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Communicating emotions. The message of the „moment” in social media and the recipient

„In the Internet world everyone has a fundamental right to information and pleasure”
 Paulo Coelho

ABSTRAKT

Przekaz emocji. Komunikat „chwili” w przestrzeni social media a odbiorca

W artykule przedstawiono w sposób kompleksowy zjawisko komunikatu „chwili” w przestrzeni mediów społecznościowych oraz fenomen emocji uczestników tej płaszczyzny, które są przekazywane za pośrednictwem nowoczesnych narzędzi. Aplikacje mobilne, które pozwalają na szybki przekaz informacji i efektywnej *content*, niejednokrotnie przyczyniają się do marketingu sprzedaży i obsługi branży e-commerce. Istotna jest także próba zdefiniowania współczesnych odbiorców komunikacji internetowej, którzy uczestniczą w wymianie informacji. Obszar mediów społecznościowych jest obecnie najbardziej angażującą płaszczyzną dialogu z potencjalnymi klientami. Nadawcy zastanawiają się, jak przekuć wizję na konkretne reklamy, które przyczynią się do efektywnej sprzedaży. Tymczasem dla adresatów social media marketingu liczy się nie tylko uwodzenie słowem, ale także projektowanie wrażeń.

Słowa kluczowe: media społecznościowe, komunikacja, sieć, przekaz emocji, komunikat, odbiorca

Space

The evolution of communication channels in a network is under continuous transformation. Social media are subject to constant change that should be monitored every day. Why? Because only then can you be sure that the best available tools will be used, creative content will be built and addressed to the appropriate recipient. Participants in the social exchange of experience are looking at reality, in which they have the right of information and pleasure. The recipients of marketing communication in the Web evolve, and with time they become more and more active and confident. Contact with the company is carried out through social channels, while engaging in their message. This new model

completely changes the existing rules of business management and creates advertising strategy. Network users have already experienced individual communication mechanisms and become more resistant to various forms of brand advertising. Therefore, the credibility of enterprises is still commented on, and the communication between companies and customers accepts bi-directional scheme, which discards one-way action marketing. Being on the Internet „forced” users to construct their own Network communication identity, which is distinguishable for the environment. The social culture of communication is important in this case, which is an integral part of the development of the media. Maciej Mrozowski speaks about its very essence, in the context of the Network, claiming that:

„The computer is an interactive device that requires the user to input the two-sided contact based on direct feedback. As a result, contact human-computer is transformed into a kind of interaction in many respects similar to the interpersonal communication”¹.

The role of culture in the process of building communication affects several of its areas: these are mainly internal compliance by the sent message, external interaction with the environment and taking into account the global (multi-cultural) communication not only within the company but also in its surroundings.

On the other hand, Tadeusz Miczka, in his study on the contemporary information society, rightly remarked that:

„In the information society strategies of rapid communication changes, which are still taking on new forms of aggression and conquest. Principles of internal balance. They also give many people an opportunity. Choose the solutions that they think are the best and effective in the change. Their lives, through simultaneous and decisive influence on the surrounding. Their world. Ecstasy and spasm can be regarded as manifestations of abnormality and confusion, but nowadays it is primarily a symptom of life under conditions of increasing uncertainty”².

I am /N– participate

Social media users constantly communicate. The use of the web and mobile technologies that transform the information in an interactive dialogue is standard. Sent messages are quick, violent, and characterized by an excess of a variety of emotions. Therefore, only suitably personalized news can lead to establish and maintain dialogue and effective sales. A brand which focuses on content can generate a very large increase in the company's revenues by appropriately profiled communications selected for specific groups of customers

¹ M. Mrozowski, *Media masowe, władza, rozrywka, biznes*, Warszawa 2001, p. 84.

² T. Miczka, *Imperatyw: „im więcej, tym lepiej” jako zagrożenie dla rozwoju społeczeństwa informacyjnego* [w]: *Media.PL Badania nad mediami w Polsce*, Kraków 2016, p. 135.

(insights).

