



Discovering Cultural Differences on Social Media

The Second Arab International Public
Relations Conference

Vienna, Austria

3-4 November 2014



Theater Vakhtangov "Evgeniy Onegin"

Hi, I am Lilia Glazova



Moscow of the
early 1980s



Moscow
today

Why Social Media?



Moscow
State University



University of Pittsburgh



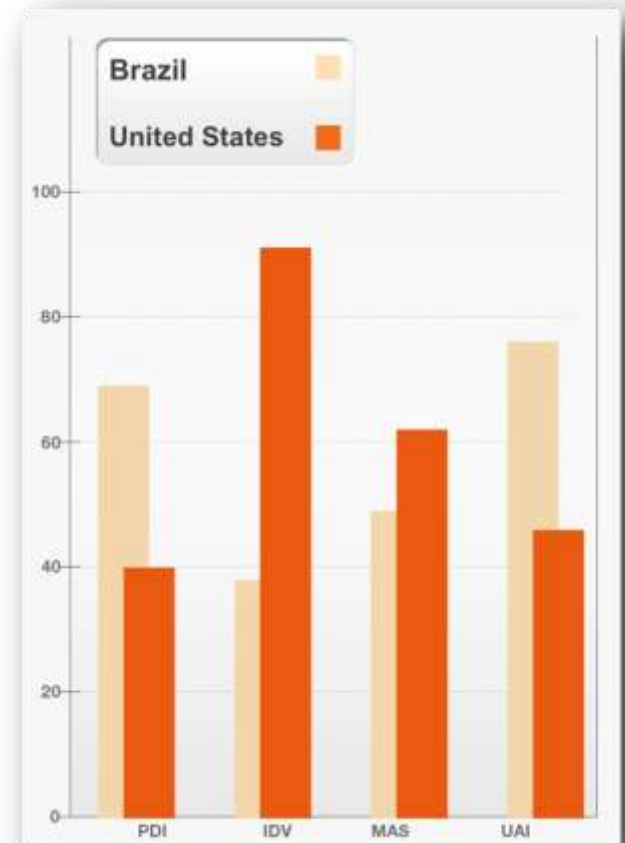
Content

- ★ Cultural Dimensions
- ★ Data and Figures



Geert Hofstede Cultural Dimensions

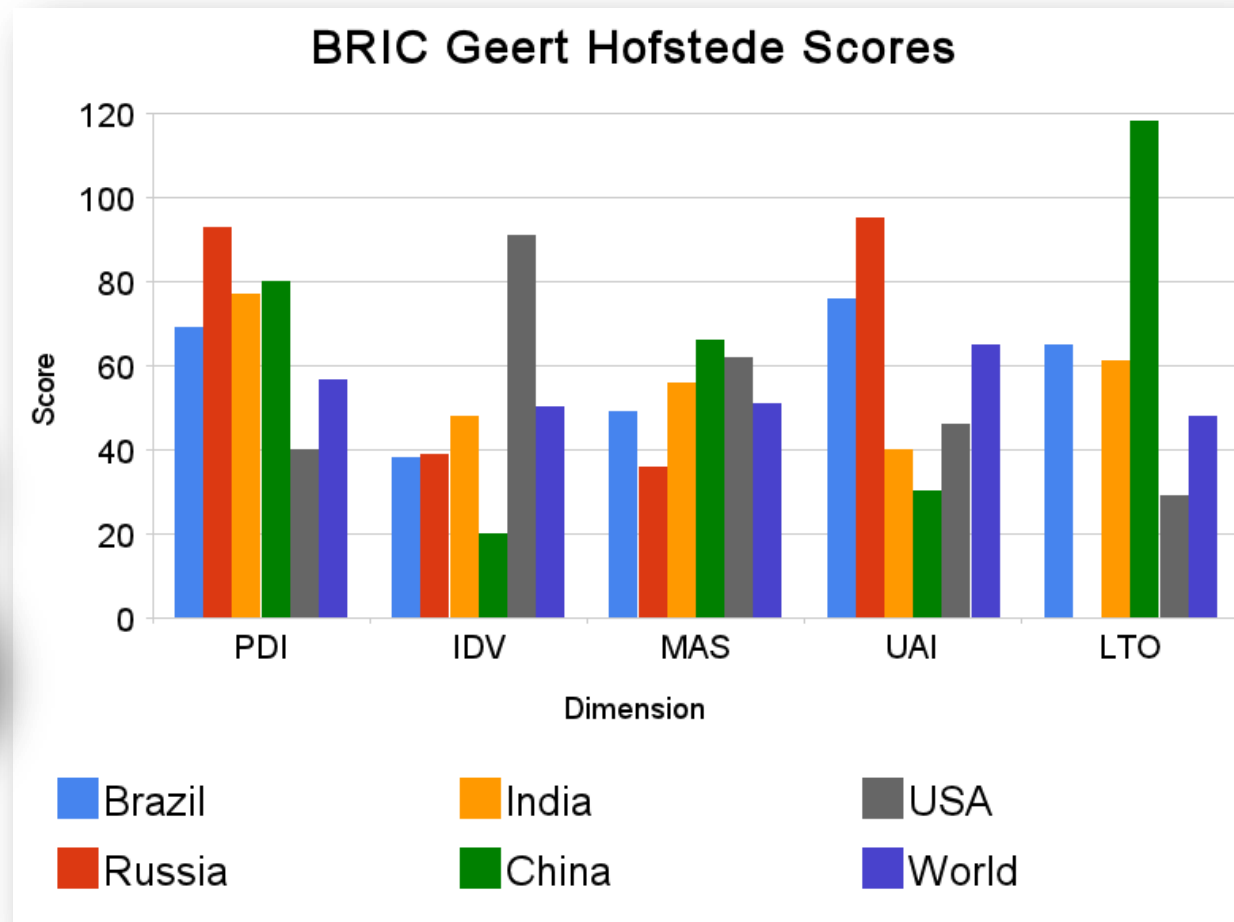
- ★ Power Distance (PDI)
- ★ Individualism (IDV)
- ★ Masculinity (MAS)
- ★ Uncertainty Avoidance (UAI)
- ★ Long Term Orientation (LTO)



