

A Content Analysis Online Advertisements on Social Websites

Manju Kataria

Guru Jambheshwar University of Science & Technology, Hisar (Haryana), India

Abstract: Social media create a new web society where people have to follow some rules and regulation. Social networking sites are widely attracting the attention of people all over the world. It is also emerging as a subject of deep and thorough research. Social network sites may be defined as web based service that allow individual to construct a public or semi-public profile within abounded system articulate a list of other user with whom they share a connection and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd, Ellison, 2007). This study is an attempt to examine the advertisements in top social networking sites of India. In today's technology driven world, social networking sites shape individual's social life with easy connectivity to friends and other people of the global society. Hence, advertising on social networking sites is a great way to promote both services and products offered by an organization, institution or a company. Researcher has adopted content analysis method to identify the total number of advertisements, categories of advertisement and manner of presentation of these advertisements in social networking sites. This study identifies that all websites carry both still and moving advertisements and that the maximum number of advertisement on these sites are product ads.

Keywords: Social Websites, Content Analysis, Online advertisements.

I. INTRODUCTION

India at present is the third largest internet market in the world after China and US. It is estimated that there are over 200 million users of the internet in the country. India soon is going to overtake US to become the second largest internet base in the world. Social network sites may be defined as web based service that allow individual to construct a public or semi-public profile within abounded system articulate a list of other user with whom they share a connection and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd, Ellison, 2007). Facebook, Orkut, Bigadda etc. is attracting and influencing people very much through its entertaining and interactive features. It is shaping individuals social life with easy connectivity to friends and other people of society and also closely related to enhancing the social capital of the individual. While we use the term "social network site" to describe this phenomena, the term "social networking site" also appears in public discourse and the two terms are often used interchangeably.

Online advertisement on social websites is a great way to promote both services and products offered by your company. Because of its massive popularity online there is a huge audience waiting to be targeted and because websites such as Facebook and Orkut, Hi5, Bigaddaect. are free to register with you won't be spending much money unless you are going to hire someone to do the advertising for you such as an in-house employee or a company such as web link who specialize in social media.

Objective:

The main objective of this study is to analyse the online advertisements content of social websites.

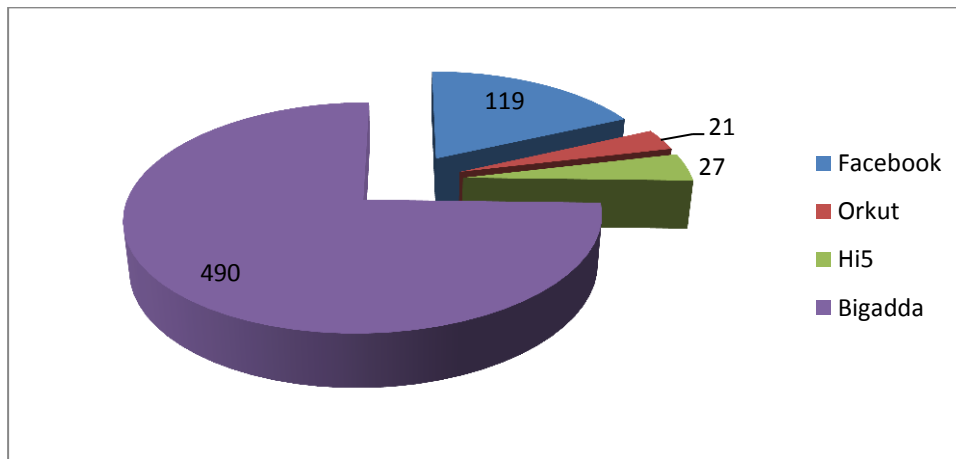
II. METHODOLOGY

Content analysis has been adopted for the study in which a systematic study of advertisement in social networking sites is advertisement for analyzing the problem. The researcher has selected Facebook, Bigadda, Hi5 and Orkut. Content analysis is an efficient way to investigate the content of the media. It is a method of studying and analyzing communication in systematic, objective and quantitative manner for the purpose of measuring variables. Time period to study the content will be from 10:00 am to 11:00 am in the morning and prime time from 9:00 pm to 10:00 pm in the evening. Online advertisements four networking sites been selected for the study: Facebook, Orkut, Hi5 and Bigadda

