Humanitarian Issues on Facebook

Veera Sydänmaanlakka
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Department of Communication
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Faculty Faculty of Humanity	Department Department of Communication
Author Sydänmaanlakka, Veera	
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Abstract

The purpose of this research is to find out what humanitarian issues emerge on selected organizations' social network pages and how the organization is involved in these issues. The empirical part focused on researching the organizations' Facebook pages and the comments that are posted on the status updates provided by the case organizations.

There are three case organizationsin this study: United Nations, United Nations Office for the Coordination of Humanitarian Affairs and United Nations High Commissioner for Refugees. Altogether 705 comments were analysed using a mixed-method approach: thematic analysis, and also quantitative analysis was used in this research. In addition to the issues detected, the tone of voice of the comments was analysed too.

The results of this study show, that comments analysed were categorised into three different groups, by: 1) humanitarian issues, 2) geographical scope and 3) the type of comment. There were four main humanitarian issues detected, based on the data collected, by: refugee and migration, human rights, education, terrorism and war. Additionally, three types of comments were identified: direct messages to the UN, asks for help and 'truth tellers'. Geographically there were four major topics found: Syria, Brazil, Palestine and Israel and India.

More than half of the comments were positive (55,5%). The amount of negative comments and including clear hate messages (24,8%) lead to discussion whether the case organizations moderate their Facebook pages or not. Rest of the comments analysed were neutral (19,7%).

Keywords Facebook, Humanitarian Issues, Non-profit Organization, Social Networks
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Tiivistelmä

Tutkielman tavoitteena on selvittää mitä humanitaarisia aiheita ja teemoja ilmenee valittujen organisaatioiden Facebook-sivuilla ja miten organisaatiot reagoivat näihin teemoihin. Empiirinen osuus keskittyy organisaatioiden Facebook-sivujen tutkimiseen: tutkimisen kohteena ovat kommentit, joita Facebook-sivusta tykkäävät seuraajat julkaisevat organisaatioiden julkaisemiin tilapäivityksiin.

Tutkimuksen kohteena on kolme Yhdistyneiden kansakuntien alaisen organisaation Facebook-sivua: United Nations, United Nations Office for the Coordination of Humanitarian Affairs sekä United Nations High Commissioner for Refugees. Yhteensä 705 kommenttia analysoitiin temaattisen analyysin avulla. Myös määrällistä analyysia käytettiin tässä tutkimuksessa. Havaittujen teemojen lisäksi myös kommenttien sävyä analysoitiin.

Tuloksien mukaan kommentit voidaan jakaa kolmeen ryhmään: 1) humanitaariset teemat, 2) maantieteellinen jakauma sekä 3) kommenttityyppi. Aineistoista havaittiin neljä humanitaarista pääteemaa: pakolaisuus ja maahanmuutto, ihmisoikeudet, koulutus sekä terrorismi ja sota. Kommenttityyppejä identifioitiin kolme: suorat viestit YK:lle, avunpyynnöt sekä "toden kertojat". Maantieteellisesti aiheet sivusivat Syyriaa, Brasiliaa, Palestiinaa ja Israelia sekä Intiaa.

Yli puolet kommenteista oli positiivisia sävyltään (55,5 %). Negatiivisten kommenttien määrä oli 24,8 %, joiden joukossa ilmeni myös selkeitä vihaviestejä. Tästä johtuen on syytä epäillä sivujen moderoinnin todellista määrää. 19,7 % kommenteista oli sävyltään neutraaleja.

Asiasanat Facebook, Humanitaariset teemat, Kansalaisjärjestö, Sosiaalinen media
Säilytyspaikka
Muita tietoja

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1 INTRODUCTION

"Every year, more than 200 million people are affected by droughts, floods, cyclones, earthquakes, wildlandfires, and other hazards. Increased population densities, environmental degradation, and global warming adding to poverty make the impacts of natural hazards worse." (International Strategy for Disaster Reduction 2007, 1.) It is after humanitarian crises when people are in need of help from the international community (United Nations 2016).

To distinguish humanitarian aid it could be described that it aims at saving lives, easing all suffering in any case it can, and most importantly: protecting human dignity. Compared to development aid, for example, humanitarian aid is always short-term in nature. (Global Humanitarian Assistance 2013.)

This study focuses on the public debate concerning humanitarian aid. If humanitarian aid reaches the right people has always been questioned. What are the most discussed aspects of the aid reaching the crisis areas? What critique should be answered to tackle doubts of public groups? What is discussed in the social media and especially social networking sites like Facebook?

Over the last decade, the west spent 2.3 trillion USD on foreign aid and still children are dying, not being educated, and living in appalling penury and squalor (Francis & Armstrong 2011, 324). This might raise questions, concern and doubt; why should a private citizen or a government donate if it does not make that big of a difference? Legitimacy of non-profits is discussed, and the role of stakeholders: faith-holders, hateholders and fakeholders (Luoma-aho 2015).

The purpose of this thesis is to better understand what humanitarian aid topics emerge on organizations' social networking sites and to clarify how the organizations are involved in dialogue. The case organizations in this thesis are United Nations and United Nations Office for the Coordination of Humanitarian Affairs and United Nations High Commissioner for Refugees. The main focus is to find out which humanitarian aid issues pop up on their Facebook pages, and how the organizations monitor comments made by Facebook users.

One of the most natural arenas to monitor the discussion about the issues concerning the organization's goals is its own Facebook page. According to Waters, Burnett, Lamm and Lucas (2009, 106), non-profit organizations are not thriving as they could on Facebook, even though they have a transparent Facebook policy – it is not enough. This will be looked into in this thesis, as social media is a two-way communicational tool; on their own arena, Facebook page, do the case organizations get involved in direct dialogue, or perhaps delete all negative comments?

The WFP or the relevant UN agencies, such as UNICEF or UNHCR, usually play a key role in the mobilisation of aid and in primary logistics in large-scale disasters (Oloruntoba & Gray 2006, 116). The United Nations (UN) is an international organization made up of 193 Member States and is a well-known actor in the field on humanitarian assistance and therefore a suitable context for this study.

This thesis consists of six parts. Following the introduction, social networks, social media interaction, user-generated content and especially the social network Facebook is investigated in chapter two. Also, non-profit organizations in Facebook will be discussed as well as monitoring themes, and the theory of faith-holders, hateholders and fakeholders. Chapter three addresses humanitarian aid and describes the case organization. The research methology, research questions, data collection and analysis are introduced in chapter four. The research results are presented in chapter five followed by discussion and conclusions in chapter six.

2 SOCIAL NETWORKS

Social networking sites create effortless ways for people to stay connected with one another – they provide multiple options from inviting friends to personal profiles to instant messaging, to mention a few (Kaplan & Haenlein 2010, 63). Facebook is an example of these social networking applications. There are 1.13 billion active daily Facebook users (Facebook 2016). More of Facebook will be discussed in chapter 2.2.

2.1 Social media interaction

There are many ways to define what social media is. One and a concise one is that social media creates online meeting points for basically anyone, and it is a 'place' where messages, comments and discussions are created based on mobile and we-based technologies either alone or together with other social media users (Kietzmann, Hermkens, McCarthy & Silvestre 2011, 241). Also Kaplan and Haenlein (2010, 61), Kangas, Toivonen and Bäck (2007, 14) and Khan (2013, 2) explain "social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that is the basis for communities and one's online identity creation and therefore user generated content". Also Erkkola (2008) points out social media communities and individuals build not only content but mutual implications with the help of web technologies.

