertheless, older organizations' well-established status in society provides extensive exposure, even to large groups that use traditional forms of communications and funding, so that Facebook modes are less critical for achieving financial balance. Younger organizations, in contrast, need to invest much more in advertising, placing their financial balance at risk (Tevel, Katz & Brock, 2015; Chikoto-Schultz & Neely, 2016). Finally, older NPOs are more likely to have better performance in that they are more able to maintain financial balance and preserve the existing economic situation (Searing, 2018).

(2) *Organizational size* represents the magnitude of tasks to be coordinated and controlled. In larger and older organizations, the use of SN is more likely to be an integral part of the organizational capacity and governance (Guo & Saxton, 2018). Larger organizations are also more likely than smaller organizations to have high performance estimates (Hou & Lampe, 2015), with or without the use of Facebook. Moreover, smaller organizations are more likely to have fewer human resources and to depend heavily on volunteers to address day-to-day management operations, limiting their potential to recruit

professionals to sustain SN operations and hence lowering their potential for developing successful connectivity with actual and potential supporters (Guo et al., 2011).

H1: The greater the intensity of Facebook use, the higher the evaluations of social performance.

H2: The greater the intensity of Facebook use, the higher the evaluations of economic performance

H3: The greater the diversity of Facebook use, the higher the evaluations of social performance

H4: The greater the diversity of Facebook use, the higher the evaluations of economic performance

METHODS

Design: With the aim of including both objective and subjective measures of Facebook use as well as organizational characteristics, this study comprised the following stages. In the first stage we randomly selected 127 advocacy groups out of 400 group NPOs listed under the section of advocacy groups on the Israeli website for nonprofits organizations (Guide Star, 2018). In the second stage, we administered a questionnaire to 127 CEOS of these advocacy groups. Of these, 110 returned questionnaires with full information. In the third stage, we obtained additional information from the Facebook pages of these 110 groups to measure the extent of their Facebook use in terms of diversity and intensity.

Sample: The study's sample included 110 advocacy groups (85%) that provided complete information on the following organizational profile variables: (a) establishment year (b) field of activity (c) geographic location (d) number of employees (e) number of volunteers, and (f) number of branches.

Measures: *Economic performance* was measured by the responses to the following statements: The number of users of the organization's services has increased. The organization raises more donations than in the past. Additional branches have been established in the organization. The organization's government funding is growing (Alpha Cronbach = .647). Responses to the items measuring economic performance ranged from 1 = lowest to 5 =highest. *Social performance* was measured by the responses to the following statements: The number of employees and volunteers in the organization has increased. The organization has expanded into other areas of practice. Today the organization is more successful than other organizations in the field (Alpha Cronbach=.513). Responses to the items measuring social performance ranged from 1 = lowest to 5 = highest. *Facebook modes*: *(1) Intensity* was measured by the average number of posts uploaded per day over the last three full months, ranging from 0 to 3.097; (2) *Diversity* was measured by the number of applications, ranging from 0 to 8. *Organizational context:* (a) *Age* was measured by years of operation, from organizational establishment to 2015 (M=23.52, SD=10.48); (b) *Size* was measured by the number of branches, ranging from 0 to 293 (M=13.26, SD=35.52).

RESULTS

We describe the results in the following order: First, we present the descriptive statistics and means for the modes of Facebook use (Appendix 1). Second, we present the results of a Pearson correlation assessing the significant correlation between the research variables (Table 1). Third, we describe a set of regression analyses that a) summarize the models predicting social and economic performance (Table 2) and b) describe the unstandardized (B) and standardized (beta) coefficients (Table 3) assessing the direct effects of Facebook modes on performance. We also control for the effects of organizational context—age and size.

Insert Table 1

Table 1 identifies a number of significant relationships between Facebook diversity and a) economic performance (r=.300) and b) social performance (r=.310). The table indicates that Facebook intensity is not related to social or to economic performance. Next, we show the estimates for the regression models predicting social and economic performance.

Insert Table 2

The results depicted in Table 2 show that a significant model was obtained [F (4,71),p =<.016]. Facebook modes (intensity and diversity), and organization context variables (age and size) account for 16% of the overall explained variance. Second, the model predicting economic performance is also significant, accounting for

23.6% of the overall explained variance [F (4.71), p =< .001]. Next, we show the regression coefficient estimates.

Insert Table 3

The findings in Table 3 show that Facebook intensity exerts a negative effect on economic performance (B=-.847). In contrast, Facebook diversity exerts a positive and statistically significant effect both on social (β=.437) and on economic (β=.284) performance. These contrasting effects indicate that it is important for advocacy groups to provide diversified and perhaps higher quality information instead of a constant flow of posts, since the intensity of an excessive flow of Facebook posts is harmful to economic performance. The results also show that the size of advocacy groups significantly increases economic performance (B= .007) and (β=287).

