



“Diffusion of Social Media among public relations personnel in Government Public Relation Department”

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Abstract:

This study reports findings from a survey of 48 public relations practitioners in government public relation departments in 24 districts of Jharkhand. Based on diffusion of innovations theory, the overall purpose of the study is to examine the extent to which social media are adopted within the system and helps in disseminating information to the public. However significant differences were observed for adoption based on size of communities, with urban communities exhibiting highest adoption rate and vice-versa for sun-urban communities.

Keywords: *Social Media, Public Relations, Government*

1. INTRODUCTION

The term Social media refers to websites and applications that are designed to allow people to share content efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. The roots of social media stretch far deeper than you might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. Technology began to change very rapidly in the 20th Century. After the first super

computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

While the idea of using communications to influence and maintain a positive reputation has been around for centuries, public relations as a profession is something that is relatively new in comparison to some of the world's oldest professions such as the lawyer or the physician. Thanks to the contribution of **Ivy Lee and Edward Bernays** that public relation has made its own empire.

The origins of public relations can be traced all the way to Ancient Greece, where Classical philosophers like Plato and Aristotle wrote on the art of rhetoric to aid public speakers in their persuasion of the people. It can also be seen in the British abolitionist movement in the late 17th Century, where books, leaflets and lectures were presented to sway public opinion towards abolishing global slave trade.

Objectives:

The objectives of this study is to

- a. Find out the majorly used Social media Platform by the PR Personnel's
- b. Evaluate the number of Social Media Posts in 3 months
- c. Determine the Frequency of Usage of Social Media Platform

2. LITERATURE REVIEW

The main focus of this study is to find out the use of Social Media by the Public Relation Personnel in Government Public Relation Department in the state of Jharkhand.

The behavior has been studied as per the Diffusion of Innovation theory given by Evert M. Rogers. Diffusion is a process in which an innovation is communicated through certain channels over time among the members of a social system. The newness of the idea in the message content gives diffusion its special character. When new ideas are invented, diffused and adopted or rejected, leading to a certain consequences, social change occurs. The various adopters' categories in Diffusion of Innovation are: Innovators, Early adopters (7.5%), Early majority (35%), Late majority (35%) and Laggards (22.5%). The Early adopters are the highest risk takers as they are the first to consume the service, they don't know about the consequences, but still they take risk. Laggards are the people who don't have much interest over any issue and generally they do whatever other people do.

Another mass media theory which was studied during this research was Uses and Gratification. This theory of communication was introduced by Elihu Katz. This theory shifted the focus from what the media do to the people to what people do with the media.

The term gratification refers to the rewards and satisfaction experienced by the user after the use of media. It helps to explain motivations behind the media use and their habit of media use.

An article by Matthew Hudson defines Social media as websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

3. RESEARCH METHODOLOGY

Using a laboratory method or experiment is generally a reasonable and adequate choice to study search behavior. Since, Social Media is an open system that runs on public infrastructure which exhibits variations in its uses. This study can only be successful if an overall study of people is done. This could only be done via Content Analysis Method.