Even though social media evolves constantly the basic idea behind it is there to stay: it is a tool(s) that able people to connect with others in a way they want. However, one should remember that there is always a person behind the medium. Interaction facilitated by social media is becoming an integral part of life in contemporary society, tweaking the human psyche's deep need

to connect (Khan, Hoffman & Misztur 2014, 1). Information seeking is driven by people's desire to increase awareness and knowledge of one's self, others, and the world (Shao 2009, 10).

As technology has improved and progressed to the point where almost everyone has a mini computer in their pocket or purse, it is important for organizations to be where people can see them: in the online and social media (Schwedel 2013, 16), even though this means losing control to online communities.

Social media has taken the power from organizations and made corporate communication and public relations something that happens literally outside organizational authority. Basically anyone can take part nowadays in public relations and create whatever online content on any brand if they wish, no questions or organizational permissions asked. (Kietzmann et al. 2011, 242.)

This is something that creates pressure for any organization let alone non-profit organizations – the communication flow cannot be stopped and even more, transparency is wanted and needed by a larger audience.

In brief, social media is about consuming and creating content – together. Gone are the days when organizations used to announce topics they wanted and when they wanted. Social media has changed the communication patterns and now 'it is issues and topics, not organizations that are at the center of communication' (Luoma-aho & Vos 2010, 316).

According to Kaplan and Haenlein (2010, 60), firms have been increasingly relegated to the sidelines as mere observers, having neither the knowledge nor the chance – or sometimes, even the right – to alter publicly posted comments provided by their customers. Members are readily perceived to be consumers in the sense that they utilize and enjoy Facebook services; nevertheless, they can also be understood as producers in that their activities and disclosures provide the base for Facebook's business success (Lilley, Grodzinsky & Gumbus 2012, 83). The user becomes something in between a user and a producer – a produser (Lietsala & Sirkkunen 2008, 18).

2.2 Facebook

According to Kietzmann et al. (2011), social media functionalities can be divided into seven different parts: identity, conversations, groups, reputation, relationships, presence, and sharing (see Figure 1). They argue that none of today's media sites focus solely on just one functionality.

The social networking site Facebook is described with five functionalities, starting from the strongest: relationships, conversations, presence, identity, and reputation. What makes these functionalities work is that Facebook taps users' social capital and sells 'authenticity' as it requires members to register with their real names (Lilley et. al. 2012, 84).
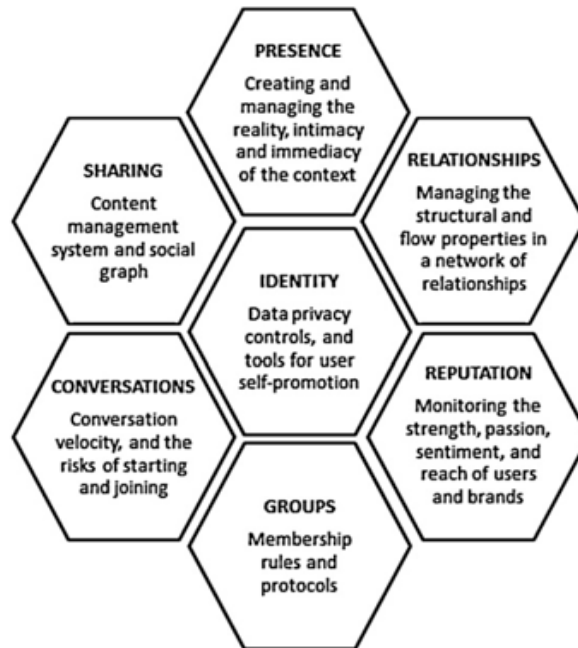

Figure 1. Implications of the Functionality (Kietzmann et al. 2011, 243)

Relationships matter: members invite family, peers, classmates, co-workers, etc. to be Facebook friends, and as users build their friend list they are disclosing their social ties and social networks (Lilley et al. 2012, 84).

Creating a conversation is easy: Facebook generates a hybrid digital communication and news ecosystem where issues rise and fall in newsfeeds (see Figure 2) and on specific groups and pages, and news flows are continuously created by the users themselves (Sormanen, Rohila, Lauk, Uskali, Jouhki & Penttinen 2016, 56).

Facebook's main concepts and their explanations

Concept	Explanation
API	Defines how a computer system can be accessed by another computer system, what data it can access and on what premises. Facebook has two different APIs, Graph API and FQL (Facebook Query Language), that allow other computer systems to access automatically Facebook. Both APIs allow the access to the same underlying system that runs Facebook (read more from Facebook 2014e, 2014f).
Feed	Central element of Facebook where posts including status updates and links are published. Individual users have their own personal feeds and so do groups, pages and applications. Another name for a feed is "stream". The Graph API uses the term "feed" whereas FQL uses the term "stream".
Post	Individual entry to a feed. It can contain text, image and video content, file, link, users associated with the entry, location and privacy settings. Users who can access the post can share, like and comment the post.
Comment	Entry that can be targeted on most types of content on Facebook. It can contain text, links and photos. Users can like a comment or reply to it.
Like	Action that a user can make to notify the creator of a post or a comment that the user has liked the entry. Everybody who can see the original entry can also see all "likes".
Share	Act where a user shares a post generated by someone else on their own feed, or posts it to a feed of a friend, group or page. Information about shares on Facebook is restricted. If a user has permission to read the entry, it is possible to read a list of users who shared the article if their privacy settings allow this.
User	Account of an individual user. Detailed personal information on Facebook is restricted. If the user is not a friend or the user has not chosen to relax their privacy policies, the only information that can be retrieved from the user are first name, last name, gender, age, friend count and subscriber count.

Figure 2. Facebook's main concepts and their explanations (Sormanen, Rohila, Lauk, Uskali, Jouhki & Penttinen 2016, 6)

When looking merely at the statistics, Facebook is the place to be to create conversations and relationships. Facebook started out as a niche private network for Harvard University students (Kietzmann et al. 2011, 242) and has then exploded globally:
- 1.13 billion daily active users
- 1.03 billion mobile daily active users
- 1.71 billion monthly active users (Facebook, 2016.)

What Facebook has been critiqued for is that it exploits its members and their social networks with commercialization; it provides advertisers and marketers access and information to users' personal and social information, and therefore criticism also touches Facebook providing its users not understandable enough information about their privacy and account settings for example (Lilley et. al. 2012, 83; 88).

2.3 User-generated content

According to Haenlain and Kaplan (2010, 61), user-generated content is the various forms of publicly available content that is created by end-users. Here user generated content (UGC) is seen as content created by those who add Facebook content whether they are 'page likers' or not. It is also possible for the social media channel's official representative to generate content for the users and that is therefore seen as UGC too. User-generated content can be taken as anything people do when using social media (Haenlein & Kaplan 2010, 61).

Historically, UGC can be traced back to the bulletin boards on such portal sites as Yahoo and AOL in the 1990s. Over time, they have evolved to encompass blogs, wikis, picture-sharing, video-sharing, social-networking, and other user-generated web sites. (Shao 2009, 8.) Social media is merely a tool and does not function without its active audience.

According to Bishop (2006), there are three levels on how users take part in online communities. The first level is based on desires that consist of social, vengeance, order, existential and creative. He claims that a user carries these out based on level two actors: goals, interests, values, plans and beliefs. On the third level, user needs to use skills on how to interpret the surrounding environment; auditory, visual, olfactory, haptic and gustatory.

