

Adoption of Social Network Sites in the Entertainment Business – Case Promotion of Urban Music Events in Helsinki on Facebook

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Adoption of Social Network Sites in the Entertainment Business

Case Promotion of Urban Music Events in Helsinki on Facebook

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Abstract

Social Network Sites (SNS) have recently quickly grown in numbers and sizes as more and more people join them in an attempt to connect with others for various reasons. This research aims at finding the major factors that make social network sites appealing for use in promotion of urban music entertainment events in Helsinki nightclubs. Moreover, it examines necessary improvements on the use of Facebook and on its features while recommending previous marketing methods that should be maintained and improved.

The research examines the Theory of Diffusion of Innovations and uses the perceived characteristics of an innovation to analyse the adoption of Facebook in event promotion and find the major factors for it. The three perceived characteristics analysed were Relative Advantage, Compatibility and Complexity.

Personal observations and analysis were done after which a quantitative survey was conducted among the most prominent promoters and selected consumers who use Facebook. The observations and survey examined how promoters use various marketing methods including and particularly comparing to Facebook.

The research found that the major factors were Facebook's ability to reach specific consumers, provision of multimedia content, and many event promotion-friendly features. Promoters should put photos and videos on Facebook event and group pages while Facebook should enable promoters to put photos albums on such pages. Promoters should have official website and use email/SMS mailing lists.

Key words: Social network sites, adoption of innovations, entertainment promotion.

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1 Introduction

In the past few years there has been an increase in not only the number of social network sites (SNS) but also the number of users registering in them. However, only a few SNS have been successful in getting significant attention and members. The biggest sites by number of registered users (in millions) are MySpace (250), Facebook (124), Habbo (86) and Hi5 (70) (Appendix 1). Moreover, a lot of financial gain has been achieved by either the founders of SNS opting to sell and/or capitalizing on the attention of their large user base by e.g. selling advertising space. One example is the record-high 2005 sale of MySpace by Tom Anderson to Fox Interactive Media (owned by News Corp) for \$580 million and Google buying exclusive rights to advertise on MySpace (and other Fox Interactive Media's web properties) for \$900 million (NewsCorp Press Release 2006).

Urban music has come from being relatively underground to (more or less) mainstream such that based on personal observations recently it is common for 5-8 of the top ten singles on The Billboard Hot 100 chart to be of urban music genres. Various involved stakeholders include but not limited to artists, record labels, event/tour organizers profit from not only traditional revenue streams such as record sales but also non-traditional ones like merchandise and endorsements while increasing their presence in and utilization of digital and online marketing channels such as online social networks.

Myself being a disk jockey (deejay), I have professional and personal interest in urban music events and have noticed an increase in use of Facebook by urban music nightclub event promoters. Promoters particularly use Facebook Events and

Groups applications thus I often browse urban music-related groups and events on Facebook. I have noticed that the above-mentioned applications, including a few others, have remained popular on Facebook since I hardly receive invitations nor see significant activities related to other applications. I personally think that these applications are the best way for promoters to reach consumers and I am worried that if Facebook users have abandoned their use of other applications, then maybe they will eventually also lose interest in using Facebook Events and Groups and consequently promoters will not have any better way to reach consumers or even Facebook losing popularity. For that matter I decided to take an academic interest into the issue.

1.1 Research Objectives

Although online social networks started since 1997, it is only recently that they have caught the attention of the academic society which has addressed neither the use of Facebook for promoting specific music genres nor specific applications on Facebook. This research intends to provide such insight.

A lot of research has been done on the adoption of both traditional (consumer) products and non-traditional products such as technological innovations, ideas etc. In theory, such research should hold true for any emerging innovations and they should be able to explain the factors for adoption of Facebook.

As online social networks are increasingly taking hold of users' attention, businesses are following suite to utilize them. I thus aim at finding out what underlying factors make Facebook an attractive channel to promoters for marketing of

urban music nightclub events in Helsinki and if theories of innovation acceptance could guide into identifying underlying factors that will maintain Facebook's popularity.

To address my fear of consumers losing interest in Facebook, two issues I explore is finding out (1) if there is a gap between the existing practise by promoters on Facebook and those that consumers would like promoters to do and (2) if there is a gap between the existing features on Facebook and those promoters and consumers would like.

If certain factors caused the high rate of adoption of Facebook, then in theory, there should be a relative lack of such factors in other marketing channels (and other SNS). For this matter the research will try to uncover if traditional 'street style' marketing will still hold or whether it would adapt with/give-in to modern mainstream and/or technologically-oriented strategies. Thus it will seek factors that can sustain the use of previous marketing methods.

1.2 Research Questions

The study shall address the following research questions:

Research Question 1

What are the major factors for adoption of Facebook by urban music event promoters and consumers in Helsinki?

Research Question 2

Which practices and features on Facebook need to be improved for promoting urban music nightclub events?

Research Question 3

Which previous marketing methods should promoters maintain and improve?

These research questions will be addressed during the literature review and quantitative survey and answered in the analysis.

1.3 Thesis Structure

The thesis has eight chapters starting with the introduction followed by an overview of online social networking whereby the case SNS Facebook is explored. The third chapter highlights different stakeholders in the promotion of urban music events in Helsinki and the respective use of Facebook for such purposes. In the fourth chapter various literature on SNS and the theory of diffusions of innovations are reviewed. The methodology utilized is illustrated in the fifth chapter, after which results are presented in chapter six. In chapter seven, an analysis of results is provided and finally chapter eight concludes.

2 Online Social Networking

This chapter explains various aspects of online social networking including the general structure and categories of social network sites particularly layouts and content of user profiles of the case Facebook and its application platform.

2.1 Social Software

Social software enables the interaction and sharing of content among certain users. They are normally characterised by having open Application Programming Interfaces (API), being service-oriented and enabling upload of content. They are considered to be in the family of collaborative software as they enable people to achieve various common goals of either communicating; defining their relationships; sharing, describing or locating content, etc. Various applications include blogs, instant messaging, wiki, bookmarking and social network services. (Wikipedia)

2.2 Social Network Services

Social Network Services use the internet as a platform for interaction of people with shared interests by combining a selection of social software and embedding them on the internet. (Wikipedia)

2.3 Social Network Sites

Boyd and Ellison (2007) define social network sites as " web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system". Thus the three major features SNS have are

(1) profiles in a system, (2) list of connected users/profiles (commonly referred to as 'friends'), and (3) navigation (search) system among profiles. I would like to add to the definition the fact that individuals can also view and traverse multimedia content (photos, videos) provided by others and not just their list of connections, thus (4) content sharing is another feature.

Profiles: With a valid email address, users are able to register by filling in information fields including but not limited to name, gender, birthday, contacts (address, email, phone number) hometown, education, occupation, relationship status, interests (general, music, TV, movies, books) etc. There is a variation amongst SNS as to which fields are asked, required, and displayed by default. As the profiles created display such user's information they become what I could regard as 'online pages of themselves'. However, unlike in real life where anyone in eyesight can see them, users can control who can see their profiles by adjusting privacy settings (though some SNS do not provide this option).

The depth of fields in general and within a related context depends on the nature of the SNS. Those geared towards dating include the physical/appearance attributes (height, body type, ethnicity), lifestyle (smoking, drinking), sexual orientation and partner preferences example Match.com. SNS oriented towards common communities (academic, workplaces) or interests (hobbies, art) similarly have fields in depth to respective areas such as academic majors (Classmates, Facebook), employment details (LinkedIn), travel experiences (TravBuddy) etc. Likewise, some SNS allow customization of the appearance of profiles using Hyper Text Markup Language (HTML) and Cascading Style Sheets (CSS) (MySpace, Hi5).

Friends List: Once a user has registered and created a profile, he/she can search for other users he/she is familiar with by using their names or other search attributes. The most common way is by email whereby most SNS have applications to import email addresses from a user's email contacts and check which contacts already have profiles so as to send requests to add them to display their relationship and to send invitations to join the SNS to those that do not yet have profiles.

Profile Navigation: In most SNS, a random or user-selected sample of friends is displayed on the profile page whereby a viewer can click to see a list of a user's friends and in some cases the nature of the relationships. Privacy settings can restrict who is able to see such friends list.

Content Sharing: The majority of SNS allow users to upload content such as photos, videos, notes, blog entries etc. Likewise, based on privacy settings, profile viewers/friends can navigate such content and often also acquire (download) them. Sharing of photos has been the most common activity on some SNS example Facebook, Hi5 and Orkut.

2.4 Categories of SNS

SNS can be categorized depending on many factors. Some cater to specific geographical locations e.g. Cyworld (South Korea), IRC-Galleria (Finland), V Kontakte (Russia), Mixi (Japan), LunarStorm (Sweden), Nexopia (Canada). Furthermore, some cater to specific personal characteristics of users such as ethnicity (BlackPlanet - African Americans), language (Migente - Latin speakers), interests (travelling - TravBuddy; movies - Flixter).

In addition, they can be categorized on the nature of content and/or manner of which such content are shared. Some focus on photos (Flickr, Zoomr), videos (YouTube), music files (Last.FM, Bearshare) or a combination of both (iLike, MySpace) while others are prominent for the nature of sharing such as via blogging (Bebo, LiveJournal, SkyRock), instant messaging (MSN Messenger, Chinese QQ), wiki (Wikipedia), etc.

A category I would like to highlight is the extent to which a user is familiar (physically or otherwise) with another user prior to adding them to their list of friends i.e. existence of offline relationship. On one end of the spectrum there is relatively no need for prior familiarity (MySpace, Xanga) while on the other end in some SNS it is considered a norm (Facebook, Classmates, LinkedIn). Facebook for example claims to facilitate "the digital mapping of people's real-world social connections" (Facebook Press) thus it is providing an online display of people's real (offline) networks.

It must be noted that some may not have started out as SNS per se but added SNS features later on for example (year added SNS features): LunarStorm (2000), Cyworld (2001), Care2 (2004), Xanga (2005) and Bebo (2005) (Boyd and Ellison 2007).

2.5 Facebook

Facebook was started in February 2004 by then Harvard students Mark Zuckerberg, Dustin Moskovitz and Chris Hughes as a campus directory or a sought of 'year book'. Students could sign up using their school email addresses and joining a respective network corresponding to their school. Later in 2006 Facebook opened to non-student users too. Recalling the above-mentioned

major characteristics of SNS (profiles, friend lists, profile navigation and content sharing) I hereby briefly describe Facebook based on such characteristics.

Profile: Each user creates a profile which displays his/her picture (optional) and network. Other information categories optional to display include basic info (gender, age), contact (emails, phone number, address) relationship (status, sexual preference), personal (interests, hobbies), and education and work (employer, position). Profiles are automatically set private and can only be viewed by the users' friends and other members in the respective network of the user. Profiles also consist of a section called "The Wall", which displays the latest activities a user has done and where user's friends can leave messages in form of 'posts'. Different applications can be viewed under the 'Boxes' tab while a user can opt to add any applications as tabs.

