

Social Networking Website Gathers Individuals for a Social cause - A Study on Facebook Events

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Abstract

Communication between the individual and the society becomes easy and faster with the world's largest encyclopedia which is called as Internet. Social media networking websites and applications paved way to share one's own feelings and emotions to the known and unknown faces with a single click. Whether it is personal or social, messages are getting posted not only through computers but also through their updated android mobile phones. Social networking website is used to linkup the likeminded people and gathers them for the social cause. Chennai Memes Facebook page events from the year 2016 till the mid of 2018 were taken for this study. This research will reveal the various types of events posted to gather people, the way how the message was communicated to the masses in a social media and the reason for posting the events. This study is basically exploratory in nature and followed mixed methodology.

Keywords: Facebook, Social Media, Events, Chennai Memes

Introduction

Communication between the individual and the society becomes easy and faster with the world's largest encyclopedia which is called as internet. Social media networking websites and applications paved way to share one's own feelings and emotions to the known and unknown faces with a single click. Whether it is personal or social, messages are getting posted not only through computers but also through their updated android mobile phones. The social media which is popular among digital users is Facebook. As of January 2018, it has more than 2.2 billion monthly active users stated by Wikipedia, the free encyclopedia on the "List of virtual communities with more than 100 active users"¹.

Facebook is an American online social media and social networking service company launched on February 4, 2004, by Mark Zuckerberg along with Harvard college students and his roommates. Initially this site membership was limited to Harvard university students and later offered to public during February 2012. After registration users can

customize their profile and can add other users as friends. Users can exchange messages, share photos, videos and links, post status updates, use various software applications ("apps"), and receive notifications of other users' activity. Each registered user on Facebook gets their own personal profile that shows their posts and content. The format of individual user pages was revamped in September 2011 and became known as "Timeline", a chronological feed of a user's stories, including status updates, photos, interactions with apps, and events. The new layout also let users add a "cover photo", a large header image at the top of the Timeline.².

Chennai Memes started its Facebook page in the year 2014 and got 1000 likes within a span of 11 hours. The page reached 60,000 likes at the end of 2014, 1,50,000 likes in 2015 and 5,00,000 likes in 2016. It is a one stop destination company (Media/News Company, Social Media Agency, Advertising Agency) which has got 1,126,746 likes in the mid of August 2018, communicate to the masses about the current happenings of south India through news and via news articles, photo and video memes. It has won

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many awards like Chennai Pride Award, SSN award for Humanity, SEAN Roldan Live Spirit of Chennai and Duct Philanthropy 2016. Chennai Memes started posting events from the year 2016³.

David J. Fiander of western University in his book "Social media for academic libraries" discussed "the value of the academic library engaging with its users via social media sites like Facebook and Twitter. His works provides some background on research into how libraries have experimented with using Facebook for outreach and how the user community has responded. It gives a brief outline of the process for creating a rich Facebook page for an academic library system and tips for how to market a Facebook page or Twitter account, and how to use social media accounts to promote the library's services. Finally, it provides some guidance for how an academic library should think about policies for posting to social sites by staff, and how to deal with user comments on social media sites"⁴.

Michael Chan in his article on "Social Network sites and political engagement: Exploring the impact of Facebook connections and uses on political protest and participation" examined the network sizes role on Facebook, its connections with public political actors, Facebook use for news and its political expression on political attitudes, protest and participation. He adopted O-S-R-O-R (Orientation, Stimulus, Reasoning, Orientation, Response) model of political communication effects and structural equation analyses for his study. His samples were collected from the Hong Kong city, which is one of the world's highest Facebook penetration rates. His results showed that there is a direct and indirect effect on participation through Facebook news, expression and efficacy⁵.

Itoga H and Lin G in their article on "Using Facebook for event promotion-implementing change" interviewed event/club promoters who are having 5,000 connections and daily interactions on Facebook in Taiwan. They analyzed the data qualitatively. They found that Facebook is very important and beneficial for the club/event promotion industry to implement change. It helps the promoters to understand the nature of business and continuously adapt to progress⁶.

This study aims to find out

- How many events were posted by the Chennai memes

in their Facebook page?

- What types of events were posted in the Chennai Memes Facebook page?
- How events were communicated to the people via Facebook page?
- What was the reason to post events in the Facebook page?

