Cultural Institution Information Pattern Formation within Social Media Communities

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Abstract. Goal of the article: to reveal the cultural institution information pattern in present-day conditions and to study formation processes for cultural institution information pattern. Study methodology comprises the set of methods for analysis, synthesis, comparative field studies, classification and entity structure definition. Paper academic novelty. Importance of information activity for cultural institutions and cultural institution information pattern definition are studied in modern environment. The information pattern formation processes are studied for the cultural institutions. A comprehensive emphasis is made on task distribution for the cultural institution IP among separate institution units. Opinions. The cultural institutions should become one of convincing factors of infomedia formation in the national and global dimensions and in proper manner build an active strategy on formation of own information pattern within social media.

Keywords: Social Media, Information Pattern, Recordkeeping Offices, Libraries, Museums, Global Networks, Internet.

1   Preamble

Rapid evolution of information and communication technologies, in particular, the Internet global network, turned out one of the reasons for reduction of the cultural institutions' role as social communication centers. The Ukrainian public cultural institutions are not substantially involved into formation of such platforms that are actively consistently, administratively planned. The cultural institutions lost their social role as practical knowledge sharing platforms along with transition of main communication processes from the conventional communication to the Internet communication.

Therefore, a negative trend exists in the public on weight loss by the cultural institution as for social communication processes, though they remain to be the entities, around which social media subscribers join, in particular, due to existing potential subscriber search technologies to establish communities, on a par with education institutions and geographic features.

Thus, the cultural institutions, recordkeeping offices, libraries, museums may be defined as such social institutions that are the entities, around which the social media subscribers join and virtual communities are established, and such, which make no systemic influence on communication processes taking place within the communities [1, 19].

2   Related Works

Development of information technologies these days covered not only a wide spectrum of technical fields and tasks, but caused significant changes within any and all areas of social life, which, in particular manifested as appearance of global social and information services, such as social media, Wikipedia services, forums etc., forming the unified global infomedia [6].

An effective strength of the information activity, as one of forms of interrelation of organization with the public is the significant element of the organization's goal meeting. Versus other forms of the organization activity, the information activity sets ceiling requirements for consideration of necessity of the state-of-arts and social trends. In view of this, effective application of the state-of-the-art-type communities for information transmitting and accumulation, primarily, the Internet network and Internet-based services, became one of the key factors for successful information activity by today [2, 7, 8, 12].

A brisk growth of the Internet community-focused services and Interned-based formation of the phenomenon of global records for group communication processes (web forums, social media, web 2.0 specialized services etc.) are attributed to the 21-st century that is displayed by the international instruments [11].

The cultural institutions, in particular recordkeeping offices, libraries, museums, as the social communication centers also commonly serve as the community life and social communication center, at that, their activity and information resources migrate extensively into the global network [3, 9, 21].

The cultural institutions were always the center for communication, intercommunication, information and knowledge accumulation, various community formation [4, 18, 22].

However, the vigorous development of information and communication technologies, primarily the Internet, turned out one of the factors for reduction of the cultural institutions' role as social communication centers [16, 17].

To conduct a comprehensive review of the mechanisms and methods of the information pattern formation for higher education institutions within the global infomedia [20, 21, 25], the information activity importance for universities was reviewed and introduced the term of the information pattern of the higher education institutions under the current conditions. Two related but different entities of the information pattern were compared within the World Wide Web, as well as the information pattern of the Internet social media, the key features and distinctions were defined [14, 15]. Such definition may be applied to the cultural institutions too, in particular to the recordkeeping offices, libraries, museums etc.

3 Basic Terms

The cultural institution information pattern within the WWW (WWW IP) means the body of public information on the cultural institution hosted on sites of the World Wide Web system that are not affected directly by the information consumers.

The cultural institution information pattern within the Internet social environment (SM IP) means the widely available information on the cultural institution that is hosted on the WWW sites and specialized services, which contemplate a wide public discussion potential, new information modification and creation directly per hosting address.