Figure i Facebook Profile Sample



Source: Facebook Profiles Preview's Photos

<http://www.facebook.com/profile.php?id=835915523&ref=name#/photo.php?pid=618659&id=21073243776>

Friend List: Profiles also display other Facebook users that are on the same network as the respective user and that the user has added and regards as friends. For users who have not joined any network, all their friends are displayed. To add friends, a user can either enter friends' name or email, or search through their email address book (i.e. import email addresses) to see which of their contacts has a Facebook account.

Profile Navigation: Under the profile photo there is a link to view the friends of the user (with the number of friends in brackets) which once clicked displays the list of the user's friends containing full names, networks and the nature of their relationship/how they know each other (if they have stated).

Content Sharing: Facebook, through its various applications, enables users to upload and share content including unlimited number of photos and videos, while controlling, via privacy settings, who is able to see what content.

One feature that helped set Facebook apart from its competitors is News Feeds, which inform users about a number of selected actions their friends have done on Facebook. Such actions include, but not limited to added friends, added content, the wall postings, events attending, groups joined and various activities on applications. Such feeds do not include messages sent and declined invitations to events, groups or applications (Facebook Privacy). The good thing about the News Feeds is that users do not have to go to their friends' pages to look for any changes but get updated right on their own front page.

2.6 Facebook Platform Applications

On May 24th, 2007 Facebook launched Facebook Platform (<http://developers.facebook.com/>) providing a framework for software developers to create applications/small programs that interact with core Facebook features (Wikipedia). The framework is basically a set of application programming interfaces (APIs) and services that enable websites and

applications to retrieve data relating to Facebook users made available by Facebook and/or retrieve authorized data from other applications (Facebook Developer Terms of Service). To illustrate the functionality of applications, Zuckerberg highlights a concept referred to as Social Graph which is a massive network of real connections through which real people share information and communicate (Mark Zuckerberg: f8 keynote).

The Facebook Platform allows external software developers to create applications that facilitate sharing of specific kind of information in such networks, by integrating and spreading the applications throughout Facebook while realizing various business opportunities such as revenues from advertisements (Facebook Developers News 2007 May). Users can add (and remove) applications to their accounts and invite their friends to also add them as well. In adding an application, a user is required to grant access of his/her information to the application (not the developer) so it can know the user and utilize relevant user information for the application. Developers can access, without limitation, general user information such as; name, profile picture, location, interests, education and work, with the exception of contact information (e-mail, telephone number, address, etc). (Facebook Platform Application Terms of Use)

Applications can be categorized based on the nature of the information shared as follows with examples of applications in brackets: Photo (Slideshows, Facebook Photo); Music (iLike, Music Playlists); Travel (My Travels, Cities I've Visited); Dating (Are YOU Interested?, Meet New People). Some applications cater for multiple categories. A year after the launch, there are currently over 24,000 applications built by

over 400,000 developers (Facebook Developers News 2008 June). Based on my personal experience and observation of my friends' activities, many users adopted many applications in 2007, but more or less abandoned adding new one recently. For example, in 2007 I used to receive from friends many invites to add applications while nowadays I hardly receive any. This indicates that the whole phenomenon of adding applications is fading away as they do not appeal to people anymore.

3 Helsinki Urban Music Events Promotion

This section covers the various aspects concerning urban music nightclub events and their promotion in Helsinki. The section highlights various stakeholders and marketing methods involved in promotion of urban music nightclub events with more detail on the use of Facebook Events and Groups applications.

3.1 Urban Music

Urban music genres are Hip-Hop, Rhythm and Blues (R&B), Rap, Reggae, Dancehall, Reggaeton and their various sub-genres. Their origin is predominantly from African-American culture.

3.2 Promoters

Promoters are those who conceptualize, market, and finance events. They create the theme of the event, its marketing plan, and find and manage resources required to implement it. The promoters firstly decide on the name of the event, the deejays to perform and anything else such as dancers, giveaways, decorations, and so on. They draw up the marketing plan which includes designing (or hiring a designer for) the posters and/or flyers for paper printing and/or (more recently) digital marketing. They seek for the location (nightclub) to hold the event, thus are the ones who negotiate with club managers about event dates and other matters like ticket sales and minimum drink sales.

Promoters in Helsinki are either in the form of a single individual or a collection of individuals forming companies that either solely focus on events management and promotion or include it among other service offerings. Events promotion companies include Defkut Records, MTB Enterprise, Midnight

Productions, and Syvällä Pelissa. However, there are also promoters who utilize the (brand) name of their events while not promoting or at least not stating a company or individual responsible for the event. Events of such nature include Smooth and Club Kuuma.

3.3 Nightclubs

Nightclubs are not involved in the immediate event operations; they provide venue services & facilities such as drinks and security. Urban music events are held in various places including: nightclubs such as Studio 51, Redrum and Virgin Oil; concert halls such as Tavastia, Nosturi and Gloria. This research primarily focuses on events held in nightclubs.

3.4 Deejays

Deejays (also referred to as Disc Jockeys or DJ in short) are the people who select and play pre-recorded music for an audience. Since most nightclubs in Helsinki cater for the general audience of various music genre preferences, there are many deejays that are hired to play a mix of various music genres. Deejays that focus on urban music thus normally perform at nightclubs when the nightclub is reserved for an event that targets audiences with particular preference for urban music. For this reason, urban music deejays have more or less inevitably been forced to be promoters to enable themselves to get performances. Thus one can consider every urban music deejay is a promoter and vice versa. Some major urban music deejays in Helsinki are deejays Anonymous, Defkut, Taste, Rahim, J-Laini, and Mista-S.

3.5 Design and Print Media

Graphic designers are used to design the event ads to be printed as large posters (A1-A3) or small flyers/leaflets by printing companies and more recently for online display. Similar to promoters, graphic designers work as individuals or group of individuals.

Some deejays also do graphic designing. This is common as often deejays/promoters learn graphic designing so as to save their financial resources to pay professional designers, though it is very uncommon for graphic designers to become deejays but a few do engage in promotion.

3.6 Consumers

Based on my observations, the demographics of people who attend urban music nightclub events contains mostly youth from age 18 to 25. Even though urban music is originally from black culture and artists are predominantly African-American, most consumers are non-African ethnics since African-origin foreigners are a minority in Helsinki.

3.7 Traditional 'street' Promotion

With urban music's general rapid growth, consequently the management of urban music events in Helsinki has also grown example, from events being held on 'slow' weekdays to mostly on 'busy' Fridays and Saturdays. Traditional marketing strategies have normally involved 'street marketing' using flyers and posters. The notion 'street' comes from the fact that flyers are given out to random people on the streets while posters are posted on street furniture such as public boards, electric and traffic lights poles, etc.

The content on flyers includes is but not limited to: the name of the event; a tag-line for the event (e.g. "The Biggest Hip-Hop Party"); the event promoters/organizers; performing acts (deejays, artists, dancers); date; time; location; age limit; entrance fee (door and pre-sale ticket information); happy hour; relevant websites (of promoters, deejays, nightclubs and even their respective MySpace pages); and finally various logos of sponsors and involved organizations. Both flyers and posters are put in various stores, mostly stores which sell items related to urban culture. Example of such stores in Helsinki include music stores like Street Beat, Funkiest and urban clothing stores like Tetuan, Turning Point, Team Place and Union Five.

3.8 Online Promotion

Based on my research, many promoters'/deejays' online presence was previously limited to just having a website. The majority of these websites would provide four major types of information: event information, biographies/event references, multi-media content and contact information. Event information would provide a list of dates, venues and event names and descriptions which they are promoting or performing at. The biographies would give a narration of their professional background and list various reference performances. The event references would list a portfolio of previous events that they have organized. Multi-media content include photos and videos of previous events/performances including the promoters/deejays themselves but mostly audiences (consumers) who attended. The photos are normally put/separated in photo galleries/albums corresponding respective event dates and names. For this matter, they also serve as event references and I think this is the main appeal to consumers and motivates

them go to websites. Contact information includes e-mail addresses, phone numbers and postal addresses.

Other additional information on websites include services provided by promoters, links to various affiliated organizations/promoters and testimonial by consumers. Promoters also use websites to enable consumers to subscribe to their mailing lists by providing a form for inserting name, email and mobile number. Moreover, some promoters have special offerings such as competitions to win VIP tickets/packages and consequently use their websites to conduct such promotions.

Recently, new online platforms are being used such as forums and SNS. Online forums commonly used in Finland include Lifesaver.net, Meteli.net and Vanilja.net. Promoters post digital images of their respective event ads on forums and allow forum users to discuss about the events. SNS used include MySpace and Facebook whereby promoters utilize various applications/features such as event pages, groups and posting ads on user profiles. The most commonly used SNS is Facebook, particularly via the Facebook Events and Facebook Groups applications. I hereafter explain how such applications work and used for event promotion.

3.9 Facebook Events Application

Facebook Events application is used by promoters (as any typical user) by creating 'event pages' which provide details about an event they are organizing. Events can be of various natures such as private parties, meetings, concerts, trips, and so forth. There are many Facebook applications which facilitate the sharing of event information including,

however, this research focuses on the most commonly used one created in-house by Facebook called 'Facebook Events'.

There are three basic steps in creating an event on Facebook Events; first a user fills in basic "Event Info" such as event name, tag-line, host, type, description, start/end time, location and contact info. Second is to "Customize" by uploading a picture then enabling/disabling: guests to bring friends; display of guest list; the wall; upload of photos, videos and posted items by admins only or also members; access to event content by members only or public. The last step is creating the "Guest List" by inviting friends on Facebook, via email and also promoting the event with an ad. The event creator can thus add photos, videos and links of his/her choice. Such content would most likely relate to/help promote the event.

Event Pages

At the top of the event page is the event name and tag-line. The rest of the pages display 10 different sections titled as follows:

Information - Which is subdivided into 'Event Info' (host and event type) and 'Time and Place' (start/end time, location and address)

Description - Where the creator can write any text describing the event. This is where promoters write information similar to on flyers/posters. However, since the above 'Information' section already has the event time and location, the promoters use this to put in the remaining information such as performing acts, entrance fee, and happy hour

Event Picture - A photo the creator chooses to illustrate the event. Underneath it is a link 'Invite People to Come' which

opens a page enabling users to click on their friends whom they want to invite to (notify about) the event. This photo appears as a thumbnail whenever the News Feeds report multiple friends are attending the event.

Your RSVP - Shows the attendance status of the user viewing the event page. A user can select from 'Attending', 'Maybe Attending' or 'Not Attending'.

Photos - Photos can be added here however they cannot be put/grouped in albums.

Videos - Videos can be added here.

Posted Items - Links to pages relevant to the event

Other Information - Illustrates if guests are allowed to bring friends to the event and if the guest list is hidden.

Confirmed Guests - A list of users who have been invited and have RSVP as 'Attending'.