The objectives of this study are

- To find out the number of events posted by Chennai Memes.
- To analyze the types of events posted in the Chennai Memes Facebook page.
- To analyze the tools used to communicate events to the digital users.
- To analyze the reason for posting the events in the Chennai Memes Facebook page.

Methods

This study analyses data qualitatively as well as quantitatively which comes under mixed methodology - sequential exploratory design. The sequential exploratory design is used to explore a phenomenon. It is characterized by qualitative data collection and analysis in the initial phase and followed by a phase of quantitative data collection and analysis⁷.

Data has been collected from the Chennai Memes Facebook page events column qualitatively as a first phase and analyzed quantitatively for the study. Since Chennai Memes is one of the most famous Facebook page among the meme creators this page has been selected for the study. This study is basically exploratory in nature which aims to reveal the motto behind the event posting in Chennai Memes Facebook page. This study will be helpful for the owners of the Facebook page to learn how a page can be promoted to reach mass audience.

Results and Discussion

Chennai Memes Facebook page event column is studied and the entire content is given in the nut shell for a quick reference. The event names, event date, number of people invited for each event, number of people interested to attend each event, number of users community went to an event, the hosted people name, Place of the event has been analyzed and put it in a table.

Table No.1 Details of the Events organized by Chennai Memes

S. No.	Event Date	No. of people invited	No. of people interested	No. of people went	Hosted by	Place	Time and guests on that day
1	04-Mar-16	8	90	54	Chennai memes	CEG, Anna University	Fri 10 AM · 152 guests
2	20-Mar-16	867	133	87	Chennai memes	-	Sun 4 PM · Dina Bose went
3	2 jan 2017 to 8 jan 2017	2883	1809	358	Chennai memes	Jantar Mantar Road, Connaught Place, New Delhi 110001, India	Jan 2, 2017 - Jan 8, 2017 · 5,050 guests
4	08-Jan-17 —————	1539	400	152	Chennai memes	chepauk	Sun 10 AM · 2,091 guests
5	13-Jan-17	5353	1154	644	Chennai memes	-	Fri 9 AM · Shared to *NEEYA NAANA GOPINATH*
6	25-Feb-17	9	392	30	Chennai memes	Thiruvavarur bus stand, panagal salai, thiruvavarur 610001	Sat 10 AM · 431 guests
7	26-Feb-17	9	382	35	Chennai memes	Amma Mandapam, Srirangam	Sun 8 AM · 426 guests
8	05-Mar-17	948	993	203	Chennai memes	puzhal aeri, chennai, India	Sun 8 AM · 2,144 guests
9	05-Mar-17	49	73	37	Chennai memes	Kanniyathendral Quaid-e-Milleth Muhammad Ismail Manimandapam	Sun 9 AM · 159 guests
10	12-Mar-17	2208	1472	391	Chennai memes	puzhal aeri, chennai, India	Sun 6:30 AM · 4,071 guests
11	19-Mar-17	1349	1084	311	Chennai memes	Puzhal lake	Mar 19, 2017 - Mar 20, 2017 · 2,744 guests

12	26-Mar-17	1698	969	200	Chennai memes	Chennai memes	Sun 6:30 AM · Shared to *NEEYA NAANA GOPINATH*
13	01-Apr-17	1223	823	175	Chennai memes	Urapakkam Flyover, Urapakkam, Chengalpattu 603210,	Sat 6 AM · 2,221 guests
14	02-Apr-17	-	-	-	Chennai memes	T. Nagar, Rajachar Street, Chennai, India 600017	Sun 4 PM · 2,144 guests
15	08-04-2017 & 9 apr 2017	249	294	77	Chennai memes	Guduvancheri, Tamil Nadu, India	Apr 8, 2017 - Apr 9, 2017 · 620 guests
16	03-Dec-17	167	662	177	B Pong Slam , Morning fresh, chennai memes,the pitch, rummy circle,tales of froth, The metroplace hotels	The Pitch .The Metroplace Hotels,Phase III Zenith Building Ascendas IT Park Taramani Chennai, Chennai, India 600 113	Sun 5:30 PM · 1,006 guests
17	17-Mar-18	118	566	178	B Pong Slam , Morning fresh, chennai memes,the pitch, rummy circle,tales of froth, The metroplace hotels	The Pitch .The Metroplace Hotels,Phase III Zenith Building Ascendas IT Park Taramani Chennai, Chennai, India 600 113	Sat 6 PM · 862 guests
18	08-Sep-18	626	137	Going 45	B Pong Slam, The metroplace hotels, The pitch, chennaimemes	The Pitch .The Metroplace Hotels,Phase III Zenith Building Ascendas IT Park Taramani Chennai, Chennai, India 600 113	Sat 6 PM · 808 guests

