THE MODERN TOOLS OF ADVANCE OF CONTENT IN DIGITAL INFORMATION SPACE

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Abstract

In article issues of advance of content in digital information space are discussed. At the present stage of development of society, the increasing role in communication processes is played by mobile communication facilities and the Internet; all is more actively used a concept of "mass medium" as in the modern media sphere the accent is put not so much on informing, how many on exercise of communication and, first of all, on the global Internet. Traditional media give way to new formats of communication: blogs, social networks, mobile applications and services, etc. which impart to users of an innovation in practice of consumption.

Keywords: mass media, information technologies, social networks, publics

I. INTRODUCTION

At the modern level of development of a social and economic system in Russia in the conditions of steady transition to digital economy the increasing attention is paid to information technology development in the sphere of mass communications; the increasing role in processes of informing society is played by the modern mobile communication facilities and the Internet; the concept of "mass medium" is more and more actively used. Traditional media give way to new media and new formats of communication: blogs, social networks, mobile applications and services, etc. which impart to users of an innovation in practice of consumption. Now modern scientific judgment and systematization of the modern tools of advance of content of new media, search optimum the practician of their application, in terms of interaction with audience. The theory of a question and practice of application are reflected in scientific publications D of Rumyantsev, D. Khalilov, D. Kaplunov, etc. [1; 5; 6].

II. METHODOLOGY

In this article the following methods of the scientific analysis were used: the content analysis - the qualitative and quantitative sociological research technique which allowed to record objective and quantitatively to measure text, visual, sound and other materials (photos, a video series, etc.) and also to interpret the received result, according to research problems; a comparative and comparative method of the analysis as the general scientific and universally applied research technique.

III. DISCUSSION

Social networks and available multimedia devices, first of all tablets and phones, made a qualitative and quantitative revolution in the sphere of media consumption. Features of media consumption to a large extent are defining for an adequate comprehension of the considerable proportion of human life. As today consumption plays the main role in the course of reproduction, subordinating to itself other its components, it isn't beyond the economic sphere, being shown in all sociocultural practicians, and turns into the dominating social process which has new media opportunities for updating of meanings now. New media become not just the platform interesting to consumers of content, but also digital space for creation of new contents. Habitual and, apparently, the obvious border between producers of media messages and their consumers began to be erased. In this regard it is accepted to speak about a wide spread occurance of a new concept – UCG, the user content (User-generated content) [7; 8]. Such content causes more trust, most of users in search of content rely not only on own preferences, but also on opinions and judgments of people around.

The ratio of the concepts "content" and "information" shows that they aren't equivalent. Content by the nature is communication control facility media consumption, unlike information as transmitting control facility media consumption [1.6] to a large extent. With a big share of confidence, it is possible to claim that content is perceived by the user as the idea, sense which satisfies requirements and information as a form, the embodiment is what the consumer sees before himself (text, graphic, video, etc.). At the same time the consumer most often doesn't notice what stands behind a form therefore identifies content with information, defines it as information product [6]. If content is contents in which distribution the consumer is involved, then information only forms contents. For example, in relation to a brand content is the smysloobrazovaniye tool. Due to sense content unites actual and potential consumers around a brand, forms target audience of clients, but not just transfers information to certain group of people. Therefore, in a broad sense content in terms of communication should be understood as a method of formation of target audiences of a brand at which various tools for creation and promotion of information and also continuous monitoring of consumer reactions in response to change of a communication product are used.

Tools of advance of content in new media include: publication of news content, relevant for subscribers; increase in activity of the user on the page (polls, riddles and puzzles, a request to answer a question in the comment); involvement of the user in creation of content (guest posts); the publication of the virus content which is serving the interests audiences (interesting and creative photos, the unusual facts, humour); exchange of partner material with the first in target audience and subject publics; references to publications about the companies and materials of experts, etc.

Development of digital media space and its characteristic become that basis on which new media with the special unique content allowing to increase coverage of users of social networks develop. Social networks give the fine chance to get more precisely into any audience which is necessary for the producer of information; to unite them in legible subgroups, proceeding about all introduction data on audiences and to make more personalized PR-addresses, taking into account all features and according to key characteristics of visitors and readers of a public.