Behind these three levels, Bishop (2006) portrays the environment consisting of structures, actors and artefacts among others things. What Bishop stresses is that the need and want for a user to take part in online communities is based on user's desires but would not be only explained by that – level two and three factors can constrain these needs and desires. Shao (2009, 9) also notes the three level participation but has a more practical approach: individuals deal with UGM by consuming, by participating and by producing. Consuming refers to the individuals who only watch, read, or view but never participate. Participating includes both user-to-user interaction and user-to-content interaction (such as ranking the content, adding to playlists, sharing with others, posting comments, etc.)

Maslow's hierarchy of needs (Maslow, 1943) might not include wifi, but it still provides a strong foundation for anyone looking for a reason to involve oneself with Facebook conversations and become a content producer. As we climb up from the levels of basic needs such as sleeping and safety or health, for example, we find self-actualization on the top of the pyramid and that is where participating in social media conversations steps in.

Shao (2009, 9) argues, that different users are driven by different motivations: people consume the content for information and entertainment, participate for social interaction and community development, and produce their own content for self-expression and self-actualization. Self-expression relates to how people try to control the impressions people around them have of them (Jones & Pittman 1982). This comes together what Nonnecke, Andrews and Preece (2006, 7) discovered: in general lurkers are less optimistic and less positive than those who post.

According to Lin (2008), community satisfaction and a sense of belonging and involving others in mutually beneficial activities are crucial for users to stay active and loyal to the medium. One important feature is that UGM are easy to use (Shao 2009, 16). In the case of Facebook fan pages, a fan can feel the sense of belonging and do self-actualization in the easiest way possible; just with one click and participation will appear on their circles. The question lies how engaging it eventually is.

2.4 Non-profit organizations on Facebook

Although social media does not play a large role in the collection of donations for non-profit organizations, having an online presence is vital (Schwedel 2013, 16). As Lovejoy and Saxton (2012, 338) point out, online interactions have effectively become more and more critical to organizational performance.

According to Beirut (2009) microblogging service Twitter offers an effortless way to encounter others through "spreading the news about humanitarian causes, environmental problems, economical issues or political debates, and eventually making a difference''. Social networking site Facebook is able to offer the same ease of connection – it does not necessarily require registration on the site in order to follow or take part in the discussions.

Many non-profit organizations still use the Internet mostly as a means of disseminating information, regarding it as one-way communication rather than as a method of two-way interaction with their stakeholders (Daejoong, Heasun, Youngsun & Yoonjae 2014, 5). Waters et al. (2009, 106) noted the same; although non-profit organizations are not actually hiding anything on their Facebook profiles, but somehow they are not making the most of it either, as the power of social media is also to get the already possibly engaged community to act in favor of the organization in a way or another.

However, Lovejoy and Saxton (2012, 20) show that most of the non-profit organizations in their research "are using dialogue, community building, and promotion and mobilization in their microblogging efforts". They studied large US non-profit organizations and their use of microblogging tool Twitter. They were able to group the tweets sent out during a two-week period into three different categories: spreading information, fostering dialogue and community building, and mobilizing supporters. Also organizations themselves in this study were divided into three different types: information sources, community builders, and promoters and mobilizers. However, the information source is the dominant type within these nonprofits studied.

Waters et al. (2009) studied 275 non-profit organizations and their use of Facebook pages. What they discovered were two primary purposes why organizations employ social media: information sharing and a dialogic way of building relationships. But the success was not grand: "nonprofits on Facebook wanted to be open and transparent by disclosing who maintained the site and what they sought to accomplish. However, they failed to take advantage of the interactive nature of social networking" (Waters et al. 2009, 107).

What they found out was that many non-profit organizations rushed to Facebook but have not been able to make the most of all possibilities available. Daejoong et al. (2014, 2) say it might be due to financial resources – even though social media platforms and tools are mainly free of charge the maintenance needs human and financial resources.

In order to improve or develop their presence on the Internet or in social media, non-profit organizations should at least have a staff member dedicated to the social media site and messages that are being sent out (Schwedel 2013, 16). This stresses the importance of dialogue and interactive communication. Then again Lovejoy and Saxton (2012, 349) advise non-profit organizations to continue sending out more informational messages and keeping the dialogue naturally as a part of the organizational communication but not as the pinnacle of it. That is what Guo and Saxton (2014, 65) found out: "majority of the tweets were aimed at providing information to stakeholders, followed by building an online community, and then calling that community to action."

2.5 Monitoring themes

"A problem becomes an issue when it moves from a private concern to a publicly discussed concern" (Coombs 2002, 215). According to Zhang and Vos (2015, 105), issues are not considered that manageable these days but the "fast moving environment of social media calls for sense making in organizations, reflection on new opportunities, and finding a balance that fits the organizational policies".

The mantra 'customer service is the new marketing' points out the fact that the organization cannot guard online conversations, and that any social media activities the organization is undertaking, should stress the importance of satisfied and engaged stakeholders (Kietzmann et al. 2011, 249). There has always been a need for customer feedback. Now it is happening online and there are many platforms organizations should participate in and monitor. Customers want organizations to listen, appropriately engage, and respond (Kietzmann et al. 2011, 250).

As an example, an interesting Twitter discussion occurred between customers and brands that escalated and gained a lot of followers. British grocery and merchandise retailer Tesco was tweeted about by an unhappy customer and another customer notified Tesco about the negative toned tweet. Tesco replied with a sense of humour and continued chatting quite informally with the customer who had notified them. This attracted many other Twitter users and other brands were invited to join the 'party' as they called it, Yorkshire Tea and Jaffa Cakes to mention a few. (Buzzfeed 2014.)

The conversation probably still goes on but the core in the example given is that there are always people behind corporate brands and social media tools. This time not only one but several brands managed to join in the conversation attracting a big audience both participating and reading it.

According to Luoma-aho and Vos (2010, 321), intense conversation can invite not only more active participants, but even a bigger audience that is not taking part but observing silently. Organizations which know when to chime in – and, when not to – show their audience that they care, and are seen as a positive addition to the conversation; this is in contrast to firms which flood conversations that were not 'theirs' in the first place (Kietzmann et al. 2011, 245). However, it is quite clear that when discussion is ongoing on an organization's official Facebook, the company page representatives will chime into those conversations – or at least they should show that they are listening.

Nonnecke et al. (2006, 7) call it lurking when an individual joins an online community but does not post. It has been noted that most users do not participate actively or create information online; they simply read or lurk in the background (Shao 2009, 16). Lurking is not negative behavior; according to Nonnecke et al. (2006, 7) when people lurk they are observing.

Luoma-aho and Vos (2010) emphasize the importance of monitoring issue arenas relevant for the organizations - organizations are no longer the centre of attention and monitoring themes discussed around them should be arranged. According to them (2010, 317), issues are no longer just organizational property. Luoma-aho and Vos (2010, 319) argue, that both organizations and their stakeholders are in an equal position when issues are discussed.

As mentioned, issue arenas are not ruled by organizations themselves, but their role is taking new forms in monitoring these issue arenas (Luoma-aho & Vos 2010, 315). It is easier to imagine an issue arena as one actual place of debate or discussions, but it is not just that: it can take place in many places and forms where debate on that given issue goes on (Vos, Schoemaker & Luoma-aho 2014, 3).

Monitoring becomes central as corporate communication is less controllable (Luoma-aho & Vos 2010, 315). For an organization, an issue is not a one-time event, and hence monitoring should also cover successive or overlapping issues (Zhang & Vos 2015, 106).

Organizations should not just rush into social media; they should to create a strategy for their social media presence in advance, including knowing who is responsible in participating in which online conversations (Kietzmann et al. 2011, 249). Also understanding what is to come is vital. Organizations must think about the population that will become donors in the future and their reliance on the Internet and technology (Schwedel 2013, 16).