The terms mentioned have particular significant differences. The cultural institution information pattern within the WWW means the information set with no consideration of a social aspect for the pattern formation process. In essence, this is the information pattern being generated by authors duly trained, encouraged and provided with any technical and information resources.

The cultural institution information pattern within social environments means the information set directly created by the Internet users that is hosted on convenient respective services. Such services are as follows: social media environments; forums and web blogs; systems for community knowledge databases; other interactive community-focused services.

Simultaneously, the social media significance growth, as the Internet social communication services, deepens the diversity between the WWW IP and SM IP and precludes to consider the SM IP the part of the WWW IP. Though in the meantime, the reversal tendency for rise of the social media information created by community (namely, public groups), as well as more profound penetration of search systems into the social media information arrays.

4 Communication Process Administration Scheme for Cultural Institution with Social Media Communities

4.1 Units as Communication Entities

The information pattern at any given moment is already the community activity and creativity outcome of the Internet users.

The cultural institution information pattern formation process starts with information source establishment. The source, as a rule, is established due to the cultural institution operation and has its inner structure that is defined by the institution organizational structure, in particular by units available, each of which has a certain autonomy for information resource formation issues, as well as significant diversities on work streams on topics [23].

The cultural institutions have two main unit types, as information activity entities, namely:

— Special units (hereinafter referred to as the PR-services) that are liable for information activity (press-center, inquiry service, site support etc.), along with the unit

administering the information activity (service of the institution administrator responsible for public relations);
— main (basic) units, activity of which is not focused primarily on information interrelation with the public (nearly all the units – centers, departments, administrations and general departments etc.).

Such division complies with actual study results for planning and organization of the institution information activity on organization PR and management point [5, 23, 24]. The cultural institution is a complicated information structure, elements of which require more comprehensive review as IP task providers. The information activity alone is not a uniform task set too, but a complicated heterogenic system of interrelated activities. To form a completed program and organizational solutions, a further classification of pattern entities, such as units and tasks, is available [10, 13].
The unit types are defined as follows:

— basic;
— administrative;
— information.

Basic unit – a fundamental unit type, which is the basic unit of the cultural institution (including associates). It is essential that formally administrative units within their competence limits fall within the number of basic units. Such unit's complete information resources and any and all communications within areas of responsibility assigned thereto. At early stages of the cultural institution IP formation, basic units form proposals on the cultural institution topic description (in compliance with their competence) and potential distributions of the areas of responsibility.
Administrative unit – a unit conducting administration of the cultural institution IP formation process. Its capacity comprises formation of catalogue and topic description of the cultural institution, the cultural institution information resources register, determination of areas of responsibility and cultural institution IP results review. The administrative unit makes the part of general administration of the cultural institution, and may be both a stand-alone public relations service and common service with broaden powers.
Information unit – a unit conducting support for the cultural institution IP formation process. Practically, its functions are distributed among stand-alone services providing support for the cultural institution activity – computing, PR-service, chancery etc. The information unit capacity comprises two groups: administrative unit servicing and support of basic units in operating or emergencies and threats. Furthermore, the information unit serves actually the cultural institution administration implementation, as the basic unit. I.e., it is the one that conducts information activity on topics, which may be defined as «general for cultural institution». So, any and all tasks falling within the cultural institution IP formation, are actual for the information unit.
The unit classification specified may be summarized for a network of small cultural institutions with particular administration and information centers. The network of local libraries with particular base library centers and administration attached to gov-

ernmental authority may serve the example of such network. Administration support on the information unit part comprises analytics on:

– information and search works at different stages of institution IP;
– information collection and monitoring for unit activity;
– search and identification of potential threats for cultural institution IP;
– monitoring of competitors' actions and changes within social environments;
– monitoring of information material (potential capacity, pattern) quality.