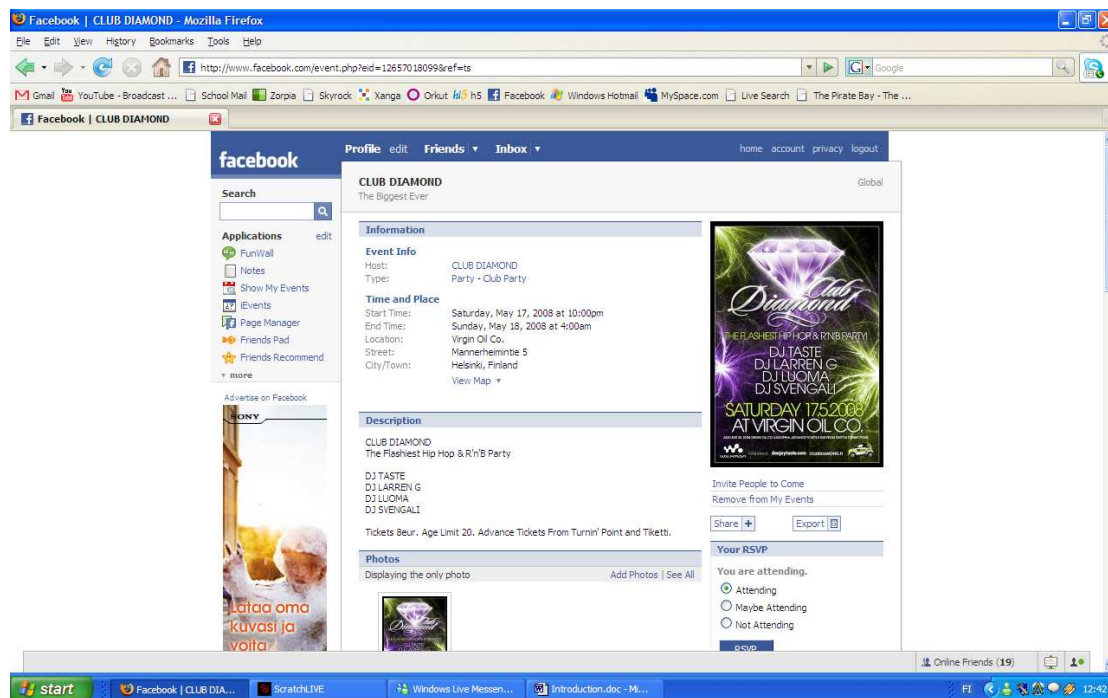
Other Invites - Lists users who have RSVP as 'Maybe Attending', 'Not Attending' or have not replied yet.

Event Type - States whether it is an open event whereby anyone can join and invite others to join or a closed event whereby only invited users can join the event.

Admins - Lists users who have been appointed to be admins. Admins have the right to edit the event information and content (including photos, videos and posted links if they are restricted); invite more people (if event is closed); appoint other admins; and to send messages to invited guests (maximum 1200).

The Wall - Is where only users who have been invited can write posts.

Figure ii Facebook Event Sample Page



Source:

<http://www.facebook.com/event.php?eid=12657018099&ref=ts>

As above-mentioned, when users confirm to attend an event, all their friends receive a notification via News Feeds. Such feeds mention how many of a user's (the one viewing the feed) friends are attending the event, the host, total number of people invited to the event in addition to displaying a thumbnail of the event's profile picture. The user can click on the feed and see thumbnail profile pictures of his/her friends who are attending the event.

Another important feature of the event applications is that it enables the creator of an event to send messages to guests; either to all of them, those attending, those maybe attending, those not attending and those who have not replied. This works similar to a mailing list.

3.10 Facebook Groups Application

The Facebook Groups application enables users to create and join groups on the basis of various categories such as shared interests, offline clusters, geographical locations and an unlimited number of other options.

Similar to creating an event, a group is created by three steps, the first being writing "Group Info" such as group name, network, description, type, recent news, office, email, street and city/town. Secondly is to "Customize" by uploading a picture; inserting a website; enabling/disabling showing related websites, discussion board, the wall, photos, videos, posted items; and access either open, closed or secret. The final step is adding "Members" whereby the user can send invitations to his friends on Facebook to join the group.

Group Pages

Facebook Group pages contain similar sections as Facebook Event pages such as Group Picture, Information, Photos, Videos, Posted Items, The Wall and Admin. In addition, sections which are particular to Facebook Group pages (i.e. not in Facebook Events) are:

Recent News - Where the group admins can put any news related to the group. This is similar to 'Event Description' so promoters tend to put the description of their latest event or if they have multiple events coming up, they list them here.

Discussion Board - Where group members can create topics for discussion.

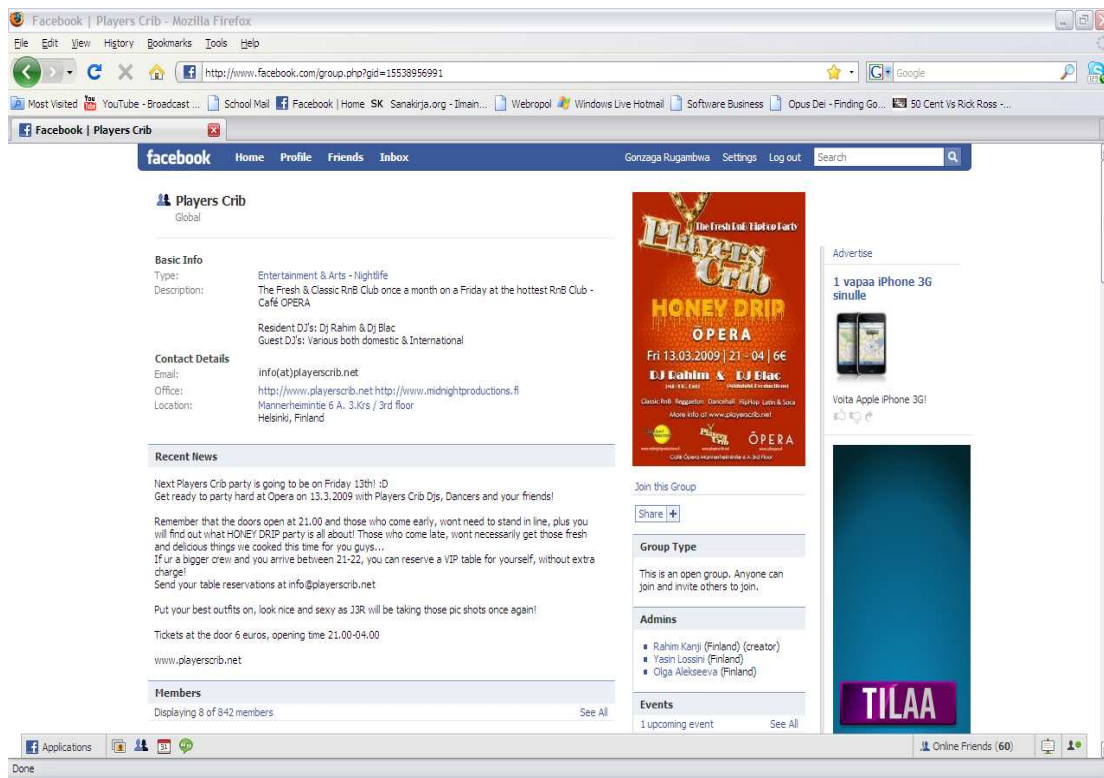
Members - Shows all users who have joined the group.

Events We're Hosting - Lists events that have been created by the administrators of the group.

Related Groups - Shows a list of groups having the most group members in common with the respective group being viewed (Facebook Help - Groups).

Group Type - States whether the group is open for anyone to join and invite others or closed only for invited users.

Figure iii Facebook Groups Page Sample: Kovalevy



Source: <http://www.facebook.com/group.php?gid=15538956991>

Two important features of the Groups application include enabling the group's administrators to send messages to members of the group (if the group has less than 1200 members). The second and most important feature relevant to this research is that administrators can create events and easily invite all the members of the group to the event. The

group automatically becomes the host of the event and the events appear in the 'Events We're Hosting' section of the group page. Group admins can amongst other things edit group info and remove members and other admins.

4 Literature Review

This chapter discusses various literatures on social networks and diffusion of innovations. Finally, the research process is presented.

4.1 Social Network Sites

Some academic research has been done on SNS, however hardly anything has been done addressing their use promoting urban music. Boyd and Ellison (2007), highlight that previous research has been focused around four major themes. The first theme is "Impression Management and Friendship Performance" by the likes of Boyd and Heer (2006) and Zinman and Donath (2007). Such works generally address the expected and created impressions by users and their truthfulness, plus various aspects involved in friendship management. Regarding Facebook, Wather et al state that "

The second is "Networks and Networks Structure" addressed by amongst others Lampe et al (2007) and Golder et al (2007). This area focuses on intentional and unintentional display and trend of relationship formations within SNS. The third is "Bridging Online and Offline Social Networks" for example Ellison et al (2007) who found that users' major aim was to strengthen existing offline relationships.

The focus on the "Privacy" theme has been written about by Gross and Acquisti (2005), Acquisti and Gross (2006) and Barners (2006) who concluded many users are not aware of the privacy risks and that parents should monitor their children's activities on SNS. Stutzman (2006) particularly researched identity information disclosure on Facebook after identifying

it to have the highest level of participation among his respondents. He found that the information most commonly disclosed included name, gender, email and picture while the least commonly disclosed were phone number, website and sexual orientation.

A theme which in my opinion has not been explicitly researched and that could be worthy is people's intention to 'Make New Relationships/Networks' i.e. 'online relationships' and not just displaying or strengthening existing ones. There is variation in the extent to which people make new relationships among SNS as Dweyer *et al* (2007) concluded that "MySpace members were more active in the development of new relationships". Recalling my categorization of SNS based on the extent to which a user is familiar with another user prior to adding them to their list of friends, Dweyer *et al* (2007) found that in SNS where perceived trust and privacy safeguards are weak (i.e. users do not require prior familiarity), like MySpace, online relationships develop relatively easier.

Despite SNS being considered as generally depicting real life, Boyd highlights that the nature of interaction on SNS is not the same as in real life because SNS have different architectures and norms that bind people. On SNS users consider each other as 'friends' while in reality they have different degrees of friendship not to mention that some are relatives, workmates, etc.

There have been very few publications addressing specific Facebook applications. For example, the Facebook Groups application was addressed as Valenzuela *et al* (2008) were researching the effects of Facebook on social capital. They

included factors that affect the relationship between intensity of use of Facebook groups and civic and political participation.

There have been a very few researches addressing the use of Facebook as a marketing tool. Mostly such research has been about the abuse of Facebook (and SNS in general) as a marketing tool example for spamming (Zinman and Donath 2007). There has not been any research that addresses the use of Facebook by music genre-specific business purposes. The lack of adequate research is most likely due to the newness of Facebook and especially Facebook applications which have only existed for almost two years since May 2007.

