المحتوى الإخباري على صفحات مواقع التواصل الاجتماعي: دراسة في الممارسات الرقمية للنشر على صفحة فيسبوك جريدة البلاد

Informative content on social media pages: Study about digital practices on Facebook page of El-Bilad newspaper

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الملخص:

أصبحت الممارسات الرقمية كتشكيلة أفعال مرتبطة بالتكنولوجيا وسيلة ضرورية في مختلف المجالات الاجتماعية والوظيفية، وهو ما ينطبق على الصحافة والنشر الإخباري الذين استحدثا كمفهوم وظيفي جديد للصفحات الاجتماعية والممارسة المهنية؛ توصف الدراسة باعتبارها دراسة وصفية تنتمي إلى بحوث وسائل التواصل الاجتماعي بوجه خاص، طبيعة الممارسات الرقمية التي تعتمدها صفحة جريدة البلاد في نشر محتواها الإخباري على الفايسبوك ومدى احترافيتها،ذلك أنه يمكن تصنيف هذه البحوث إلى نوعين: استخدام الوسائط الاجتماعية كأداة بحث والبحث في نشاطات ومحتوى الوسائط الاجتماعية نفسها. بناء على شبكة مؤشرات محددة لهذه الممارسات استخدمنا لأجلها أداة الملاحظة العلمية. كشفنا أن الصفحة لا تحسن استثمار التقنيات التي توفرها منصة الفايسبوك ولا تستفيد منها بشكل أمثل في تطوير الممارسات الرقمية للنشر وصناعة المحتوى، والتي تبدو متعلقة بشكل كبير بممارساتها الإعلامية التقليدية.

Keywords: . نشر رقمي – مواقع التواصل الاجتماعي – ممارسات رقمية – محتوى إخباري – فيسبوك -

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Abstract:

Digital publishing practices have become a necessary means in various social and functional fields, which applies to news publishing, which has created a new functional concept for social pages and professional practice; this study aims to describe the nature of digital publishing practices adopted by Journal El-Bilad on Facebook. Thus, use the virtual space of the social network facebook of El-Bilad newspaper as a research field; so we can classify this research into two types: Using social media as research tool & researching on activities & content of social media itself. The study revealed that the page does not improve the investment of technologies provided by the Facebook platform, nor does it make optimal use of them in developing digital publishing, which seem to be closely related to their traditional media practices.

Keywords: Digital practices – Facebook – Informative content – Publishing practices - Social media.

- Abstract in French:

Les pratiques numériques en tant d'actions liées à la technologie sont devenues un outil essentiel dans divers domaines sociaux et fonctionnels, et cela s'applique au journalisme et à l'édition des informations, qui ont été introduits comme un nouveau concept fonctionnel pour les pages sociales et la pratique professionnelle; la recherche, en tant qu'étude descriptive appartenant notamment à la recherche sur les médias sociaux, décrit la nature des pratiques numériques adoptées par la page du journal El-Bilad dans la publication de son contenu d'actualité sur Facebook et le niveau de son professionnalisme ; notamment, ces recherches pouvant être classées en deux types: l'utilisation des médias sociaux comme outil de recherche et la recherche sur les activités et les contenus des médias sociaux –eux même-. Pour réaliser les objectifs de cette études, nous avons utilisé l'outil d'Observation Scientifique,sur la base d'un formulaire grille, spécifique d'indicateurs de ces pratiques. L'étude a révélé que la page concerné n'optimisait pas l'investissement des technologies fournies par la plateforme Facebook, ni n'en faisait un usage optimal pour développer des pratiques numériques de publication et de création de contenu, qui semblent être étroitement liées à ses pratiques médiatiques traditionnelles.

Mots clés : Contenu informatif – Facebook – Médias sociaux – Pratiques numériques.

Introduction:

Social media can be described as social communication based on technology and characterised by interaction, participatory and cooperation; thus, it is a special type of digital communication that allow people to interact and share information (Cray, 2012)**.** Due to the increase of popularity of social media as channel to distribute news, it became a challenge to professional journalism; also, social media provides new ways of communication to audience in increasingly fragmented media scene, but it obliges journalists to balance between the personal logic of social media and the standards of professional journalism through a broaden perspective in which the switch occurs in the context of social media channels, from the logic of mass media to the logic of social media.