III. TABULATION AND ANALYSIS

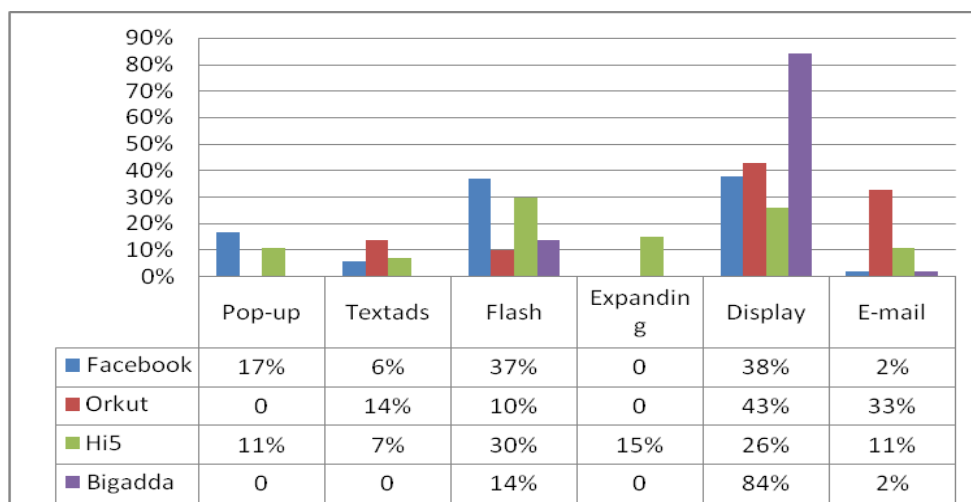
The advertisements of all four websites were analyzed for seven consecutive days (January 16- January 22, 2013) at two time durations (10:00 am-11:00 am & 09:00 pm-10:00 pm). The total number of advertisement in these websites during the week period is 657 (Facebook-119, Orkut- 21, Hi5-27 and Bigaddada-490). The advertisements are divided into two categories i.e. Commercial and Non-commercial advertisements. The measurements of the advertisement content have been taken at a display with the help of website and screen measurement tools like MeasureIt!

Chart- 1: Total no of online advertisements in social websites.



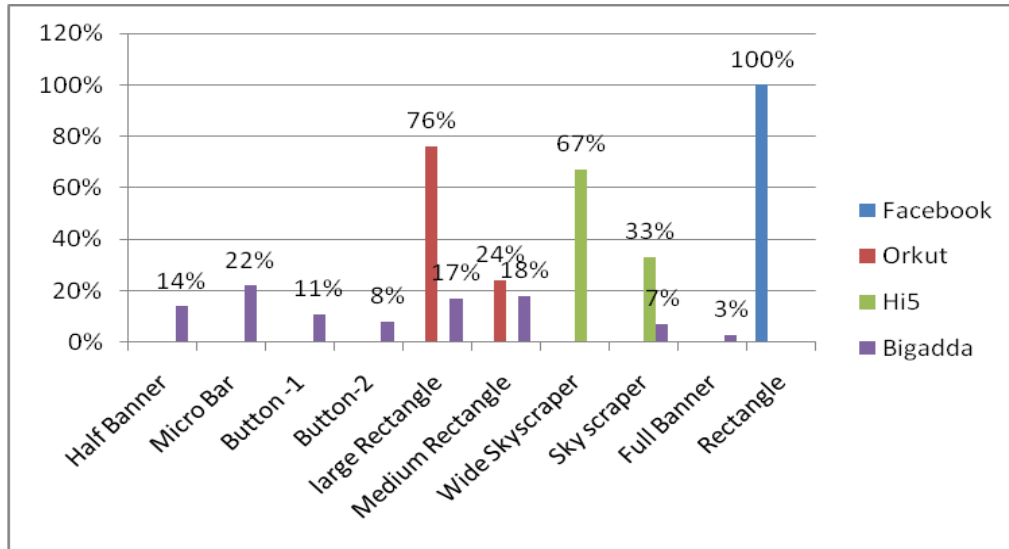
The above chart shows the total number of advertisement in these websites is 657 (Facebook-119, Orkut- 21, Hi5-27 and Bigaddada-490).

