

Exploring cultural difference on presentation style of newspaper organization Facebook page

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Social networking sites

- People are free to register account
- Users can add personal information and photos in their profile, use different tone of words, style of photos or even length of post to build their online image.



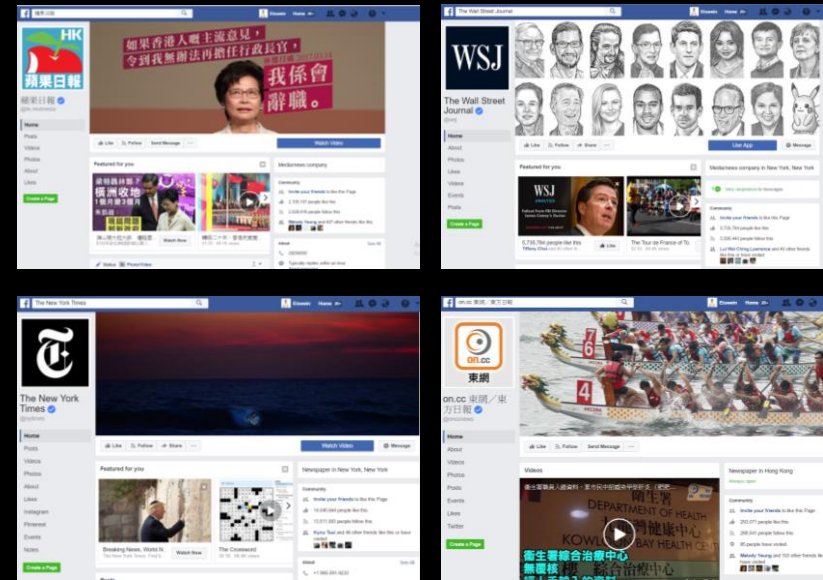
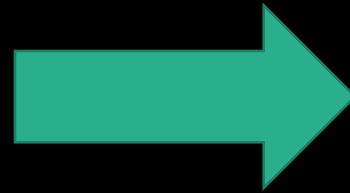
Facebook

- 1.28 billion daily active users on average for March 2017
- 1.94 billion monthly active users as of March 31, 2017
- Approximately 85.8% of our daily active users are outside the US and Canada