With the increasing reliance on social media as source of news, which many news institutions have realized the extent of the potential of social media as a press tool, where it used social media marketing to attract audience through the internet where new mutual coordination element appeared to show news, as evidences indicate that the adoption of newspapers to social media is positively linked to the increase in the number of its readers on the internet, and this link increases the size of the capabilities of social networks to enable newspapers to publish its news content through it.

Over the past decade, the web's balance point has shifted on virtual platforms from top to bottom forming the basic structure of the media in internet environment at present, which is placed on the main popular platforms on internet under the name "Social media" represented oftenly on various social networking sites, because social media is a rooted element in the web 2.0 to describe the development of platforms and new features and uses based on participation of users in the form of content, decentralization and the rich experience of the user with many diverse uses (Ariel & Avidar, 2015)**.**

Considering the intensity of use which is represented by the increasing demand on social media platforms especially on facebook, and many journalistic institutions are directed towards another aspect of digital practices by taking the advantage of these interactive and virtual spaces to spread and share the various news contents that are produced on the one side or adopt it as sources from another side, which can be used to form space of knowledge , and a powerful search tool according to its great potentials and its ability to provide a large raw of data and research tools, which is the research space that this study is

going to exploit by trying to show the size of the roles that are played by the facebook page of El-Bilad newspaper, and the nature of the various digital practices that appear on the page, in terms of the nature of news publications and its quality in relation to the manner and how that enables it to market these contents and gain the largest possible number of followers, in a way that reinforces the position of the press institutions in the virtual space, which facebook network is the most important aspect of it, so "What is the nature of the digital practices adopted by El-Bilad newspaper in publishing its news content through its official facebook page? "

Sub-questions

- What are the forms and the quality of news content published through the facebook page of El-Bilad newspaper?

- What are the sources of news subjects that appear through the facebook page of El-Bilad newspaper?

- What is the extent of the time dispersion for publishing news content, and what are the preferred time for the official page of El-Bilad newspaper on facebook?

- Does the facebook page of El-Bilad newspaper use labelling as a form of digital practice to increase page usage rates? and does it pinned news publication through it?

- What are the linguistic levels related to the publishing language for the news content of the facebook page El-Bilad newspaper?

1- Methods

This study uses the virtual space of the social network facebook of El-Bilad newspaper as a research field, since it is a fertile space to learn about the nature of digital practices of different news publishing practices, as the page contains news of different forms, contents and sources , and at the same time a powerful means because it provides multiple and innovative ways to promote news content ; and increase the possibility of make these contents reach the largest possible number of visitors to the official page of the newspaper, and therefore, an increase in the readability of the news contents that are produced by the newspaper. Moreover, this study sheds light on all digital practices related to the time factor of publication and the labelling of publications, which would ensure broad marketing for these news contents, in addition to the publication language, these are all important indicators to judge the extent of the page's success in promoting news content that is produced by the newspaper.

1-1 Study's scoope

The official facebook social page "El-Bilad newspaper" is the focus of this study, which can be reached at: "https://www.facebook.com/elbilad as a qualitative field of the study that was established in August, 2010 and it has almost 10 millions subscribers and followers which made it one of the most important and popular social media pages, that is followed in Algeria (according to the statistics done by the social bakers site which provides a global data base of social media and gives constantly updated statistics arranged in order by different categories including follow up rates) **(Social Media Performance, 2019)**.

In addition, the intensity of news content that this page publishes which is appropriate for the purpose of this study that aims to shed light on the aspect of publishing practices of news content through social pages and more exactly facebook, of media institutions in Algeria.

This study relied on continuous follow-up of the official page "Facebook" of El-Bilad news institutions through a period of time extents from the first of February to the last day of the same month in the year of 2019; the process of observing the various publications through the page was continuous,; daily, weekly and throughout the month.