<https://itunes.apple.com/us/app/compare-cultures/id494835495?mt=8>

<https://play.google.com/store/apps/details?id=zoomtouch.culturecompass.com>

Using Geert Hofstede Cultural Dimensions to Study Social Media Usage in BRIC Countries



Function of social media across cultures

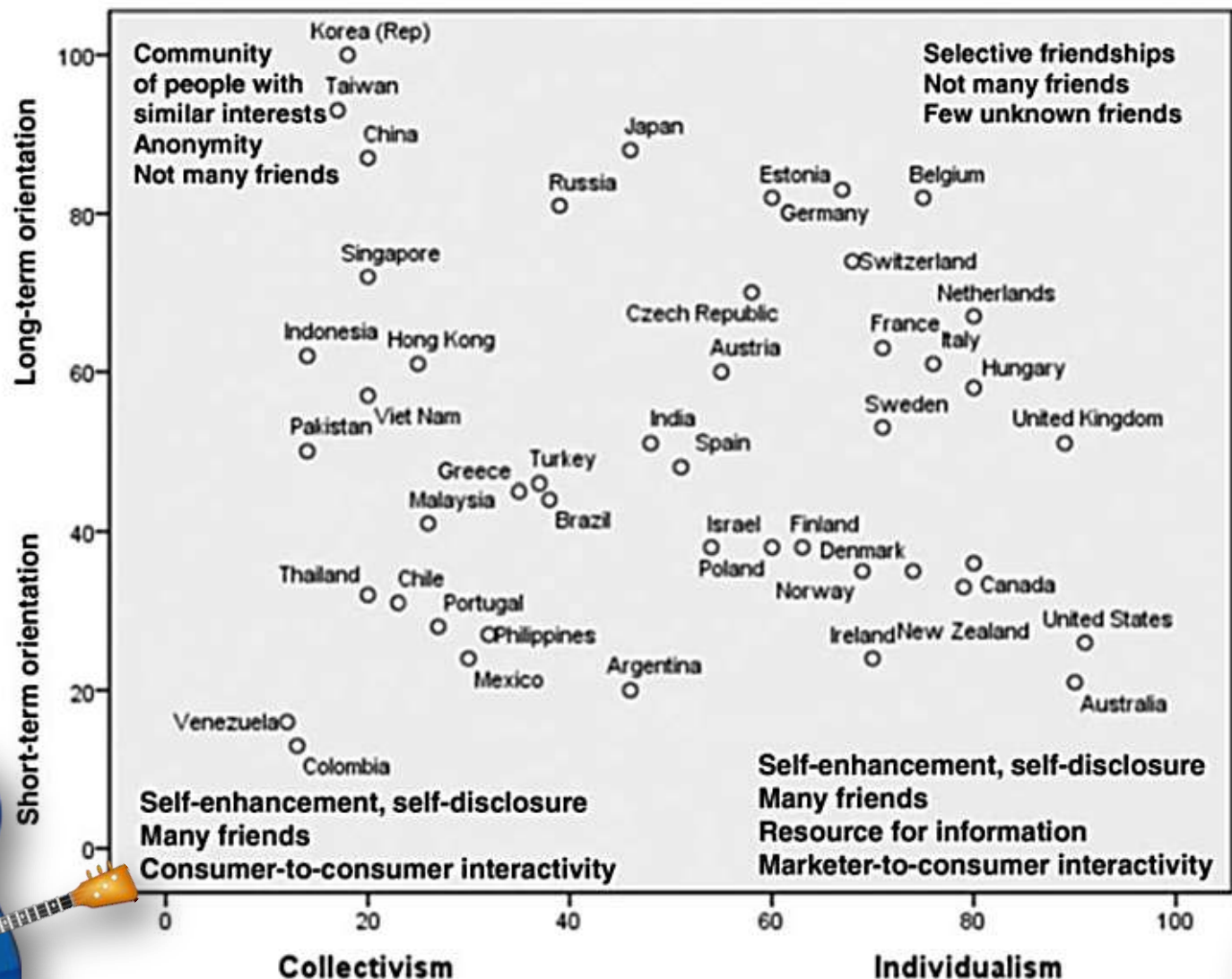


Figure 2. Function of social media by long-term orientation and individualism.