The number of Facebook users is often said to be so large that it could create a separate state. Social networking platforms are already using more than one billion users worldwide. The needs of today active users are often compiled with the needs of Abraham Maslow's modern man needs pyramid. For example, the need to provide us with security; thanks to services like LinkedIn or GoldenLine, where one can post their professional achievements and create a network of business contacts, we feel stable. In turn, the need to belong, which Maslow presents, can be clearly seen in platforms and applications like Facebook, Instagram, and Snapchat. Members belong to certain groups, discuss, comment and provide content. This situation often shows that the responses to the various questions and concerns are granted just in social media. The need for recognition is reflected in the active tweets in Twitter. A place, which gives you the ability of expression and is limited to 140 characters of text, gains popularity among the political elite, journalists, or celebrities. The possibility to relate current events is a novelty, which has been continuously improved and willingly used during different business or scientific meetings is called backchannel. All needs lead to one parent's self-realization. At the current level it takes place just by sending and receiving short messages, the importance of which has never been so strong.

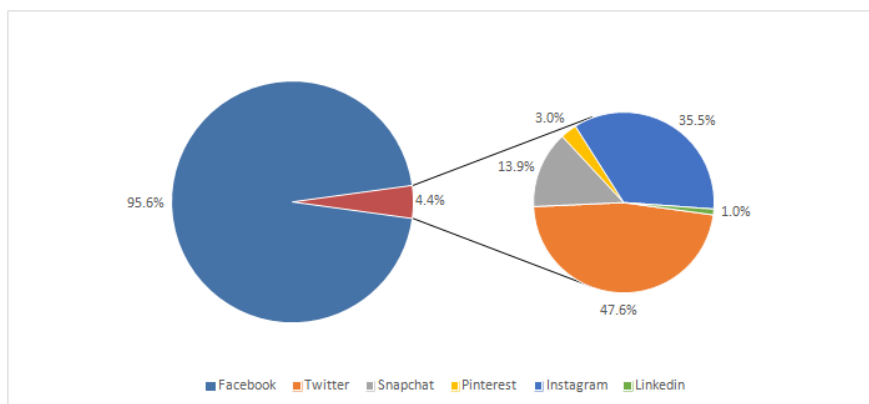
„Every minute on Facebook there are more than 700 thousand. new status and 0.5 million comments. At the same time on YouTube is added 25 hours of new video content, and Twitter 100 thousand. entries. Interestingly, 36% of all users of social networking platforms publishes documents related to brands“³.

It is worth mentioning that for different generations participation in the social media takes a different meaning. Generation X are the people who were usually born in the 1970s-1980s, who retain the harmony between work and private life. They typically stay with one employer throughout their whole career and communication in the area of social media is not treated in terms of e-commerce (profit), but entertaining. On the other hand, generation Y is now the largest group of participants in the dialogue interaction. They are people born in the 1980s and 1990s, and their lives are characterized by balance. There is a thick line separating personal matters from an eight-hour working system, but, interestingly, they also engage in new skills, qualifications and raise their social status. The most interesting seems to be the generation Z, born in the 1990s, who are slowly but surely replacing their predecessors in the field of communication. Those who belong to this generation are characterized primarily by multitasking, very high flexibility of time and place of work, and the presence of at least three

³ M. Sadowski, *Rewolucja social media*, Gliwice 2013, p. 15.

mobile devices. It is this group that communicates the most, the fastest and the most emotionally. Generation Z has selected Twitter, Snapchat, Vine and Instagram, because that is where the opportunity to establish relationships and share emotions exists.

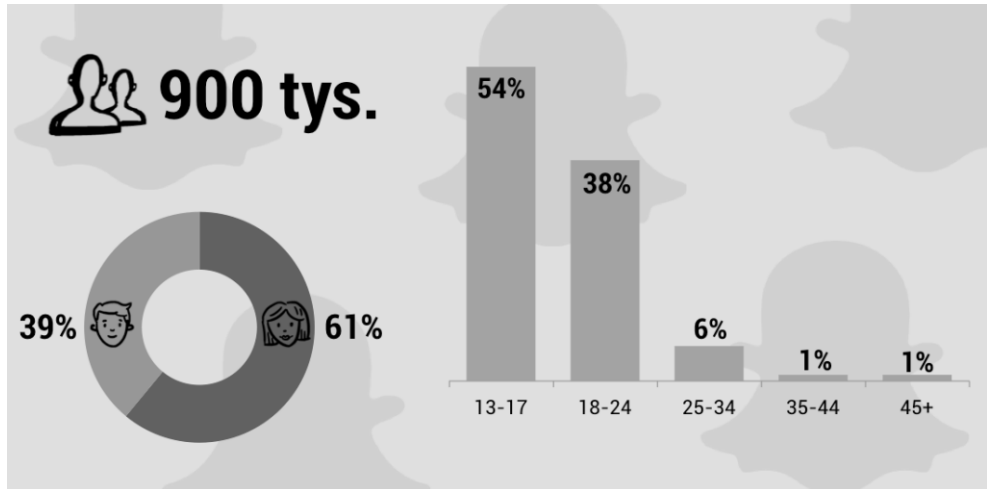
Fig. 1. Number of mentions of social media within the specified time.