Here in below the general administration scheme for the cultural institution unit inter-relation processes with social media and communities is set out (see Fig. 1).
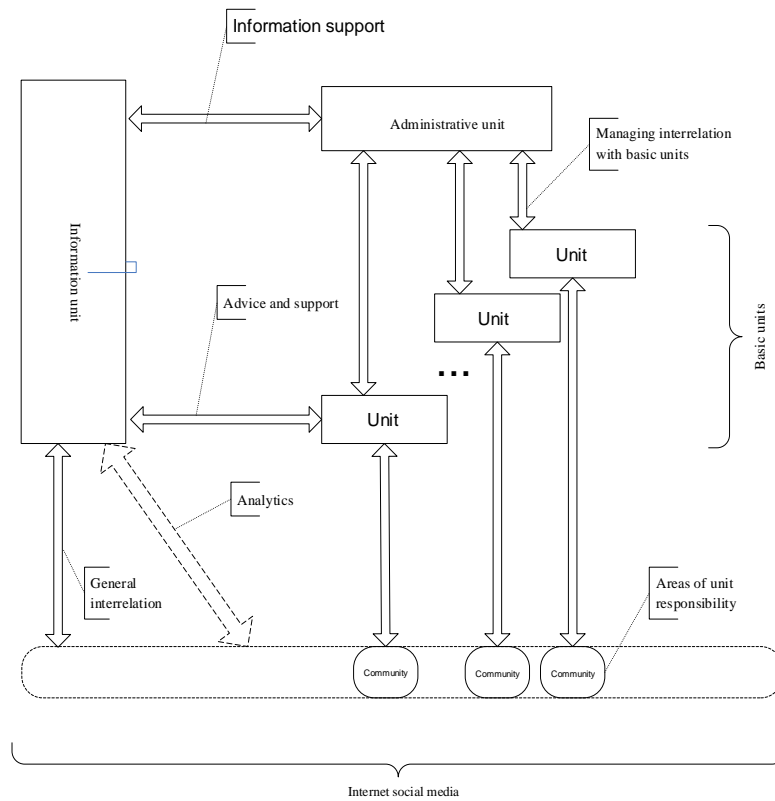
Fig. 1. General scheme of the cultural institution administrative structure.

The general administration scheme of higher education institution IP on the figure above covers reporting of each particular social media community under the unit. Such approach provides a proper level of responsibility and competence of units for communication processes taking place within community and form the information pattern.

Yet, within the limits of each community inquiries from the community subscribers may arise, topics of which are beyond the competence of the unit representative, in particular such inquiries may arise within communicative situations «The representative of the known cultural institution is present here and he/she will assist in finding out …» or «the known cultural center has the following deficiencies …» and in other situations.

An obvious manner of the representative is passing by such type-messages (as ones beyond the unit competence). Yet, such approach diminishes authority of the representative alone as being incompetent, and causes deferred threats (a negative pattern is invisibly formed in generator, the one supposedly controlled).

To prevent such deficiencies of passive approach to out-of-topic inquires, a scheme of secondary information interrelation between the units is proposed. The goal of such interrelation is information obtaining for single (episodic) inquires within communities, i.e. the unit responsible for the community acts as a mediator between the competent division and community.
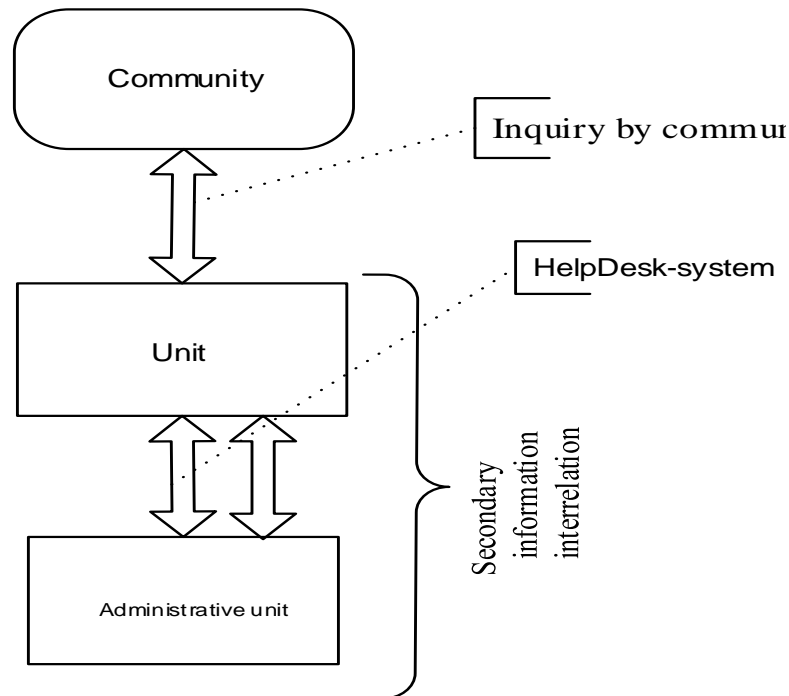
4.2 Arrangements for Information Interrelation «Basic Unit – Administrative Unit»