How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences.
 Kendall Goodrich and Marieke de Mooij
 Journal of Marketing Communications, 2013, <http://dx.doi.org/10.1080/13527266.2013.797773>

Cultural Differences

It is important to remember that cultural differences can interfere with effective communication on many different levels:

- Colors
- Design
- Faces and avatars
- Internet performance
- Language
- Language subtleties
- Music and sound



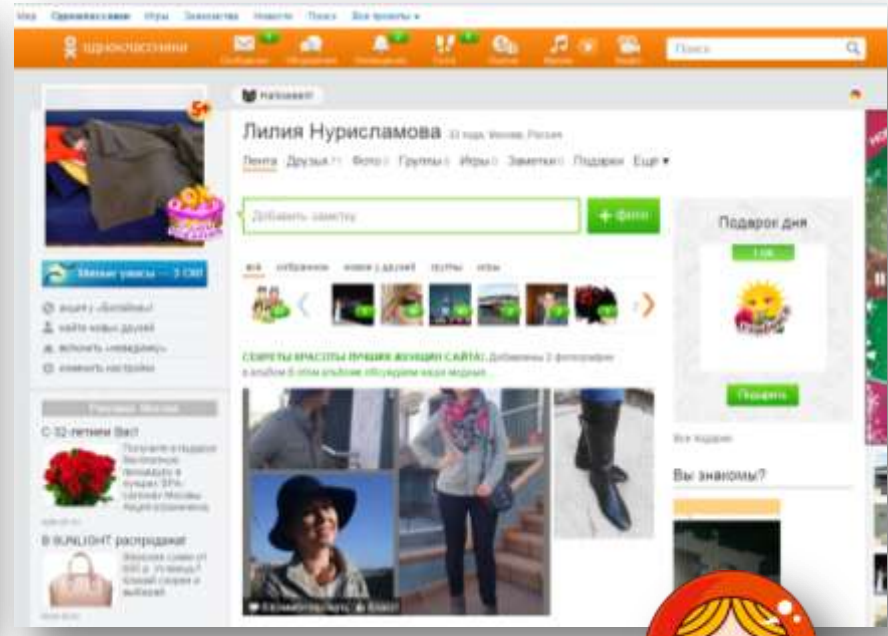
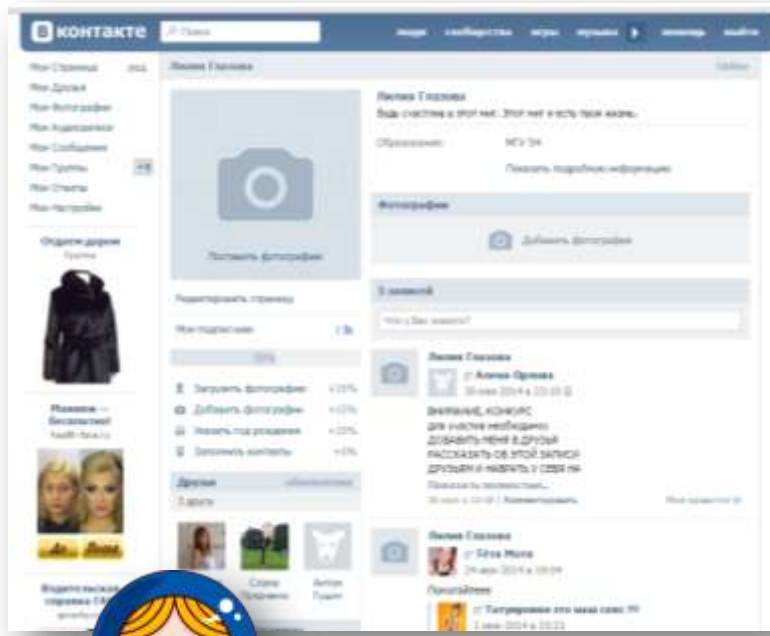
Cultural Differences: Faces and Avatars



vs.



Cultural Differences: Colors



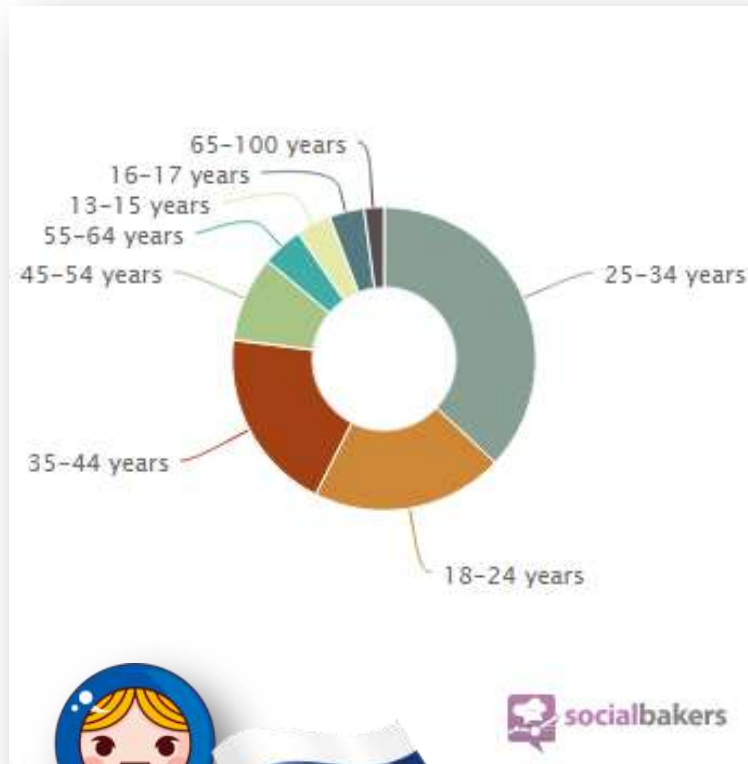
Factors that determine the choice of platforms and content