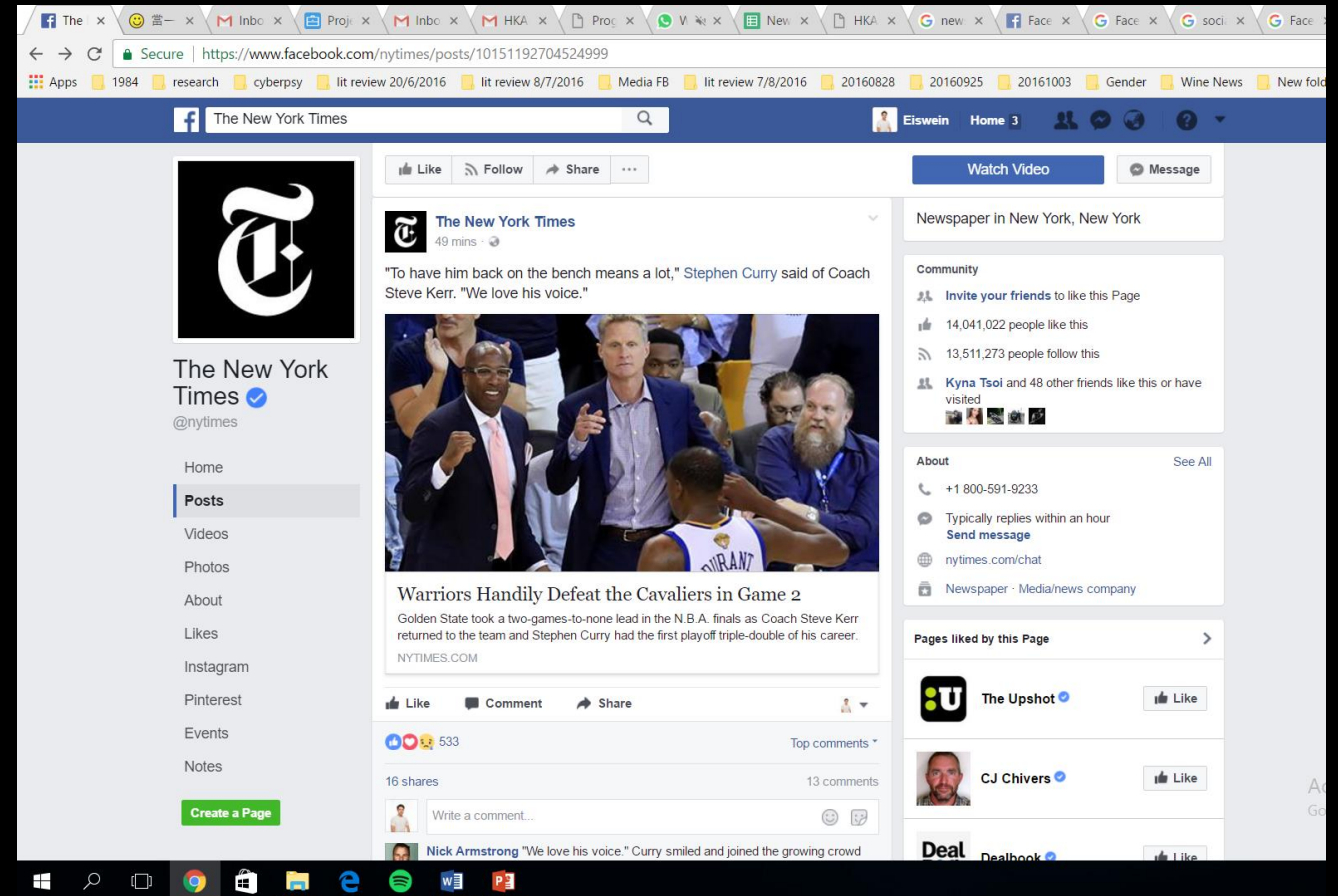
Newspaper organizations

- Recently, newspaper organizations also open their own Facebook page to connect with the large number of users



Different from traditional media

- Social media has a limit on displaying word at the wall post
- Users will either ignore the post's content or click 'read more' to read the whole passage if the passage is too long.
- Most of the newspaper organizations have given up using the traditional format of news article on their wall posts and tried to create a content that fit the reading habit of users



Globalization?

- Some may believe that Facebook is speeding up globalization and culture will no longer influencing the online behaviors
- However, there are studies show that cultural effect is appearing on Facebook behaviors (Caers et al., 2013).



Research Objective

- Traditionally, cultural difference affects media presentations (Aday et al., 2005), because newspaper organizations have to be localized and get attention from audiences.
- Although social media is offering a platform for newspaper organizations to link with the world, the behavior especially presentation differences between different places' newspaper organization Facebook page is not well defined.
- Therefore, this research tries to fill the research gap regarding whether culture influences newspaper organization's presentation on social media.

Research Question

- Are there any differences between news reporting and writing between newspaper organizations' Facebook pages' post in Hong Kong and American?
- Does the use of photo different between Hong Kong and American newspaper organizations' Facebook pages?
- Does the communication process different between Hong Kong and American newspaper organizations' Facebook pages?

Social networking site
and
Media organizations

- Bardoel and Deuze (2001) classified the impact of internet to media organizations in to four characteristics: Interactivity, Customization of content, Hypertextuality and Multimediality.
- Messner, Linke and Eford (2011) found that the adoption rate of Facebook by Newspapers and TV stations increased from 86.9% to 94.9% and 81% to 100% in 2009 and 2010.
- Bell (1991) stated that the presentations of news media consist of two parts which are written and visual. The presentations can reflect the society and culture and affect attitudes and opinions of audiences.

