

## Digital content on social networks

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### Abstract

Social networks play a highly significant role in the relationships of people around the world. So that they have become an integral part of most people's lives. The basis of these networks is to facilitate and shorten the communication path between people in society, but in addition, social networks play an important role in the production of digital content, in other words, one of the platforms that produce the most digital content is social networks. In this article, the content presented in social networks such as Telegram, Instagram, Facebook, etc. are discussed, and then ideas are presented for the production of digital content.

**Keywords:** Social Networks, Digital Content, Telegram, Instagram, Facebook, Twitter

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### 1. Introduction:

One of the examples of the latest technology in the contemporary era is the Internet which since the mid-90s, as a universal network, has spread around the world and today covers many economic, social, and political areas and affected all aspects of modern human life. Meanwhile, with the development and expansion of the Internet over a decade, virtual social networks have been created as one of the most important products of the Internet, which has undeniable effects on human life [1].

In the information age, social networks play a very important role in the relationships of people around the world. So that they have become an integral part of most people's lives. However, the basis of the emergence of these networks is considered to be the facilitation and shortening of the communication path between members of society. In Iran, this not so emerging phenomenon is increasing its enthusiasm day by day. In the not-so-distant past, people may have had little knowledge of the nature and use of these networks, but these days, in everyday life, we see a diverse range of people talking and exchanging information about these networks.

Virtual social networks play a major role in the field of social change in the present era, and these devices are the source of many contemporary developments, guiding and controlling the currents and developments in the world.

Since its emergence in the late 1990s, virtual social networks have evolved from 2003 to the present, enabling rapid,

synchronous, and asynchronous communication, access to large amounts of information, and widespread dissemination of many economic, cultural, political, and social applications. In this new ecosystem, it has emerged and attracted the attention of millions of users from all over the world. Due to the growing number of members and the impact on the real space, these networks have become very important and have become a global phenomenon over a decade. According to a survey in 24 countries, on average, six out of every 10 Internet users worldwide visit a social network. In this regard, the reception of Iranian users from the mentioned sites has had a significant and thought-provoking process. According to Alexa statistics, Facebook is one of the top 10 sites used by Iranians in the web space. [2].

Virtual social networks are online and digital services that allow people to have a personal profile in a specific system, introduce themselves to others, share information, and communicate with others. In this way, people can maintain contact with others and also form new social relationships. Social networks have unimaginably increased the ability of people around the world to connect with each other. However, some technology experts, sociologists, and psychologists say that users of social networks have become lonelier and more narcissistic than others who are not involved or benefit less from it [3].

In recent years, virtual social networks have become so popular that millions of people from all over the world are members of these networks, and human relations, type of cooperation, professional affiliation, and many social,

cultural, political, and economic affairs are in their context. Therefore, in terms of user scope, it can be said that there is more than one global information space in the virtual social network space. Some argue that a new "social context" is emerging and that we need to recognize technology in order to make web services work [12].

Virtual social networks, in terms of popularity among users and with a wide geographical scope within national borders, have become a private and personal relationship and free from any kind of control by power authorities in societies. Virtual social networks are places where people have the opportunity to introduce themselves and express their personality traits and communicate with others and maintain these connections in these environments. These sites have the potential to make fundamental changes in the social life of each individual, both at the level of interpersonal relationships and at the level of social relations. [4].

One of the missions of social networks is content production. Creating content on social media and finding new ideas is one of the hardest things to do. Your followers are looking for quality content, but this can definitely be challenging as you will have to engage your followers with new ideas every day. This article deals with digital content on social networks and then introduces interesting ideas for digital content production.

## 2. Social networks:

The term social media was first invented by Chi Barnes in 1954 and has since quickly become a key method of research and study [1]. Putnam offers a social network definition of social capital: "Using social capital, which seems to be a feature of social life - networks, norms, and trust, enables participants to reach Collaborate with each other on common goals" [5]. In traditional social network theory, a social network is defined as a set of social institutions, including people and organizations that are connected by a set of meaningful relationships and interact to share values. The traditional form of social network service focuses on a variety of relationships such as friendships and face-to-face relationships.