- Number and types of social media users among total population
- Purposes of using social media
- How open the culture is to share information online (privacy and security)
- Languages other than English used



Russia vs US

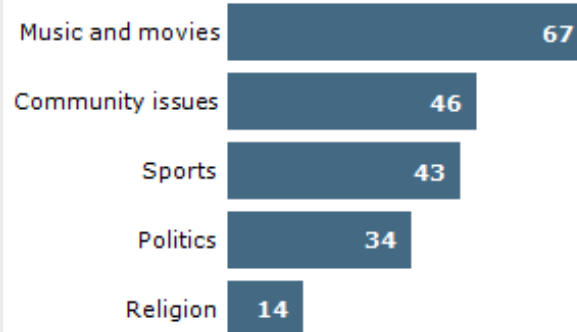
User Age Distribution



Purposes of using social media

Social Networking: Sharing Views on Music and Movies Most Popular

Do you ever use social networking sites to share your views about...?



Based on those who use social networking sites.

Median % across 20 countries. Pakistan not included in calculation of median due to sample size.

PEW RESEARCH CENTER Q80a-e.

Arab Publics Share Views about Politics, Community, Religion Online

*Do you ever use social networking sites to share your views about...***

	% Saying they use social networking sites*	Politics	Community issues	Religion
	%	%	%	%
Lebanon	34	68	81	8
Tunisia	34	67	82	63
Egypt	30	63	74	63
Jordan	29	60	80	62
21-nation median	34	34	46	14

*Based on total sample.

**Based on those who use social networking sites. Pakistan not included in calculation of median due to sample size.

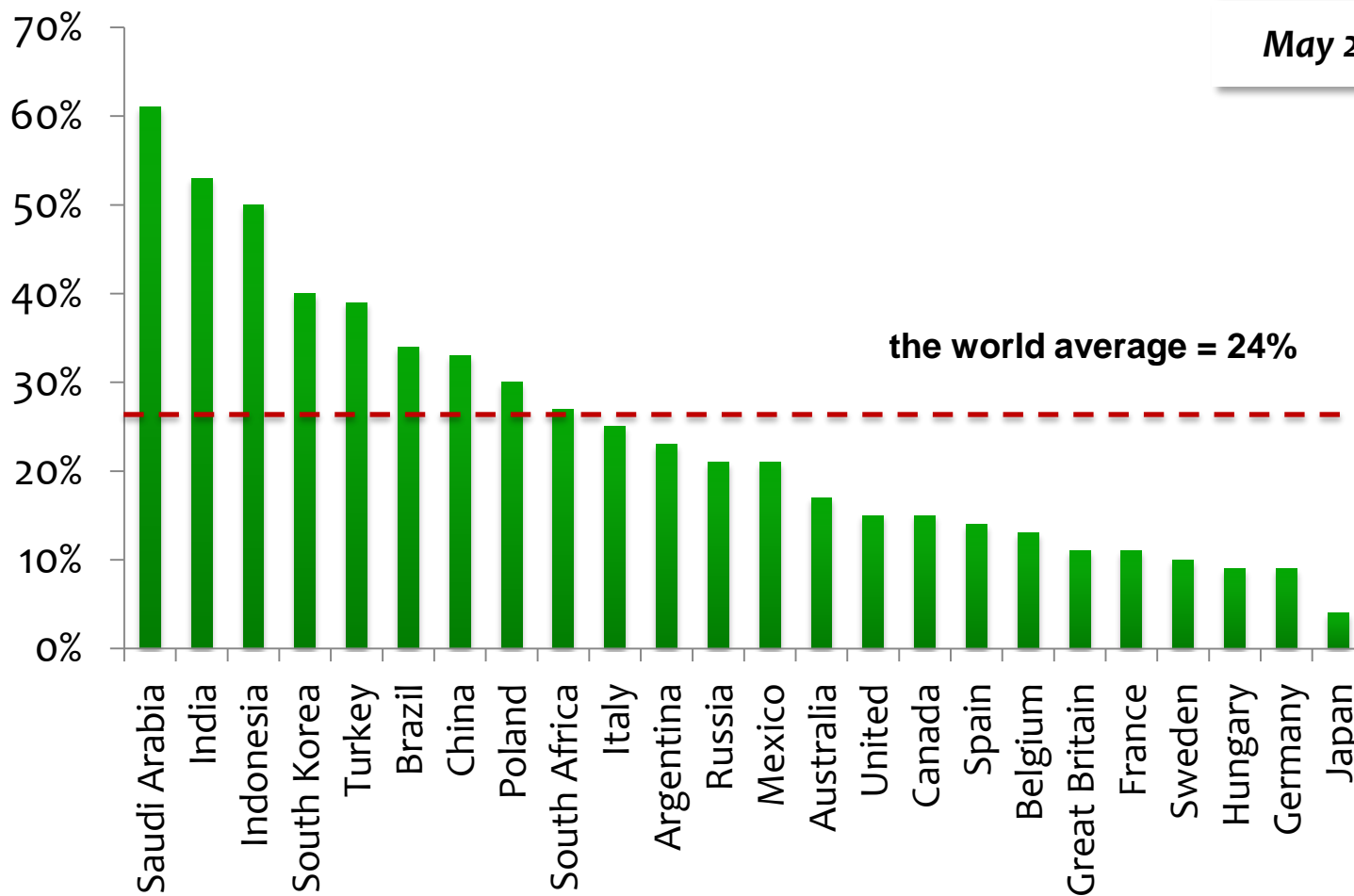
PEW RESEARCH CENTER Q79 & Q80b-d.