Chart-2: Types of online advertisements in social sites



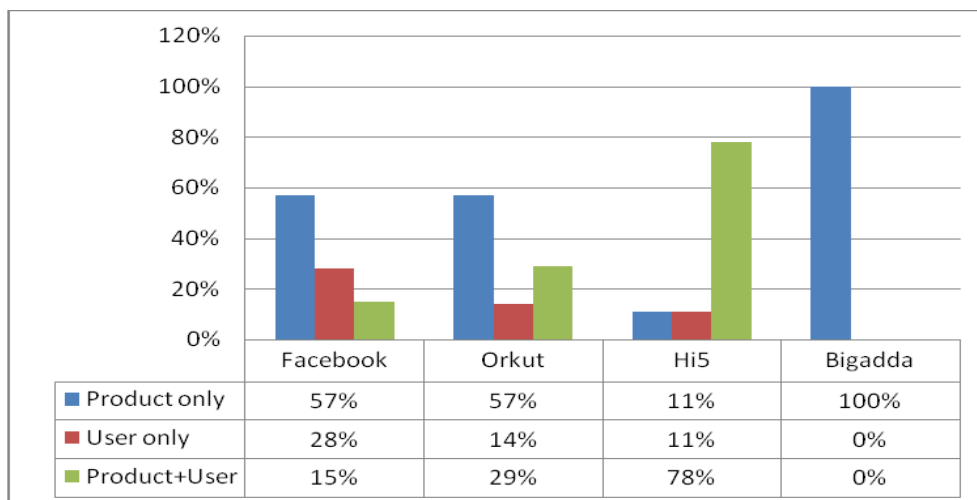
The above chart-2 depicting the types of advertisements shows that maximum per cent of display advertisement (84) was recorded under Bigadda followed by Orkut (43), Facebook (38) and Hi5 (26).With regard to flash advertisement Facebook covers 37% whereas Hi5, Bigadda and Orkut covers 30%, 14% and 10% respectively. The maximum coverage by E-mail advertisement (33%) is under Orkut. The coverage by pop-up and Textadvertisements are low as compared to other advertisements where in Orkut no Pop-up advertisement is shown whereas both pop-up and Textadvertisements are missing in Bigadda. The Hi5 covers 15% of Expanding advertisement whereas under Facebook, Orkut and Bigadda it is negligible.

Chart-3: Space covered by advertisements on websites.



The chart-3 shows the types of advertisements with spaces measured in pixel. Under Facebook 100% advertisements are of rectangle whereas in Hi5 wide skyscraper and skyscraper recorded 67 and 33% respectively. The large rectangle 76% and medium rectangle 24% are observed in Orkut only however Bigadda covered maximum number of types of advertisements viz. Mmicro bar (22%), Medium rectangle (18%), Large rectangle (17%), Half banner (14%), Button-1 (11%), Button-2 (8%), Skyscraper (7%) and full banner (3%).

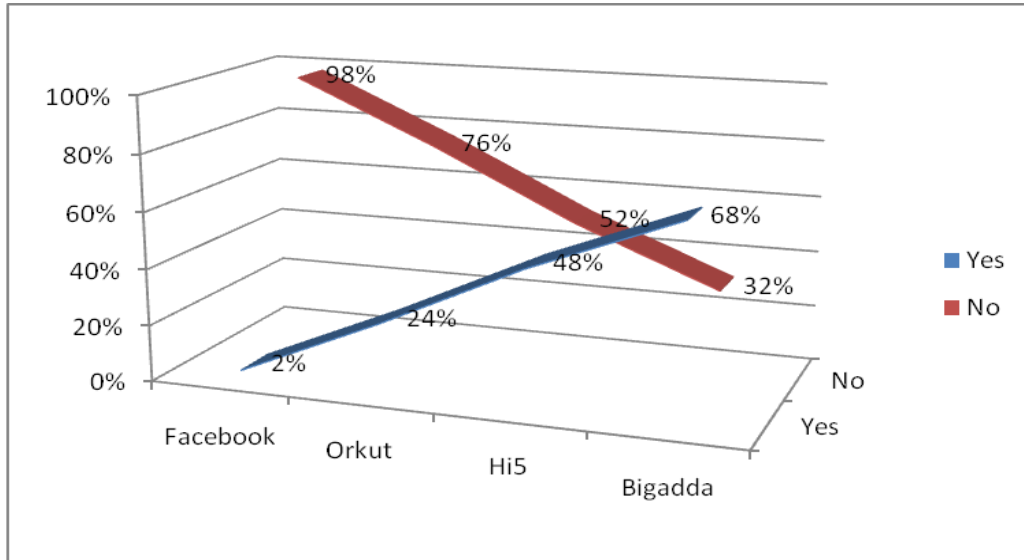
Chart-4: Classification of advertisement