Social networking site
and
Media organizations

- When it comes to Facebook, newspaper organizations can input text, photo and video in their posts as the written and visual part of news.
- The way newspaper organizations present news on Facebook will affect the willingness of audiences to read the post and audiences engagement to the post.

Cultural Different

- There are six categories of dimensions in Hofstede's model of nation cultural (Hofstede, 2001; Hofstede et al., 2010)
- We believe that Power Distance (PDI) and Uncertainty Avoidance (UAI) affects the presentations
- In High PDI place, newspaper organizations are well accepted by the audiences and the newspaper organizations have not intention to change their presentations to fit the new platform.
- Newspaper organizations in weaker UAI society should accept and adapt a new form of presentation on the new platform.

Hypotheses

- We argue that the use of heading, lead, full article and attracting sentence would be influenced by culture. Therefore, we test the following hypotheses.
- H1: The preference of using heading between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.
- H2: The preference of using lead between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.
- H3: The preference of using full article between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.
- H4: The preference of using attracting sentence between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.

Hypotheses

- Hashtag is a topical marker that indicates the context of the post and core idea (Tsur, & Rappoport, 2012). It is a new form of expression from social networking sites' microblogging function and newspaper organizations' Facebook pages can decide to use it or not. We argue the use of hashtag would be influenced by culture. Therefore, we test the following hypothesis.
- H5: The preference of using hashtag between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.

Hypotheses

- We argue the picture style of newspaper organizations' Facebook pages would be influenced by culture
- H6: The preference of using simple photo only
- H7: The preference of using photo with words
- H8: The preference of using infographics
- H9: The preference of using logo on photos or videos
- H10: The preference of replying comment

Hypotheses

- Newspaper organizations can reply the comment from the audiences and hence build relationship with them. More communication between newspaper organizations and audiences will make newspaper organizations look more like human beings but not organizations. We argue the reactions of newspaper organizations' Facebook pages would be influenced by culture. Therefore, we test the following hypothesis.
- H10: The preference of replying comment between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages is different.

- We analyzed the past 20 posts of each newspaper organization from 1300 11st August 2016 with a sample size of 200.

Subject	Descriptions	Percentage
District	America	5 (50%)
	Hong Kong	5 (50%)
Heading	Yes	153 (76.5%)
	No	47 (23.5%)
Lead	Yes	106 (53%)
	No	94 (47%)
Full article	Yes	6 (3%)
	No	194 (97%)
Attracting sentence	Yes	63 (31.5%)
	No	137 (68.5)
Reply comment	Yes	7 (3.5%)
	No	193 (96.5%)
Simple photo only	Yes	93 (46.5%)
	No	107 (53.5%)
Photo with words	Yes	54 (27%)
	No	146 (73%)
Infographics	Yes	10 (5%)
	No	190 (95%)
Logo on photos or videos	Yes	68 (34%)
	No	132 (66%)
Hashtag	Yes	80 (40%)
	No	120 (60%)

Category	Subject	USA (N=100)		Hong Kong (N=100)		Total N	χ^2	df	p-value
		Yes	No	Yes	No				
News reporting and writing	Heading	79	21	74	26	200	0.695	1	0.404
	Lead	75	25	31	69	200	38.86	1	0
	Full article	0	100	6	94	200	6.19	1	0.013
	Attracting sentence	7	93	56	44	200	55.64	1	0
	Hashtag	1	99	79	21	200	126.75	1	0
Use of photo	Simple photo only	75	25	18	82	200	65.3	1	0
	Photo with words	0	100	54	46	200	73.97	1	0
	Infographics	0	100	10	90	200	10.53	1	0.001
	Logo on photos or videos	13	87	55	45	200	39.31	1	0
Communication process	Reply comment	0	100	7	93	200	7.25	1	0.007