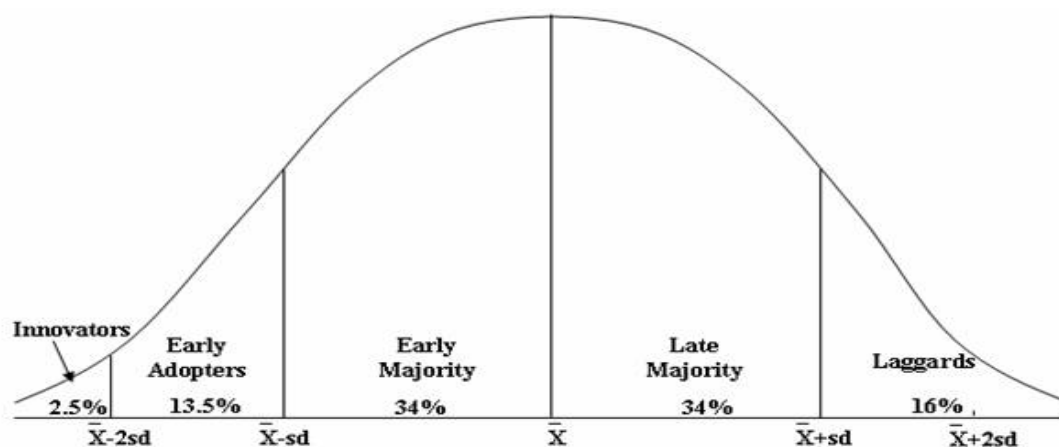
4.2 Diffusion of Innovations

In order to study the way Facebook has become popular in use by promoters, I shall review the theory of Diffusion of Innovations by Rogers (2003). Rogers (2003, pg.5) defines diffusion as "the process in which an innovation is communicated through certain channels over time among the members of a social system". An innovation is referred to as a tangible object or practice (observable action/service) or an intangible object like an idea. Regardless of prior existence, it is considered an innovation once a person is aware of its existence and forms an attitude (of acceptance or rejection) towards it (Rogers 2003). In this case the innovation is Facebook as a Social Network Site and to be more specific, its respective applications that are focused on in this research (i.e. Facebook Events and Groups).

In his earlier research, Rogers (1958) realized that members of a social system adopt innovations at relatively different

rates and thus classified members into five different groups based on such differences as follows: Innovators, Early Adopters, Early Majority, Late Majority, and Laggards. *Innovators* are characterised as being venturesome, risk tolerant and technically knowledgeable. The *Early Adopters* are respected members of the society and are thus regarded as opinion leaders. The *Early Majority* are active members of the society who are useful in spreading information about the innovation. The *Late Majority* does not consider the innovation crucial but they adopt it due to social or economic pressure. Finally the *Laggards* are conservative, very risk averse and rarely active in the communication system. From Rogers' quantitative research, the categories occupy various portions of the social system as illustrated on the diagram below.

Figure iv Categories of Adopters of Innovations (Rogers 2003)

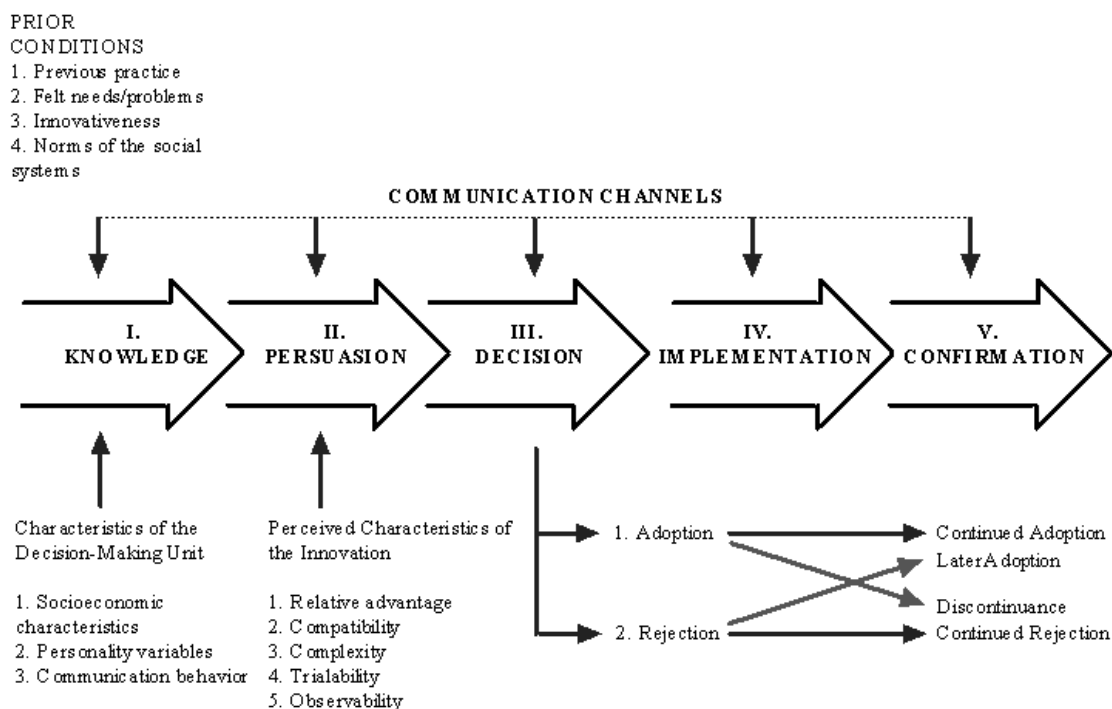


Rogers further explains that adopters go through five various stages in reaching a decision to or not to adopt an innovation. The nature and sequence of stages may vary from adopter to adopter and situation to situation, but generally hold on average. The first stage is *Knowledge* whereby a person first becomes aware of an innovation's existence and basic functionality. Secondly, the *Persuasion* stage occurs when a

person creates a further interest in and attitude towards an innovation by searching more information about it and seeking input from peers.

The third stage is when making the *Decision* to adopt or reject the innovation is made. A person may often get to test the innovation before finally deciding to adopt it. The fourth stage is called *Implementation* whereby a person takes the innovation into active/routine use thus getting experience and creating stronger attitude towards it. Even when a person has adopted an innovation, they can reject it later; this is called 'discontinuance'. The last stage is *Confirmation* of the need for the innovation in the daily life of the person.

Figure v Innovation-Decision Process (Rogers 2003)



In this research, I shall focus on the Persuasion stage as I want to discover what characteristics of Facebook make/made it

attractive to be adopted by promoters. The five attributes that are identified as shown in figure v above are: Relative Advantage, Compatibility, Complexity, Trialability and Observability. I have had to consider the attributes from the point of view of the promoters as well as consumers because even if promoters utilize Facebook, there is no benefit if consumers do not use Facebook or do not want promoters to use it. Furthermore, I have to compare Facebook with the previous marketing methods promoters were/are using in conveying different information.

4.2.1 Relative Advantage

The Relative Advantage is the degree to which an innovation is perceived as being better than its predecessor in terms of improving for example economic profitability (cost reduction), social gain (status) or the like. I would add to Rogers's examples: business process enhancement by increasing efficiency of resources (labour, time, money) and their effectiveness by optimizing business goals (sales, market share). The business goals in this case are market awareness, sales and proper customer relationship management. Promoters seek for methods that can increase consumer awareness of their events in ways favoured by consumers that will increase the likelihood of consumers attending their events and result in a higher turnover. The more relative advantage Facebook has, the more its rate of adoption and further use.

Thus, the research aims to unveil if promoters and consumers alike perceive that it is better to promote events on Facebook i.e. that information is better communicated via Facebook rather than previous marketing methods and other SNS. For example promoters used to send e-mail messages to consumers via mailing lists similar to how Facebook enables them to send

messages to all users who joined a group or RSVP in an event (Note: it is not possible to send messages to users who have not replied to an event invitation). So I will explore whether Facebook can reach more people and provide them with more information in a user-friendly manner than mailing lists and other SNS.

4.2.2 Compatibility

Compatibility refers to the degree to which an innovation is perceived as being consistent with the existing values, past experiences and needs of potential adopters. The more compatible an innovation is the higher its adoption rate. Compatibility can be in regards to adopters' (1) sociocultural values and beliefs, (2) previously introduced ideas, and/or (3) needs for the innovation (Rogers 2003 pg 240), the later two being the most relevant to this research. "Previous practice provides a standard against which an innovation can be interpreted" (Rogers pg 243), for that matter, since consumers were already used to previous marketing methods and other SNS, Facebook has to provide at least the same kind of information in order to be considered compatible.

I will identify information that consumers need and see if Facebook and promoters practices are compatible by providing the type and nature of information consumers need (detail level, multimedia content). The more compatible an innovation is the more likely it is to be adopted.

In addition, I will analyze what I refer to as 'Technical Compatibility', which Rogers has not explicitly stated. By this I mean how Facebook is compatible with both the

technological knowledge of and hardware used by promoters and consumers.

4.2.3 Complexity

Complexity describes the degree to which an innovation is perceived as being difficult to use. If people perceive an innovation to be very complex they will be reluctant to adopt it as it may require too much of their resources (time, effort, money) to understand it. So I will examine if it is easier for promoters and consumers to use Facebook by taking a particular look at its design layout and user interface, especially in comparison to other SNS. Is it user-friendly by having clear manner of providing and locating information? The easier it is to understand how to use it, the less complex it is perceived, thus the faster its adoption rate.

4.2.4 Observability

Observability is the degree to which the results of using an innovation are observable. Technological innovations involve (1) a hardware aspect which is some physical material and (2) a software aspect containing the information base. Computer electronic equipment and the internet's hardware accessories are the hardware components while Facebook's java-based platform is its software component. In this case, adopters do not need to be aware of the functionality of Facebook's platform, but rather the relevant issue is the established close interaction among promoters and consumers if it can result in better information sharing and event turnout. Unfortunately it is very difficult to clearly determine the influence of Facebook in making consumers decide to go to an event especially considering that promoters use multiple

channels. Thus this attribute will not be addressed in the research.

4.2.5 Trialability

Trialability is the degree to which using an innovation can be experimented with before adoption. Innovations that can be tested before an adopter has to commit to it are likely to be adopted faster. Trying an innovation allows potential adopters to get a better understanding and reduce uncertainty. Moreover, the above-mentioned innovation attributes can be analysed i.e. the adopter can observe if the innovation is more advantageous, compatible and easier to use. The more an innovation's perceived trialability, the faster its adoption. It is not possible to try using Facebook before registering so this attribute will not be addressed in the research as well.

4.3 Research Process

I have to compare Facebook (on behalf of other SNS) with the previous marketing methods promoters were/are using i.e. traditional 'street' marketing using flyers and posters in addition to websites/forums and mailing lists. Concerning previous marketing methods, recall the major information mentioned in chapter 3 that are provided on flyers and online platforms. My research revealed that they can be grouped into four major categories: (1) General Event Info (name, time, location); (2) Event Concept (performers & performance description); (3) Multimedia Content (photos, videos); and (4) Web Links (sites, blogs, MySpace pages). Three innovation attributes of Facebook (Relative Advantage, Compatibility and Complexity) are used to guide analysis of how Facebook can better convey the information groups. Following is a diagram of the research process.