The advertisement as product only or user only or product+user under websites is presented in chart-4. The Bigadda covers 100% of product only followed by Facebook (57%) which is at par with Orkut (57%). The maximum coverage of

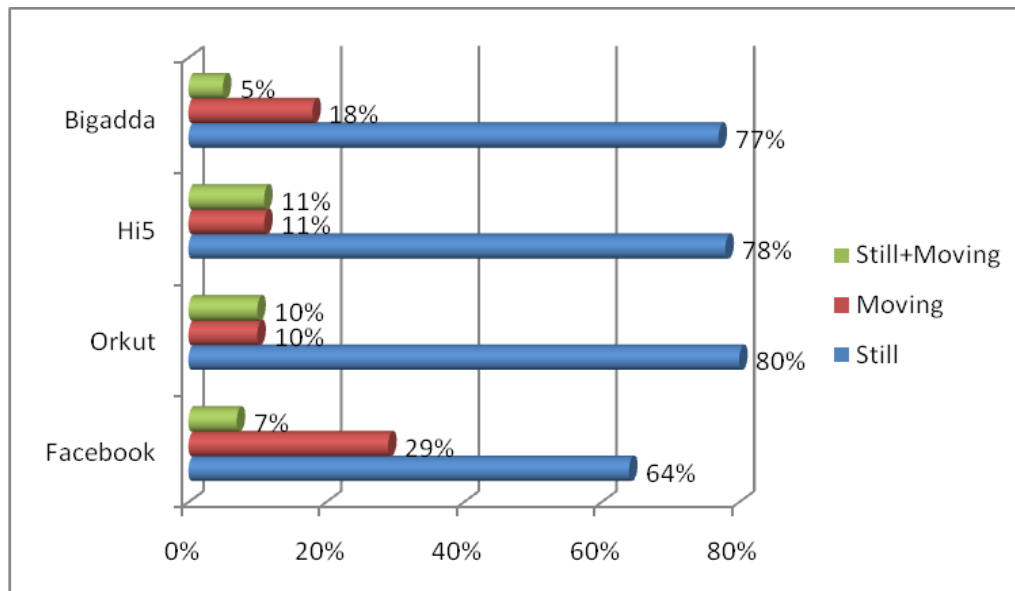
product+user (78%) was recorded under Hi5 followed by Orkut (29%) and Facebook (15%). The user only under Facebook, Orkut and Hi5 covered 28, 14 and 11% respectively.

Chart -5: Logos under social website



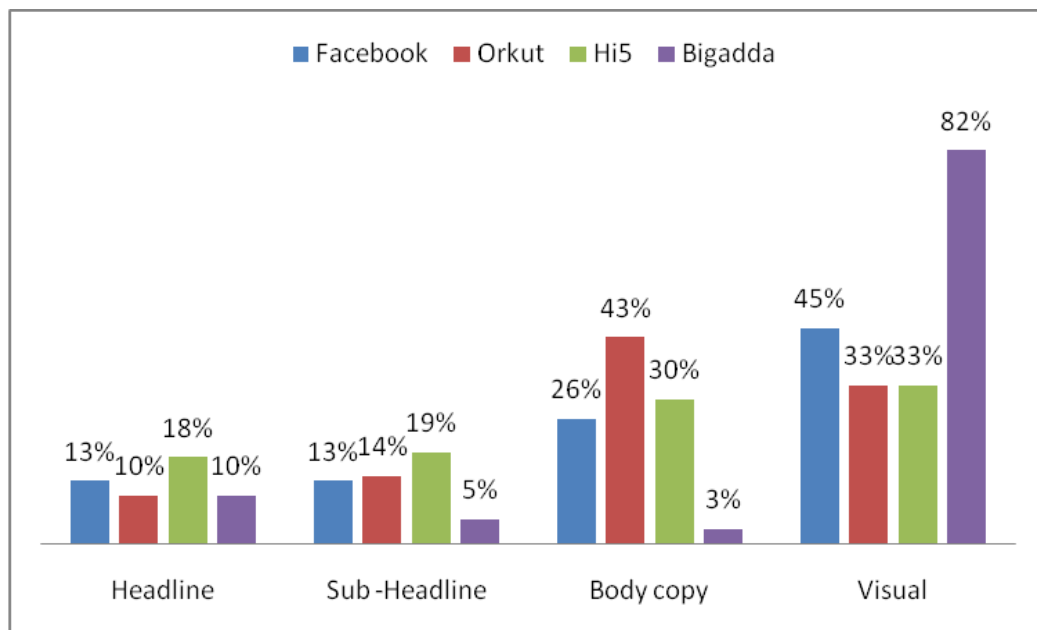
The above chart-5 shows the advertisements with or without logos under websites. The maximum number of advertisements with logos (68%) were recorded in Bigadda followed by Hi5 (48%), Orkut (24%) and Facebook (2%). The maximum number of advertisements without logos (98%) were recorded under Facebook whereas minimum (32%) under Bigadda.

