

Social Approach

Student's Name

Institution

### Abstract

Research on strategies, basis, and importance of public relations has become increasingly important in the past few decades. The justification of it lies in the need for understanding human behaviours both as individuals and social groups. The internet enhances these groups, and the ties between individuals, what businesses call social capital. The study's purpose is to understand the way social capital is used to achieve both simple and enhanced public relations needs. It analyses a key article and uses several others to verify important issues. The findings show that social capital in the association with social ties and the group's participation in collective action, has a significant impact on the motivation of individuals' participation. It highlights some variation in research to identify inefficiency in the key article. Ultimately, effective approaches to quantifying different aspects of social capital, social ties, motivation into participation, and the impacts of all these on collective action are needed.

*Keywords:* Social capital, social ties, collective action, public relations

### Social Approach

For the matters of social changes, marketing, and public relations purposes, it is important to understand the way social ties either at groups, organizations, or movement levels can influence their participation in certain collective actions. For example, the Arab spring has been covered in research as an event that used social capital. It thrived due to the ability of individuals to relate with others through common experience in governance, need to respond to injustices, and connectedness that social and printing media provided. Therefore, marketers, social activists, and other advocates of changes in society know the importance of social capital and may want to understand the effectiveness, opportunities, and needs for using social media to involve the mass into a certain movement. In their study, researchers develop a scientific method to explain the influence social ties have at the individual level for effecting a collective action such as Arab spring. Since such research must have cover the basics and utilize academic and research tools, this study seeks to review this study by Leping You and Linda Hon. In doing so, it will focus on how the study's ideas and findings are supported in research by utilizing the studies.

### Summary of the primary Article

Due to the confirmed potential of social capital and connections in modern areas of marketing, policy enforcement, and humanitarian effort, adequate research has grown towards understanding social approach. You and Hon (2019) have the purpose of investigating the influence that social ties via the media have on individuals at their participation is necessary collective action. They take a comparative approach in analyzing the two types of social capital, which they regard as weak ties and strong ties.

Alongside the social capital, other important terms such as collective actions, strong ties, weak ties, and collective efficacy are defined. Weak or strong ties were measured based on the

effectiveness in motivating intentions for participation in any action, whether in the spread of political ideology, product endorsement, and propaganda, maybe. The study findings pointed out that there were significant differences in strong or weak ties on the way they motivate intentions for the participation of individuals in collective events; this was observable across gender, income, ideology, and education patterns. Also, the study found out that collective efficacy which is a measure of the social media users' perception and belief of how social network groups can organize and mobilize collective action, positively associated with collective actions. What this means is that individuals believe in the power of social media to mobilize participation in collective actions. Other factors that had a positive association with the collective actions were the importance of the issue, the age of individuals, and some personalities such as extroversion. On the contrary, Facebook usage did not have this association to take part in collective action. With these revelations about the social ties and participation of individuals in collective actions, it is important to find support from similar research developed in the past years.

### **Literature and Similar Articles**

The study has important contributions to the literature in the public relations field based on the findings it has achieved. The importance of the findings stems from their verifiability using other studies on the topic. One interesting finding from the study is that social capital influences the way people are motivated to take part in social actions. Several studies have confirmed this, thus, revealing the need for accepting the role of both social capital and ties, whether at an individual, or societal level, in social change. For example, Welzel, Inglehart, and Deutsch (2005), in their study, found that social capital can be a measure of a community's involvement in collective actions. They discovered that in elite-challenging actions, which is akin to revolutions, social capital has a critical role as an indicator of the way people express themselves through the

