

## Particularities of Creation and Promotion of New Ideas in Social Network Space

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**Abstract:** The article addresses the key issues of current goods and services consumption, the author emphasizes that increasing choice reduces active time of the consumers and only new and unusual idea can draw their attention. Referring to the works of famous marketing specialists the author gives grounds to formation of new consumers' values and pays readers' attention to the fact that ideas of abundant consumption or the consumption "to show everybody that you can have it" go out-of-date forever giving the way to new type of consumption which is based on involvement of the consumers into life of civil society. In current conditions unusual solutions are the main condition of getting high additional value; innovations provide main impulse for future development. But any process - cultural, educational, industrial or communicational - must be supported by organic integration of traditions and innovations, only in this case it is development-oriented. The role of virtual social networks in the process of formation and promotion of new ideas is illustrated in the article and the particularities of content formation exemplified by the most popular social networks are shown.

**Key words:** Consumers' values • Unusual ideas • Traditions and innovations • Social networks • Dragonfly effect • Content

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### INTRODUCTION

Every day the consumers of goods and services pay less attention to constantly growing supply. Ordinary products and mass advertising blunted people's perception to such extent that they stopped to respond the calls of mature markets. In the same time it is well-known that unusual product can easily attract attention. The consumers immediately feel when something new is created, all the rest goes automatically. You just need to create "prominent" product, which will ignite brightly against the background of everyday diversity. American marketing specialist Set Godin points out reasonably that so called "Purple Cow" forms new "P" [1].

Constantly changing world makes us to become super-sensitive to the changes and try to find solution to a new problem formed in obvious disproportion between increasing supply and reduced active time of the consumers.

**Changing Sense of Time:** Today time flies much faster than it was yesterday, in experts' opinion, 24 hours pass as 16 hours. In fact we have already lost 1/3 of all time of

our life and half of our active life. The speed of all processes has increased greatly - in the beginning of XX century the ideologists of scientific and technological progress promised us that with broad use of mechanisms and automatization of the production the duration of working time will reduce and we shall have more free time. But the reality was quite different from what was desired and by now we observe paradoxical situation: choice of goods and services is constantly growing and active time of consumers is reducing!

Numerous products-clones made a man completely insensitive to supply, only interesting goods and services can go beyond this "exclusion zone" which correspond to new ideas of consumers' value.

### **New Consumers' Values and New Channels of**

**Distribution:** We must recognize that the techniques of traditional marketing in new informational reality do not work at all. Futurologist Rolf Jensen explains it by the fact that we have already entered new society - Dream Society - where "services and goods will appeal to our hearts, not to our heads" [2].

For more 2 decades we are live in severe and pragmatic information society but in XXI century this severe information pragmatism will give a way to free creative activity. Studies of growth sources of future consumption showed that it will be predominantly intangible. That is the reason why manufacturing companies must propose methods and techniques of work at new emotional markets. Two components here are in focus: new consumers' values and new distribution channels.

Talking about new consumers' value it is worth mentioning that its utilitarian component will remain but it will have no decisive "voice" in the process of product choice. The purchase decision will be influenced by a story or legend associated with the product. Stories, myths and legends about goods, services, sights, events will become new component of their consumers' value. Apart from that they must be presented in a skillful way, they must express significant social idea: help people, protect animals, keep cultural and historical heritage - what is cherished by millions of people! Ideas of abundant consumption or consumption to show others that you can have it give a way to new type of consumption based on involvement of consumers in active social life.

In the same time the supply of goods and services formed on the base of new consumers' value needs new forms of promotion. Reliable tools of marketing - advertising and PR becomes ineffective and sometimes does not work at all. New interesting ideas, on which supply is based are like viruses, they are easily moving in virtual space of social networks. [3].

Process of promotion of new interesting ideas in the market becomes complex and multi-dimensional [4].

On the one hand consumers' community get information about goods and services, sights or events which itself is a product, on the other hand marketing specialists are using social networks to study consumers' interests, minimizing in such a way costs for conducting marketing research.

**New Ideas as the Result of Innovation Process:** Professor of Stanford university, Robert Sutton claims that it is stubborn persons and losers who invent new solutions! This is a quite revolutionary conclusion of a scientist presents staff problems in a new perspective. And if off-standard solutions are the main condition for obtaining high additional value then it is an idea or innovation which becomes an impulse of future development [5].

Innovative ideas are generated not by good employees who accurately implement their directors' decisions but "uneasy" people, so called useful losers. At present time creative approach to business is based on use of traditional ideas in new and sometimes unusual form. Sometimes in order to find out original ideas you should not invent them, for this you must just pay your attention to strange, non-practical and even funny things. In the same time focusing attention on unusual things is a particular feature of the children of pre-school age which was illustrated by child writer K. Chukovsky in his book "From 2 to 5", or unusually thinking "gadflies" whom all employers so desperately try to avoid of. But creative approach to problem solutions to some extent excludes traditional ways even if they are considered efficient. You must take into account that very often efficient ideas or rational methods of solution - are everyday and understandable for most people methods. They are trivial because they lie on the surface and that is why hinder free creation.