What comes to actor roles in issue arenas, they can differ based on what the intentions of the actors are; for example, United Nations can be an initiator or mediator when they are involved in an issue arena (Vos et. al., 2014).

When organizations monitor social media, the results may reveal various issues related to organizational policies. However, monitoring in itself does not clarify what issues mostly need attention. This needs a better understanding of the factors that determine whether an issue can be expected to develop rapidly. (Zhang & Vos 2015, 107.) In this thesis, it is studied if the

case organizations' Facebook pages act as a one part of an issue arena and if the case organizations curate the content on their Facebook pages.

2.6 Faith-holders, hateholders and fakeholders

Vos et al. (2014, 2) sum it up why organizations should think how they act, if they act, on issue arenas: "stakeholders' expectations, formed in issue arenas, influence how the organization is perceived, and thus the interaction on an issue and its results will be reflected in the reputation of the organization." A stakeholder can be almost anything or anyone from an individual person to organizations and communities (Mitchell et al. 1997, 855).

Social networking sites can be an effective way to reach stakeholder groups if organizations understand how their stakeholders use the sites (Waters et al. 2009, 106). In addition to how also 'why' is needed, what is the motivation and driver to using social networking site.

Luoma-aho (2009; 2015) introduces three different types of stakeholder relationships: faith-holders (positive emotion), hateholders (negative emotion) and fakeholders. With the first two types self-expressing becomes a driver for one's actions. Users will be more inclined to pass on a message if it is concerned worthwhile for other users, expresses needs or emotions, has entertainment value or imparts a positive sentiment, or has news values, or represents something which they want to identified (Zhang & Vos 2015, 105).

Luoma-aho (2015, 11) points out, that a stakeholder becomes a faith-holder simply by being in contact with an organization with a positive tone. What makes it worthwhile for the organization, is that this being in contact happens publicly – so social media is the place to be for organizations to create these engaging relationships. These kinds of individuals who interact with a certain organization with a positive tone and do it based on their free will increase trust to the organization (Andriof, Husted, Waddock & Rahmann 2002). Voluntary action does not require anyone to make any purchases and that is what increases trust: "engagement stresses the importance of building a relationship with stakeholders beyond purchases" (Luoma-aho 2015, 8).

If an organization ignores its stakeholders, especially after negative dealings, hateholders easily emerge (Luoma-aho 2015, 12). Even though words once posted on the online world may never be forgotten as Internet won't forget (Luoma-aho & Vos 2010, 322), it does not seem to have an effect on someone expressing one's disliking in the online environment: hateholder expressions can get very intense (Luoma-aho 2015, 12).

For non-profit organizations faith-holders and hateholders can be key influencers how organizations are perceived. Luoma-aho (2009) points out that when faith-holders can accidentally be ignored, hateholders are normally too loud to be left aside with no attention. When they are noticed and responded to by the organization which interest is at stake, this negative stakeholder group can even be moved to the positive, to being faith-holders (Luoma-aho 2015, 12).

Therefore, monitoring and understanding these stakeholder groups are beneficial and even vital for organizations, as according to Luoma-aho (2010), organizational legitimacy can only be preserved if there are more faith-holders than hateholders (see figure 3). Legitimacy is a "generalised perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs a*nd definitions*" (Suchman 1995, 574).

Faith-holders outnumber hateholders:
Organizational legitimacy prevails

Faith-holders and hateholders are equal:
Organizational legitimacy is questioned

Hateholders outnumber faith-holders:
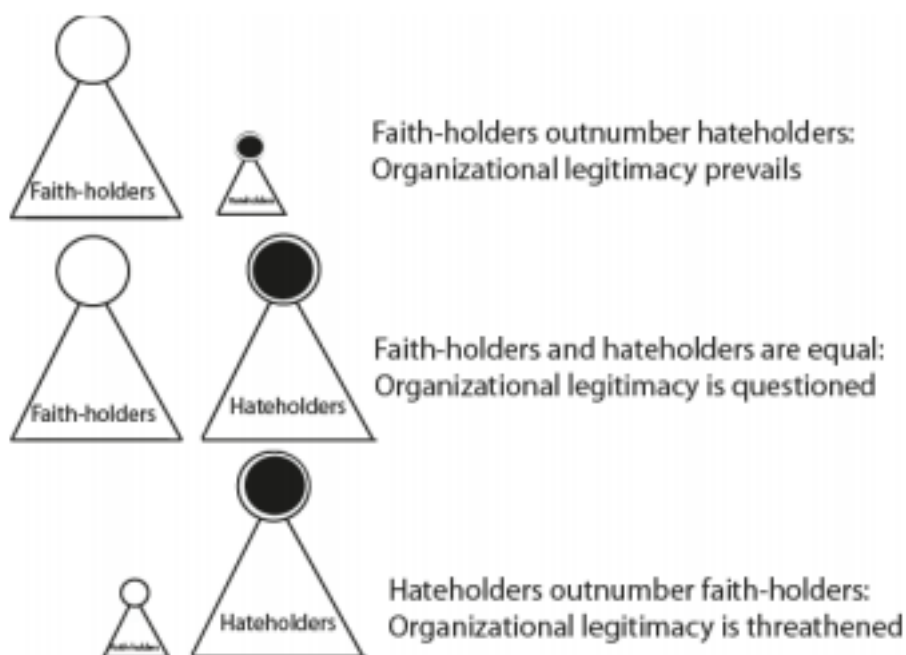Organizational legitimacy is threathened

Figure 3. The division of faith-holders and hateholders and consequences to organizational legitimacy (Luoma-aho 2015, 5)

3 HUMANITARIAN ISSUES

In this section humanitarian aid is discussed. According to the International Strategy for Disaster Reduction (2007), there are annually more than 200 million people affected by environmental humanitarian crises annually.

3.1 Humanitarian aid

Global Humanitarian Assistance (2013, 20) defines humanitarian aid as "aid and action designed to save lives, alleviate suffering and maintain and protect human dignity during and in the aftermath of emergencies". The characteristics that distinguish it from foreign assistance and development aid are that it should be governed by the 'principles of humanity, neutrality, impartiality and independence'.

Francis and Armstrong (2011, 320) list sources and forms of humanitarian aid: official government aid, national and international agencies, religious sources, money, developing infrastructure, education, clear water, sewage disposal, shelter, and basic human rights. Easterly and Pfutze (2008, 32) point out that poverty and underdevelopment are generally created by a cluster of problems, and rarely it is clear which certain challenges of the intended beneficiaries an aid organization should address.

'Customer service' or 'marketing' of the humanitarian service may need to target the supplier/donor, who has to be convinced that humanitarian action is taking place (Oloruntoba & Gray 2006, 116). Otherwise doubts arise; where do the donations go? According to Francis and Armstrong (2011, 320) corruption is detrimental to the effectiveness of humanitarian aid and affects both donor and possible donors in a negative way – diminishing aid they would otherwise be giving.

Both ends of the supply chain might be affected by political and military reasons and frequently no real action plan is provided (Oloruntoba & Gray 2006, 115). The humanitarian aid supply chain is often unstable (Oloruntoba & Gray 2006, 115). Instability often is understood that actors are corrupt and the money does not reach the end-user.

But end-user is not the only one to be concerned with; according to Oloruntoba and Gray (2006) the one to be satisfied in the humanitarian supply chain is not the end-user but the donors (see figure 4). Outcome is critical to the aid enterprise (Francis & Armstrong 2011, 325).