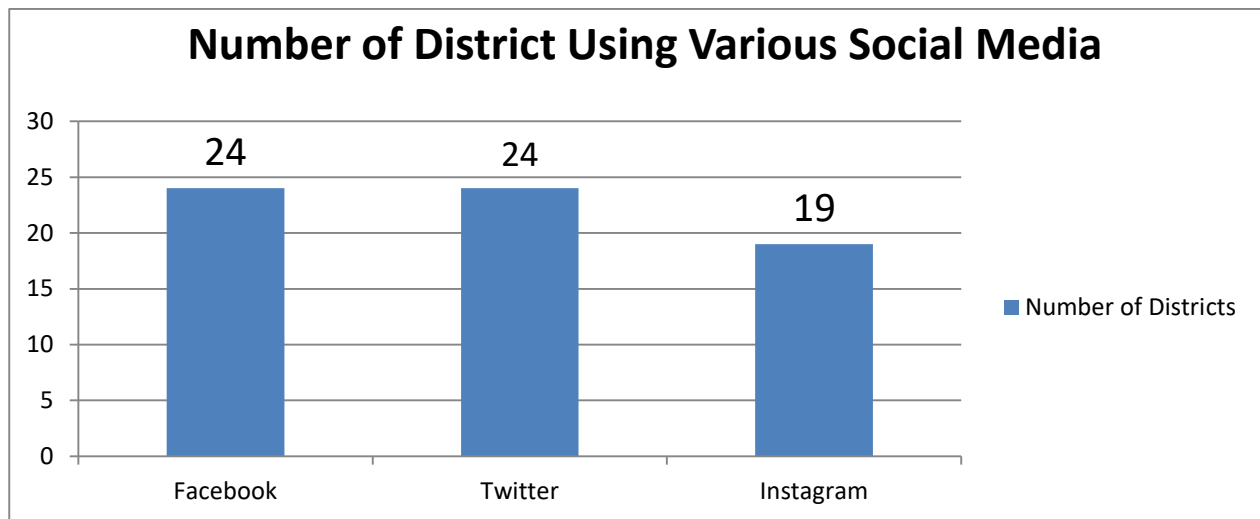
Content- analysis consists of analyzing the contents of documentary materials such as books, magazines, newspaper and the contents of all other verbal materials which can be either spoken or printed.

The Universe of this Content analysis was the 24 PR Personnel of Government Public Relation Department present in 24 district of Jharkhand.

Data Representation and Interpretation

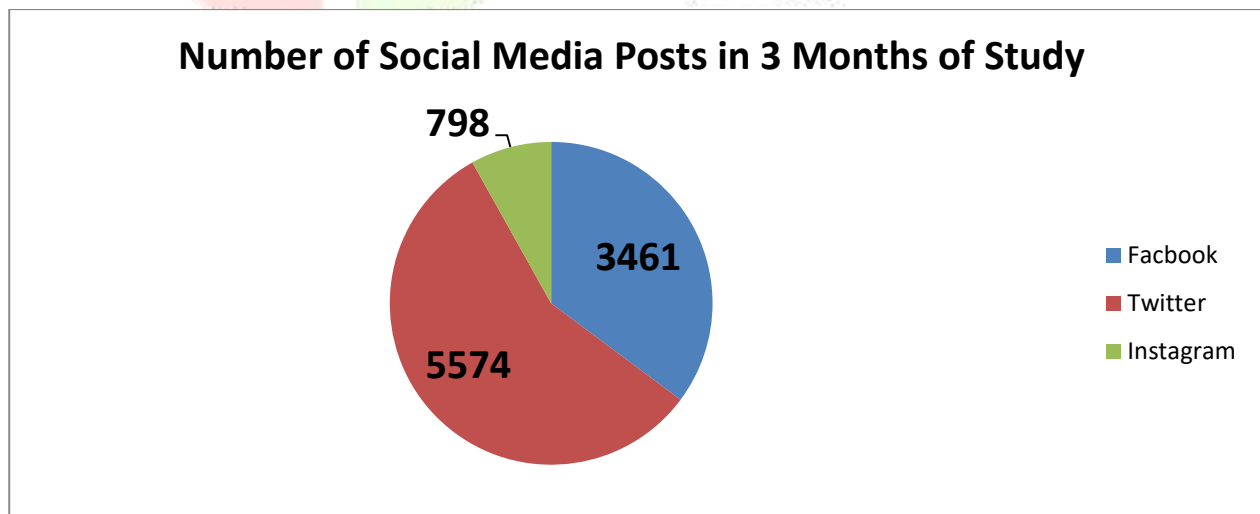
Content Analysis of various posts of social media of the 24 districts of Jharkhand was done. To know further about the majorly used Social media platforms by the PR personnel following data were collected.

