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COMPARATIVE ANALYSIS OF FACEBOOK INFORMATIONAL AND EDUCATIONAL PAGES STATISTICS

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Abstract. Recently, the global information and educational space has been constantly and intensively enriched with new phenomena and forms of their presentation that needs to be comprehended and analyzed. The authors of the article have chosen a specific segment of Facebook network and over the past few months we have tracked a small part of this global phenomenon.

The first works, which presented the content analysis of individual information and educational Facebook pages, aroused public interest, prompting the authors of the article to conduct their comparative analysis used in the study of related objects and phenomena. It should be noted that all educational pages on Facebook are professionally oriented and serve to develop a professional and medical competence of the interested educational community.

In this study, for comparison, the statistical data of two author's different-themed FB pages have been presented: "**Медіашкола професора Ганни Онкович**" "Media School of Professor Ganna Onkovych" and "**Освіта за спеціальністю "Нафтогазова інженерія та технології"**" Education by profession "Oil and Gas Engineering and Technology". Each page has statistical data, which are constantly updated automatically.

So, a comparative analysis of Facebook informational and educational pages provides opportunities for obtaining versatile information that can be useful in the processes of monitoring and regulating information flows, in particular, professional information.

Key words: information and educational space, Facebook network, media education technologies, media didactics, media competence, content analysis, comparative analysis, information flow.

**СРАВНИТЕЛЬНЫЙ АНАЛИЗ
СТАТИСТИКИ ИНФОРМАЦИОННЫХ И ОБРАЗОВАТЕЛЬНЫХ СТРАНИЦ FACEBOOK**

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Аннотация. В последнее время глобальное информационно-образовательное пространство постоянно и интенсивно обогащается новыми явлениями и формами их представления, что требует осмысления и анализа. Авторы статьи выбрали определенный сегмент сети Facebook и за последние несколько месяцев отследили небольшую часть этого глобального явления.

Первые работы, в которых был представлен контент-анализ отдельных информационно-образовательных страниц Facebook, вызвали интерес общественности, побудив авторов статьи провести их сравнительный (компаративный) анализ, используемый при изучении смежных объектов и явлений. Следует отметить, что все образовательные страницы в Facebook являются профессионально ориентированными и служат для развития профессиональной и медиаинформационной компетентностей заинтересованного образовательного сообщества.

В данном исследовании для сравнения представлены статистические данные двух авторских разноматематических страниц ФБ: "Медіашкола професора Ганни Онкович". ("Медіашкола професора Ганны Онкович") и "Освіта за спеціальністю "Нафтогазова інженерія та технології"". (Образование по специальности "Нефтегазовая инженерия и технологии"). Каждая страница имеет статистические данные, которые постоянно автоматически обновляются.

Таким образом, сравнительный анализ информационно-образовательных страниц Facebook дает возможность получения разносторонней информации, которая может быть полезна в процессах мониторинга и регулирования информационных потоков, в частности, профессиональной информации.

Ключевые слова: информационно-образовательное пространство, сеть Facebook, медиаобразовательные технологии, медиадидактика, медиакомпетентность, контент-анализ, сравнительный анализ, информационный поток.

INTRODUCTION

Statement of the problem. Recently, the informational and educational space has been constantly and intensively enriched with new phenomena and forms of delivery that need to be understood and analyzed. The process is so rapid that it is almost impossible to keep up with it. We have selected a particular segment on Facebook and over the last few months we have been tracking at least a small part of this global phenomenon (Biletsky, Onkovych, Yanyshyn 2019, 110-114; Biletsky, Onkovych, Onkovych Artem, Balabanova 2022, 101-115; Onkovych 2013, 86-91; Onkovych Artem 2021, 206-220). For example, let's turn our readers' attention to publications on media didactics and its offshoots (Adamia, Onkovych G., Onkovych A., Flegontova 2021, 89 – 99; Biletsky, Onkovych, Tkachenko 2020, 155-171; Biletsky, Onkovych, Tkachenko 2019, 55 – 63; Onkovych A., Onkovych G., Lyalina 2020, 244-252; Onkovych G. 1993, 59).