Chart-6: Types of images in online advertisements



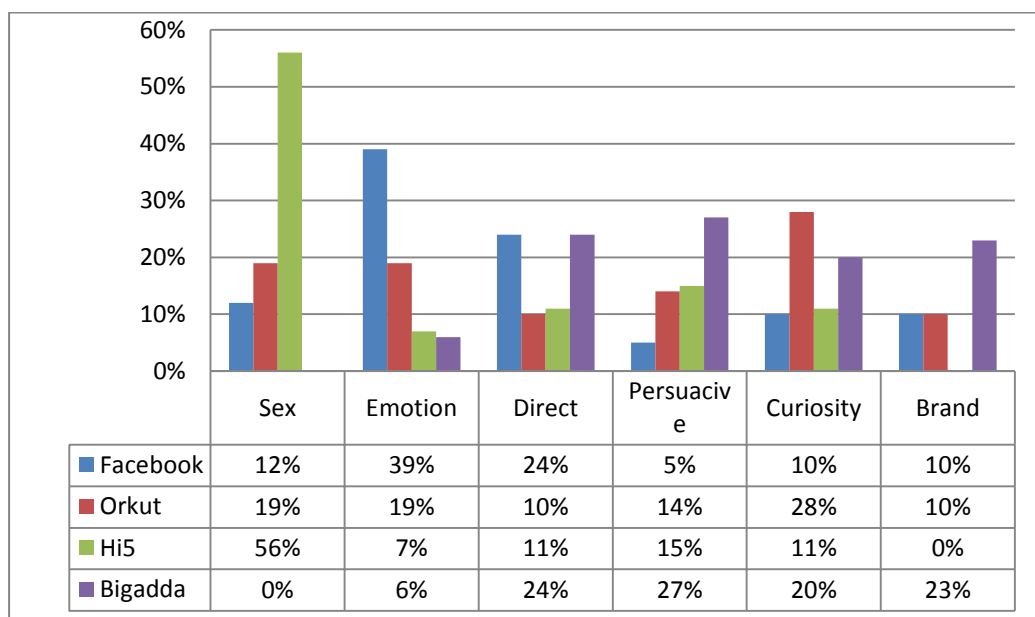
The types of images i.e. still, moving and still+moving are shown in chart-6. It is clearly visible from the chart that still images are maximum (80%) under Orkut which is almost at par with Hi5 (78%) and Bigadda (77%) whereas under Facebook it is 64%. The maximum percent (29%) of moving images were recorded under Facebook and minimum (10%) under Orkut. Both (still+ moving) images are minimum as compared to moving and still under all the websites. Under Hi5 and Orkut the percent of still and moving is the same i.e. 11% and 10% respectively.

Chart-7: Elements of online advertisement under social websites.