Secondary information interrelation between the basic and administrative units appears in the situation as follows:

— an inquiry for legally binding information obtaining, which partially is beyond the unit competence, is formed in the generator;
— remarks, requests and hacks for the cultural institution operation in general are formed within the community,
— the community conduct differs from the predicted one, in particular in the part of discussion topics;
— detection of situations having signs of deliberate informative bullying concerning the higher education institution.

Taking into account that interrelation scopes «basic unit - administration» within the cultural institution are potentially significant in some cases (several tens a day), the helpdesk class specialized system application is reasonable for communication arrangements. In such case, the inquiry transfer from the basic unit to the administration is executed as the inquiry within the system with subsequent internal dialogue between the units. The results are transferred by the basic unit to the community.

Such information transfer, as a rule, is followed by potential stylistic processing and appropriate comments (to improve content understanding by average reader) and document details that confirm formal processing by the administration.

Fig. 2. Information interrelation «Basic unit – administration».

4.3 Arrangements for information interrelation «Information unit – Basic unit»

Secondary information interrelation between the information and basic units appears in the situations as follows:

— the information unit in the course of activity within general topic communities requires specialists' advice concerning particular education and academic streams assigned to the units;
— the information unit smoothly transfers responsibility for the generator to the basic unit, assisting in communication rules and style.

Taking into account a potentially huge number of the basic units, the helpdesk system use is inefficient. In simple cases, e-mail facilities are sufficient, though, provided that a comprehensive document flow system operates within the higher education institution, its use for this task too is reasonable.

Besides, interrelation initiated by the basic unit is potential. Such interrelation is similar with the same «basic unit - administration», and it is induced by the need in advice and communication support. It is reasonable to implement such interrelation on the helpdesk platform that covers both administration and information unit.

4.4 Arrangements for Information Interrelation «Basic unit – Basic unit»

Addressing of one basic unit the other basic unit to search a competent response to the inquiry within the community is a separate case of the secondary information interrelation. The situation is similar to some extent with addressing of the basic unit the administration for reference. Yet, in such case there is no direct responsibility of the units between themselves and incentive system. So, at least one of two conditions should exist within the higher education institution for such interrelation system organization:

— high solidarity degree between the units and promptness for cooperation and mutual assistance;
— adjusted communication system (or electronic document flow) between the units with recording and incentive system.

4.5 Universal Administrative Interrelation

The series of the aforesaid complications of various forms of the secondary interrelation may be prevented through the universal administrative interrelation use under the scheme below (see Fig. 3).

In such scheme the whole secondary information interrelation goes through the administration or information center of the cultural institution being the mediators. They receive inquiries from the basic units, transmit them further to field-specific basic units and control performance. The responses received are returned back to the basic units to be placed in the generator.