Literature review. An argument "for" the use of media sources is their accessibility for the student and the teacher. This kind of learning activity not only has a cognitive aspect, but also a motivational and intellectual search aspect, develops media literacy, and forms media competence, which is a key competence of a modern specialist. However, these are by no means complete characteristics of the research possibilities that need to be expanded. So far, we are not analyzing this context from the perspective of social communication, because we try to find out how the possibilities of different analytical methods contribute to the success of using the latest media sources in the educational space. In this paper, we focus on content analysis.

The first works presenting a content analysis of individual Facebook pages for education and information (Biletsky, Onkovych A. 2021, 17-21; Biletsky, Onkovych G., Onkovych A., Balabanova 2022, 101-115; Onkovych, Biletsky 2022, 192 -200) have aroused public interest and prompted us to conduct a comparative analysis of the same subjects and phenomena. It is worth noting that all educational Facebook pages are professionally oriented and serve to develop professional and media competencies of the interested educational community (Onkovych G., Biletsky, Onkovych A., Biletsky V.V. 2021, 404-504; Onkovych G., Onkovych A. 2019, 276 – 282; Onkovych G. 2020, 22-24).

We have attempted to compare thematic pages created or moderated by authors by means of content analysis. In this study, we give for comparison the statistical data of two author multi-thematic FB-pages: **"Медіашкола професора Ганни Онкович"** "Media School of Professor Ganna Onkovych" 2000 participants, URL: <https://www.facebook.com/groups/898909013519964/about>) and **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" (created December 27, 2017 registered 1200 participants, URL: <https://www.facebook.com/groups/145315129579851/about>). They are led by professors G.V. Onkovych from the department of Ukrainian and Latin languages of Kyiv Medical University, where a special course "Professional-oriented media education" is implemented, and V.S. Beletsky, professor of the department "Oil, Gas and Condensate Extraction" of the National Technical University "Kharkiv Polytechnic Institute". Every page has statistics, which are automatically updated continuously.

MAIN PART

Statistics on new posts and views.

The page **"Медіашкола професора Ганни Онкович"** "Media School of Professor Ganna Onkovych" was viewed by 9656 readers in 60 days (from December 9, 2021 to February 7, 2022) compared to 10 254

readers in the previous 60-day period (Fig. 1). During the same period, 226 posts were published compared to 262 posts and comments compared to the previous 60-day period. Some decrease in user activity is apparently due to New Year's and religious holidays. (Onkovych G., Biletsky, Onkovych A., Biletsky V.V. 2021, 404-504; Onkovych G., Biletsky, Onkovych A., Biletsky V.V. 2021, 28 – 40).