Platforms of Social Media Used



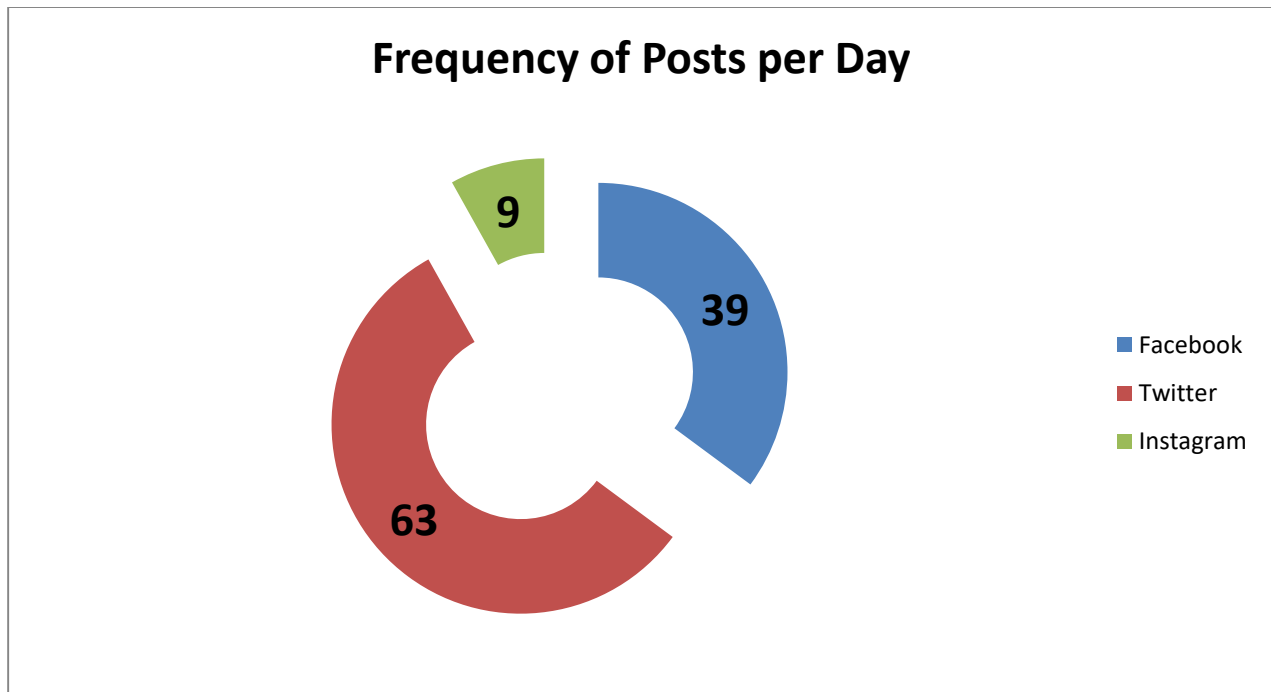
PR personnel of the entire 24 district use Facebook and Twitter while 19 PR Personnel uses Instagram in order to connect with the people.

In order to determine the Number of Social Media Posts; the Social media profile of all the districts were analyzed for 3 months. The finding of the data is mentioned below:



Result shows that number of posts in Twitter is 5 Thousand 574 whereas that of Facebook is 3 Thousand 461 and that of Instagram is 798.

Later the frequency of the Social media posts was calculated and the result are mentioned below:



The result shows that more number of tweets is done by the PR personnel in Government Public Relation Departments of Jharkhand.

4. Conclusion

Objective 1: Find out the majorly used Social media Platform by the PR Personnel

Conclusion 1: It was found that both Facebook and Twitter are used in all the 24 districts of Jharkhand, whereas Instagram is used by just 19 districts.

Objective 2: Evaluate the total number of Social Media Posts

Conclusion 2: It was found that the PR personnel use to communicate with the public far too often with Twitter as there is option of Re-Tweet. Facebook is utilized for descriptive press releases whereas Instagram is used less in number and is used to share just pictographic news and messages.

Objective 3: Determine the Frequency of Usage of Social Media

Conclusion 3: In a single day almost 63 tweets are tweeted in the state by the 24 districts of Jharkhand, whereas almost 39 Press releases are released by the medium of Facebook. Just 9 posts per day is done on Instagram which is indeed less in number.

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