Figure 4. A typical humanitarian supply chain (Oloruntoba & Gray 2006)

One of the most difficult problems of humanitarian agencies is the 'realpolitik' of dealing with governments that are inherently corrupt. It not only wastes time and resources but also has the regrettable feedback to potential donors that a significant part of the money they donate does not go to the purposes for which it is collected. (Francis & Armstrong 2011, 321.)

Earlier in chapter 2 it was discussed that organizational legitimacy can only be maintained if an organization has more faith-holders than hateholders (Luoma-aho 2010). Suchman (1995) points out that legitimate organizations are perceived as more worthy, meaningful, predictable and trustworthy.

This is a vital aspect for non-profits when it comes to their funding: a non-profit organization's reputation with its 'audience' is very important to its legitimacy and strongly influences the amount of support the non-profit organization receives from the public. (Conway, O'Keefe & Hrasky 2015, 1078).

3.2 Case organizations

This thesis has three case organizations: United Nations, United Nations Office for the Coordination of Humanitarian Affairs and United Nations High Commissioner for Refugees. These three are selected in this study because of the relevance and their active Facebook pages.

United Nations (UN)

Founded after the end of the Second World War, the United Nations is an international organization made up of 193 Member States committed to maintaining international peace and security (United Nations 2016). Other core tasks are "promoting sustainable development, protecting human rights, upholding international law and delivering humanitarian aid" (United Nations 2016).

United Nations has specialized agencies, funds and programs with their own lead. The specialized agencies are independent international organizations funded by both voluntary and assessed contributions. (United Nations 2016.)

On their official Facebook page with 2,025,021 Facebook likes and two daily status updates, UN state that they are not responsible for the content that is posted on the page by Facebook users. They inform users not to post anything obscene and reserve the right to delete any comments they see unfit. (United Nations Facebook page 2016.)

United Nations Office for the Coordination of Humanitarian Affairs (OCHA)

The United Nations Office for the Coordination of Humanitarian Affairs mobilizes and coordinates humanitarian action for those in need, in partnership with national and international actors. OCHA is part of the United Nations Secretariat and their liabilities include linking humanitarian actors together as a solid response unit when emergencies need tackling (UNOCHA 2016.)

Holding least page likes of these three monitored pages OCHA has still 330,575 page likes. On OCHA Facebook page comments are not screened before being published and they reserve the right to delete any abusive or commercial comments (OCHA Facebook page 2016). OCHA invites

thoughtful and respective comments and they promise that racist remarks, obscenities threats and harassment comments will be deleted.

United Nations High Commissioner for Refugees (UNHCR)

United Nations High Commissioner for Refugees is a global organization that aims at contributing human rights for refugees and displaced people and building better future for them any ways they can (UNHCR 2016). The UNHCR Facebook page holds 1,176,094 page likes and is updated once a day at minimum. On their Facebook page info they state that they do not tolerate any poor behavior, spamming or commercial messages. On-topic messages are welcome but abusive comments might be moderated (UNHCR Facebook page 2016).

4 METHODOLOGY

In this study humanitarian issues are identified on the case organizations' Facebook pages. The purpose of this research is to better understand the discussion that goes on in social networks about humanitarian aid topics, and how the organizations are involved in the discussion. A qualitative approach is used in this study.

The empirical part focuses on researching humanitarian aid organizations' Facebook pages and comments that are posted on organizations' Facebook page status updates. Altogether 705 comments were analysed using thematic and also partially quantitative analysis.

4.1 Research questions

There are two main research questions investigated in this study:

RQ1: Which humanitarian aid issues emerge on the organizations' Facebook pages?
- Is there a clear difference in the amount of positive/neutral/negative comments towards humanitarian aid?

RQ2: What is the meaning/role of communication of the Facebook pages admin(s) in the overall page activity?
- In what ways do the organizations seem to respond to and moderate issues emerging on their own Facebook pages?

The researcher had some presumptions based on her own work experience with social media. It was expected that mostly user-generated discussion and short, positive comments on status updates would occur, as users are by default already Facebook page fans, which translates as supporting that

certain page. The organizations would not raise the discussion with any extra comments in the comment section mainly due to the lack of resources. Most of the critical messages were expected to be answered by other active Facebook fans, not the organizations themself. Clearly hate messages would not be showing – they would be hidden or removed.

4.2 Data collection

In this study, data were collected from the social network site Facebook. Three case organizations, whose FB pages were studied, included United Nations (UN), United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and United Nations High Commissioner for Refugees (UNHCR). These organizations are selected in this study due to the relevance to humanitarian issues and because of the active Facebook pages they hold with a big number or likes with active commenting.

Sormanen et al. (2016) have categorised accessing social networking sites into three different data: public data, semi-public data and dark data. In this research public data were collected by signing in as a Facebook user and going through updates, and copying and pasting content into an Excel sheet.

There are many aspects that influence Facebook data collecting. Privacy settings greatly impact the results of data gathering on Facebook, especially the information the user has decided to hide from others (Giglietto, Rossi & Bennato 2012). Also Sormanen et. al. (2016, 61) noted that no data about who has liked the page or group is available if the researcher has no access to the administrative information. In this research there was no access to these insights as data gathered were public and open to all.

Three UN related Facebook pages were monitored during the first three weeks of April 2016. In the beginning of the research just one page was to be studied (OCHA) according to the research plan. As only few comments were collected in 3 weeks, the data collection was extended to six weeks. As a result, 185 user-generated comments were collected in total from 26 status updates.

To gain more insights and to add to the reliability of the results, two more Facebook pages were added to the study: UNHCR and UN. With 2,025,021 page likes and more active updating than the previous two (more than 2 daily updates on average during monitoring period) it was decided to collect comments on one update per day on the UN Facebook page with total amount of 321 comments from 21 status updates, with a selection criteria of every

other of the update because of two reasons: to get approximately the same amount of comments than other two pages and as saturation was detected.

UNHCR Facebook page was monitored 3 weeks, and 23 updates and 666 comments were collected. During the monitoring period altogether 1,172 user-generated comments were gathered from 70 status updates (see table 1).

Table 1. Data collection.

Case organization	Status updates	Comments
OCHA	26	185
UNHCR	23	666
UN	21	321
Total	70	1,172

In the UN page it was clearly visible that some comments were copy pasted and occurred many times and not all of them were taken into account because of the tautology of the comment content; it offered no new information for this research.

Comments were gathered manually and saved in an Excel sheet. The biggest drawback of manual data gathering is that this method is slow and prone to human errors (Sormanen et al. 2016, 60). Furthermore, during lengthy manual data gathering, the information available can change or it can become unavailable (Sormanen et al. 2016, 60). This was visible when going through lengthy chains of comments.

Facebook feed would show, for example, 15 comments or replies to a post or to a comment but when clicking 'read more comments' it would not always show exactly the amount of comments announced. At this point, visible comments were counted in and the total number of comments was ignored.

All three monitored Facebook pages were liked by the researcher. However, in this research the researcher did not involve herself in any action with the Facebook pages monitored; except liking the pages but not liking any posts or making any comments on the posts.

4.3 Data analysis

First, data gathered in organization specific Excel sheets, including 1,172 comments, were read through. After multiple times of reading through the comments preliminary patterns could be identified. Next, all comments were colour coded on the organization-specific sheets by the tone of the comment (positive, negative and neutral).

After colour coding the organization specific sheets, tone-specific sheets were created in order to place all positive, negative and neutral comments on the same sheet. This facilitated counting the total number of comments, and made it easier to concentrate only on one tone at the time. After this, comments were grouped by theme and issue found with the same method: copying it into issue-specific sheets.