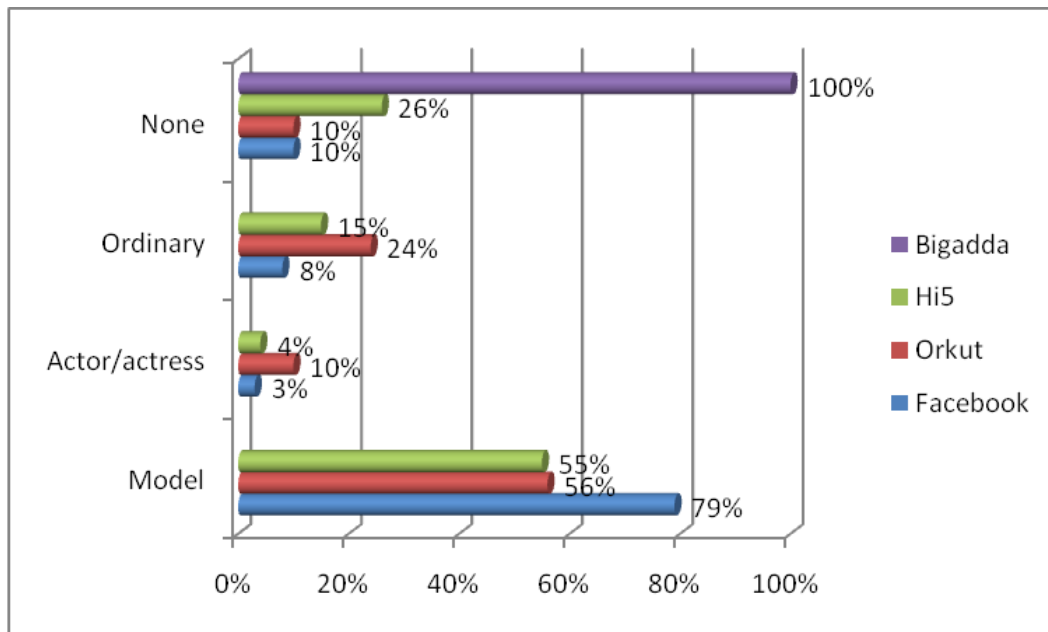


The above chart-7 presenting the element of advertisements shows that maximum percent of visual (82) was recorded under Bigadda followed by Facebook (45) and Orkut and Hi5 (33). With regard to body copy element Orkut covers 43% whereas Hi5, Facebook and Bigadda cover 30%, 26% and 3% respectively. The maximum coverage by headline element 18% is under Hi5. The coverage by sub-headline advertisement elements Hi5 19%, Orkut 14%, Facebook 13% and Bigadda 5%.

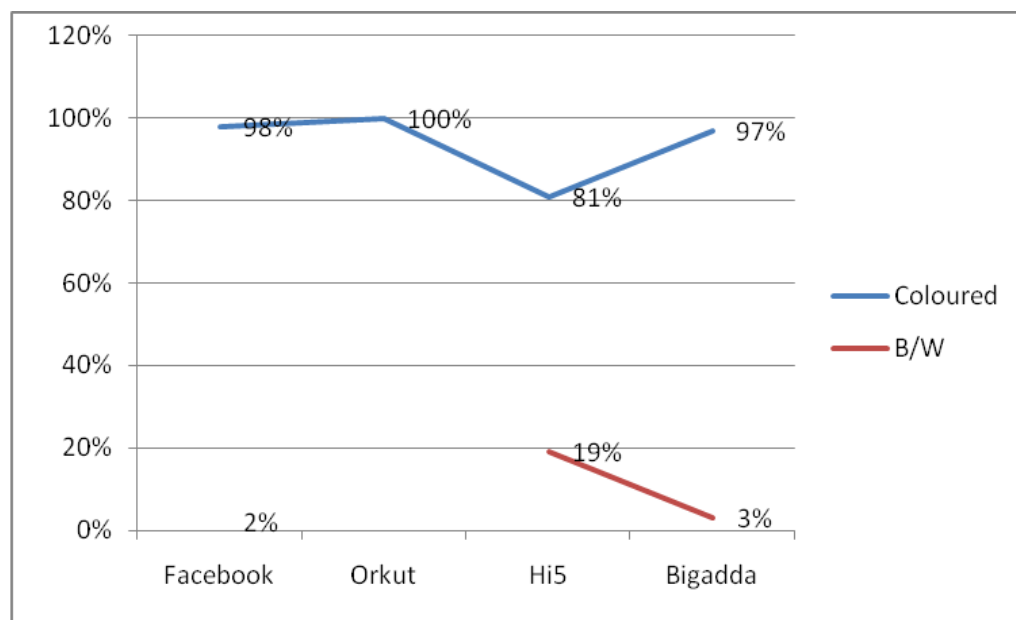
Chart-8: Appeals by in online advertisements



The chart-8, presents the appeals of advertisement shows that maximum (56%) of sex appeal was recorded through Hi5 followed by Facebook (12%), Orkut (19%). With regard to Emotional Facebook covers 39% whereas Orkut, Hi5 and Bigadda 19%, 7% and 6% respectively. Facebook and Bigadda same 24% in Direct appeal. The maximum percent of curiosity and brand (28% & 23%) in Orkut and Bigadda.