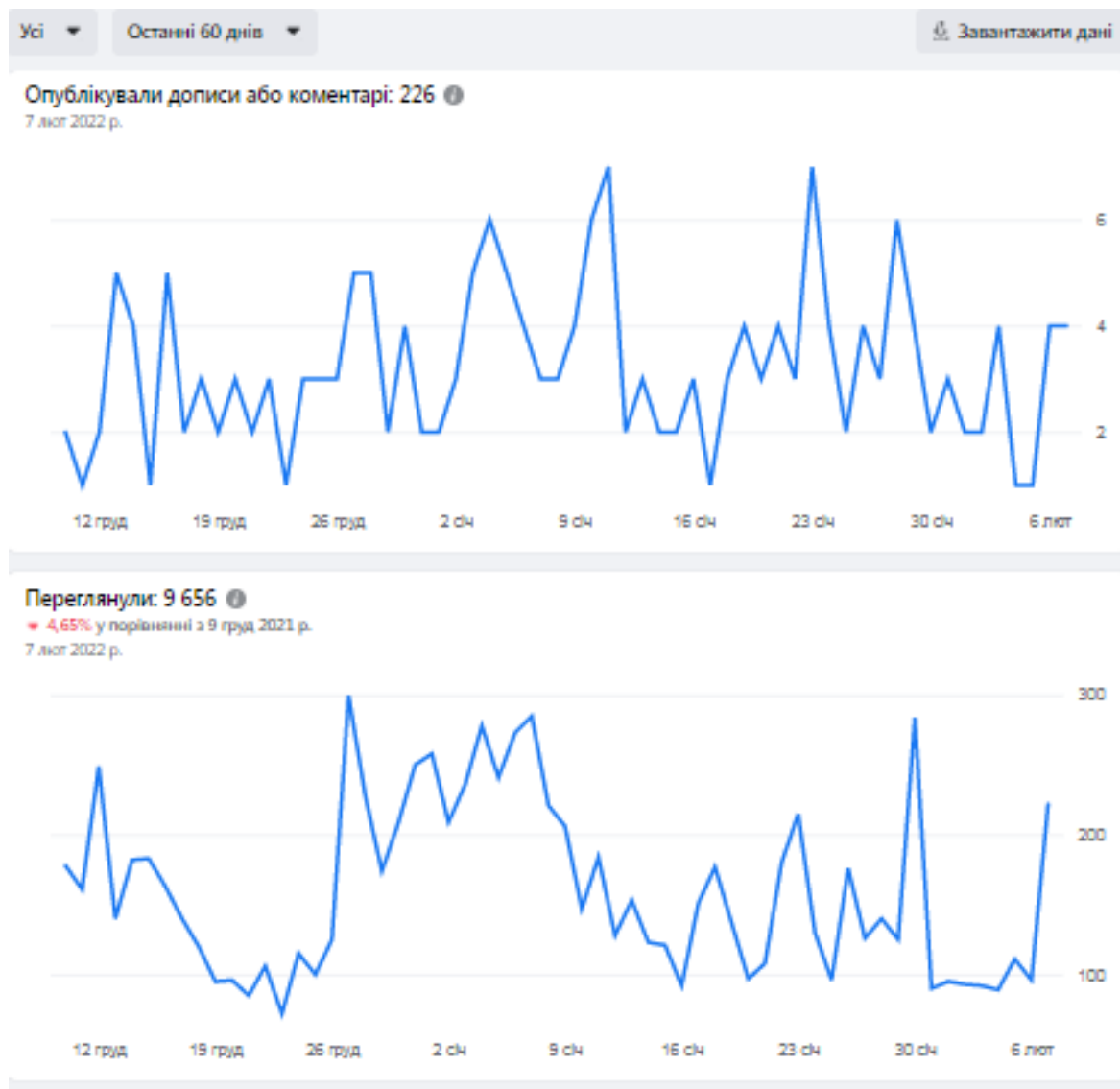


Fig. 1. Statistics of messages and views of the FB page "Медіашкола професора Ганни Онкович" "Media School of Professor Ganna Onkovych" for 60 days (December 9, 2021 - February 7, 2022)

The page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" during the same period was viewed by 6931 readers against 7013 for the previous 2 months (Fig. 2). During the same period, 100 posts and comments were published compared to 52 posts and comments for the previous 60-day period. That is, this "New Year and Christmas" period had a negative effect on user activity, and a very positive one on correspondent activity (there were twice as many posts).



Fig. 2. Statistics of messages and views on the FB page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" for 60 days from 9 December 2021 to 7 February 2022.

A comparison of the statistics of both pages shows that both of them lost slightly in the number of views compared to the previous 60-day period. At the same time on both pages there is a slight decrease of views in the period before and during Christmas according to the Gregorian calendar (especially by users of the FB page **"Медіашкола професора Ганни Онкович"** "Media School of Professor Ganna Onkovych"). At the same time, no such decrease is observed for the Julian calendar.

The number of views on these FB-pages is proportional to the number of new messages:

- 100 new posts - 6,931 new views;
- 226 new messages - 9656 views.

At the same time, if we compare with the previous 60 days:

- 52 new posts - 7013 new views;
- 262 new messages - 10 254 views.

The disproportionality of these data within groups is easily traced (for example, in the group "Oil and Gas Engineering and Technology Education" there are fewer views, but twice as many messages). This phenomenon requires further research, but it is obviously related to the specific and different from the users

of the FB page of the "Медіашкола професора Ганни Онкович" "Media School of Professor Ganna Onkovych" employment schedule.

Statistics of posts, comments and reactions.

The analysis of the statistics of posts, comments and reactions on the studied FB pages (figures 3 and 4) shows a correlation with the statistics of posts and views (figures 1 and 2).

Figure 3 clearly shows the "failure" of posts, comments and reactions of the FB page "Медіашкола професора Ганни Онкович" "Media School of Professor Ganna Onkovych" in the period before and during Christmas according to Gregorian calendars, which fully corresponds to the partial "failure" of views in this period (Figure 1). On the FB page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" this "failure" is observed in a slightly displaced form (by 2-3 days), which can be explained by the schedule of the educational process for students, which almost never stops (suspended in Ukraine only for 1 day - Christmas), while the media page is not tied to a particular specialty, is more general and enlightening. Consequently, its users, who are also mostly humanitarians, during this time were engaged in festivities.