Source: Newspoint. Kompleksowy monitoring mediów, <http://www.newspoint.pl> (accessed on 13.03.2016).

and extended speech is replaced by graphics, that convey the whole content. The fascination of these changes can be seen especially among users of some of the latest mobile applications, including Snapchat and Vine. The first group in Poland, according to Fig. 2 (research: Napoleon Cat) are the users mostly between the ages of 13 and 17. However, the group aged 18-24 also reached a significant result (38% of engaged consumers). It shows how much potential is in the application, which now has approximately 100 million users all over the world. Snapchat allows you to send self-destructive messages that disappear after a certain time. The tool is expanding and now it offers its customers the ability to apply filters to photos, to present momentary mood (e.g. puking rainbows). The application is more and more often used in Poland to build a specific branding (including H & M), for the purpose of announcing new collections, organizing contests with prizes, information about promotions. Interestingly, as the only one discussed in this article it does not have a rating system, or a possibility to comment. It also shows a unique way of communicating emotional states within the mobile community. Vine, in turn, is an example of an application which is also a limited in time. Users can record 6 second videos. which is looping (played again). First of all the functionality in the creation of history. Every six seconds can show an original story, which is a universal content.

Fig.2. App Snapchat in Poland



Source: Napoleon Cat, <https://napoleoncat.com/blog/snapchat-w-polsce-styczen-2016> (accessed on 13.03.2016)

Functioning on the Web is associated with an avalanche of information flow, to which one often must have an appropriate distance. Once people started to discuss the utility of products, services, or simply the image of different brands on the Internet, specialists in e-PR noticed the opportunity for a better contact with a prospective consumer through social media (lead).

„The phenomenon of the Internet goes far beyond a set of useful instruments for communication and data transfer. The network, linking customers, gives them a common subjectivity, effectiveness and strength they never had until now. This ensures that companies are forced to listen to the „voice network” and establish a dialogue with the specific and demanding community. It's such a message is contained in a seemingly paradoxical finding that „markets are conversations” - the claim constituting the first and most important thesis from a list of 95 presented in the cult book three American authors”⁴.

It is fair to note that the image building through communication strategies is really closely dependent on the culture of the society. Receipt of a message is burdened with the weight of many messages, invisible, hidden in the message. For example, Greg Leicht enumerates certain cultural areas, which are called domains. They affect mainly the encoding and interpretation of various messages addressed to the same customers in the process of public relations. This process can safely apply also to e-public relations.

⁴ See more: J.P. Szyfter, *Public relations w internecie*, Gliwice 2005, p. 11.

„The cultural domain is a collection of structured assumptions and arguments, which strengthens the preferred pattern of social relations, affects the epistemological, ontological and moral commitment to social life, provides motives allowing to build models of persuasion recipients to certain activities and plans of the institutions and gives a specific interpretation of the messages sent”⁵.

Thus culture, in the case of communication, is an integral part of social life, and the process of transmitting information is simply a social process with clearly defined objective, which also defines the collective and individual attitudes of users on the Web. The essence of communication processes is graphically illustrated by Forsyth:

„If a man says to a woman at a party that she needs a man, and he is the right one, it's the marketing. If, however, is high on the chair and offers its services to the association accumulated in love, it's advertising. If, in turn, the woman says, that she is the greatest lover and should immediately go home with him, it's sale. And if she approached him and say that he has an opinion of the best lover in the world, we are dealing with public relations. And glory to those who succeed”⁶.