During colour coding keeping a memo up to date even on the smallest of observations was vital; already when looking merely at the tone of the comment, possible categories of topics were written down on post-it notes and placed on a mind map, and at the same time on the Excel sheets.

All comments were marked either positive (green), light red (negative) or beige (neutral) (see figure 5). In addition yellow was used to mark the comments, which were unclear and to be categorised later and purple for the official United Nations representatives' comments.
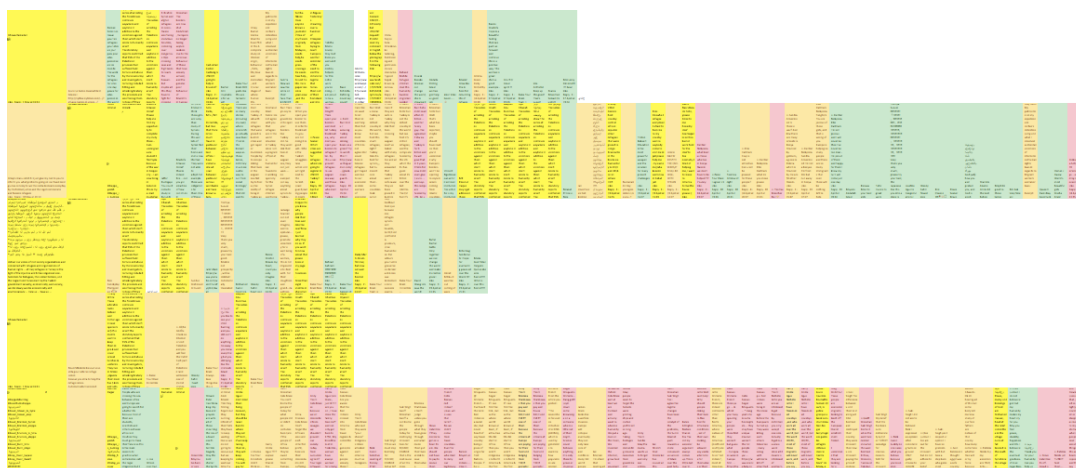

Figure 5. Some of the UNCHR comments colour coded

In the second phase keeping the research questions in mind helped in forwarding the research. What made the first round of colour coding time-consuming was that all comments were marked. At this stage irrelevant

comments (for example tagging someone's Facebook friend with no other content in the comment as this offered no information of the content of the comment) were excluded. As a result, the final sample consisted of 705 comments in total to be analysed (see table 2).

Table 2. Status updates in total, comments in total and comments analysed

Status updates in total	70
Comments in total	1,172
Comments analysed	705 (60,1% of total)

After this separate Excel sheets for 'positive', 'negative', and 'neutral' were created (see table 3).

Table 3. First stage of analysing and categorising

NEUTRALS	POSITIVE	NEGATIVE	UNCLEAR
Tagging a Facebook friend Stating the obvious and not adding information or providing their opinion	Positively commenting the status Thanking either organization or other Facebook users Supportive emotjcon (a heart or thumbs up icon)	Demanding for help and accusing Not in direct contact with the issue but yelling out their very negative comments	Asking for help with no hate Accusing but no hate Suspected fake / robot Asking something from other Facebook users Donations and commercial content

Coding was complicated by the fact that Facebook's automatic instant translation does not provide the exact tone of voice, and the cultural background can create misunderstanding especially when labeled as positive or negative comments. For instance, commenting about a dignifying way of dying might provoke immediately a negative effect to the western user but for someone from another background it might be a positive comment considering the context.

Hence, negative and positive comments were sometimes difficult to categorise. When a negative comment was given it was easily marked first as a positive because of its tone, but after a second or third reading it became clear that it was a negative one.

After the first coding round, the coded sheets were read through again. When going through the material for a second time, it was noted that some at first as negatively marked comments needed to be moved into the neutral category,

so going through the whole material again was needed after the first round of categorising.

After colour coding the researcher already had gained an understanding about the issues, and additional Excel sheets for issues were created and comments were copied into them from the organization-specific Excel sheets which were colour coded to indicate the tone of the comments.

At this stage the colour coding was excluded and issues were detected. First, subcategories emerged, such as economic migration, refugees and asylum seekers. These were grouped into a theme 'refugee and immigration'. Altogether 11 different subtopics were found (see figure 6). However, they were not all clearly humanitarian issues and some of the comments were overlapping. Instead of announcing 11 'issues', more categorising was needed. Three categories were created to group the comments as follows: issues, geographical scope and type of the comment.

Figure 6. Topics presented on a mind map

Even though colour coding was more time-consuming than expected, it paid off: it was a visual way of seeing instant results. With the colour codes already on the comments it was easy to visually draw results of which issue was handled in a positive light or in a negative one. For instance, the sheet 'education' was mostly coloured green.

Longer discussions (comprising over 10 comments) or otherwise interesting debates were copied on separate sheets not to break the conversation in between the comments.

What made going through the data a slower process, was the amount of video links and the variety of languages. As the content of the links were regarded part of the content of the comments all the videos were watched. Not all could be understood though as they consisted of many languages without any subtitles, so they were considered only when categorising into positive, neutral or negative.

5 RESULTS

In this section the findings of this research are presented. Chapters 5.1 and 5.2 answer the first research question on what humanitarian aid issues are identified and chapter 5.3 the second research question on the role of the Facebook page administrator.

5.1 Humanitarian aid issues

In this research, total of 705 comments analysed were categorized into three different groups: 1) humanitarian issues, 2) geographical scope and 3) type of the comment (see table 4). These results are presented in this chapter in order by the number of comments gathered.

When it comes to finding which humanitarian aid issues emerged on these three Facebook sites, it is clear that discussion related to refugee and migration clearly rose with 16,2 % of the total amount of comments (see table 4).

Table 4. Themes and number of comments

Issues (comments)	
Refugee & migration	16,2% (114)
Human rights	4,4% (31)
Education	1,4% (10)
Terrorism & war	0,99% (7)

Type of the comment (comments)	
Direct to the UN	11,2% (79)
Asks for help	5,2% (37)
'Truth tellers'	2,6% (18)

Geographical scope (comments)	
Syria	11,9% (84)
Brazil	10, 9% (77)
Palestine & Israel	4,4% (31)
India	1,1% (8)

Refugee and migration related discussion is here seen as one issue, as the comments and Facebook users themselves clarified the differences between these concepts, as they were mixed by many mainly negatively commenting users.

> *'This story tells the really hard choicez people have to make to up root a leave their former lifes and friends to embark to the perilous journey to Europe. Very Sadly they often do not surive the journey.' (UNHCR 14.4.2016.)*

The terms immigrant and immigration, asylum seeker and economic refugee were commented about. Issues such as comparing situations between countries and their ways of dealing the current situation, and using of assets were talked about.

This was an issue that activated most comments and created emotions; people drowning and a cry for humanity and understanding were mentioned in several posts. Direct death wishing also occurred. A negative tone towards other Facebook users too was seen here; previously positively commenting user could turn their tone of voice to a whole different level and attack verbally others that were not like-minded.

> *'WOOOOOP.....dead illegals.....More well fed fish....unless they are fussy about what they eat' (UNHCR 23.4.2016.)*

Also the topic of human rights was to be grouped as an issue, as many refugee comments also took human rights into consideration. Most human rights comments were neutral in tone with fact stating content. Some accusations naturally came along but mostly the discussion was civil.

Education was an issue that was dealt with by only positive and neutral comments. Terrorism and war were mentioned in seven comments altogether.

