Understanding relationship between user interaction rate on Instagram and how news subjects are selected

(A Comparative Study of Instagram of IRIB and BBC Persian News Agency)

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Abstract

IRIB news agency, as the mainstream media in the country, must use all the capacities of the world, including virtual social networks, to lag behind the competing media in the field of news and information. Therefore, it seems necessary to know how competing news media operate in this area. This study, while comparatively studying the Instagram of the Radio News Agency and the BBC Persian, tries to identify the relationship between the level of user interaction and the way news subjects are selected on Instagram of these two news organizations. To achieve this, the researchers purposefully identified the same news subjects during nine months (fall 98 to spring 99). Totally, 180 posts were selected and analyzed using quantitative content analysis. The most important findings of this study indicate that the Radio News Agency has ceded the field to its rival in the number of daily published posts. However, there was no significant difference between these two news organizations in terms of news elements used in organizing the news, and there was a slight difference in using the news formats. In Persian BBC, there is a significant relationship between the variables of mixed news values of reputation/attitude, political news subjects, and political videos and the rate of users' interaction in the components of Likes and Comments. It seems that the Persian BBC has been able to increase the interaction of its Instagram page by identifying the news needs of users and their expectations in the field of political subjects, and by increasing the number of related posts, has been able to increase the interaction of its Instagram page.

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User interaction, News, Instagram, IRIB, BBC Persian.