Human brain tries to use its efforts in habitual ways first which have been tested and proved to be successful avoiding innovative solutions. Successful people follow the logic of their successfulness and what's the purpose for deviation from known way? What do you get by this? Only new and sometimes discomfort conditions make them find way-out - this is first condition for innovations.

Besides that innovative solutions can not be generated by old teams, which, as a rule, got stuck in the past and the present. Innovation variants of solutions are usually proposed by the people who work in teams placed into new unusual conditions. That is why they try to find new and unusual solutions of traditional tasks. Here we must emphasize that many successful ideas (from simple mechanisms to super-powerful computers) appeared as a respond to difficult situation. Discomfort sometimes becomes inevitable and desirable part of innovations.

**Any Tradition Is a Yesterday Innovation:** In order to understand the nature of new ideas better you must learn traditions which itself is a necessary stage of targeted changing of existing reality. Tradition in ontological sense is not keeping or changing but something constant inside changes, in development, absolute in relative, eternal in temporal [6].

In creative process traditions and innovations are the key components where tradition is a basis, a condition for innovations' appearance - reaction to internal and external changes. Any process: cultural, educational, industrial or communicative must be supported by integration of traditions and innovations - only then such process is oriented to development.

Traditions as stability factors are important but stability must not become something frozen forever because steady state can not be ideally stable. You should take into account that always there is a threat of appearance of negative factors which sometimes can be very aggressive. As a rule, these unknown for traditionally existing system factors oppose to it some innovation which is able to substitute existing tradition.

Thus, appearance of social networks in virtual space transformed traditional communicative process. We did not stop to communicate, feel, help and support each other. But we started to do it in another way using modern information technologies and platforms.

**Social Networks: Traditions and Innovations:** It is quite obvious, that popularity of social networks grows quickly. Every day new social networks appear and the old ones go out of use forever. Official Russian statistics shows that 55% of the Russians use Internet and in Moscow and other big cities this figure is for 1,5 times higher. In accordance with VCIOM (All-Russian Public Opinion Research Center) data about the leading networks are as follows:

- Class-mates -73%;
- In contact - 62%;
- My world - 31%;
- Facebook - 18%;
- Twitter - 9%.

(the share of other social networks' users is 6% [7].

The number of Twitter and Facebook users grows especially quickly. Also the time of being in the network grows - (13 hours per month at average). But the time of being in the network does not provide productive activity and in this connection we have to ask: How to make this occupation socially useful and productive for social networks users? It is known that this problem can not be solved by force and therefore it is necessary to invent opportunities how to use social networks to provide positive shifts and social changes.

**Social Networks and "Dragonfly Effect":** Jennifer Aaker and Andy Smith in their book "Dragonfly Effect: all about cool promo-campaigns in social networks" proposed their own variant of formation of designer's thinking and realization of creative approach with the aid of social networks. Numerous network communications in their

opinion must be organized in the form of "wave effect" based on transferring of constructive impulse to big number of people and getting feedback from them [8]. In marketing wave effect which passes the impulse allows to commercialize an idea because it increases purchase activity through interest of people in breakthrough idea, important event, unusual fact etc.

In social processes wave effect passes creative impulse to big number of people. With wave effect created through social interaction, even small businesses finally results in big changes, which can be positive and negative. In order to achieve positive shifts the action which is in epicenter must be filled with creative essence! Attracting people in order to make them leave a click or a like on some photo - this is a boring thing. But social networks is a tool and you must learn to use it productively. Social networks should be used for creation of something meaningful on the base of coordinated actions (dragonfly effect).

Dragonfly - the only insect able to fly in any direction with the same speed because all 4 wings work in coordinated way. This effect is distinctly observed in the operation of social networks which illustrate the importance of coordinated actions. Energy of involvement is able to promote ideas and solve serious tasks. Interesting solutions which are generated by talented and skilled people group them together. Phenomenon of this effect is that all these people do not know each other personally and live in different parts of the country or even our planet but they are put together by common aim which must be achieved by all of them. But energy of involvement does not appear from nowhere. It is very important to tell to a big number of people a fascinating story, fill it up with all persuasion force making the narration emotional and contagious.

And message must touch people's heart, mobilize people for good deeds. Let us consider dragonfly effect in Figure 1.

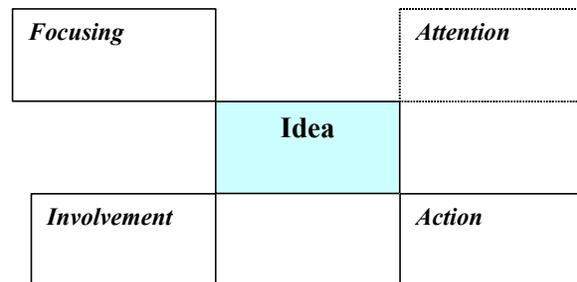


Fig. 1: Dragonfly effect.