These findings reveal several important points that should be considered in using Facebook. First, it is clear that the benefit of Facebook use emerges only when the messages become more diverse. The diversity of Facebook use benefits both the social and the economic performance of advocacy groups. As long as organizations add more applications (such as newsletters) to their Facebook page, users can learn more about the organization and be more active on all existing platforms, thus increasing the possibility of higher performance. Such users are likely to be more active socially and thus to donate more. Second, intensity of use is less important for performance because Facebook may offer information but not necessarily an opportunity for an active user to respond. Third, a

further look into the organizational context of advocacy groups indicates that larger advocacy groups are more likely to enhance performance, possibly because they use SN and Facebook more effectively.

DISCUSSION

Performance in advocacy groups necessitates and often reflects the potential for sharing information with other organizations, individuals and institutional agents. When communication channels are effective, advocacy groups can create collaborations and foster sustainable management practices that lead to collective action and thus increase performance. Hence, in today's networked society Facebook is a major means of increasing performance. Yet evidence regarding the various ways Facebook use affects performance in advocacy groups is often contradictory, for two main reasons.

First, existing studies do not address the different aspects of performance that are important for advocacy groups. While advocacy groups strive to fulfill their social mission, generating revenues is clearly also essential for them to continue their activity. As a result, while social performance remains their ultimate "raison d'etre", economic performance remains a major concern as well. Second, Facebook uses vary. On the one hand, the quick and direct use of messages and exchanges on Facebook can successfully engage and mobilize the public and influence political and ideological change. On the other hand, using Facebook-based communications may have an insignificant or even adverse effect on economic performance, since

donors often seek to know more about the organization's financial management and are less interested in the social network effect evident in the intensity of Facebook use (Saxton & Wang, 2014). Here we proposed making a distinction between two Facebook features—intensity and diversity—based on the consideration that performance in advocacy groups entails both social and economic components, as confirmed by existing studies (Phua & Ahn, 2016).

The findings of the current study indeed indicate that the use of Facebook has the potential to have a positive impact on performance. Nevertheless, not all Facebook uses are effective because their impact varies according to a) Facebook mode used and b) type of performance.

First, the clear benefits of Facebook emerge only when messages become more diverse. The diversity of Facebook use benefits both the social and the economic performance of advocacy groups. As long as organizations add more applications such as newsletters to their Facebook pages, users can learn more about the organization and be more active on all existing platforms, making higher social performance more likely. Such users are likely to be more active socially and thus to donate more. Second, intensity of use is less important for performance because intensity mainly reflects information but not necessarily opportunities for an active user to respond. As a result, while some users are likely to be more active in attaining the social goals that lead to higher social performance, for other users this intensity may harm the potential to donate.

The results partly corroborate our hypotheses since we show that intensity does not benefit economic performance assessing the validity of recent studies (Young-Joo, 2020; Coupet & Hayine, 2018; Phua & Ahn, 2016) indicating that specific attributes of Facebook as well as concrete measures of performance defining the context of Facebook use (Gerrard, 2018) are necessary to estimate the true value of Facebook use in nonprofit settings. Additionally, an important factor considered here is the significance of organizational context. The study points to the importance of the organizational context of advocacy groups, indicating that larger advocacy groups are more likely to achieve performance, possibly because they use SN and Facebook more effectively. While advocacy groups are often small organizations, larger organizations still attain higher performance, pointing to the possibility that larger settings enjoy broader public support and apparently capitalize more on the benefits of Facebook use. It is therefore important to consider organizational context variations in deciphering the role of Facebook use in advocacy groups.

Overall, in this study we provided partial support for our hypotheses. We showed that the effect of Facebook use on performance in advocacy groups is unique and should be in accordance with the desired purpose. Capitalizing on the benefits inherent in Facebook use should include consideration of the intensity and diversity of Facebook on the one hand and the differences between social and economic performance on the other. This is especially important for groups seeking to increase donations, because the intensity of Facebook use is often a daily practice aiming to increase immediate

attention. Nevertheless, such immediate attention may even lower the potential to gain financial support, possibly because these supporters may be less willing to be exposed to a constant flow of information and would rather be approached during face-to face-interactions.

Recommendations for practice

Do advocacy groups seek primarily to expand the number of their followers and to spread the organizational mission to new followers? Or do they mainly seek to increase financial support and donations? Facebook use can support the social performance of advocacy groups but not economic performance. It is possible that lack of professional skills is necessary to provide appropriate knowledge and tools that enable increased economic performance because apparently Facebook serves better as a social marketing tool. We conclude that advocacy groups must first learn how Facebook should be used in everyday practices. After that they must understand what type of performance they seek to increase with Facebook use.

Limitations and Future Research

This study draws upon information from three different sources—two public sources and a field study. Future studies should adopt this research practice because it provides an external source of validation for reported evaluations attained in the field study. This study analysis comprises a relatively small sample of Israeli advocacy groups. Future studies should use larger samples that can capture the heterogeneity of advocacy groups. Finally, the number of variables included in the study is small and this is why future studies should expand the number

and scope of included organizational factors so as to provide a better indication of the impact of variations in Facebook use on performance.

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