The entire details of the event posted by Chennai Memes from their initial days have been shown in the Table No.1. The total number of events posted by Chennai Memes between the years from 2016 till September 2018 is given in Table No.2. 11% of events were posted during the year 2016. 78% and 11% of events were posted during the years 2017 and 2018 respectively. This shows that the maximum numbers of events were posted during the year 2017.

Table 2. Year-wise events

Years	No. of events posted	%
2016	2	11
2017	14	78
2018	2	11

The Table No.3 represents the categories of events posted in the Chennai Memes Facebook page. Around 78% of the events were social issues oriented and 17% and 6% of events were entertainment oriented and their personal event.

Table 3. Category of events

Events	No.	%
Social issue oriented events	14	78
Entertainment oriented events	3	17
Personal event	1	6

Table No. 4 represents the different types of social issue oriented events organized by the Chennai Memes. Around 50% of the events were related to the lake cleaning and the other events like Candle light protest, Voice for Jallikattu, Unnaviradham for farmers, Human chain formation, Save Neduvasal - Hydrocarbon extraction protest and sagayam sir on live shared 7% each.

Table 4. List of Social issue oriented events

Social issue oriented events	No.	%
Candle light protest	1	7
Voice for Jallikattu	1	7
Unnaviradham for farmers	1	7
Human chain formation	1	7
Save Neduvasal Protest against Hydrocarbon Extraction	1	7
Lake Cleaning	7	50
Ban Hydrocarbon Project Protest	1	7
Sagayam sir on live	1	7

The figure No.1 represents the event photos posted by Chennai memes. Each photo played the role of Event poster which carries the event name, Date, place, time and Photo about the event in the background. In the event photo space, not only photo has been added. In the name of photo, promotion and calling happened. This served as a tool to inform about, and gather people for the event.



Figure 1. Event photos posted by Chennai memes

Chennai Memes invited their members to join the event; members shared those messages to their group members via Facebook or word of mouth. The numbers in the Table No.1 clearly shows that how many people were invited for the event, how many were interested to attend the event and how many went. The Chennai memes also updated the number of guests attended the event on the particular event day that was also given in Table No.1.

Conclusion

Facebook which has a wide reach all over the world is giving an option to the users to promote their event in the event column available in their individual Facebook page. There are two types of events any users of Facebook can create in their page. The events can be posted public or private. Event photo or video, event name and the location becomes mandatory to create any public event. Apart from these, details can be added about the event. Chennai Memes Facebook page started by a group of young team in the year 2014 started hosting events from 2016. The majority of the events were organized during 2017 and the maximum events were society related issues of Tamil Nadu and the major preference was given to lake cleaning. Chennai Memes used this event photo space like a poster to gather people. The photo carries the event name, date, time, contact details and the background is filled with the photo relevant to the issue. The event photo itself servers as a poster to invite the people and gather them for a particular event. They are using their webpage to not only pass on information but also to gather people for a social cause. On an interview given by the Chennai Memes on 6 April 2016 to Aval Vikatan one of the team member of Chennai Memes Otteri nari" alias Karthikeyan stated that their motto is "not only to make people laugh but also to make them think. Eventhough their main project is to post memes related to cinema and social phenomenal matters; to maintain their reach they takeup social issues like river cleaning, blood donation etc., and do awareness campaign which is an highlighted one" to run their page successfully⁸.

At the outset, the entire table and the figures clearly showed that Chennai Memes invites its members for a social activity via event photos. Those invitations has been shared by the members of the invited members and people responding to those calling whether they are interested, like or going in those pages itself. The Chennai memes also updated the numbers of guests in their event page. This shows that whether the crowd for the event is small or large, people attend the event for a social cause and Chennai Memes also gather them for a social cause to keep members continuously in touch with their pages. Since the social events have been hosted by Chennai Memes from lake cleaning to any other protest, the members of the Chennai Memes and other people who know about the event gathered at the place of event as it is initiated

for a social cause.

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