Figure vi: The Research Process

<p><u>Previous Marketing Methods</u> Flyers/Posters Websites/Blogs Mailing Lists (Email/SMS)</p>	<p>vs.</p>	<p><u>Facebook</u> Groups Events Photos</p>
<p><u>Information</u> 1.General Event Info 2.Event Concept 3.Web Links 4.Multimedia Content</p>	<p><u>Innovation Attributes</u> 1.Relative Advantage 2.Compatibility 3.Complexity</p>	

It is hoped that by analysing Facebook’s innovation attributes, various relevant features of and practices on Facebook that will be identified under respective innovation attributes, will likely be the ones mostly influencing its use. For example, if a certain feature on Facebook gives it more relative advantage over posters in illustrating event concepts better, then it can be considered as a major factor. However, my own analysis will be complemented by quantitative and qualitative research. That is, after identifying various features and practices, the further research will help in identifying which factors are of greater importance than others, in addition to necessary improvements by promoters and on Facebook.

5 Research Methodology

In this chapter I shall explain the research approach I took which were divided into two parts: personal observations and a quantitative.

5.1 Personal Observations

I took time to see the various practices that promoters used offline and online. I looked at posters and flyers in the Helsinki city centre area to see where they were putting them and what kind of information they had on them. Then I logged on to the websites of various promoters and also various online platforms such as web portals and forums. I registered to other major SNS to explore the features they have and see how user-friendly they are especially in promoting events. I chose a few relevant amongst the top ten SNS based on number of registered users which are MySpace, Windows Live Spaces, Habbo, Hi5, Orkut, Friendster, Classmates.com and Bebo (Appendix 1).

Since I already had a Facebook account and most promoters and deejays already added as my friends, I first started searching for more promoters that I did not yet have as Facebook friends, then I monitored their various promotional activities such as the groups and events they were creating and who (at least among my friends) were joining and attending such groups and events respectively. Furthermore, I decided that starting from April 2008 to go to as many major (heavily promoted) urban music nightclub events so I can experience the events for myself, meet the promoters and deejays and see the kind of people who attend.

Thus, among others I picked the following events to attend to: Kovalevy (11.4 & 9.5), Club Diamond (12.4), Club Sauna Caliente (24.4), Club Deluxe (25.4), Yo! 6 Linja Raps (3.5) Players Crib (9.5), Ring The Alarm (23.5), French Connection (13.6) and Club Kuuma (5.7).

5.2 Quantitative study

I conducted a survey by creating a questionnaire to address some general issues and to get some quantitative data to show preference for Facebook by promoters and consumers. Rogers (2003) highlights that *Innovators* and *Early Adopters* play a crucial role in an initial adoption of an innovation (and later on also *Early Majority*) and characterized them as people who are knowledgeable, leaders and active in spreading information. Thus I searched and selected such kind of people among my Facebook friends to send questionnaires to targeting people who frequently went to events and also some who worked in relevant professions such as dancers.

The questionnaire for promoters generally examines their use of previous marketing methods and other SNS and compares their preference to and use of Facebook events and groups (See appendix II).

The questionnaire for consumers examines their exposure to and preference of previous marketing methods, Facebook and other SNS. It then addresses their activeness and preferences of Facebook events and groups' features and practices by promoters (See appendix III).

6 Results

I hereby present the results I found from my personal observations and responses from the surveys.

6.1 Personal Observations

Some of my findings from observing posters, flyers, online platforms and Facebook promotional activities have already been presented in chapter 3. I hereby continue with more detailed results.

6.1.1 Previous Promotion Methods:

The average size of flyers were 10x15 cm while those of posters were 40x60 cm. Promoters/deejays who have websites are Defkut (defkutrecords.net), K2 (djk2.com), Midnight Productions (midnightproductions.fi), and Syvällä Pelissä (syvallapelissa.com). Those who have blogs are Anonymous (djanonymous.fi), Top Billin' (topbillinmusic.com), and K2/Nerd Network (deejayk2.blogspot.com). Events that have websites are Players Crib (playerscrib.net), Solid Gold (solidgold.fi), Setelipinkka (setelipinkka.com), Smooth (smoothparty.fi), Club Sauna Caliente (clubsaunacaliente.com) and Kuuma (kuuma.info). A majority have MySpace pages (and other SNS) but the following use their MySpace pages as the more or less only online channel besides Facebook: J-Laini (myspace.com/djllaini), Fiskars (myspace.com/youngfiskars), Club Deluxe (myspace.com/club_deluxe), and Kovalevy (myspace.com/kovalevy).

As prior-mentioned major information provided on flyers and online platforms can be grouped as (1) general event info (name, time, location), (2) event concept (performers &

performance description) (3) web links (sites, blogs, MySpace pages), and (4) multimedia content (photos, videos). All provide general event info for upcoming events, however, there is a variation in the depth of which the event concept is described online as many just list performers while others give more descriptions such as Defkut Records, Setelipinkka and Player's Crib. Those using MySpace have put some descriptions pertaining their general regular events but not for individual events.

Most event flyers provide web links to mostly official websites of promoters and performers but some do not such as Club Diamond. There is a great variation in provision of multimedia content especially video since only Club Kuuma, Club Sauna Caliente, and Defkut Records' MySpace page have event videos. Consumers' preference of multimedia content is presented in detail later in the survey results; generally consumers prefer at least photos.

The table below summarises the offline and online tools used by Helsinki urban music event promoters.

Table 1: Marketing channels used by urban music promoters in Helsinki

Promoter/ Event Name	Flyers	Posters	Website	Blog	Email Mailing List	SMS Mailing List	Facebook	MySpace	Orkut
Club Kuuma	*	*	*				*		
Club Sauna Caliente	*	*	*		*		*	*	
Defkut Records	*	*	*		*	*	*	*	*
Dj Anonymous				*	*		*		
Dj K2				*			*	*	
Dj Mista S							*	*	
Dj Taste	*	*				*	*	*	
Kovalew					*		*	*	
Midnight Productions	*	*	*				*	*	
Shock Value							*		
Solid Gold		*	*		*	*	*	*	
Player's Crib	*	*	*				*	*	
Reggae		*			*		*	*	
Smooth			*				*		
SyvälläPelissä	*	*	*				*	*	

In my opinion, it is confusing that there is no consistency in the online platform that promoters use. While some have official websites, others also have separate websites for events; others have blogs while some use more or less only SNS. While some are active in not only using multiple online channels but also various multimedia contents, others are relatively passive and centralized. It must be noted that some promoters do not actively use MySpace for promotion even though they have profiles there.

6.1.2 Social Network Sites

Relevant SNS that I researched that have events and groups features (or the like) are MySpace, Windows Live Spaces, Habbo, Hi5, Orkut, Friendster and Bebo. Since the nature of Habbo and others are different from this research they were excluded. The creation and layout of groups and events is quite similar to Facebook. Orkut uses the term 'community' instead of groups and the events can only be accessed when a user is viewing a community page. Orkut allows users to create polls on community pages they create. Any Orkut member can create an event on any community he/she is in as opposed to Facebook where only group administrators can create events to be hosted by the group.

Windows Live Spaces allows users to personalize the layout of event pages by selecting from a range of 111 templates with themes such as 'Birthday', 'House Party' and 'Wedding'. It also allows customization of event URL and addition of events to the following calendars: Microsoft Outlook; Windows Live Calendar; Apple iCal; Yahoo! Calendar; and Google Calendar. Table 2 below summarizes a comparison among the SNS.

Table 2: Events and Groups Feature Comparison of Major SNS

	MySpace	Facebook	Windows	Hi5	Orkut	Bebo
Events						
Photos		*	*			
Videos		*				
Post Links		*				
Discussion Board/Forum		*	*			
Customize Layout			*			
Blog event	*		*			
Map	*					
Add to built-in Calendar	*	*	*			
Add to external Calendars			*			
Groups						
Photos	*	*				*
Videos		*				*
Post Links		*				
Discussion Board/Forum	*	*		*	*	*
Creat event from group		*			*	
Customize Layout						*
Polls					*	*

To add photos on MySpace and Windows Live Spaces, a user must add them one-by-one which is not user-friendly. As shown from table 2 above, Facebook has up to twice as many features as some other SNS thus it is very much ahead of its competitors. Just as other SNS, Facebook can be accessed by all Internet browsers and on all operating systems. It does not require any special additional knowledge from users unlike MySpace profile pages which can be customized using HTML. Facebook has a plain white background with user-friendly layout (2/3 columns) and interface. Moreover, Facebook's help section is very comprehensive compared to others as it has a clear structure where to find information and very detailed exhaustive explanations.

However, a problem I have noticed is that feeds do not mention people who RSVP as 'maybe attending' and most users do not change their RSVP even after deciding that they will attend, therefore the feeds often under-represent the amount of people going.

6.1.3 Facebook:

From my observations, below I present a table showing the major groups, their creators and the number of members, photos, videos, posted items, topics on discussion board and wall posts.

Table 3: Major Facebook Groups of Helsinki urban music promoters

Group Name	Creator	Members	Photos	Videos	Posted Items	Topics on discussion board	Wall Posts	Comments
French Connection	Defkut	678	130	-	1	1	4	14 officers
Club Diamond	Taste & Koffi	499	5	-	2	-	3	Photos of posters
Kovalevy	J-Laini	435	1	-	6	-	6	
Players Crib	Rahim	372	152	-	-	-	2	
Club Kuuma	Lagune Max	887	20	-	1	-	9	
Smooth	Aki Korhonen	369	13	-	-	-	8	Photos of posters
Reggae Sundays Appreciation	Tommi	204	20	-	3	-	11	Photos of posters
Club Sauna Caliente	Satu Leygonier	269	75	-	16	4	7	Posted items: events, videos, photo albums
Dj Taste	Taste	222	7	-	7	1	2	Photos of posters
Dj Mista S	Mista-S	416	6	-	1		12	

I cannot provide the exact number of people who actually attended the events, however from my observations at the events I attended, there is a correlation between the number of members in a group and the actual event attendance. That is, the events which had larger Facebook groups (French Connection, Club Diamond) had a bigger actual turnout.

Only 4 groups had photos of previous events, 4 had just posters of events. Based on my survey, over 94% of consumers would like to see photos on group (and event) pages. None of the promoters put videos however the promoters of Club Sauna

Caliente are active in posting various links about their events, photos and videos. They could also put videos directly on the page instead of just providing links to the video sources.

Only three groups have topics on their discussion boards, this is somewhat out of the hands of the promoters, but they could take initiatives to start topics. The number of wall posts would indicate the amount of participation/interaction, but there is no pattern in number of wall posts as the group with the second highest number of wall posts is the one with the fewest members. Generally the numbers are low, however I noticed some group creators are active in posting on the walls more than others (e.g. Club Kuuma).

Below is a table showing the major events, dates, nightclubs, creator (usually the main promoter) and number of guests invited, attending, maybe attending, not attending and who had not replied in addition to number of photos, videos and posted items.