Such scheme has the series of advantages and deficiencies. The advantages are as follows:

— scheme generality – all processing versions of any non-specific inquiries are fitted into this scheme;
— effective monitoring – administration of the higher education institution is able to record and monitor all the secondary information interrelation;
— operational discipline – comprising into the administrative unit scheme ensures a high operational discipline on the part of the units involved for advice.

Yet, the series of deficiencies exists:

— HR effort increase – in fact each inquiry is followed by additional processing within administration;
— Operational efficacy reduction – at the expense of two additional processing steps (inquiry and response by the administration), message formation time may grow to several days and nights that drives to its importance reduction, and, probably, to sense loss at all.
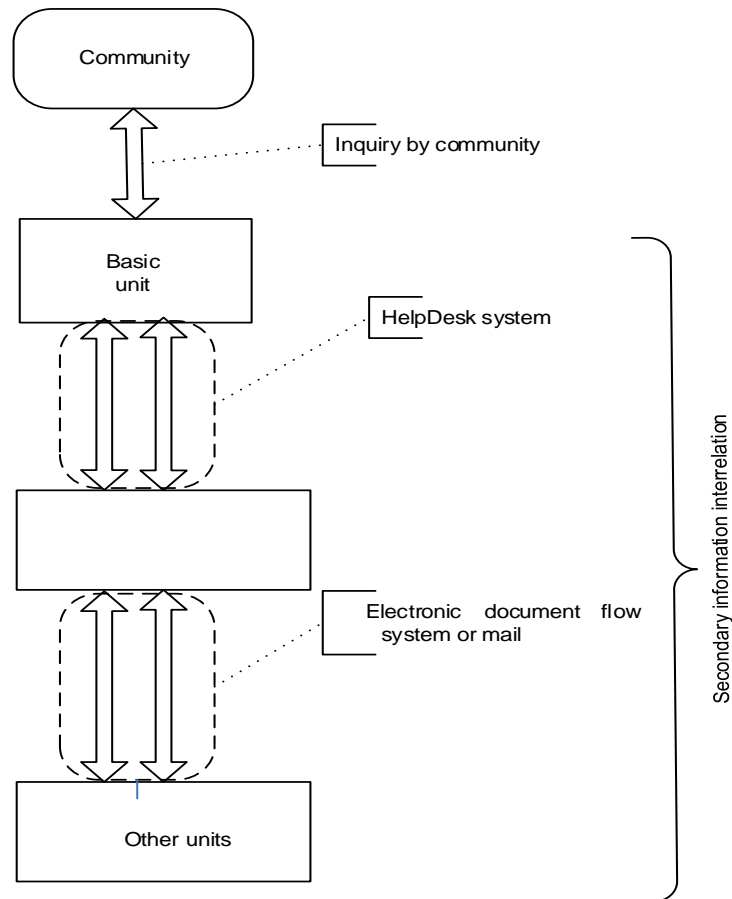
Fig. 3. Universal administrative interrelation.

Therefore, it is reasonable to apply the universal administrative interrelation in the cases, if only:

— mala fide attitude of the units as for the advice is predicted;
— content and nature of the inquiries are not critical as for response time.

The factor that simplifies organizational and psycho-motivational implementation of the scheme mentioned is its succession from common administration schemes available within the cultural institution networks, major education institutions, governmental institutions and enterprises.

5   Conclusions

The present-day state of information and communication technology development brought up to date a wide spectrum of tasks before the cultural institutions, among which formation of own information pattern before the public takes its place. In the establishment conditions of the social media, as the essential communication environment in the global, national and even local dimensions, the cultural institutions should take an active position within the networks, assisting the public to accumulate valuable information. Simultaneously, the cultural institutions should be aware that new technologies and environments are fraught with new threats too, in particular for the institution public pattern in the case of systematical approach lack as for interrelation arrangements with the social media and communities.

Such interrelation arrangements are impossible without a certain review of the cultural institution unit functions, definition of specific roles of the information and administrative units in the area of communication and implementation of a certain administration scheme for the cultural institution activity towards this.

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