Demonstrated effect is based on basic components which are intrinsically connected by key idea:

- Focusing - selection of target;
- Attention - breakthrough... information noise
- Involvement - creation of personal link and receiving emotional feedback to idea;
- Action - to organize people for actions, development of the program.

Example: Eared seals in Mokhovaya-bay



Business Kamchatka

*Our little or, on the contrary - big - brothers more that 20 years returned to isolated pier in Mokhovaya-bay choosing it as recreation place. In fact there are only 2 places in the world where eared seals settled their "resorts" in the city, side by side with people.*

*This is Petropavlovsk and American city Seattle!*

*Apart from wild beaches eared seals can live here in winter in safety and people get an opportunity to watch them without any objection. But sometimes visitors threw stones and bottles at them, shot pneumatic weapon, make their dogs attack them. It made eared seals move to the beach in Chavychnaya-bay - this is a safer place. It adjoins the water-treating facilities of Petropavlovsk water reservoir, where no strangers are allowed to enter. But the inhabitants of the city try to penetrate there again, scaring the animals. Several regular "scaring campaigns" more - and the animals leave this place too.*

*The winter is at the gates - people, please be rational - because very soon there will be only one city beach for these beautiful animals and unfortunately it will be not Petropavlovsk!*

**Comments:**

Eugene Marenko

They are beasts, not people! I would put them in a cage in the Zoo. In order to stop national shame.

September 23 12:30

**Katerina Lesna:**

Not so long ago somebody proposed to organize a beach for sivuches - so that those non-people will never get them.

September 23, 13:59

**Olya Maximova:**

I propose to shoot people who attack eared seals and make dogs attack them

September 23, 14:54

**Alena Bulgakova:**

They must be punished and the places like these must be guarded as restricted area.

September 23, 14:55

**Anya Senina:**

Hate such people who abuse animals...

September 24, 6:15

Dober Beck

Today was there and was terrified - the place is concrete bed with protruding iron rods! I am just shocked! I myself from Bashkiriya [Bashkortostan] and if we had an opportunity to watch such animals in freedom! This would be beautiful! I am sure that they would be better in my native place!)))

**Content Quality and Social Networks:** However in order to make the most useful and socially significant idea available for many network users you must have skills of content formation and promotion. Famous specialist in creation of electronic content Jakob Nielsen emphasizes that attraction of users' attention is based on focus on something interesting and in the same time this "something" must be presented in a good way in the network [10]. This proves that content formation is professional activity.

Let us consider how the content is formed in the most popular social networks as exemplified by the visit of Akhun mountain in Sochi-resort [11] (Table 1).

Particular features of content formation in different social networks are obvious and are determined not only by requirements to the basic platform but by the list of network community, interests and inclinations of whom you can study by media-content.

Table 1: Content formation in social networks

| n/n | Social network   | Content's particularities  | Content example   |
|-----|------------------|--|---|
| 1.  | Twitter          | <br>Brief information about some fact or event  | <i>I am climbing Akhun mountain now</i>   |
| 2.  | In contact       | <br>Message to offer the users to form a group for some common action                               | <i>Join our group – we are climbing Akhun mountain!</i>   |
| 3.  | Class-mates      | <br>Message to share facts from one's life with friends   | <i>I can offer different photos: how we are climbing the Akhun peak; How we are standing on the platform of the Akhun tower etc.</i>  |
| 4.  | Facebook         | <br>Response, advice, invitation, recommendation  | <i>I recommend to look at the nature from the top of Akhun tower</i>  |
| 5.  | Linked.in        | <br>Messages oriented to co-thinkers and professionals   | <i>I can tell well about what peaks are seen in panorama from the sight platform of Akhun tower</i>   |
| 6.  | ZHZH-LiveJournal | <br>Message in the form of interesting emotional story based on personal impressions and emotions | <i>Having climbed the top platform of Akhun tower I was fascinated by the view of the sea and the mountains! Today the weather was sunny – I was lucky because in other weather conditions this view is quite different! You can take pictures of this magnificent view from such a height to depict unlimited potential of natural space..</i> |
| 7.  | Google +         | <br>Message focused on specific person  | <i>I am Google user who likes to climb the peak of Akhun mountain</i>   |
| 8.  | You Tube         | <br>Message inviting to see some event in on-line mode  | <i>Look at me – I am climbing Akhun mountain!</i>   |

Summarizing all said above it is worth mentioning that creative ideas very often appear in non-standard and even difficult conditions spreading in social networks with instantaneous speed; they instantaneously die or, on the contrary, cover millions of people thanks to wave effect. All depends on what is put into message which can be compared with playing musical instrument - correctly played note easily and freely goes into space but a false note sinks not being heard by anybody.

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