promotion of some values and participation in collective actions. The researchers use the emancipative social capital theory that argues on the use of social platforms, such as networks, to achieve freedom. Arguably, this theory can aid to understand the Arab springs, #MeToo, and Black Lives Matter campaigns through which social capital, ties, and efficacy has been used to achieve emancipation; another study that confirms this finding by You and Hon (2019) is the one by Halpern, Valenzuela, and Katz (2017). Unlike You and Hon, who learned that Facebook usage did not have an association with participation in collective action, this study found that the platform has a significant influence on collective efficacy. Also, it considered different aspects of Facebook-based social ties such as diversity and strength of the ties in establishing this. You and Hon (2019) also established in their findings that collective efficacy was positively associated with collective actions. Halpern, Valenzuela, and Katz (2017) confirmed this association in their study in both Facebook and Twitter, and this resulted in their conclusion that dissemination and sharing of political information via these two sites had higher levels of participation but through various stages or levels of efficacy. Other studies confirm the association between collective efficacy and collective actions are by Ranney (2014) and Margetts, John, Hale, and Yasseri (2015), though both focus on different aspects of social capital. Ranney (2015) studies the way social ties influence a common identity critical to participation in collective action. Margetts et al. (2015) look at various things such as digitalism, uncertainty, and the methods usable in the quest for effective collective actions or movements. Among the studies consulted here, none confirmed the role of personality traits' influence in social capital or motivation of participation in collective action. Other findings, however, were confirmed, although with variation in some domains. The sure thing is that the association between social ties at the individual level and the people's participation in collective

action is strong. From the article's findings, several theories that explain public relations are identifiable.

### **Article's Relationship with Public Relations Theories**

The article by You and Hon (2019) connects well to the theories of public relations. Its findings confirm the theories that we have covered so far. One is the system theory that helps explain relationships within organizations as the factors that hold together parts critical to adjusting to various social, political, and economic environments. This theory is also confirmed in the study by Welzel, Inglehart, and Deutsch (2005), which focuses on elite-challenging activities and how they are affected by social capital. The article relates to the theory of persuasion and social influence that reveals how people in public relations offices or departments of government or organizations persuade their audience to consume new information, change emotions, and respond in certain ways. This is common in marketing, which has the primary role in inducing various behaviours beneficial to consumerism. Finally, the article relates to the theories of mass communication, such as framing theory, which advises on how messages should be designed for their respective audiences to induce certain behaviours and actions. Therefore, the article has important ideas and contributes well to various knowledge development in the public relations field.

### **Opinion and Recommendation**

In my opinion, the article informs well about the public relation, its dependencies, and impacts in our modern world. By the knowledge it develops, readers can judge various social phenomena they encounter to understand their meaning and importance in social change. For example, they can see a particular trending behaviour, usually called internet phenomena, and know whether it is worth taking part in. An internet phenomenon designed to help free people from

social oppression and harassment such as #MeToo is worth taking part in, while those aiming at exploiting people such as some ads are not. Therefore, this article can have a positive influence on the public if people read and understand its findings, arguments, and conclusion.

You and Hon (2019) did not capture aspects such as the strength of and diversity in social ties. As a result, they concluded that there was no significant influence of Facebook on the motivation towards participation in collective actions. Halpern, Valenzuela, and Katz (2017) used these aspects in their studies and noticed that both Facebook and Twitter were effective in sharing political information and motivating collective actions. A recommendation emanating from this realization is that future research on this topic should cover identifiable aspects using effective measures to ensure that their findings are most comprehensive and that they reflect the phenomenon they study adequately.

## References

- Halpern, D., Valenzuela, S., & Katz, J. E. (2017). We face, I tweet: How different social media influence political participation through collective and internal efficacy. *Journal of Computer-Mediated Communication*, 22(6), 320-336.
- Lattimore, D. L. (2016). *Public relations: The profession and the practice*. Place of publication not identified: McGraw Hill Higher Education.
- Margetts, H., John, P., Hale, S., & Yasseri, T. (2015). *Political turbulence: How social media shape collective action*. Princeton University Press.
- Ranney, K. R. (2014). *Social media use and collective identity within the occupy movement* (Doctoral dissertation, [Honolulu]: [the University of Hawaii at Manoa], [December 2014]).
- Welzel, C., Inglehart, R., & Deutsch, F. (2005). Social capital, voluntary associations, and collective action: which aspects of social capital have the greatest 'civic payoff'? *Journal of civil society*, 1(2), 121-146.
- You, L., & Hon, L. (2019). How social ties contribute to collective actions on social media: A social capital approach. *Public Relations Review*, 45(4), 101771.