Chart-9: Characters shown by online advertisements under social websites

The above chart-9 reflects types of features in advertisements. It is clearly visible from the chart that no feature is seen in Bigadda. The Facebook recorded maximum (79%) of model whereas Orkut and Hi5 recorded 56 and 55% respectively. The actor/actress percent as compared to other features is lowest under all websites except Bigadda. The Orkut covers 24% as ordinary feature Hi5 and Facebook recorded 15 and 8% respectively.

Chart-10: Colours in of online advertisements under social websites

The above chart-10 depicts the type of colour used in advertisements as coloured or B/W (black and white). The majority of advertisements under websites are coloured. Under Orkut 100% advertisements are coloured while in Facebook, Bigadda and Hi5 it is 98, 97 and 81% respectively. Maximum (19%) advertisements recorded are B/W whereas no B/W advertisement is recorded under Orkut.

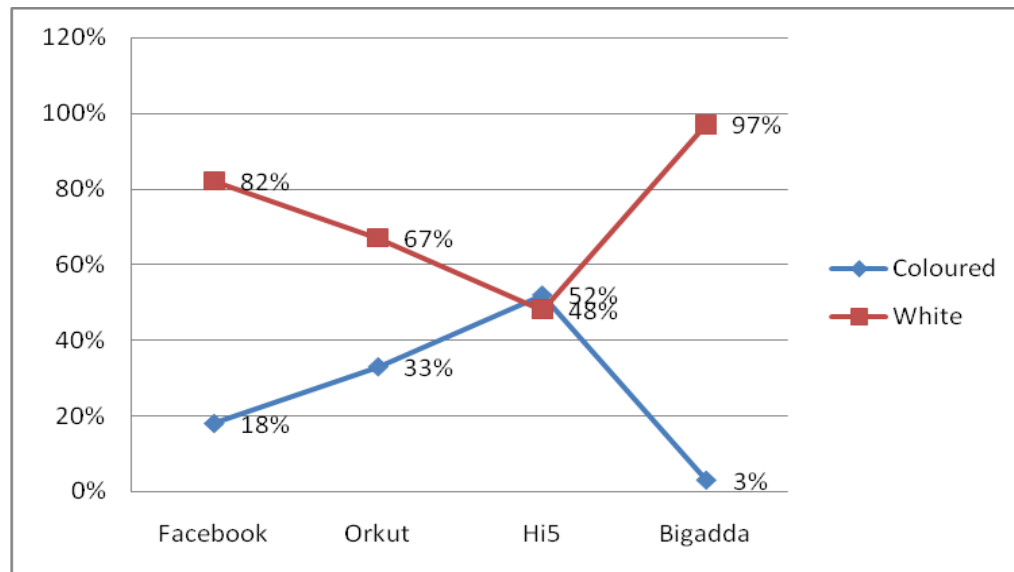
Chart-11: Background colour of online advertisements under websites

Chart -11 depicts the background colour of advertisements as coloured or white under websites. The majority of advertisements (97%) under Bigadda have coloured background whereas in Facebook it is 82%, Orkut (67%) and Hi5 (48%). The maximum (52%) advertisements under Hi5 have white background whereas only 3% under Bigadda.