Social networks are divided into formal and informal networks, each of which covers specific areas of relationships and connections. But according to Putnam, there may be significant differences in the performance of social media. Just as financial capital can be used to provide both bread and weapons, networks are able to unite racial hatred, atavism, and groups in ways that have negative consequences for society as a whole. Putnam, of course, considers communication networks, which are socially attractive and pervasive in nature, thus enabling relationships between heterogeneous groups, and commitment networks, which exclude others (non-members). It is a distinction.

Major functions can be attributed to social networks, including "defending the individual against aggression and hostility." Social networks also strengthen the identity and cognition of the individual and people have access to resources through networks "[5].

Virtual social network and digital content production:

Virtual social networks are a subset of social media. A virtual social network is a set of web-based services that allow people to create public or private descriptions for them, or to communicate with other members of the network, share their resources with them. Or search among other people's general

descriptions to find new connections [6]. Virtual social networks are sites that offer sharing features to their users from a simple site such as a search engine with the addition of features such as chat and email and other features [7]. Web-based social networking sites share information over the Internet by connecting modems or groups to each other.

According to another definition, virtual social networks are online services that allow people to have their personal profile in a specific system, introduce themselves to others, share their information, and communicate with others. In this way, people can stay in touch with others and also form new social relationships. Internet social networks are designed to increase and strengthen social interactions in cyberspace. Virtual social networks facilitate communication through the information placed on people's profiles, such as user photos, personal information, and interests. Users can view other people's profiles and communicate with each other through various applications such as email and chat [13].

Elison & Boyd argue that virtual social networks are web-based services that allow individuals to access [14]:

- 1- Create public and semi-private profiles within a specific system.
- 2- Exchange opinions and information with other users who are present in that system.
3. View a list of links to themselves and others in the system.

Virtual social networks, in addition to general features such as creating a personal profile, adding a friend, sharing text, image, and video, and sending messages, offer various features to their users according to their purpose and use. With the advent of smartphones, these networks are accessible everywhere through smartphones. Also, today, virtual social networks have been designed and launched in accordance with smartphones, and in a sense, access to these networks through these phones is faster and easier than in the past. In addition, due to their fast portable features, smartphones have added new features to these networks, such as recording digital images online. These networks have been able to play a key role in creating various streams by recruiting users for free. The distinctive feature of these networks is the power to establish a network system between friends and like-minded users in a regular and systematic way [11].

As with any emerging phenomenon, there is no one-size-fits-all definition of social networking. What is agreed upon is the possibility of communicating and sharing digital content on such networks by creating a specialized network. However, the nature, list of signs, and corrections of each site may be different [8].

Today, most digital content is presented on virtual social networks. In social networks, various political, economic, social, cultural, and even scientific issues are raised, and people who are members of these networks can produce a wealth of digital information such as audio, images, videos, photos, and so on. Virtual networks have been able to create new language and expression and spoken and written symbols. As virtual networks create new dialects and symbols of speech, they also produce new cultures or provide a platform for non-dominant cultures and values in society. Given the importance of virtual social networks and the important role that virtual networks play in today's societies, the following are some important virtual networks that have a great role in providing digital content and personalizing information.

Instagram:

The title of the Instagram application, which enables users to take photos and easily share them, has been adapted from Kodak "Instant" cameras, and the gram of this word is similar to Telegram and the urgency of transferring photos. On the website, Instagram of this application is introduced as follows: Instagram is a fast, beautiful, and fun way to share your virtual life with your friends and family. Take a photo or video, select the filter you want, and then post it. It's simple. You can also share these posts on Facebook or Twitter. This is a new way to see the world [10].

In 2015, Instagram ranked seventh in the world among various social networks with 400 million users, and only 28% of its users were American. But it is noteworthy that 98% of users have used Instagram using a smartphone (-: 89).

