

## The Sociology of Culture through Social Networks Advertisement

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### Summary

In recent years; the world has witnessed a major leap in social communication through virtual electronic reality which is capable of blending various cultures and removing social barriers via the multiple social communication websites which have immensely affected all societies.

Advertising on these social networks has become one of the most effective elements in pivotally changing social and human values of the society, due to its major educational role and wide influence that reach various segments of the society. The easiness of information and experience exchange through social networks has helped in increasing the cultural and intellectual share of the receiver via advertisement messages that convey positive values which contribute in guiding the behaviour of the society members.

Social networks advertisement provides two advertisement messages; the first is a direct message that promotes the advertised products and services, the second is an indirect message that convey multiple behaviours, values and life styles which form the positive content that a good advertisement seeks to promote and achieve in the society; making it an additional value to the advertisement.

On the other hand, culture is an integral part of the human civilization; human society doesn't exist without culture and culture can't exist without a human society; as the relation between both of them is controversial and reciprocal, from here comes the role of sociology of culture in the society, in terms of analysing the nature of relations and connections between the patterns of the cultural and intellectual production of the society; their mechanisms and interaction on all levels of the society members; and the social structure with all its aspects.

Therefore; there is a reciprocal effect between the sociology of culture and social networks advertisement; as each affects the other; and the effectiveness of an advertisement is no longer limited in its success in promoting the advertised products and services, but has become associated with its ability to influence the receiving audience; by what it can achieve in terms of altering the level of values, orientations and behaviours; by promoting cultural ideas and values.

**Keywords:** social networks, sociology of culture, values

### Introduction:

The world is witnessing a revolution and a rapid spread of technological advancement with the development of communication means, internet and the rise of social media; so, it has become a small village that is connected with one communication network.

Social networks have become very influential, dominating and controlling on all levels and categories of the society, which has extremely affected the cultural and social orientations and values in it, therefore; different enterprises race to advertise on these networks, as they are much easier and faster to reach the targeted audience.

Social networks advertisement has obtained a cultural connection between all society members, thus; it has affected the culture sociology of the society, as it establishes a human

civilization based on the positive values by which all society members; of all cultural levels, ages and orientations; coexist.

#### ▪ **Problem:**

The problem of this research is represented in studying the shortcoming of defining the effect of the beneficial reciprocal relation between the sociology of culture; and the positive values that the advertising message of social networks advertisement conveys, thus; the research attempts to answer the following questions:

- To what extent do the social networks advertisements affect the promotion of positive values to the receiving audience?
- How can we avail from the beneficial reciprocal relation between the sociology of culture and the positive content that the social networks advertisement conveys; as an additional value to it; that helps promoting the value awareness of the receiving audience?

#### ▪ **Objectives:**

The research seeks to highlight the following points:

- The influence of social networks advertisement in promoting the positive values to the receiving audience.
- To avail from the beneficial reciprocal relation between the sociology of culture and the positive content that the social networks advertisement conveys; as an additional value to it; that helps promoting the value awareness of the receiving audience.

#### ▪ **Research significance:**

This research is an attempt to utilize the beneficial reciprocal relationship between culture sociology and social networks advertisement; with its added human and cultural values; to boost the positive values of the recipient audience.

#### ▪ **Research hypothesis:**

The research suggests that:

- There is a reciprocal-effect relationship between both culture sociology and social networks advertisement.
- Social networks advertisement has a great influence on enhancing the positive values of the recipient audience.
- The advertising message can achieve the marketing mix of both the financial gain and the human objective.

**Methodology:** The research follows the experimental descriptive method as it is appropriate to achieve its objectives.

#### ▪ **Research limits:**

- Subjective limits: the aspects of the reciprocal relationship between culture sociology and social networks advertising.
- Spatial limits: examples of Egyptian advertisements designed for the social network “facebook”; considering that it is the most widespread and has the largest number of users.
- Temporal limits: the duration of this research 2018-2019.