When observing the types of the comments, direct comments to the United Nations earned the second biggest share with 11,2 % of the total amount of comments analysed. These comments appealing to UN officials can be divided roughly into two main categories:
1) help seekers.

> *'am frin iraq but now am wait the bordier" "Please I want to talk with one of the officials But in Arabic..' (UNHCR 20.4.2016.)*
> *'So what time my turn, UNHCR I'm waiting from 4 years' (UNHCR 8.4.2016.)*

2) job and or volunteer applications.

> *'I have sirian blood i apply on your job page sometimes....im very interesting to work for you with refugees but you never have answer me and never pay attention to.me …' (UNHCR 7.4.2016.)*
> *'When you will answer about my apply to work with you ?? YOU never have sent. To me any answer i wanna WORK WITH REFUGEES!!!' (UNHCR 14.4.2016.)*

Also thanking and critique towards UN organizations and officials were posted.

Direct requests for help stated the situation and need straight to the point. Most of the comments were neutral, not blaming. A couple of users were spotted to copy and paste their story and cry for help, from one status update to another with little response.

> *'Hello I am a Yemeni refugee in somalia I live with my family a hard life here because the UNHCR branch doesn't support us here please help us we don't have shelter or education or health care also we don't have jobs please I need help me and my mother we have health problems please help us please we need help' (UNHCR 1.4.2016.)*

'Truth tellers' tended to link to a local news broadcast and blame news media of not telling the truth or UN organization not giving enough attention. Some

of the links they provided consisted of material with video links of victims of war or children in dangerous places, e.g. playing near artillery.

> *'Six-year-old Afghan girl Setayesh Quraishi stabbed to death and dipped into acid after being sexually abused by an Iranian youth in Varamin city of Iran. The incident took place a few days ago but all Iranian media outlets have refused to cover the incident. We ask your organization and other international partners concerned to follow up the case.' (UNHCR 11.4.2016.)*

Geographically observing especially two countries reoccurred multiple times when considering the number of the comments: messages related to Syria (11,9 %) and Brazil (10,9 %). In the case of Syria and Aleppo related messages it was found that most of them were the same copy and paste hash tag content translated into multiple languages creating lengthy comments.

> *'#Aleppo_perish. #Aleppo_is_burning' (OCHA 25.4.2016.)*

The same tendency could be seen in the Brazil comments too. Hash tag content with copy paste content rose from the data collected.

> *'#StopCoupInBRASIL #DilmaFicaAté2018 #StopCoupInBrazil #SOSCOUPBRAZIL #golpe #ALutaComeçou #DilmaDenunciaOgolpeNaOnu' (UN 20.4.2016)*

Palestine and Israel also had their part but there was mainly one lengthy copy and paste content that was posted multiple times. Geographically also India rose from the comments as an issue on its own with most of them dealing with human rights violations. These comments rarely had any relation to the status update.

What also stood out in the content of the comments was that:

1) several issues were pointed out by a large number of people copying and pasting the same text content, such as the Brazil or Syria related hashtag comments.

2) the same message is posted by the same Facebook user multiple times but never twice to the same status update.

> *'I am a brazilian woman and want to say Dilma is a honored and legitimate president. There is NO crime against her. She has been suffering state coup and it is very important that ONU helps us against this coup.' (UN 22.4.2016)*

3) a couple of Facebook users were active in their commenting but it quickly turned out they were twisting and turning the same positive comment with no real core message and posting it wherever. For instance, a user with no real name posted as an organization mainly 'great' or 'I totally agree'.

5.2 Amounts of positive, negative and neutral comments

When it comes to the tone of the comments, it was found that there was a clear difference in the amount of positive and negative comments (see table 5). As expected, more than half of the comments analysed were positive (55,5 %) amongst the 705 comments analysed altogether. Negative comments were to follow with 24,8 % and almost one fifth were neutral (19,7 %).

Table 5. Results in numbers.

Status updates in total	70
Comments in total	1,172
Comments analysed	705 (60,1% of total)
Number of positive comments	391 (55,5%)
Number of negative comments	175 (24,8%)
Number of neutral comments	139 (19,7%)

Positive comments were mainly related to the status update thanking the UN organization or stating something positive about the status update or just an emoticon with no actual text content.

> *'YES! Pleading paper free Education. End Quality education Resources DIVIDE, we can do it. #OneWorldOneAcademicLibrary compassionate but also economic and environmental friendly alternative. Everybody grows equally in knowledge and develop! Who holds it back? DIGITAL stands highest education motivation for youth!' (UN 23.4.2016.)*
> *'You are doing a good job thank you unhcr' (UNHCR 8.4.2016)*

Most of negative comments were related to the refugee crisis at hand during the monitored time frame.

> *'So.what. they come here and get free money houses etc. What about we look.after our own people?' (UNHCR 23.4.2016)*
> *'All of them go back at home and help at home as soon as possible.' (UN 14.4.2016.)*

One user stood out from the crowd with active and only strongly negative comments towards refugees. When most negative or critical comments were aimed at refugees, it also showed distrust towards humanitarian aid actions.

> *'Terrorist scum. They all need to be deported. Along with the fools who sponsored them.' (UNHCR 7.4.2016.)*

Also terms refugee and migrant were mixed among the negative comments that stood out. Mostly neutral comments were pointed out to clarify this misunderstanding.

> *'so called economic refugees' (UNHCR 23.4.2016.)*
> *'You mean economic migrants.Not refugees' (UNHCR 23.4.2016.)*
> *'A refugee by definition is someone fleeing war persecution or famine in the closest safe country. Once you move out of that country to another safe country without any official papers you automatically become a illegal immigrant.' (UNHCR 17.4.2016.)*

When comparing the three Facebook sites it appears there were few positive comments towards humanitarian aid on OCHA's Facebook page. Most of the comments appeared neutral. It was also discovered that whenever there was a positive comment also a negative comment was found – so no status without one or the other**.** Neutral and negative tone then again followed several statuses without a positive, and this was seen in the two other sites too.

Positive comments were more often more concise when compared to negative ones; a simple smiling or heart holding emoticon was often the case whereas negative comments had more text to them and rarely just one icon expressing what was to say. Lengthiest in text were the neutral ones.

On the UNHCR page there were clearly more positive comments towards humanitarian aid but also the most clearly negative and ill-wishing comments were found on this page. Whereas on the UN site most of the comments were neutral and when looking at status updates the comments posted by Facebook users were either neutral and negative or neutral and positive. It is as if there was a tone set within the first opinions and the crowd 'followed' the first opinions.

When looking at all comments, a majority of the positive comments are referring directly to the status update with a short message with couple of words or an emoticon.

> *'We love unhcr'(UNHCR 10.4.2016.)*
> *'Good job. You deserve it.' (OCHA 15.4.2016)*

Negative and neutral comments were more often to be off-topic, more conversation creating and sometimes even seen as 'shouting' your own opinion out aloud compared to the positive comments.

> *'As if home grown rapists are not enough' (UNHCR 21.4.2016.)*

> *'Terrorism undoubtedly the second biggest problem to gripple the humanity has indeed proved to be a blessing in disguise. Wondering how? Lets consider this after the second world war the world had to cope up with the cold war. Two most powerful nations had daggers drawn at each other . Countries after their liberation seek for parental guidance and thus join one of the two blocs. --- First terrorism will be rooted out paving way for a more fearless and happy world and second regional disparities will peter away laying the foundation for an amicable and hospitable world' (UN 8.4.2016.)*

5.3. Role of communication of the Facebook page admin

When it comes to the Facebook page official administrator, it was clearly visible that none of these three case organizations responded publicly to any of the issues emerging on their Facebook page. Whenever the organization was addressed directly, only few comments were replied by other Facebook users, never by the page admin or UN official.