According to the latest information released, the number of active Instagram social media users in the world is 500 million. Instagram is owned by Facebook. One of the reasons Instagram is so popular is to share digital photos and images, and this simply allows many users to both find their own tastes and feel a sense of reciprocity in cyberspace [9].

Telegram:

Telegram is a multi-platform open-source messaging service. Telegram users can edit their messages, images, videos, and documents (all types of files are supported) and exchange them encrypted. Users of these applications can exchange messages, photos, videos, and files up to 1.5 GB. Telegram was launched by two Russian brothers, Pavel Durov and Nikolai Durov. After migrating from Russia to Germany, the two initially founded Telegram in August 2013. Currently, Telegram is run by a German non-profit organization owned by entrepreneur and Russian entrepreneur and philanthropist Pavel Durov (Wikipedia, 1399).

Telegram has several features, including Secret Chat, in which two users can chat via more secure protocols and can specify that their chat is deleted at a later date. In addition, Telegram Groups has provided an environment for users to interact with each other in a multifaceted way. In addition, Telegram channels are another feature that Telegram provides to its users, according to which, the channel admin can unilaterally publish his favorite posts for members. Channels have become media for publishing news and various events.

Telegram robots are also among the capabilities of the Telegram application that allows you to search for images, gifs, videos, etc., or connect to different sites through the Telegram app and from the services provided by different sites; such as news or games. These robots have multiplied the capabilities of the telegram [1].

Facebook:

Facebook, as a social network, has been active since February 2004. Today, Facebook has become a well-known and influential network in the social, cultural, and political fields. This social network was launched by Mark Zuckerberg. And what sets Facebook apart from other sites is the apps that users can use; That is, small programs created by others and everyone can install or delete or manage them on their own page [11]. Facebook is a free social network on the Internet. Users on this network can add new friends, text or chat with each other, post on each other's pages, join different groups, or create a new group and share their ideas in these groups.

According to the statistics provided in May 1996, according to ISNA, the number of Facebook users is 1.65 billion people, which in this respect is known as the largest social network in

the world, of which 894 million people are only through mobile. They have access to Facebook, which shows the growth of the use of mobile applications among users of virtual social networks.

Twitter:

Twitter is a social network that allows its users to express their views and opinions in the form of up to 280 characters. Each tweet is sent to other users' friends after sending, and the user's friends have the opportunity to respond and respond to each tweet. Due to the limited character (maximum 280 tweets) in sending each tweet, users of this virtual network usually send a large number of tweets and posts daily.

Twitter is a kind of microblog; Microblogs are a new generation of blogs that have been born in recent years with the expansion of Web 2 on the World Wide Web. Micro blogs are considered a type of blog, but there are major differences between the two publishing tools. Micro blogs, as their name implies, can be called small blogs. The main difference between micro blogs and blogs is the size of the posts or content that users publish. The number of letters per micro blog post is typically limited to less than 200 characters. The most important service and symbol of this micro blogging is Twitter. Launched in July 2006, the service has maintained its position on 120 similar sites. Bradley argues that Twitter is a free public service provider and that micro blogs have played a prominent role in citizen journalism. On the other hand, the official media also use Twitter tools to publish their important and immediate news [11].

Today, Twitter has become a tool for many politicians, athletes, and cultural and social figures to express their views and opinions. In addition, they can draw people's attention to other issues that receive less attention and are not covered by the official media. Twitter storms that have erupted in Iran in recent years over political, economic, and social issues are examples of this.

### **3. A few ideas for generating digital content on social media:**

#### **1. Use emoji**

Using more emojis is a great way to engage your audience and at the same time add a fun and entertaining aspect to your posts. Using emojis in tweets can increase the engagement rate by 25.4%, and using them in Facebook posts can increase the audience engagement rate by 57%.

#### **2. Production of educational videos**

Video is a great tool to attract the audience. Tutorial videos show you how to use a product step by step and create visual content and guides for your audience. These videos are also well shared.

3. Virtual network content categorization and classification: the use of popular or flexonomic classification in which users define a thematic label according to the similarities of the produced content topics by their own.

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