Table 4: Major Facebook Events of Helsinki urban music nightclubs

Event Name	Date	Nightclub	Creator	Invited	Attending	Maybe Attending	Not Attending	No Reply	Photos	Videos	Posted Items
Players Crib	6.6	Barfly	Dj Rahim	654	69	140	230	215	1	-	-
French Connection	13.6	Studio 51	Dj Defkut	1627	178	302	564	583	-	-	1
Kovalevy	13.6	Redrum	Dj J-Laini	975	100	221	236	418	-	-	4
Club Sauna Caliente	26.6	Cuba	Satu Leygonier	962	59	177	385	341	13	-	2
Gold	28.6	Virgin Oil	Dj Taste	1341	94	350	466	431	1	-	-
Smooth	29.6	Onnela	Aki Korhonen	859	157	209	227	266	-	-	-
Club Kuuma	5.7	Helsinki Club	Lagune Max	1847	142	400	774	531	-	-	-

The table indicates that there is a positive correlation between the number of users invited and those attending (similar to groups). Although it is possible that those who claimed on Facebook that they will go may not have gone my observations support that the events with higher number of members attending on their Facebook event pages had a higher number of actual turnouts.

Since some events are created from groups and group members invited, one may wonder how come all events have more invited people than the number of respective group members (some even twice as many). This is because group members who are invited can invite others who are not in the group and likewise the event creators can invite his/her friends who are not in the groups.

Similar to the groups, few promoters have put photos, as only one put photos of previous events while two put photos of posters. The posted item on French Connection is a video of a previous event while Players Crib and Smooth have photos of posters. Promoters of Club Sauna Caliente seem to be consistently active as even on their event page they have 13 photos of previous events and 2 posted items.

6.2 Survey Results

The survey was sent to 14 promoters out of which ten responded (71% response rate) while 94 consumers were sent the survey and 57 of them responded (66% response rate). Following are the results from the respective surveys.

6.2.1 Promoters

As above-mentioned, in my observations few promoters have official websites and some use their MySpace pages instead. Sami Merinen (Dj Mista-S) said his site is coming soon. Seven promoters have email mailing lists, while only three have SMS mailing lists. Obviously, all the promoters use Facebook, seven use MySpace while only DJ Defkut uses Orkut, and other SNS are not used at all. It must be noted, however, that Dj Mista-S and Igor Parr stated that they do not use MySpace for promotion but actually do have MySpace accounts. This confirms what was noted earlier in the personal observations, that some promoters do not actively use MySpace despite having profiles there. The most mentioned online platforms used are (number of promoters who listed the site in brackets): basso.fi (6), lifesaver.net (6), stealthunit.net (3), fi-reggae.com (2), Vanilja.net (1), djk2.com (1), syvallapelissa.com (1), and radiohelsinki.fi (1). Dj Defkut also mentioned using websites of nightclubs and the Helsinki Sanomat online service (hs.fi/nyt).

Promoters preferred creating and sending Facebook events and invitations on average two weeks before the event. Tommi Tikkanen noted that with bigger events and/or ones involving foreign artists, promotions could start over one month before. Promoters genuinely agree with putting photos, videos, and relevant links on Facebook event and group pages (see table 5). Putting photos/digital images of posters/flyers received the highest consensus with a total of six promoters totally agreeing.

Table 5: Promoters' preference for things on Facebook event and group pages.

	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Photos	6	4	0	0	0
Videos	3	4	2	1	0
Photos and/or videos of previous events	5	3	1	1	0
Photos and/or videos of deejays/performers	5	5	0	0	0
Photos/digital images of flyers/posters	8	1	0	0	1
Relevant links	5	3	1	1	0

All promoters often send information about upcoming events, while only two do not send about chances to win free/V.I.P tickets. Only Leo Karhunen, Igor Parri, and Sami Merinen send the latest songs. Most promoters were neutral about practices and features mentioned on question 10 (see table 6 below) except for providing detailed description of events and performers, whereby all promoters (except one) either totally or somewhat agreed.

Table 6: Promoters' opinions on practices and Facebook features.

	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Deactivate unutilized sections	1	2	5	1	1
Remind people to update RSVP status	1	2	3	3	1
Facebook should allow users to create separate photo albums on event and group pages	2	2	4	1	1
Facebook should include 'maybe attending' in news feed	1	2	4	1	2
Provide detail description of events & performers	4	5	1	0	0

Most promoters agree that Facebook has more advantage over other marketing tools and SNS except for email/SMS mailing lists which one and two promoters totally and somewhat disagreed with respectively (see table 7).

Table 7: Promoters' opinions on Facebook having more advantage over other tools.

	Totally Agree (i)	Somewhat Agree (ii)	Neutral	Somewhat Disagree	Totally Disagree	(i+ii)	Rank (i+ii)
Flyers and posters	2	4	2	0	0	6	1
Official Websites	4	1	2	1	0	5	3
Email/SMS mailing lists	2	2	2	2	1	4	4
Other social networks	3	4	0	0	0	7	2

When it comes to Facebook's compatibility, promoters think it is compatible with their preference (number of promoters who totally agree in brackets): for providing the amount of detail they want (6); providing multimedia content they want (6); technical knowledge (5); and electronic hardware (5). Three and five promoters totally and somewhat agree respectively that Facebook is simple regarding its design layout and three and four felt the same regarding its user-interface respectively.

Finally, promoters rated their preferences for using various promotional tools whereby Facebook received the highest ratings being liked by all promoters followed by other online platforms and posters (see table 8). The least preferred was other SNS, preceded by flyers and SMS mailing lists.

Table 8: Promoters preference for various marketing tools.

	Like (i)	(ii)	Neutral		Dislike	(i+ii)	Rank (i+ii)
Flyers	2	3	2	3	0	5	6
Posters	5	3	1	1	0	8	2
Email mailing lists	1	6	0	2	1	7	4
SMS mailing lists	0	4	1	3	1	4	6
Own official website	4	2	2	1	1	6	5
Facebook	8	2	0	0	0	10	1
Other SNS	0	3	4	2	1	3	8
Other online platforms	4	4	2	0	0	8	2

Tommi Tikkanen added a comment that there has been a campaign, in Finnish called "Stop Tohryt", against public vandalism such as graffiti including putting posters on public furniture. According to Tommi, this has "forced many promoters to concentrate more and more on promoting on the internet and in fact several promoters of regular clubs have quit poster/flyer poster promotion totally". Leo Karhunen noted that even though he has not printed flyers in the past two years, he said "maybe posters are still usable with more mainstream/top 40 clubs".

6.2.2 Consumers

Over 56% of the respondents log on to websites mentioned on event flyers. Promoters/DJs whose websites are mostly visited are Dj Defkut (26 respondents), Dj Rahim (22), and Satu Leygonier (3). Almost every respondent mentioned event info and photos among major things they look at on promoters' websites. Other things mentioned were sponsors, news, music styles, and upcoming events. However, the things lacking on such websites are video clips, comment section for events, discussion forums, tickets sales, updated music charts/downloads, and more precise information. The earlier two were mentioned by three and two respondents respectively, while the remaining only by one each.

Other online sources of information include vanilja.net (12 respondents), basso.fi (8), lifesaver (2), DJK2.com (2), tikketi.fi (2), klubitus.org (2), syvallapelissa.com (2), metrolive.fi (1), nyt.fi (2), city.fi, lippupalvelu.fi (1) and nightclubs' web pages (1). I initially had vanilja.net as the only example I listed in the question, and I think that influenced people to list it. For that reason, I later on included others examples, in particular ones mentioned by promoters and respondents, and requested respondents to leave the blank if they do not use any. One respondent added in the comment box that bigger events can also be found on websites of radio and television stations such as nrj.fi, voice.fi, and musictelevision.fi. The most commonly used SNS are Facebook (100% of respondents), MySpace (69%), Hi5 (50%), and LinkedIn (25%). Other SNS used are IRC-Galleria (3 respondents), Bebo (1), ICQ (1), Tagged (1), and Pomoworld.com (1).

A total of 29 respondents said they are on the email mailing list of Dj Defkut, while a few also stated to be on the list of Dj Taste and Rahim, who apparently do not have official mailing lists so maybe respondents confused it with messages sent via Facebook. However, when it comes to SMS mailing lists, there was more diversity as respondents mentioned to be on the mailing lists of Deejays Taste, Defkut, K2, Mista-S, G, and also SK-Restaurants.

When it comes to Facebook, most respondents preferred to receive event invitations one to two weeks before the event. The number of respondents who preferred one, two, and three or more weeks was 25, 25, and 7 respectively. Some respondents gave a range of, for example 1-2 weeks, in which case I

counted them both as preferring event invitation one and two weeks in advance. The major reasons were so they could have enough time to prepare, plan, reserve the day, and save money for the event. One respondent mentioned that she needs time to ask friends to go with her, while another warned that it should not be "so much before that the event will be forgotten".

Among things that Facebook event and group pages should have, respondents seemed to almost unanimously agree or at least were neutral about photos, videos and relevant links. The highest consensus was reached concerning photos and photos/videos of previous events whereby 65% and 54% of respondents totally agreed respectively (see table 9 below). One respondent commented that (the saying)"a picture says more than a thousand words, isn't merely an old phrase".

Table 9: Consumers' preference for things on Facebook event and group pages.

	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Photos	65%	20%	15%	0%	0%
Videos	28%	25%	35%	8%	4%
Photos and/or videos of previous events	54%	30%	12%	4%	0%
Photos and/or videos of deejays/performers	42%	33%	25%	0%	0%
Photos/digital images of flyers/posters	45%	24%	27%	2%	2%
Relevant links	46%	33%	14%	7%	0%

All respondents accepted to be sent messages about upcoming events, 85.7% - chances to win free/V.I.P tickets, and 48.2% - latest songs. Other information preferred would be changes in event timings/performers and reminders 2-0 days before events. There was an almost uniform distribution about respondents'

preference for deactivating unutilized sections, being reminded to update their RSVP status, and people 'maybe attending' to be included in the news feed, as most respondents were natural yet skewed more towards agreeing. However, over 80% agreed that promoters should provide detail descriptions. Below is a table showing the results of question 14 about practices and features on Facebook.

Table 10: Consumers' opinions on promoters' practices and Facebook features.

	Totally Agree	Somewhat Agree	Neutral	Somewhat Disagree	Totally Disagree
Promoters should deactivate unutilized sections	21%	23%	44%	5%	7%
Promoters should remind people to update RSVP status	14%	30%	31%	9%	16%
Facebook should Include 'maybe attending' in news feed	7%	32%	38%	14%	9%
Promoters should provide detail description of events & performers	48%	31%	16%	5%	0%

Most consumers seem to be of the opinion that Facebook has more advantage over other marketing tools. As shown in table 11, more confidence is on Facebook's advantage over official websites and mailing lists while just like in the promoters' opinions, email/SMS mailing lists had the highest number of respondents disagreeing with (14%).

Table 11: Consumers' opinions on Facebook having more advantage over other tools.

	Totally Agree (i)	Somewhat Agree (ii)	Neutral	Somewhat Disagree	Totally Disagree	(i+ii)	Rank (i+ii)
Flyers and posters	44%	26%	21%	7%	2%	70%	2
Official Websites	44%	35%	14%	5%	2%	79%	1
Email/SMS mailing lists	30%	32%	25%	12%	2%	62%	3
Other social networks	32%	30%	33%	4%	2%	62%	3

The majority of consumers either totally or somewhat agreed that Facebook is compatible with their preference for providing amount of detail (80%) and multimedia content (63%), compatible with their technical knowledge (68%) and electronic hardware (63%). Regarding Facebook's simplicity in its design layout and user-interface, 84% and 70% respectively, either totally or somewhat agree that it is simple, while the remaining were neutral except one respondent.