With these three case organizations, the organizational role is to provide information with their status updates but not to raise dialogue with the Facebook users. There was only one comment found made by the Facebook page admin on the page and even that did not answer to any of the direct questions set to the UN.

What comes to moderating Facebook page comments, it also showed that even though all of the three case organizations reserved the right to delete offensive comments, not all abusive ones were deleted. For instance, racist remarks were found. One Facebook user stood out with several only racist hate messages.

> *'These terrorists need to be deported. Torpedo any boats approaching Europe that carry these scum' (UNHCR 4.4.2016.)*

6 DISCUSSION AND CONCLUSIONS

The purpose of this research was to find out what humanitarian aid issues emerge on organization's social network page and how the organization is involved in these issues found. Data, Facebook users' comments, was collected on the Facebook pages of three case organizations: United Nations, United Nations Office for the Coordination of Humanitarian Affairs and United Nations High Commissioner for Refugees.

The results of this study show that there were four main humanitarian issues detected based on the data collected: refugee and migration, human rights, education, and terrorism and war. In addition, three different types of comments were identified and geographically four topics found. These were direct messages to the UN, asks for help and 'truth tellers' and Syria, Brazil, Palestine and Israel, and India. What comes to the tone of the comments analysed, 55,5% of all the comments discovered were positive, 24,8% negative, and 19,7% neutral.

What comes to issues, refugee and migration gained most of the comments in numbers. This followed naturally the state of the current refugee situation, boiling point Syria and especially Aleppo being on the world news headlines for months.

As Shao (2009,16) pointed out that user-generated content needs to be easy to use in order to gain users to express themselves through the medium. What stood out in more than half of all the comments being positive, that it was an easy way to express yourself with just a concise comment; couple of clicks, adding an emoticon and pressing enter - you are showing to your Facebook friends that you are a caring person and interested in humanitarian issues.

Also copy pasting comments and the surprisingly cast use of just hash tag content supports this notion: it is quick and easy and still you are expressing something you believe in.

Self-expression relates to how people try to control the impressions people around them have of them (Jones & Pittman 1982), so adding an emoticon might be Facebook user's own impression management, instead of or in addition to showing genuine support. What is the value of this positive engagement?

This is a study case that could be measured in business metrics; what is the amount of positively engaging Facebook users' monetary investment with the organization that want to be positively engaged with it? Or are they already investing in it and as a satisfied 'customer' showing their satisfaction in engaging publicly with the organization?

Based on these results it is possible to state that more than half (55,5 %) of those Facebook users commenting are positively engaging faith-holders (Luoma-aho, 2015). They spread positive content on the organizations' Facebook page and want to share this with their own Facebook friends as well. 24,8 % of comments analysed being negative shows that there are many hateholders (Luoma-aho, 2015) using the case organizations' Facebook pages as their arenas.

When looking merely at the numbers of positive and negative comments a conclusion could be made that based on results of this study the case organizations enjoy legitimacy. Even though there are many Facebook users only consuming content, not producing it themselves, in general the big audience (lurkers) are less optimistic and less positive than those who post (Nonnecke et. al. 2006, 7), so they belong somewhere in the middle with their opinions.

For non-profit organizations faith-holders and hateholders influence how they are perceived. Surprisingly, these stakeholder groups are not responded to. Conway et. al. (2015, 1078) pointed out that reputation for non-profit organizations is very important as it affects their legitimacy and strongly influences the amount of support they receive from the public.

For the case organizations this study proposes that they start monitoring their Facebook pages' comments to gain more trust. If they continue providing their own media environment as an arena for hateholders, they could give the impression they actually do not care about the number of hateholders on their

own Facebook pages. Also, ignoring faith-holders does not give the most caring and engaging impression.

Three different types of comments were identified in the results: direct comments to the UN, asks for help and 'truth tellers'. Heath (1998, 288) reminds about the possibility of dialogue already existing with those in need – even the poorest can join in playing an important role when discussing global issues. It is already quite common for the people in developing countries to have access to the internet on a daily basis these days.

However, surprisingly direct requests for (anyone's) help received little response. It might be that they were taken as fakeholders (Luoma-aho 2015), especially if the same comment was posted multiple times – this occurred with a couple of the active help seekers asking for more information on asylum seeking, for example.

Another fakeholder-related observation was made: it was noted that these copy and paste hash tag comments did not raise a big number of comments; they were ignored by the majority. It might be that the same message is posted by real people at large with good attentions but lack personality and more overly reminds robot-like action and therefore is ignored. Often it was also just a number of hash tags with the same word translated in many languages that was repeatedly posted over and over again to the status updates/posts. Perhaps they were (suspected) fakeholders too, in the eyes of a majority of other Facebook users and therefore ignored.

The amount of negative comments shows that there is a tendency for an organization's Facebook page to appear as one of the issue arenas as the comments are also critical. More than just a negative tone of voice but clearly hate messages were posted too; this gives the impression that the moderation of the page(s) is mild and the official administrator does not involve itselves at large. The need for one appointed person to be in charge of social media (Schwedel 2013, 16) was earlier discussed and a reason for poor moderation might be lack of human resources.

For further investigation it would be interesting to find out what is the reality when moderating these cases: is it all there, and what is publicly shown on these pages, or in other words what is the real amount of comments actually hidden or removed.

As Vos et al. (2014) mentioned that actor roles differ, thus United Nations can act as an initiator or mediator. United Nations' role according to this study

and its results, shows to be an initiative role. The case organizations act as initiators and discussion openers but do not follow up or monitor the comments that follow their status updates. It might be due to their resources or due to the fact they do not want to create two-way communication with their Facebook users.

All three case organizations claim on their Facebook pages that they do not tolerate any abusive messages and that they will be deleted. However, amongst the negative comments many hate messages occurred and also certain people posting the same hate messages were discovered. This shows that either the Facebook pages and all the comments posted there are not monitored thoroughly – again the question of lack of resources arise as these abusive comments are not deleted or abusive users are not banned.

As Daejoong et al. (2014, 5) and Waters et al. (2009, 106) already pointed out that non-profits are not using their social media channels to their full potential in building a dialogue, it is proved in this study to be still the case as only one comment was made by the Facebook page administrator amongst all the 1,172 comments gathered.

It might be due to the lack of human resources; replying to individual comments can be a very time-consuming task to handle. UN taking an initiative role might be due to this fact. A social media page can quickly turn into a customer service channel – at this case serving the end-user more likely than the donors that should be served in order to gain and keep funds, as harsh as it might sound.

All in all, it would be interesting to expand this research into finding out who the people and what their backgrounds behind the comments are. However, researching social media and related research topics have many challenges; no one is currently capturing this evolutionary process, making it impossible to retrieve exactly how a platform such as Facebook is looked at in the time of a particular study and to check which features were present at that time (Weller, 2015, 282).

To improve this research, it would have been interesting to combine it with an intercultural communications researcher to broaden the understanding of different backgrounds of people posting their comments; what is said in between the lines.

It would be interesting to also study more thoroughly the relationship and modeling between negative and positive comments and if there is a pattern or

model to be seen how they form and affect one another. Also, discovering the impact of the case organization neglecting abusive comments on the organizations brand would be a topic to research.

The hash tag content usage could be a current topic to study more – is it a movement, what are the objectives and what is the time frame it has been and will be used? The period of data gathering could take place also during different time periods to gain more variety in topics discussed.

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