Many beginning experts' experts still, estimating effectiveness of a public, look at the number of subscribers, however thanks to an algorithmic news feed this index passes into the background. Today it is much more important to know the number of the users who saw your post in a news feed of social networks that is to the forefront there is such index as coverage of records. By means of coverage it is much easier to estimate the size of real audience which sees your content and can watch it. For this reason, content marketing on social networks needs to be estimated by the criteria characterizing the involvement, loyalty and interest. The involvement is defined by the following parameters: likes, comments, reposts which characterize activity of users in relation to content. However, users, not always susceptible to show these types of activity, at the same time nevertheless can be readers of messages. The criterion of viewing of posts helps to reveal such users.

On the social network "VKontakte" chosen by us for the analysis of publics for the purpose of use of instruments of advance of content in them under each post there is a figure showing the number of the users who saw this post in a tape. By these criteria authors carried out the comparative analysis of publics on social network "VKontakte". For the analysis we selected publics of different thematic orientation, with the different number of subscribers: scientific and informative publics - "Popcorn" and "Russia National Geographic Club"; information publics – Kommersant and Lentach; musical publics - "Deutsche Grammophon" and "BOOM". The period of the publication of messages taken by us for the analysis – 1 month. We believe that the printing and classroom activity shown in a public within one month quite correctly reflects the strategy of creation and advance of content. Such indexes as quantity of the posts published in

day, week, month, average coverage of audience a day, a type of the published content, an increase of subscribers in a month and also use of instruments of advance of content were exposed to monitoring. The monitoring of publics in the designated parameters which is carried out by authors from May 1 to May 31, 2019 allowed receiving the following results:

Public of "Popcorn" (the number of subscribers – 289,230 users; quantity of the posts published in day/week/month – 15/103/420; average coverage of audience in day (it is equal to the sum of coverages of the posts published in a day and divided into their quantity) – 16.5 thousand viewings; average quantity of likes (arithmetic-mean calculated from 10 last published posts) – 1,500 likes; the average number of sharing (reposts) – 47 reposts; an increase of subscribers in a month – 44,276 users (18.08%). Description of content: content of a public is generally made by comics based on the famous movies, memes with heroes of movies, the facts about actors, thematic articles, reviews of movies and news of the film industry. Instruments of advance are bright posts messages with high-quality signature registration of a public which are allocated in a news feed; interaction with subscribers by means of posts polls is carried out; sometimes play draws and games; advertizing posts are seldom published.

Public "Russia National Geographic Club" (the number of subscribers – 1,444,122 users; quantity of the posts published in day/week/month – 6/61/205; average coverage of audience in day – 99.2 thousand viewings; average quantity of likes under the publication – 180 likes; the average number of sharing – 7 reposts; an increase of subscribers in a month – 1,710 users (0.12%). The description of content – in a public the majority of content is made by articles with the description of travel, the photos and the facts concerning interesting and beautiful places of the planet. Instruments of advance – posts of a public are article or the reference to article and the photo which is falling into with it. Guest posts and an interview with the famous people interesting to audience of a public are occasionally published.

Public Kommersant (the number of subscribers – 297,134 users; quantity of the posts published in day/week/month – 72/504/2160; average coverage of audience in day – 4.1 thousand viewings; average quantity of likes under the publication – 10 likes; the average number of sharing – 2 reposts; an increase of subscribers in a month – 9,335 users (3.24%). The description of content – generally a public consists of news posts about the event in the country and in the world. Posts aren't made out in any way, from time to time it is possible to meet a post with any additional material, besides actually information message. Instruments of advance – work with leaders of public opinion for commenting of the event which took place in the country or in the world practices; posts polls by means of which the estimated opinion of subscribers on some milestone event is formed are occasionally published.

Public of Lentach (the number of subscribers – 2,121,664 users; quantity of the posts published in day/week/month – 24/170/732; average coverage of audience in day – 220 thousand viewings; average quantity of likes under the publication – 5,400 likes; the average number of sharing – 65 reposts; an increase of subscribers in a month – 18,023 users (0.86%). The description of content – content of this public is made by information posts with the memes dated for them, photos or infographics, posts meet only music or the video records interesting to audience of this public. Instruments of advance – high quality of content. All posts have bright registration. Work with leaders of public opinion happens in the form of an interview or the comment on any event. Advertizing in a public corresponds to target audience. By means of expressly published posts, comments written by administrators of a public, and polls there is a continuous interaction to subscribers of a public and receiving a feed-back from them. Seldom, but guest posts and posts from other publics are published. Also one or two times a month competitions among subscribers with valuable prizes are held.