<http://www.pewglobal.org/2012/12/12/s%20social-networking-popular-across-globe/>

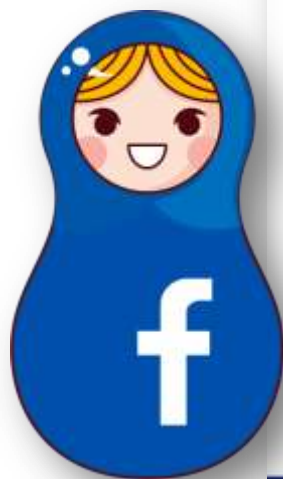


How much you share online? (share “everything” and “most things”)

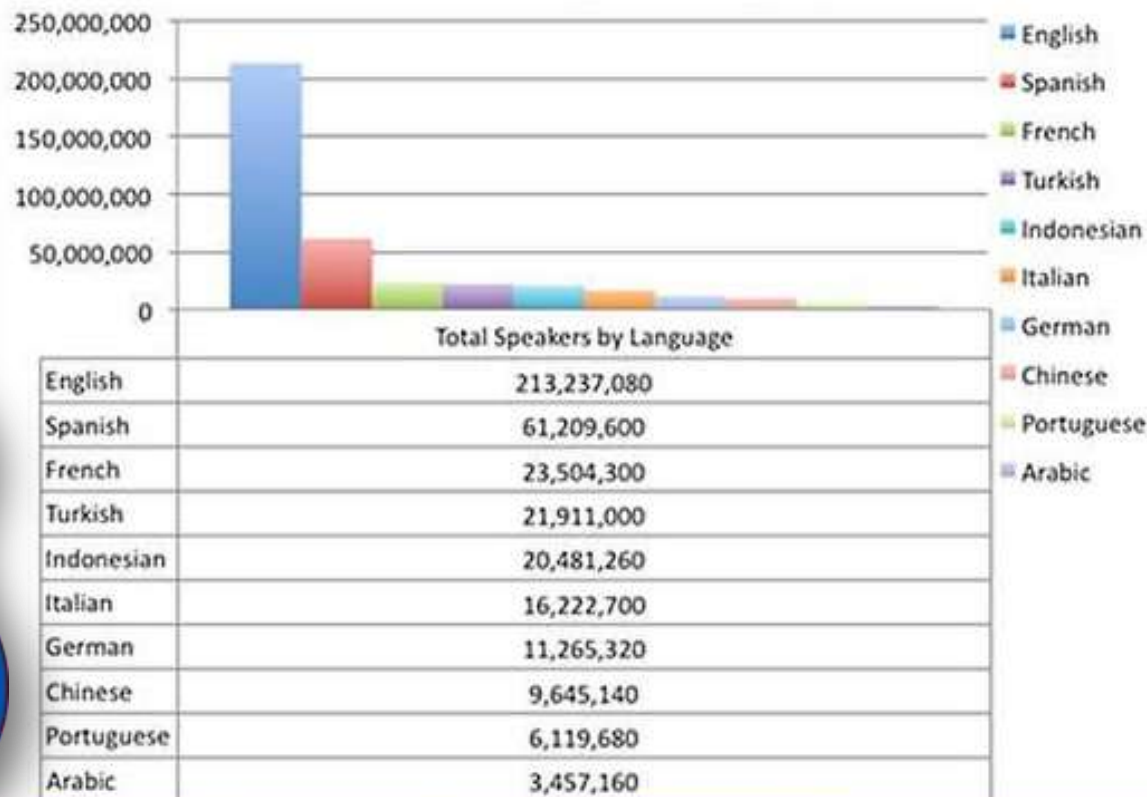
This includes sharing status updates, feelings, photos, videos, links, etc.