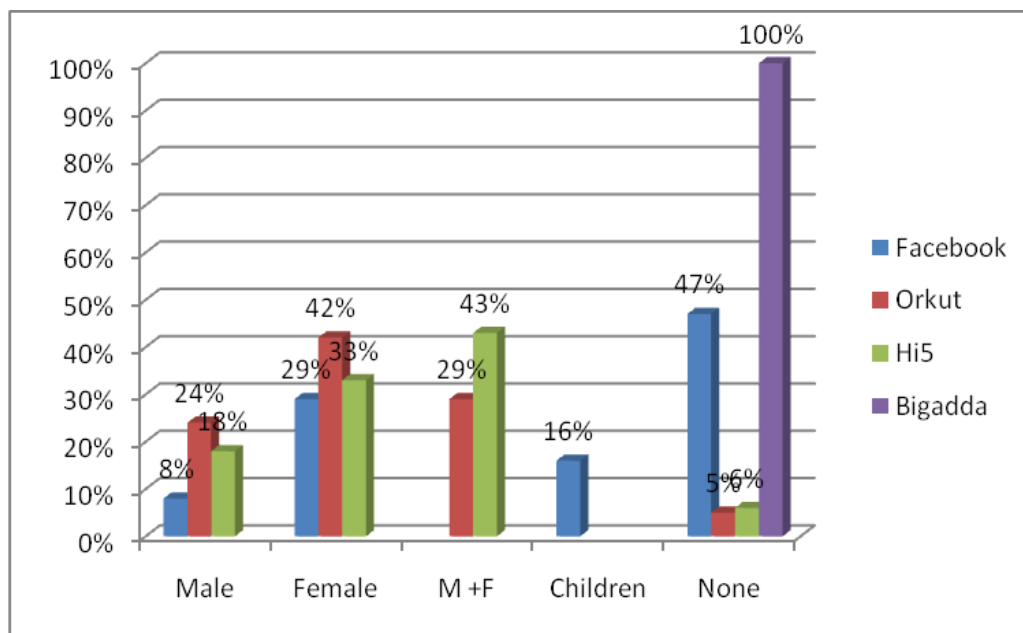
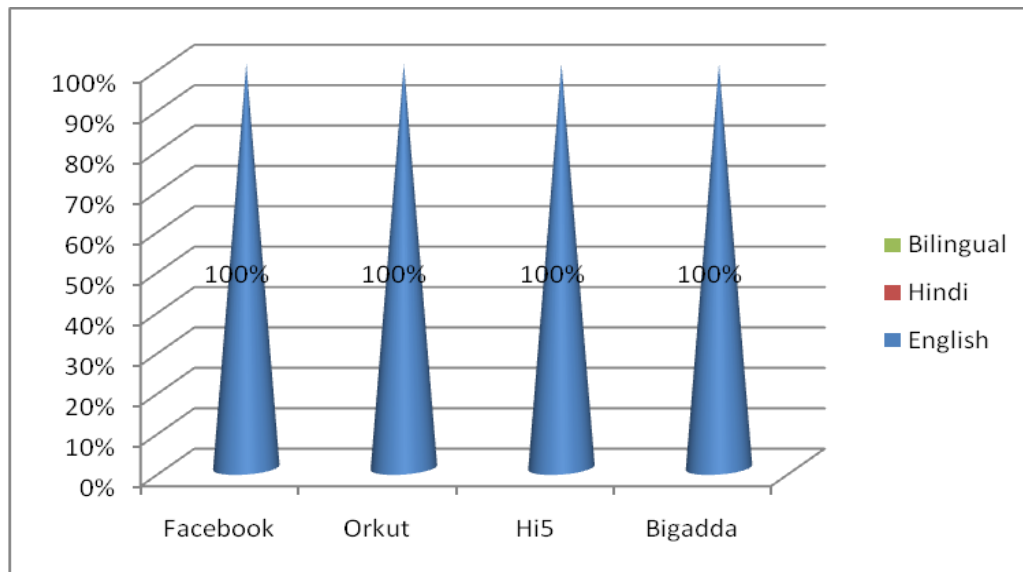
Chart-12: Characters showing advertisements under websites

Chart-12 shows the appearance of characters in these websites. It is clearly evident from the chart that no character is used in advertisements under Bigadda. The male characters are recorded maximum (24%) under Orkut. The total percentages of female characters are higher as compared to other characters in the websites except none. The maximum female character (42%) is recorded under Orkut. The hi5 recorded 43% of M+F however M+F is negligible under Facebook and Bigadda. Facebook is the only website with 16% children.

Chart-13: Type of language used in advertisements under websites



The above chart shows language is the most prominent element of any advertisement. All four social networking sites use English language as the only medium of communication in the advertisement, this chart also depicts that though sites are but language is same.

IV. CONCLUSION

All the advertisements in these sites are commercials. Ads are attractive and influence people through its entertaining and interactive features. Ads are like mother- baby, baby, shoes, outfits, phones, electronic things related accessories, games etc. The changing process of advertisement is not same. Abusing picture and ad are not displayed in any advertisement. Impact of ads is direct on the minds. These ads attract all male, female & kids. Social media create a new web society where people have to follow some rules and regulation. In this environment some norms are also followed by the people to get in touched with the peers. The diversity between the idea, thoughts, opinion and language etc gathered through this new media.

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