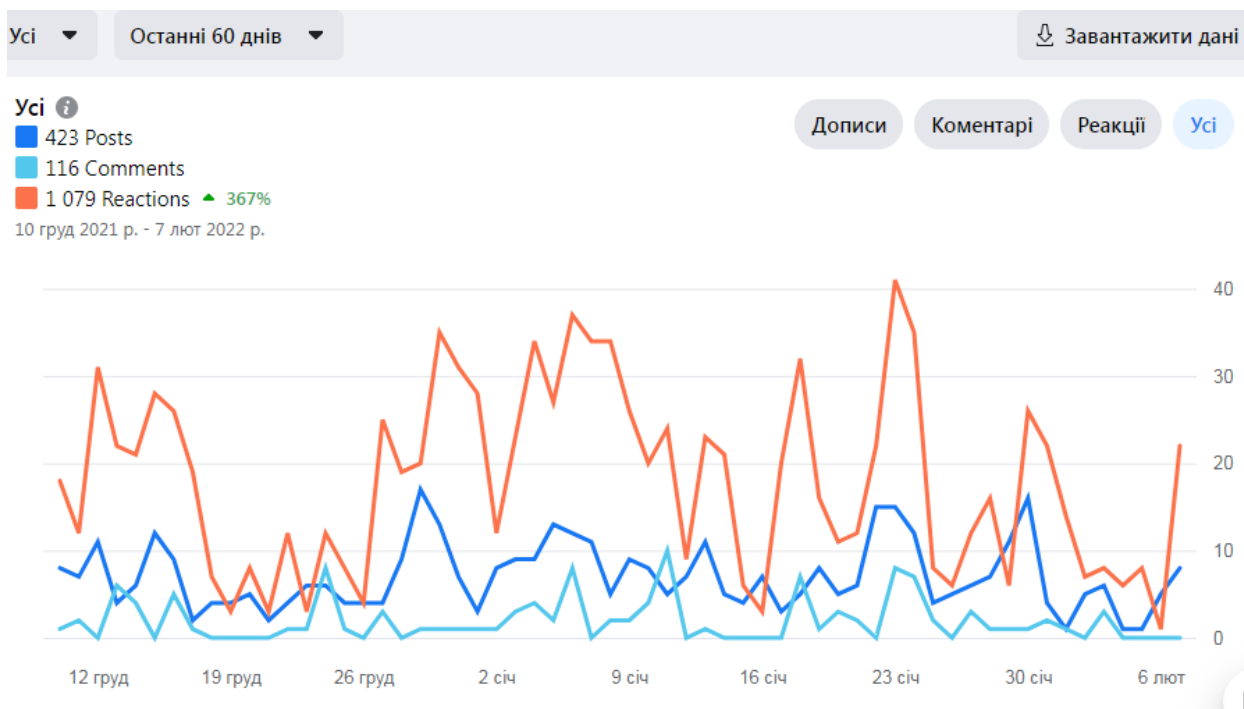


Fig. 3. Statistics of the posts, comments and reactions on the "Медіашкола професора Ганни Онкович" "Media School of Professor Ganna Onkovych" FB page for 60 days (December 10, 2021 - February 7, 2022)