Finally, just like the case with promoters, Facebook received the most preference among various marketing tools with 93% of respondents either somewhat or surely liking it, followed by posters (83%) and official websites of promoters (73%) (See table 12). The least preferred was other SNS preceded by other online platforms and SMS mailing lists.

Table 12: Consumers' preference for various marketing tools.

	Like (i)	(ii)	Neutral		Dislike	(i+ii)	Rank (i+ii)
Flyers	33%	35%	21%	4%	7%	68%	4
Posters	40%	42%	14%	2%	2%	82%	2
Email mailing lists	30%	35%	19%	9%	7%	65%	5
SMS mailing lists	21%	33%	14%	25%	7%	54%	6
Their official website	33%	40%	19%	7%	0%	73%	3
Facebook	70%	22%	4%	4%	0%	92%	1
Other SNS	23%	19%	44%	14%	0%	42%	8
Other online platforms	18%	28%	46%	5%	4%	46%	7

One respondent noted that most of the time flyers are distributed in the streets and go to the wrong people, therefore they should be distributed in the target area near nightclubs, concerts, etc. Another respondent said that other online platforms are important as they enable promoters to reach new customers.

7 Analysis

Since all marketing methods enable adequate provision of general event information, the remaining three information groups are the major ones causing differences and those are ones that will be addressed in the analysis. Additionally, practices by promoters, features of Facebook and previous marketing methods will be analysed. Of course, all respondents have joined Facebook, but the fact that 66% and 40% of consumers joined MySpace and Hi5 respectively while the remaining SNS have 0-14% of respondents, in addition to other SNS being the least preferred marketing tool, shows that Facebook is the most popular and best representative of all SNS.

7.1 Relative Advantage

Both promoters and consumers seem to be of the opinion that Facebook has relative advantage over other marketing tools. It is obvious that Facebook has relative advantage over flyers to describe event concepts and provide multimedia content while the advantage it has concerning web links is that Facebook is user-friendly as people can click the links and go straight to the pages instead of having to read from flyers and type them onto browsers. Flyers and posters had the highest number of consumers totally agreeing to have less advantage than Facebook (44%) but only two promoters totally agreed while four somewhat agreed. This implies that promoters have a good reason to agree Facebook having more advantage but they are correct in not totally agreeing since 55% of consumers actually do check the websites mentioned on flyers, so they are still useful for promoting.

Since flyers can be displayed digitally on Facebook, Facebook has a relative advantage in that it can get the same information directly to specific audience, which could be wider audience so long as the flyers printed are less than people receiving the Facebook invitations. The advantage flyers have is that consumers can keep them as a physical object that reminds them of the event, however this advantage reduces when consumers opt to dispose the flyers thus the major issue is that the flyers and Facebook event pages should be impressive enough that the consumers decide to make a note of the event (in a personal calendar, etc) or at least remember it well enough.

Posters have the advantage of reaching a wider audience since they can be seen by many people in the streets. Facebook is more efficient than flyers and posters because promoters do not need to distribute flyers to the same people.

Facebook is similar to websites as they can both provide the same kind of information by utilizing the internet as a platform. The advantage Facebook has is enabling promoters to get more personal with consumers by mutual sharing of personal information and experiences. The advantage websites have is giving promoters control of how to provide information since on Facebook they are limited to the Facebook layout. The best example is the Facebook limit of 60 photos in one album and inability to have photos grouped as albums on event and group pages which promoters see is a major drawback.

Facebook has relative advantage over mailing lists since it enables specific targeting of consumers thus reducing the sense of spam. Promoters with multiple events/locations can

create separate groups so that consumers can join those specific groups and get information only related to those groups. The best example is if a promoter has events with different age limits and different music type so consumers who do not meet the age requirement or like the music of a certain event do not have to join the respective event group. It is not common to have a mailing list that can properly differentiate consumer tastes and characteristics, therefore mailing everyone on a mailing list is not always efficient. This matter has seemed to be a very important aspect in promoters using Facebook so as to effectively reach consumers.

Facebook has more events and groups features especially related to multimedia content in addition to a better help section. Moreover, it has a first-mover advantage in implementing RSS Feeds, applications, photo tagging, etc. (just recently also implemented by others), which helped it grow faster than other SNS and made it a more useful tool for event promotion because of such event promotion-friendly features and that many consumers are there already. Based on the interviews with promoters, this is a very important factor for their adoption of Facebook.

7.2 Compatibility

Facebook is quite compatible with previous marketing methods and other SNS since it provides similar information (reaches the standards) and can be used with by people with basic computer knowledge and most common soft and hardware technologies. An important issue is that Facebook has higher compatibility with consumer needs such as details and multimedia content since it has the most features compared to other SNS.

Practices by promoters which are compatible include: creating and sending invitations well in advance (approximately two weeks); informing consumers about upcoming events and free/V.I.P tickets and putting photos. A significant difference is that the aspect of photos of flyers to be put on Facebook event and group pages received almost total consensus by promoters but not consumers, whom by percentage points, those who totally and somewhat agreed were 45% and 24% respectively. I think consumers may have misunderstood the question and that may be the reason why many opted to be neutral (30%), however, I think it is not an alarming difference since it will likely not do any harm if promoters put pictures of flyers.

Some practices of promoters are not quite compatible as many do not put pictures on event pages (but rather just groups) and do not provide detailed description about events. Even though correspondents were mostly neutral, many agreed rather than disagreed to the practices questioned, while most promoters disagreed (except about providing detail descriptions). This shows that there is a difference in opinion between promoters and consumers.

7.3 Complexity

In my opinion, the design layout of Facebook is the simplest of all SNS but that is not necessarily a good thing because some users like more complex layouts especially if they can customize them like in MySpace. All the SNS have similar basic functionality starting from the basic registration, profile creation, adding friends and sharing content to event promotion, therefore it is my opinion that complexity is not a

major factor. That opinion is somewhat supported by the fact that both the majority of promoters and consumers did not totally agree that Facebook is simple, but instead, many somewhat agreed. I would however highlight that I find the help section of Facebook to be very impressive in helping to find solutions to problems better than other SNS.

7.4 Practices by Promoters on Facebook

Promoters have been somewhat more active in putting photos on group pages than on event pages, which is logical because the groups stay active while event pages are not in use after the events. However, consumers seem to highly prefer photos also on event pages, but promoters hardly put them. Generally, respondents prefer multimedia content and links, with higher preference on photos and less on videos. Moreover, since some people also invite their friends who might not be familiar with the respective promoters/deejays, having links and promotional photos and videos is very useful. Thus, promoters should be active in providing them especially photos of events and their respective flyers. If promoters do not want to or have not yet put photos, videos or links, then they should deactivate such features so that the pages look clear.

The duration before events by when promoters send invitations on Facebook is generally acceptable by most consumers. It seems two weeks before the event is the most suitable time.

Most consumers did not seem to have strong opinions about the practices by promoters and features on Facebook as most were neutral and somewhat agreeing. However, both promoters and consumers had high preferences for more detailed descriptions of events, which in my opinion many promoters do not give.

7.5 Facebook Features

It is very good that Facebook has many useful features and I think the ones it does not have are not very crucial for promotional purposes. I had expected promoters to unanimously agree in the survey that Facebook should allow users to create separate photo albums, but that was not the case thus I have to assume that they did not properly understand the intention of the question. For the photo application to be more user-friendly it should enable users to create photo albums in group and event pages, so that promoters can clearly separate photos of different events. Moreover it would be helpful to remind users to update their RSVP status or at least include maybe attending users in news feeds so users can get a better idea of even who else is likely going.

All in all, both promoters and consumers gave Facebook the highest rating than any other marketing tool, showing that Facebook is their best choice of preference. Tommi Tikkanen said that "Facebook promotion has been the most important of any recent (5 years or so) promotion methods".

7.6 Previous Promotional Activities

Consumers' preferences ranked posters and flyers as second and fourth respectively indicating they are still useful. Tommi Tikkanen noted that they use them to reach also those with no internet access (or use) and as Leo Karhunen indicated that they are useful for events that focus on mainstream music. For that matter, they should still be used.

There is a difference between consumers' preference on the use of email mailing lists and promoters' use. 65% of the consumers prefer email mailing lists but only three promoters have them. In my opinion, emails are better because consumers can always see the messages when they check their mails, but they do not often go through their phone inbox to see text messages they have received in the past.

Another gap is the fact that promoters ranked other online platforms 2nd but consumers ranked them 7th. Collectively, the online platform listed by promoters and consumers were the same, so the promoters are using the right platforms. However, the difference in preference implies that other online platforms might not be effective since not many consumers might be using them often even though they know them.

Moreover, consumers ranked the use of official websites 3rd but promoters ranked it 5th. Among internet-related tools apart from Facebook, consumers ranked official websites the highest. For that matter, promoters should have official websites to provide, amongst other things, pictures of previous events and enable consumers to join their email and SMS mailing lists. Since only eight respondents gave recommendations for what things are not on websites of promoters, it seems that most consumers are satisfied with the existing information on websites, however, the suggested improvements should still be considered, in particular having video of events.

8 Conclusion

The fact that promoters and consumers gave Facebook the highest rating proves my initial belief that it is very useful and validates my concern that even if people do not use it for other purposes, they should at least keep on using it for getting event information. By analysing its innovation attributes, I have been able to identify the following factors for its adoption and necessary improvements.

8.1 Major factors for adoption of Facebook

Reaching specific consumers: By allowing consumers to join specific groups and be invited to respective related events, Facebook enables promoters to easily reach consumers with specific preferences.

Multimedia content: Facebook is very user-friendly in enabling promoters to provide promotional multimedia content to consumers by amongst others, enabling promoters to add photos and videos on event and group pages.

Many features: When compared to other SNS, Facebook has more event promotion-friendly features; it stands out as the best social network site for event promotion.

8.2 Improvements on Facebook

I recommend the following improvements to be done by promoters using Facebook and Facebook features.

Practices by Promoters:

Put photos and videos of events on both group and event pages, including photos of flyers.

Consider deactivating parts of the pages that are not in use and remind people about the events.

Features by Facebook:

Facebook should enable users to create photo albums in group and event pages so that promoters can clearly separate photos of different events.

Probably include 'maybe attending' users in news feeds so that users can know who else is likely going to an event.

8.3 Previous Promotional Activities

Promoters should have official websites to put general information, pictures and videos.

Promoters should have email and SMS mailing lists (especially email) so that consumers who prefer them can opt to join them.

Using flyers and posters should be considered depending on the nature of the event, especially those for mainstream music.

Promoters should reduce or at least evaluate their use of other online platforms so that they use those commonly used by consumers and/or promote the ones they use so consumers are aware of them.

8.4 Research Limitations

Since I did not have data on the exact number of people who attended events, the turnover and the costs of such events, the research lacks the ability to show a direct link between the effectiveness of Facebook in reaching prospective and existing customers and financial gain. Moreover, since multiple marketing channels are used, it is difficult to clearly know the role of Facebook in influencing consumers compared to other channels.