## Research aspects

### 1<sup>st</sup>: The theoretical framework

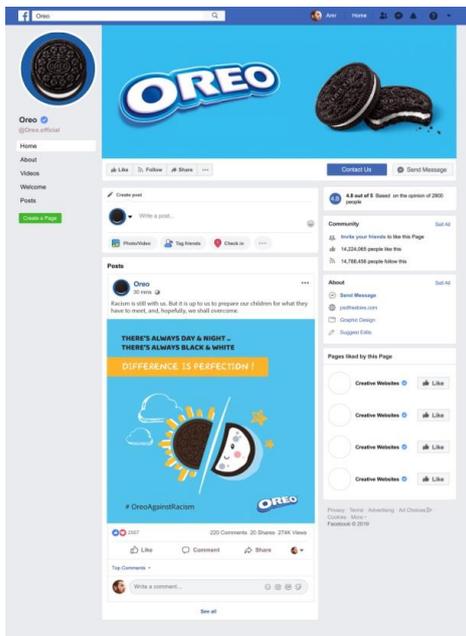
- The factors that affect culture sociology.
- Advertising through social networks.
- The definition of social networks.
- Social networks as an advertising tool.
- Social networks advertisement and the dynamics of cultural change.
- The efficiency of the positive values of social networks advertisement.
- Advertising message support for the added positive values of the advertisement.
- Advertising message strategy for the added positive values of social networks advertisement.
- The sociology features of the social networks advertisement audience.

### 2<sup>nd</sup>: The experimental framework

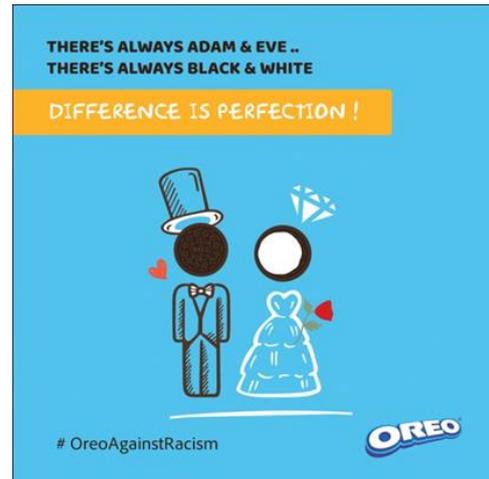
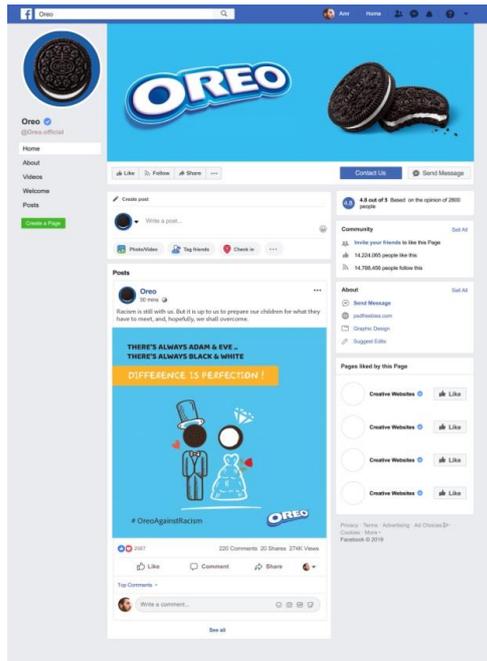
The researcher has developed designs for three examples of social networks advertisement for various products, in which there is a connection between each product and an added value in the advertisement that is suitable to the nature of the product, this connection could be obtained through either the color and formation relationship, or the symbolic indications or the emotional and mental inducements for the recipient that work as an attracting factor for the product.

The three advertisement examples were designed for the youth audience in the ages of 18 to 45 years old; considering that this category is the major users of social networks; a questionnaire has been conducted on a random sample (121 persons) during the period from May to June 2019.

### Model No. 1 The first social network ad campaign (Difference is perfection - Oreo against racism)

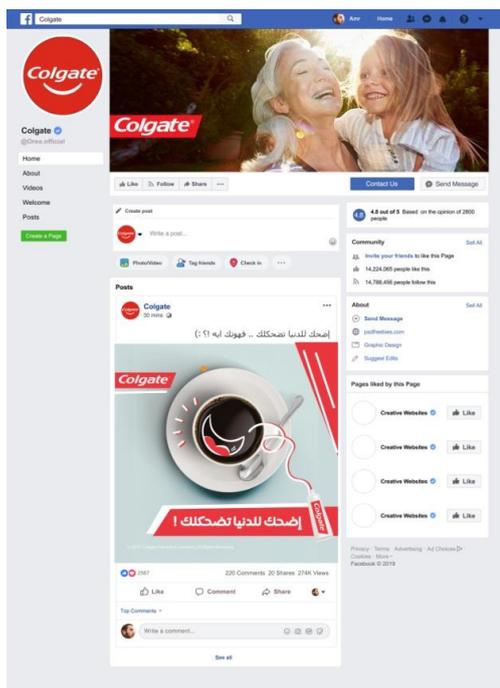


Model No. (1-a)