Facebook Languages Used



Facebook's Top 10 Languages



Source: gold.insidenetwork.com/facebook
Data from Facebook.com May 24, 2010

INSIDE NETWORK

Facebook Number of Users

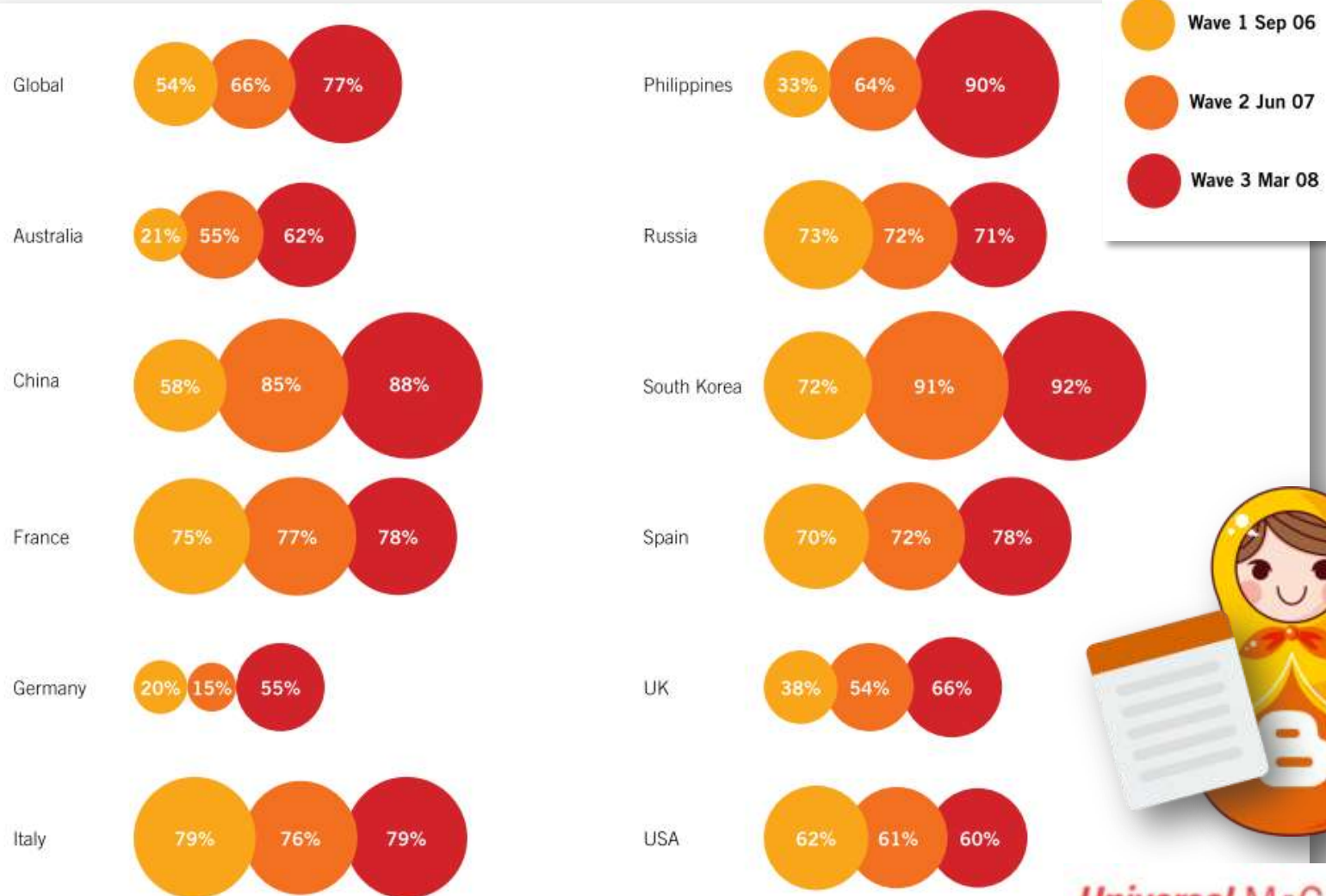
				1 MONTH	3 MONTH	6 MONTH	1 YEAR
				Country	Users ▼	Change	+/- %
				World	967,777,300	-3,648,160	-0.38 %
1.	United States	160,372,040	-4,586,480	-2.78 %			
2.	Brazil	67,886,280	+2,228,460	+3.39 %			
3.	India	62,615,300	+917,540	+1.49 %			
4.	Indonesia	47,926,500	-881,080	-1.81 %			
5.	Mexico	40,894,260	+1,084,040	+2.72 %			
6.	Turkey	32,849,260	+588,340	+1.82 %			
7.	United Kingdom	31,771,120	-826,340	-2.53 %			
8.	Philippines	30,065,320	-148,820	-0.49 %			
9.	France	25,208,600	-293,760	-1.15 %			
10.	Germany	25,090,540	-193,700	-0.77 %			