1-2 Type of the study

This study belongs to descriptive studies in general, and it aims to study the reality of phenomenon and seeks to analyze and interpret it by collecting data and expressing it in terms of quantity and quality, and to search on social media in particular, as it is a form of research that uses data derived from the media sources **(Cooper & al, 2016).**

Through this study, in relation, we can classify this research within the framework of this environment into two types:

A. Using social media as **research tool** (such as using surveys on social media platforms).

B. Researching on activities and content of social media itself: Social media research is a new field of analyses, in which media is an area of research as data that can be collected differ from social media sources **(Walbring & Ödmark, 2016, p134)**, which includes:

– Frequencies as the size of posts that are posted on pages.

– User profile information.

– Various graphic, textual and video contents.

– Interactive content (such as comments and network information).

In this study, we relied on the survey method which seeks to record and analyze the various data of the studied media phenomenon; we also relied on the full scanning of all posts that appear on El-Bilad facebook page through continuous and uninterrupted follow up throughout the four weeks of February of the year 2019 depending on the categories designed in the study tool (format form).

1-3 Data collected

Medley-Rath **(Medley-Rath, 2019, p 1768)** confirms the growing importance of the collection of collected data that is acquiring from the use of social networking sites, as with the continued use of these platforms specially Facebook with the increasing number of active users through them. Also, the ability to benefit from the data created by the users of the social platform is increased whether individuals or institutions where the usage activities are concentrated extensively on the content creation process in all its forms written and visual, and attaching it to other activities with interactive dimension; therefore the potential use of data in its various forms provides different perceptions for different research in this field **(Alan, 2019)**

However, conducting scanning and analysis of the published content through facebook pages requires adopting the research methods that were used in traditional sources which corresponds with the research methods on Facebook pages, in which the study focused on monitoring the contents that appear on the Facebook page of the news institution (El-Bilad). We have identified the strategy related to collecting different data from the page, where nearly 1868 publications were collected over four weeks during the month of February; these publication of news type varied between 68 textual publications and 1168 pictorial publications, as well as, 632 video publications from internal and external sources which appear and updated continuously.

1-4 Study Materials

The study relied on the design of the form **(Franz, 2019)** in the form of **a note matrix** related to the various indicators through which the nature of digital practices of El-Bilad facebook page can be identified , as well as, measuring its performance in two basic ways:

– The first aspect: related to the quantitative aspects which are obtained from the qualitative dispersion, of publication across the page, through the calculation of repetitions and percentages daily, weekly, and during the month.

–   The second aspect: related to the qualitative aspects of digital practices related to publishing across the page, as the following categories were defined by a set of sub-indicators as follows:

Through the matrix designed in the table which is constituted of 09 basic categories to measure publishing practices, it contains sub-categories and 37 indicators,in this way , it is possible to provide a vision about the way of using social media "Facebook" by media institutions based on the nature of the data that is monitored and followed on a daily bases through the official social page and reading it statistically through the process of growing and quantitative discharge by calculating the number of

repetitions and then extracting the indicating percentages, so that we can put them in tables to be read qualitatively and analytically.

The qualitative measurement category of posting practices	Leading Indicators	The number
Type of posts	**National** Posts- **International** Posts	**02**
Form of posts	**Textual posts :** Text - Text + Link **Pictorial posts :** photo - photo + link **Video posts :** video - video + link - live broadcast	**09**
Topic of posts	**Political - social - economic – sports** **Security - cultural - health - recreational - religious**	**09**
Source of posts	**El Bilad Net** electronic newspaper – **El Bilad TV** **External websites** (news sites, social pages ... etc) - **the social page itself** (live broadcast)	**04**
Time of post	**Morning period - Evening period - Night period**	**03**
Time scale of posts	**Less than a quarter of an hour – from a quarter to half an hour - more than half an hour**	**03**
Posts Tag – Hashtags-	**Tagged posts- untagged posts**	**02**
Pinned posts	**Pinned posts - unpinned posts**	**02**
Language of posts	**Language of post titles:** classical Arabic - colloquial Arabic - a linguistic mix	**03**
Total	**09 categories of measurement**	**37 indicators**

Table N°1. Indicators List (Source: The authors)

1-5 Conceptual settings

1.5.1 Digital practices: New patterns of social practices

The practice is not considered merely preparations or knowledge systems but rather deals with it as concrete actions that people do using specific means (computers, mobile phones, texts...) in order to activate membership in particular social group; in these approaches the term practice is always used as countable name. "Practices" refers to what is observed and can be gathered or documented from events, actual human beings involved in them, relationships goals, actions, places, times, circumstances, feelings, tools and resources; therefore, it is very difficult from this perspective, to speak for example about "the practice of social networking" without looking at ways to implement these practices by individuals **(Jones & al, 2015)**.