Model No. (1-b)

**Model No. 2 The second social network ad campaign (campaign (Smile and the world smiles back to you) – Signal tooth-paste**

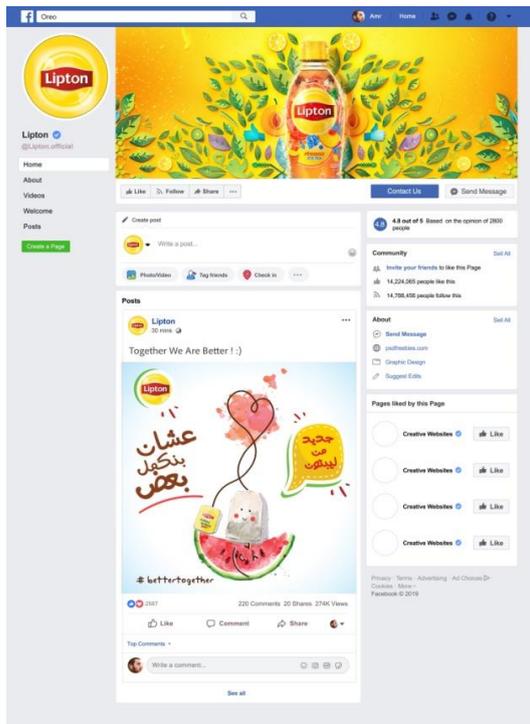


Model No. (2-a)



Model No. (2-b)

Model No. 3 The third social network ad campaign (Better together – Lipton tea)



Model No. (3-a)



Model No. (3-b)

#### ■ **Verification of the integrity and consistency of the research tools:**

The researcher has verified the internal consistency of the questionnaire phrases through the correlation coefficient between the score of each paragraph and the questionnaire total scores; the results were as follows:

- The correlation coefficients between the score of each paragraph and the questionnaire total score ranged between 0.57 and 0.85, and all of them are statistically significant at the level of 0.01, thus; the questionnaire phrases are of integrity in regards to what they are meant to measure.
- The success rate of the first ad campaign (Difference is perfection - Oreo against racism) was 92.80%.

#### ■ **The overall assessment of the three ad campaigns:**

The first social network ad campaign (Difference is perfection - Oreo against racism) came in first position with a success rate of 92.80%, while the second campaign (Smile and the world smiles back to you – Signal tooth-paste) in second position with a success rate of 88.64%; and the third campaign (Better together – Lipton tea) came in third position with a success rate of 87.50%.

#### ■ **Conclusions:**

- 1- There is a reciprocal-effect relationship between the culture sociology of the society and the positive values that the social networks advertisement conveys.
- 2- The positive cultural and human values alter with the changes and development of the society, which greatly affect the strategies of social networks advertisement to design a successful advertising message capable of delivering the desired ideas and meanings to the recipient.

3- The social networks advertisement can include positive cultural and human values that affect the recipient audience through a product that is related to the emotions and thoughts of them; these values are considered to be an attractive value for the advertised product.

4- The advertising message of social networks advertisement has a crucial effect in boosting the cultural and human values, which has a positive impact on the orientations of the recipients towards the advertised product.

5- The content of the advertising message of the social networks advertisement has a great influence on changing the orientations of the recipients and motivate them towards positive values.

#### ■ Recommendations:

1- The advertisement designer should be aware of the cultural and social changes in the society that affect the orientations and thoughts of the recipients, in order to design a successful advertising message that reaches the recipient and achieve the desired objectives.

2- It is important to consider the advertisement with a scope wider than just the commercial and financial aspects, as it has a great importance in supporting and enhancing the positive values in the society by adapting the advertising message to achieve both the financial and human objectives.

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