<https://www.quintly.com/blog/2013/03/facebook-country-statistics-march-2013/>

Blog Readership Waves 1-3

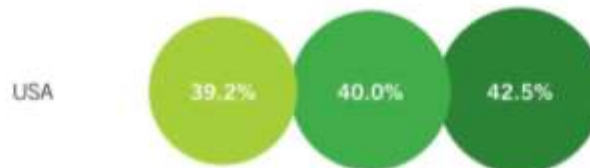
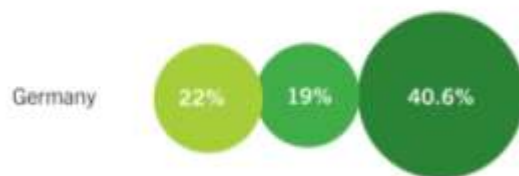
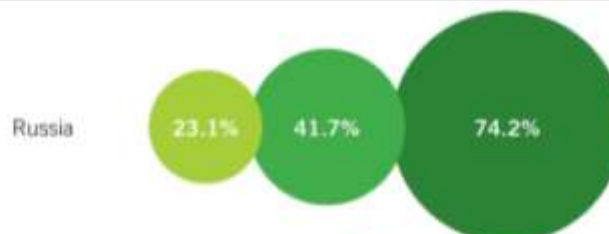
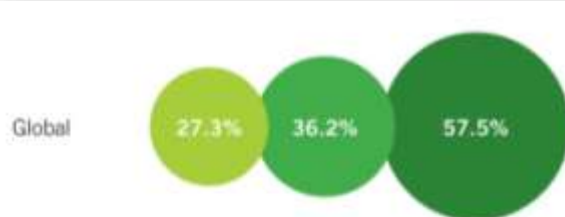
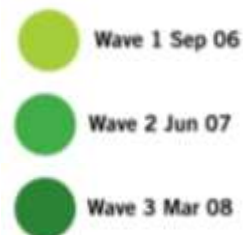
“Thinking about using the Internet, which of the following have you ever done?” -
“Read Blogs/Weblogs” Active Internet Universe



Universal McCANN

Belong to a Social Network Waves 1-3

“Thinking about using the Internet, which of the following have you ever done?” -
“Create a profile on a new social network” Active Internet Universe



Key Social Platforms

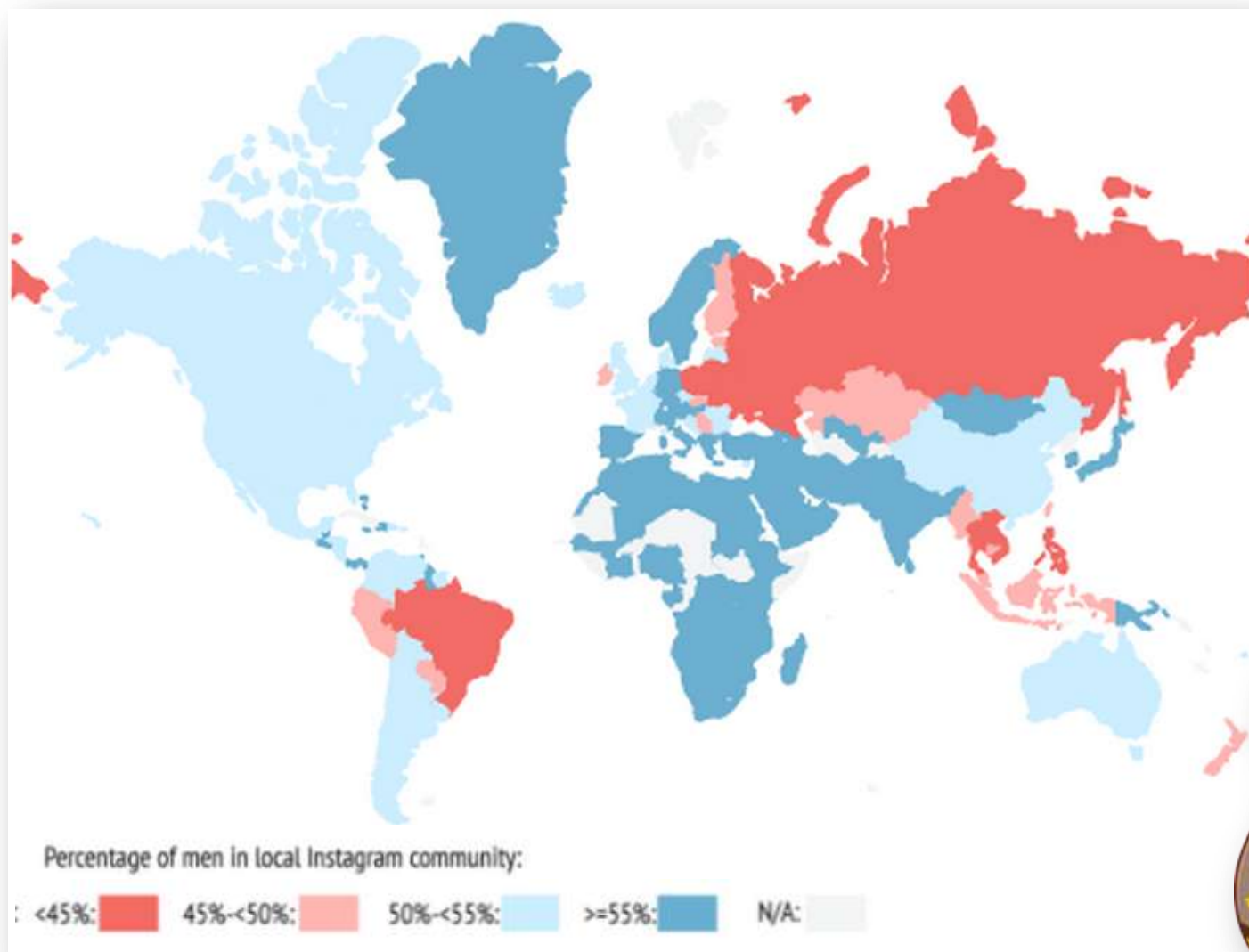
% of Internet Users Active on World's 10 largest social platforms by region