The respondents may not be a proper representation of consumers. Some of them may not have been exposed to all the promoters that were involved in the study since the promoters themselves target various niche markets within urban music genres.

8.5 Further Research

It would be useful if further research is done to explore qualitatively the various aspects addressed. That would enable to uncover and understand the factors more and hopefully solve unexpected inconsistencies in the quantitative survey. Other music genres could be explored in addition to other industries and purposes. There may be some features which were not relevant for this research but are highly significant for other purposes. All in all I think the research has adequately revealed the significant factors and it seems that Facebook will exist for a while longer as the most preferred SNS for promotion of urban music events in Helsinki.

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<http://www.new.facebook.com/help.php?page=414>

Press Room

<http://www.new.facebook.com/press.php>

Privacy - News Feed and Wall

<http://www.new.facebook.com/privacy/?view=feeds>

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Mark Zuckerberg: f8 Keynote

http://developers.facebook.com/videos.php?inside_platform

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<http://developers.facebook.com/news.php?blog=1&year=2007&month=5>

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<http://developers.facebook.com/news.php?blog=1&story=117>

Facebook Platform Application Terms of Use

http://developers.facebook.com/user_terms.php

Facebook Developer Terms of Service

<http://developers.facebook.com/terms.php>

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Club Diamond 17.5.2008

<http://www.facebook.com/event.php?eid=12657018099&ref=ts>

Club Kuuma 5.7.2008

<http://www.facebook.com/event.php?eid=25524495338>

Club Sauna Caliente 26.6.2008

<http://www.facebook.com/event.php?eid=21794207177>

French Connection 13.6.2008

<http://www.facebook.com/event.php?eid=19899420918>

Gold 28.6.2008

<http://www.facebook.com/event.php?eid=16138848935>

Kovalevy 13.6.2008

<http://www.facebook.com/event.php?eid=19899420918>

Players Crib 6.6.2008

<http://www.facebook.com/event.php?eid=15552051246>

Smooth 29.6.2008

<http://www.facebook.com/event.php?eid=17684520962>

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Club Deluxe

<http://www.facebook.com/group.php?gid=5975238017>

Club Diamond

<http://www.facebook.com/group.php?gid=11791471829>

Club Kuuma

<http://www.facebook.com/group.php?gid=42829845462>

Club Sauna Caliente

<http://www.facebook.com/group.php?gid=12042001769>

Dj Mista S

<http://www.facebook.com/group.php?gid=18977998640>

Dj Taste

<http://www.facebook.com/group.php?gid=6799724997>

French Connection

<http://www.facebook.com/group.php?gid=6576335767&ref=ts>

Kovalevy

<http://www.facebook.com/group.php?gid=5262638894>

Players Crib

<http://www.facebook.com/group.php?gid=15538956991>

Reggae Sundays Appreciation

<http://www.facebook.com/group.php?gid=13746370076>

Smooth

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Club Kuuma: <http://www.kuuma.info/>

Club Sauna Caliente: <http://www.clubsaunacaliente.com/>

Defkut Records: <http://www.defkutrecords.net/index.php>

Dj Anonymous: <http://www.djanonymous.fi/>

Dj Fiskars: <http://www.myspace.com/youngfiskars>

Dj J-Laini: <http://www.myspace.com/djllaini>,

Dj K2: <http://www.djk2.com/main.php>

Dj K2/Nerd Network: <http://deejayk2.blogspot.com/>

Kovalevy: <http://www.myspace.com/kovalevy>

Midnight Productions: <http://www.midnightproductions.fi/>
Player's Crib:
<http://www.playerscrib.net/index.php?lang=en>
Setelipinkka: <http://www.setelipinkka.com/>
Smooth: <http://www.smoothparty.fi/>
Solid Gold: <http://www.solidgold.fi/>
Syvällä Pelissä: <http://syvallapelissa.com/fi/etusivu/>
Top Billin: <http://topbillinmusic.com/>

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Hi5: <http://www.hi5.com/>
MySpace: <http://www.myspace.com/>
Orkut: <http://www.orkut.com/>
Windows Live Spaces: <http://home.services.spaces.live.com/>

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Social Network Services
http://en.wikipedia.org/wiki/Social_network_services,
Social Software
http://en.wikipedia.org/wiki/Social_Software

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Lifesaver: <http://www.lifesaver.net/tapahtumat.php>
Meteli: <http://meteli.net/>
Vanilija: <http://www.vanilja.net/>

Others:

Newscorp Press Release (2006)
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Appendices

Appendix I: Social Networking Websites

	Name	Description/Focus	Registered Users
1	MySpace	General	253,145,404
2	Facebook	General	175,000,000
3	Windows Live Space	Blogging (formerly MSN Spaces)	120,000,000
4	Habbo	General for teens.	117,000,000
5	Friendster	General. Popular in ASEAN countries	90,000,000
6	Hi5	General. Popular in Angola, Portugal, Cyprus	80,000,000
7	Tagged.com	General	70,000,000
8	Orkut	Owned by Google. Popular in Brazil, Paraguay, India	67,000,000
9	Flixster	Movies	63,000,000
10	Reunion.com	Locating friends and family, keeping in touch	51,000,000
11	Classmates.com	School, college, work and the military	50,000,000
12	Bebo	General	40,000,000
13	Netlog	General. Popular in Europe and Québec province	36,000,000
14	LinkedIn	General but mainly business	35,000,000
15	Odnoklassniki.ru	General. Popular in Russia and former Soviet republics	30,000,000
16	V Kontakte	Russian social network	28,000,000
17	Xanga	Blogs and "metro" areas	27,000,000
18	imeem	Music, Video, Photos, Blogs	24,000,000
19	Skyrock	Social Network in French-speaking world	22,000,000
20	Last.fm	Music	21,000,000

Modified from Wikipedia

http://en.wikipedia.org/wiki/List_of_social_networking_websites,
accessed on 5.3.2009

Appendix II: Quantitative Survey Questions for Promoters

1. What is your full name?
2. Do you have a website/blog? If yes, please write its URL.
3. Do you have an email mailing list?
4. Do you have a SMS mailing list?
5. Which social network sites do you use for promotion?
 - MySpace
 - Facebook
 - Windows Live Spaces
 - Hi5
 - Orkut
 - Bebo
 - Others (please specify)
6. Name other online platforms (websites, forums, etc) that you use for promotion (e.g. lifesaver.net, basso.fi, vanilja.net).
7. How soon before an event do you typically create a Facebook event and send invitations? Why?
8. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: I prefer to put on Facebook event and group pages...
 - pictures
 - videos
 - photos and/or videos of previous events
 - photos and/or videos of deejays/performers
 - photos of posters/flyers
 - relevant links (e.g. websites of promoters/performers)
8. Comments about question 8 above.
9. I often send messages to people who have joined my Facebook group and/or event about...
 - Upcoming events
 - Latest songs
 - Chances to win free/V.I.P tickets
 - Other (please specify)
10. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following:
 - Promoters should deactivate the Photos, Videos & Posted Items sections on Facebook event and group pages if they will not utilize them
 - Promoters should remind people to updated their RSVP status before the event
 - Facebook should allow users to create separate photo albums on event and group pages
 - Facebook should include stating number of people "maybe attending" in the news feed
 - Promoters should provide detail description of the concept and performers of their events

11. On a scale where 5= I totally agree, 4= I somewhat agree, 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook has more advantage over...

- Flyers and posters
- Official websites (of promoters)
- Email/SMS mailing lists
- Other social networks

12. On a scale where 5= I totally agree, 4= I somewhat agree, 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook is compatible with my preference for...

- providing the amount of detail I want
- providing the multimedia content I want to provide
- my technical knowledge
- my electronic hardware

13. On a scale where 5= I totally agree, 4= I somewhat agree, 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook is simple regarding it's...

- design layout
- user-interface (interacting with the site)

14. On a scale where 5= I like, 3= Neutral and 1= I dislike, please rate your preference of using the following for promotional purposes:

- Flyers
- Posters
- Email mailing lists
- My own official website
- Facebook (Events and Groups)
- Other social network sites (e.g. MySpace, Orkut)
- Other online platforms/websites/forums (e.g. Vanilja.net)

15. Comments about question 15 above.

16. Any other comments?

Appendix III: Quantitative Survey Questions for Promoters

1. What is your full name?
2. Do you often log on to the websites mentioned on event flyers?
3. Name promoters/deejays whose websites you often visit.
4. Name the major things you look at on such websites (e.g. photos, event info, videos, music charts/downloads).
5. Name the major things you would like to see but are not on such websites.
6. Which social network sites have you joined?
 - MySpace
 - Facebook
 - Windows Live Spaces
 - Hi5
 - Orkut
 - Bebo
 - LinkedIn
 - Others (please specify)
7. Name websites, forums, etc that you get information about urban/hip-hop music events happening in Helsinki nightclubs (e.g. lifesaver.net, basso.fi, vanilja.net). If you do not use them, please leave blank.
8. Name promoters/deejays that have you on their e-mail mailing lists.
9. Name promoters/deejays that have you on their SMS mailing lists.
10. How soon before an event do you typically prefer to receive Facebook event invitations? Why?
11. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: I prefer Facebook event and group pages to have...
 - Pictures
 - photos and/or videos of previous events
 - photos and/or videos of deejays/performers
 - photos of posters/flyers
 - relevant links (e.g. websites of promoters/performers)
12. Comments about question 11 above
13. It is ok if promoters who have created groups and events that I have joined send me messages through Facebook about...
 - upcoming events
 - latest songs
 - chances to win free/V.I.P tickets
 - other (please specify)
14. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following:

- Promoters should deactivate the Photos, Videos & Posted Items sections on Facebook event and group pages if they will not utilize them.
 - Promoters should remind people to update their RSVP status before the event.
 - Facebook should include stating number of people "maybe attending" in the news feed.
 - Promoters should provide detail description of the concept and performers of their events.
15. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook has more advantage over...
- flyers and posters
 - official websites (of promoters)
 - e-mail/SMS mailing lists
 - other social networks
16. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook is compatible with my preference for...
- my preference for providing the amount of detail I want.
 - my preference for providing the multimedia content I want to provide.
 - my technical knowledge.
 - my electronic hardware (computer etc).
17. On a scale where 5= I totally agree, 4= I somewhat agree 3= Neutral, 2= I somewhat disagree and 1= I totally disagree, rate the following: Facebook is simple regarding it's...
- design layout
 - user-interface (interacting with the site)
18. On a scale where 5= I like, 3= Neutral and 1= I dislike, please rate how much you prefer promoters use the following:
- Flyers
 - Posters
 - Email mailing lists
 - My own official website
 - Facebook (Events and Groups)
 - Other social network sites (e.g. MySpace, Orkut)
 - Other online platforms/websites/forums (e.g. Vanilja.net)
19. Comments about question 18 above.
20. Any other comments? (Example: about this survey or any good and/or bad things done by promoters on Facebook or in general)