

Social media in communication: a constant topic of discussion

Las redes sociales en la comunicación: un tema de discusión constante

Mídias sociais na comunicação: um tema constante de discussão

INTRODUCTION

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Resumen:

Las redes sociales se han apoderado del sector empresarial, el ámbito publicitario y, además, del área deportiva. Han tenido un impacto en la forma en que nos comunicamos y ahora se han convertido en una parte integral de nuestras vidas. Las redes sociales permiten a las organizaciones llegar a sus clientes, independientemente de los límites geográficos, para crear una conciencia de marca, pero también llegar a los usuarios para proporcionar noticias poco fiables. La influencia de las redes sociales ha dado lugar a un género diferente de comunicación, donde las conversaciones son rápidas y la información se transmite fácilmente, por esa razón, las redes sociales son un tema constante de discusión.

PALABRAS CLAVE

Comunicación, Redes sociales, Investigación, Sociedad.

Abstract:

Social media have taken over the business sector, the advertising field and, in addition, the sports sector. They have had an impact on the way we communicate and have now become an integral part of our lives. Social media allows organizations to reach their customers regardless of geographical boundaries to create brand awareness, but they also reach users to provide unreliable news. The influence of social media has led to a different genre of communication where conversations are fast and information is easily transmitted, for that reason, social media are a constant topic of discussion.

KEYWORDS

Communication, Social media, Research, Society.

Resumo

As redes sociais dominaram o setor empresarial, o campo da publicidade e, além disso, o se-

tor esportivo. Tiveram um impacto na maneira como nos comunicamos e agora se tornaram parte integrante de nossas vidas. As redes sociais permitem que as organizações alcancem seus clientes, independentemente das fronteiras geográficas, para criar consciência de marca, mas também alcançar os usuários para fornecer notícias pouco confiáveis. A influência das redes sociais tem levado a um gênero

diferente de comunicação, onde as conversas são rápidas e as informações facilmente transmitidas, por isso as redes sociais são um tema constante de discussão.

PALAVRAS-CHAVE

Comunicação, Redes sociais, Investigação, Sociedade.

Social networks have become today the main means of communication and information for many contemporary societies, one of the main sources of leisure and one of the greatest sources of wealth and power in society. These have taken over various sectors such as business, advertising, education or sports. They have had a direct impact on the way we communicate and have therefore become an integral part of our daily lives. Social networks allow organizations to reach customers to offer promotions, products, among others, regardless of geographical limits. This allows them to create brand awareness, but also thanks to these networks it is possible to reach users to provide unreliable news and information (fake news).

False information is not new, however, it has become a hot topic for a few years now. The Internet has enabled a completely new way of publishing, sharing and consuming information and news with very little regulation or editorial standards. Information overload and a general lack of understanding of how the Internet works by people have also contributed to an increase in fake news or stories.

The influence of social networks has created a different genre of communication, where conversations are fast and information is easily transmitted, for that reason, social networks are a constant topic of discussion.

Number 20 of *Obra Digital* magazine provides the reader with different views on communication on social networks, some of them positive and others that tell us about false news. Its articles show that social networks can contribute to improving communication and solving problems, but also to misinform with fake news. To a large extent, the authors of the articles seek to reflect on this discussion about social networks and put their reflections into consideration.

This issue is made up of eight articles. In the first text entitled *Interactive Communication of Chilean Companies on Facebook: A Comparative Study With Latin American Companies*, by the author Ileana Zeler from the Universitat Rovira i Virgili (Spain), it is analyzed how Chilean companies manage interactive communication with their audiences on Facebook. A comparative study was carried out with Latin American companies where 29,000 posts from 135 company profiles were analyzed, the results indicate that the dissemination of information is mainly one-way and not very interactive. The study also shows that companies in Chile and Latin America promote visibility instead of managing interactive communication on the social network.

In a second article entitled *Social perceptions of the Chilean National Soccer Team as a brand*, by the authors Cristóbal Benavides, Juan Ignacio Brito, Juan Ignacio Guerrero and Francisco Ta-

gle from the Universidad de los Andes (Chile), we can see that the sporting successes achieved by the Chilean National Soccer Team in 2015 and 2016 make it possible to distinguish the changes in the perceptions of Chileans regarding "La Roja". From the consideration of this team as a brand, it is concluded that it has a high symbolic degree in terms of a unifying element of Chilean society, which is considered as fragmented. For this study, 2,410 surveys were conducted in Santiago de Chile to people between 10 and 80 years of age, segmented based on the socioeconomic groups that make up the country.