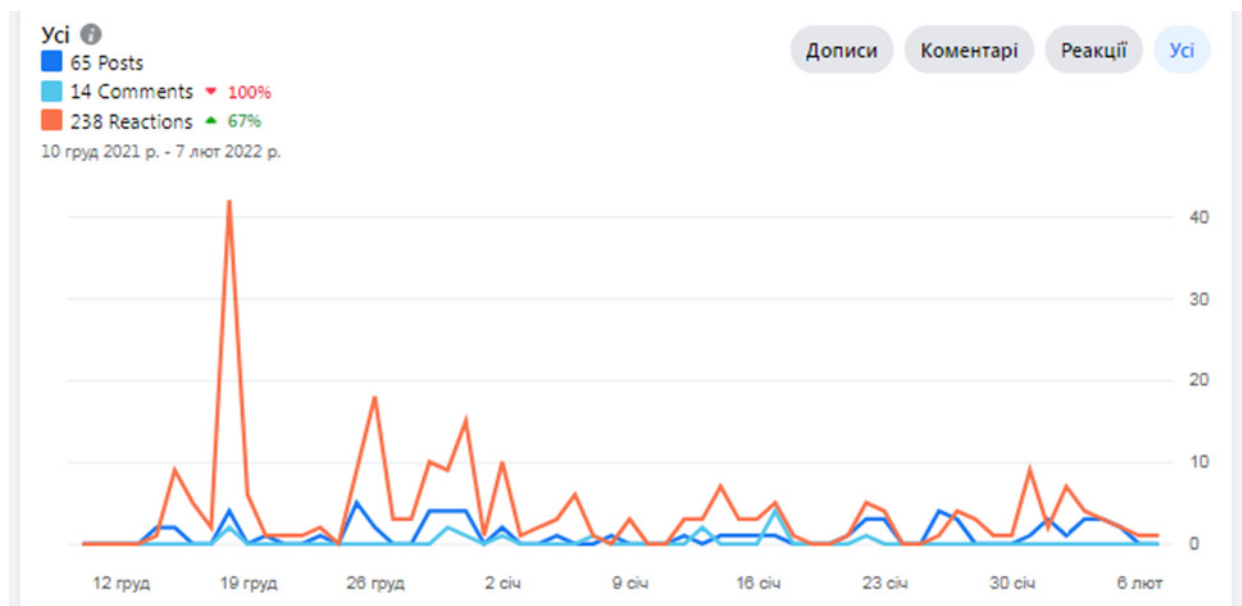


Fig. 4. Statistics of the posts, comments and reactions of the FB page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" for 60 days (December 10, 2021 - February 7, 2022)

The summary statistics in **Table 1** is also very clear.

Table 1. Summary statistics of the FB pages **"Медіашкола професора Ганни Онкович"** "Media School of Professor Ganna Onkovich" and **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and gas Engineering and Technology" for 60 days (December 9-10, 2021 - February 7, 2022)

Indicator / FB-page	Views	Additions	Posts	Comments	Reactions
"Медіашкола професора Ганни Онкович" "Professor Anna Onkovic's Media School"	9656	226	423	116	1079
Освіта за спеціальністю "Нафтогазова інженерія та технології" Education by profession "Oil and Gas Engineering and Technology"	6931	100	65	14	238

The considerably lower figures for the FB page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" is evidently explained by its narrow profile, the specialization of subjects on the page, which is of interest mostly to specialists in the oil and gas industry.

However, even on this page we can see interesting phenomena illustrating the "peak" in Fig. 4 - 19 December. This date corresponds to the post that aroused great interest, namely the post about the publication of the book "Ukraine. 30 Years of Independence. Brief reference book / edited by Dr. of History, prof. Kyrydon A. M. Kiev: State Scientific Institution "Encyclopedic Publishing House", 2021. 536 p. It is interesting, that this message for 60 days covered more than 4000 users of the profession-oriented community FB page. This is much more than the number of registered on the page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** Education by profession "Oil and Gas Engineering and Technology" (1200 readers), indicating a high inter-page mobility and universality of a certain range of FB readers.

It is reasonable to trace presence on pages FB-community representatives of different countries and Ukrainian cities (presented by 10 first positions). By number of users of both compared FB-pages the country-leader is Ukraine. But further on, we can see their very contrasting differences. The geography of users FB-page "**Медіашкола професора Ганни Онкович**" "Media School Professor Ganna Onkovych" covers all regions of Ukraine with unquestionable leadership of Kiev (539 users) regional centers - by 30-100 users. A completely different geography of users of the FB page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** "Education by profession "Oil and Gas Engineering and Technology" - covers mainly oil and gas industry regions of Ukraine, the leaders are Poltava (262 users), Kiev (112), Ivano-Frankivsk (89) and Kharkiv (82).

As for foreign users of compared FB-pages, they are hundreds of times less than Ukrainian. At the same time, the relatively universal subject matter of the FB-page "**Медіашкола професора Ганни Онкович**" "Media School of Professor Anna Onkovych" is still 2-3 times more interesting for foreign users than the subject matter of the specialized FB-page **Освіта за спеціальністю "Нафтогазова інженерія та технології"** "Education by profession "Oil and Gas Engineering and Technology".

CONCLUSIONS. Thus, the comparative analysis of information-educational pages on Facebook provides possibilities for obtaining various information, which could be useful for monitoring and regulation of information flows, in particular, professional information.

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