Q2 2013

	Twitter	Facebook	Badoo	YouTube	Google+	Pinterest	LinkedIn	Tumblr	Myspace	Instagram
Asia Pacific	21%	34%	3%	20%	26%	4%	9%	5%	5%	5%
Europe	18%	50%	3%	21%	18%	3%	6%	2%	3%	5%
Latin America	23%	55%	7%	26%	25%	5%	12%	4%	5%	10%
Middle East and Africa	33%	56%	5%	31%	32%	8%	18%	5%	5%	9%
North America	25%	59%	1%	27%	15%	17%	10%	5%	4%	9%

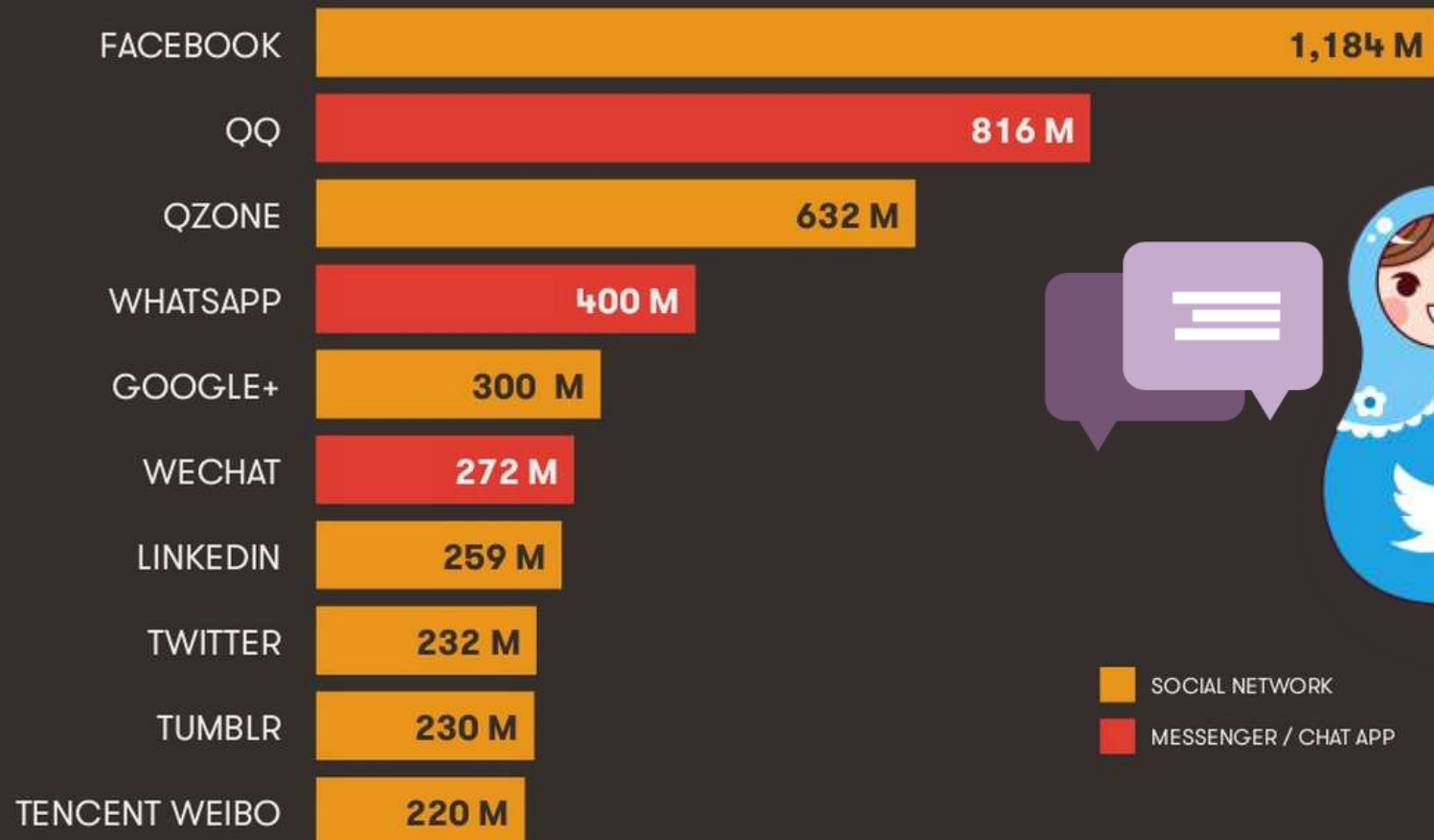


Instagram



**JAN
2014**

ACTIVE USERS BY SOCIAL PLATFORM



Maintain the Balance



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