Category	Subject	USA		Hong Kong		t	df	p-value
		M	SD	M	SD			
News reporting and writing	Heading	0.79	0.41	0.74	0.44	0.83	198	0.407
	Lead	0.75	0.44	0.31	0.46	6.91	198	0
	Full article	0.00	0.00	0.06	0.24	-2.51	198	0.013
	Attracting sentence	0.07	0.26	0.56	0.50	-8.74	198	0
	Hashtag	0.01	0.10	0.79	0.41	-18.51	198	0
Use of photo	Simple photo only	0.75	0.44	0.18	0.39	9.80	198	0
	Photo with words	0.00	0.00	0.54	0.50	-10.78	198	0
	Infographics	0.00	0.00	0.10	0.30	-3.32	198	0.001
	Logo on photos or videos	0.13	0.34	0.55	0.50	-6.96	198	0
Communication process	Reply comment	0.00	0.00	0.07	0.26	-2.73	198	0.007

Discussion

- One of the main idea of social media is connecting the world together and it is easy for people to think the behavior of users will be the same.
- While different people live in different places would be influenced by the culture differently.
- When they use the social media, their online action would also be influenced by the culture and it should be the same when it comes to newspaper organizations' Facebook pages.

Heading is still Dominating

- We find that the difference between expected and actual data of using heading is likely just due to chance and there is no significant mean difference between two district.
- It may due to the use of heading is common among two district and there is not cultural difference in this aspect, the consistence of using heading means this fundamental structure of news are not given up by the newspaper organizations on social media.

Hong Kong
newspaper
organization
tends to use
untraditional
presentation

- Significant differences are found in using lead, full article and attracting sentence between USA newspaper organizations' Facebook pages and Hong Kong newspaper organizations' Facebook pages. The use of lead in USA newspaper organizations' Facebook pages is more than Hong Kong while the use of full article and attracting sentence in Hong Kong was more than USA.

Hong Kong
newspaper
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- Interestingly, the use of hashtag in Hong Kong newspaper organizations' Facebook pages is significantly higher than USA newspaper organizations' Facebook pages. Hong Kong newspaper organizations' Facebook pages use hashtag as a trendy and fun action but not to identified specific topic.

USA
newspaper
organization
tends to
purely let
photo tells the
story

- Regarding the using style of photo, there are significant differences in using simple photo only, photo with words and infographics.
- USA newspaper organizations' Facebook pages use a simple photo only more frequently than Hong Kong. While Hong Kong newspaper organizations' Facebook pages tend to use more photos with graphics than USA newspaper organizations' Facebook pages.

USA
newspaper
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- Result shows that Hong Kong newspaper organizations' Facebook pages is significantly more than USA newspaper organizations' Facebook pages to add logo on photos or videos. The reason behind it may be Hong Kong newspaper organizations' Facebook pages want their logo appearing on the Facebook more as the photo may be shared by other users.

Hong Kong newspaper organization communicates more with audiences

- Replying comment or not is significantly difference between two districts. It means Hong Kong newspaper organizations' Facebook pages are not only receiving the respond from the audiences but also take a further step to communicate with the audiences directly.
- It can improve the closeness between media and the audiences and enhance the loyalty of audiences. From a cultural point of view, the power distance between the Hong Kong newspaper organizations and audiences is shorter than USA newspaper organizations.

Limitation

- First, the research only covered five most popular newspaper organizations in both districts which constrained the generalizability. Further studies might conduct to more newspaper organizations to generalize the result.
- Moreover, the types of presentation in this research only consisted of three type which are the context, photo and communication. We could include other type of presentations like the nature of video and the frequency of posting news article.

Conclusion

- We must admit that social media has changed the way that newspaper organizations present their news articles. However, contrast to general belief, social media like Facebook has not made all newspaper organizations to present at same way.
- Newspaper organizations from different districts with different culture do present in different ways. Although the use of heading is still common in newspaper organization Facebook page from both districts.

Conclusion

- The use of lead, full article, attracting sentence and Hashtag varies from place to place which means cultural difference is affecting the news reporting and writing.
- Both use of photo and communication process are also different between two districts. The result of this research confirms the relationship of cultural difference and presentation on Facebook by newspaper organizations.