Public of "VOOM" (the number of subscribers – 383,120 users; quantity of the posts published in day/week/month – 3/18/78; average coverage of audience in day – 8 thousand people; average quantity of likes under the publication – 150 likes; the average number of sharing – 61 reposts; an increase of subscribers in a month – 5,061 users (1.34%). The description of content – posts consist of the description of novelties of the musical industry, musical selections, biographies of actors and an interview with them. Instruments of advance – quite often pass competitions and draws in a public; the interview with the famous people are published (which, in fact, are leaders of opinion for audience of this public); guest posts are published and there is an interaction to users by means of polls.

Monitoring of publics and the carried-out comparative analysis allow to draw conclusions which concern practice of use of the modern instruments of advance of information content. Certainly, the popularity on social network of this or that public is affected by various factors: from thematic orientation of community to the frequency of updating and quality of the published material. The effectiveness of advance of information content in new media is, as a rule, estimated by the criteria characterizing the involvement, loyalty and the

interest of audience: number unsubscribed, likes, reposts, comments, coverage of audience by the number of viewings that allows to speak about effectiveness of this or that public. The analysis of use of instruments of advance of content of news and entertaining publics and also the comparative analysis of publics of this orientation with the different number of subscribers allows to develop optimum structure of the tools used for advance of content in new media.

IV. RESULTS

Having considered publics of different thematic orientation, with the different number of subscribers, it is possible to offer recommendations about increase in effectiveness of use of instruments of advance of information content for increase in their popularity. So, for example, the public of "Popcorn" uses almost all modern instruments of advance, except work with leaders of public opinion. We believe that this tool will allow increasing an increase of subscribers and will make this public community with million audiences. For this purpose, it is necessary to include posts with reviews of the famous critics of movies which reviews the main content of this public contains in the content plan. The result can be kept track thanks to coverage and likes. In a public "Russia National Geographic Club" it is necessary to establish a feed-back with subscribers (at the moment it is absent). It is also possible to hold several competitions for increase in activity among the available subscribers and for engaging of new readers. It is possible to involve subscribers in creation and advance of content, having asked them to choose or to make registration of posts, thereby having designated the beginning of creation of a feed-back with participants of the community. After change of design of posts it is necessary to pay an attention to likes and coverage, and if figures are unsatisfactory, then it is possible to hold a competition for increase in subscribers and increase in their activity. Despite rather large number of subscribers, posts in a public Kommersant aren't collected by many likes and viewings. To correct this situation, it is necessary to add a photo or the video record for drawing attention of the subscriber in a tape. Also it is necessary to reduce the number of publications in day (a large number of posts reduces audience of subscribers whom particular content interests). It is necessary to include news articles or digests, to thereby increase coverage of each post and activity of subscribers. After the made correction it is also necessary to watch coverage and likes under posts, and for the best result it is necessary to establish a feed-back with audience and to monitor reaction of subscribers to innovations. The public of Lentach competently uses all range of instruments of advance, it is shown by the quantitative data of the analysis, but for expansion of audience of a public it is necessary to add the publication of advertizing of community in other publics. After emergence of advertizing publications it is necessary to watch the counter of subscribers and to analyze what advertizing was the most efficient. For increase in activity of subscribers in a public of "Deutsche Grammophon" it is necessary to enter guest posts which will be created by subscribers. For example, selection of compositions of favourite performers or a possibility of the publication of the review of the subscriber to recently left performer's album. After introduction of new posts, it is necessary to monitor reaction of subscribers in the form of likes and comments. In conclusion it is also necessary to note that there is the general trend which increases effectiveness of any public, is a rich palette of content which brings a variety the maintenance of a public and also the posting frequency which positively affects activity of audience.

V. CONCLUSION

In the analysis we noted that the popularity on social network of this or that public is affected by various factors: from thematic orientation of community to the frequency of updating and quality of the published content, the useful and locking to keep the high involvement of subscribers. However, practice shows that competently built strategy of advance of content with use of the modern tools is also necessary for a public for successful development.

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