It is worth noting that today we should not only talk about the same brand, but above all to provide topics of conversation and exchange of information with the user. Currently we have a situation where most of the information published by the media is paid. This subtle change could completely alter the approach to public relations, whose actions and communication process will no longer be focused on quantity, but quality. „Measuring the effectiveness of social media does not begin with the end of the campaign. It starts at the planning stage of the activities in social media”. How to settle in that case, with the end result? A measure of the effectiveness of public relations will surely be the number of recipients to whom the message arrived. PR-sheep significantly departs from the role of a person who has information about the company publish in the media and the press itself ceases to be the primary source of competition for customers.

Summary

„Not all activities in social media lead to finding a gallon of gold at the end of the rainbow”⁷. It is true, however, these activities are often not successful for a message sent into an emptiness. Why is this happening? First of all, the needs of a typical user and participant in the web space very rarely are subjected to appropriate analysis and statistics. Creators of messages must take into account

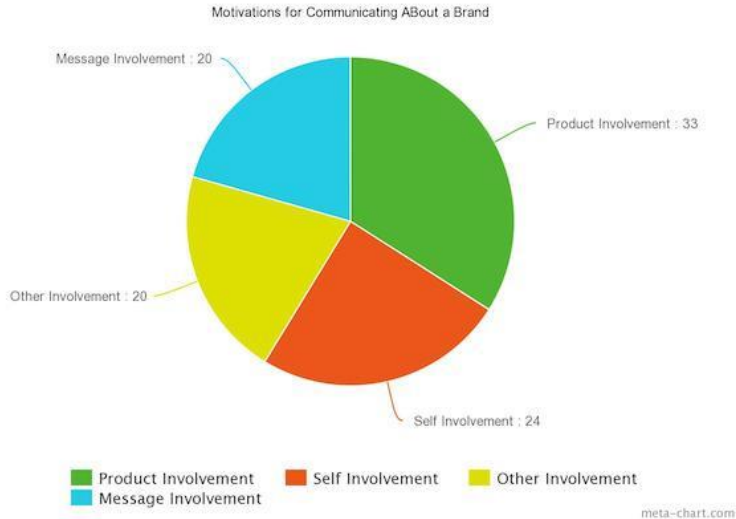
⁵ G. Leichty, E. Warner, *Cultural Topoi. Implications for Public Relations*, London 2001, p.62

⁶ P. Forsyth, *Marketing dla nie wtajemniczonych*, Warszawa 1996, p. 199.

⁷ J. Lovett, *Sekrety pomiarów w mediach społecznościowych*, Gliwice 2012, p. 244.

that their content will be judged by the end result, not by the content itself.

Fig.3. Communications diagram/Motivations for Communicating – Meta-Chart



another commitment, meaning to help and express concern or friendship. The fourth part (about 20%) was engaged in communication, i.e. the message was so great, funny, or brilliant that it deserved to be shared.

The Internet has become a particularly democratic global medium. Currently, there already are tools available (e.g. FastTony.es) than enable entering into relationship with customers. Example? In two days the temperature in a given locality will drop below zero, which fact is known by the advertiser in its transmission. The recipient (properly defined) will see on Facebook (two days earlier!) an advertisement of winter tires.

It is therefore difficult to predict what will occur in such an independent medium that is created by the network. The potential of social media is so strong that users begin to create their own narratives about themselves. It is worth considering whether it is possible to stop being online? Functioning in several worlds at the same time, when we talk first, then watch a message on television, and then comment on it on the Web, and then download the dedicated application, through which we create the history of the event, we become part of a virtualized digital space in the middle of the real world.

Perhaps, in the near future, we will witness the development of generation Z +, for whom the media will not design experience, but start with a dream.

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Summary

The article shows in a comprehensive manner the phenomenon of „the message of the moment” and how emotions are conveyed in contemporary social media, as well as trends of their development. Modern mobile applications are discussed, as they not only help to communicate, but also promote sales of brands. Important is the ability to define the contemporary generations who participate in the exchange of online information and the latest tools that help to create an effective marketing ad. For the entire system of communication always the most important objective is a recipient who may be a potential customer.

Key words: social media, communication, network, emotion, message, recipient