Inmaculada Martín-Herrera and Juan Pablo Micalletto Belda, from the San Isidoro University Center (Spain), present an interesting reflection in *Effects of Disinformation on the Brand Image and the Reaction of Three Companies in the Food Sector to a Communication Crisis: Starbucks, Mercadona and Burger King*. This study investigates the communication strategies developed by three companies in the food sector: Starbucks, Mercadona and Burger King, with the aim of managing an image crisis caused by the dissemination of false or confusing information on the Internet. The authors have carried out a descriptive analysis that helped to determine that the keys to this management were the preferential use of social networks, the speed and transparency of the responses, and the repeated use of the word "false" to disprove the deception related to these companies.

The article titled *New Media Meets Unschooled Women: A Qualitative Analysis of the Use of New Media by Unschooled Kurdish Women* by Mehmet Sebih Oruç and Hediye Aydoğan from the Akdeniz University (Turkey) aims to answer how and why illiterate or unschooled women use new media. Information on media use was ob-

tained through in-depth interviews with Kurdish women. Here it is shown that the media becomes an important part of women's daily life and gives them a new space to do things that they could not do before. They do not make them more secular or modern, nor do they change their main attitudes and perspectives on life, yet they help them preserve some of their traditional activities threatened by recent capitalism and urbanization.

In *The Structure of Social Networks in IBEX 35 Companies*, by Francisco Leslie López del Castillo Wilderbeek from Pompeu Fabra University (Spain), the author has drawn up a complete map of the structure of social networks accepted by the companies of the IBEX 35 index. From an exploratory perspective, he has investigated the way in which these companies include social networks in their communication policy, from presentation on official websites to the possible correlation between economic size and channel selection. The main conclusion of his study indicates that the marketing function is predominant for these companies and that the economic size has a positive correlation with the selection of more informative social networks to the detriment of the most conversational.

The authors Juan Martín-Quevedo from the Rey Juan Carlos University (Spain), Erika Fernández-Gómez from the International University of La Rioja (Spain) and Francisco Segado-Boj from the Complutense University of Madrid (Spain), present *The Promotional Strategy of Netflix and HBO on Instagram in a Competition Scenario. Analysis of Their Profiles in Spain and in the US*. This study analyzes the resources and strategies used by the US and Spanish Instagram profiles of HBO and Netflix. For this, the year 2017 was taken as a reference for being a pe-

riod marked by the arrival of HBO in Spain. The content analysis of the 731 messages collected reflects a high internal consistency on the part of Netflix compared to HBO.

The authors Guillermo Echaury and Mónica Figueras-Maz, both from the Pompeu Fabra University (Spain), present *Temporary Migration and the Use of Social Media by International University Students in Catalonia*. International students represent a type of migration characterized by aspects such as the temporality of their transnational movements. As young people, their approach to digital technologies, including social media, is often intense. This article describes some aspects of the experience of international university students in the use of social networks during their periods of academic mobility in the city of Barcelona. An analysis was carried out through an ethnographic approach on topics such as the elements that make up the publications that students make during their stay in the city, the changes they experienced in the use of their social networks from their movements between borders or the perception and appearance of national cultural differences regarding the use of platforms such as WhatsApp.

We do not want to close this presentation without inviting Obra Digital readers to consult the miscellany article that is part of our number 20. In *Internal Communication as a Strategic Area for Innovation Through Change Management and Organizational Happiness*, the authors Andrea Castro-Martínez from the University of Málaga (Spain) and Pablo Díaz-Morilla from EADE University Studies and University of Malaga (Spain), examine from different perspectives and from the internal communication approach the link between communication with innovation and corporate culture, and the influence that

organizational happiness can have on them. The results indicate that it constitutes an essential strategic directive area for the innovative ecosystem by influencing the identification, loyalty, creativity, productivity, well-being and happiness of the workforce, the transmission of knowledge, and legitimation of leadership. The practical implications are valuable in associating effective internal communication management with superior innovation performance.

This publication will be of benefit to researchers, professionals and students. We hope that you will find in each of the articles a new incentive to expand your knowledge of social networks, whatever your field of action or your environment.