We mean by "Digital practices" a variety of verbs that have tools related to digital technologies and have become known among certain groups of people as a mean of helping them to achieve social goals and create specific social relationships. The assumption behind this meaning of digital practices is that

thanks to the various media and materials that digital technology provides to people, it enables new types of social practices and changes the way people participate in relation to old practices **(Jiang, 2019, p 94).**

Digital technologies especially networks and sites have contributed to the emergence of new manifestations of communication practices among people, meeting their different needs and managing social relation among them by modern media and methods. Furthermore, it made transformational practices in various fields and professions among these are publishing and journalism that have become practiced in new patterns.

The technological revolution and digital platforms have developed techniques that have affected the features of the publishing process at several levels such as tools, sources, material shapes and how to select it, edit, modify, collect, document and deliver it to the target or potential audience; in addition to the publishing times that have benefited from the update feature as an example, rather, it go beyond that to feelings, overlapping circumstances and interactions practiced on a digital space; all this done by individuals and users in certain ways, in which, through of this study, we aim to show it.

1.5.2 New publishing: A new functional concept for social pages

Both Kaplan and Haenlein indicate that social media is a well-based platform that enable users to create and share content enabling subsequent interactions through internet with other users **(Kaplan & Haenlein, 2010, p 60)**; The benefits of use have varied in recent years, since users could access to massive amounts of content posted from all over the world which made social media an important platform for publishing and distributing, republishing news and contents that are accessible without restrictions.

Ulrika Hedman stated that the use of social media can fundamentally changes the ways of journalism and the professional roles of journalists. Due to the increasing trend of journalistic institutions toward relying more on social media, many journalistic practices have certainly changed and new practices have been implemented that use social media for general observation, research, and distribution of content and various forms of interactive and public conversation **(Hedman, 2016, p 04)**.

Therefore, the trend has become general for all press institutions to create official pages through various social media platforms, in order to enhance the presence through these pages and to increase opportunities of competition to reach the audience, which poses many challenges to these institutions, as well as, to the roles and practices of journalists through publishing everything they produce.

Friedman adds that through social media, individuals have become consuming newspaper news individually and not in packages such as newspaper or news programs on TV; therefore, it is important that every part of the content of social media should be improved, so that the audience not only reads or watches the materials, they comment on and share, but also interacts with them. If press organizations want to stay in the press, they must be able to make content sharable and interactable among people **(Djerf-Pierre & al, 2016, p 849)**.

2- Quantitative and qualitative analysis of the study

Posting on social platforms depends on many specific strategies that are subject to the nature of the platform and the goal behind creating pages through it. One of the preferred strategy is intensive publishing strategy that is greatly useful on twitter network, but not effective on Facebook because the latter has a special method in terms of relying on algorithms that differentiate between important and unimportant publications, in order to know what the user is interested in from the page's posts and then show them to a greater percentage of users and sometimes it can be noted that the page created by a user whatever his characteristic. it may only reach a very small percentage of users, and it becomes more clearer when the density of publishing on the page increases **(Ishita, 2015)**.

In the case of news pages on Facebook, multiple options are adopted in publishing strategies, one of these is giving more attention to publishing important and special news on the page, and the choice must be given to page surfers to discover the rest of the news that are available in multiple forms or by tracking links that lead to the site itself and not through the page itself, since the main goal is to link the Facebook page to access the newspaper's website or its news site which increase the readability of the contents on the news site with keeping the important posts visible on the social page **(Oeldorf-Hirsch & Sundar, 2015, p 240)**.

If all the news are published extensively, a large number of it will not have a good interaction from users, and thus reducing the number of the accessors to publication a result of this, the page does not spread significantly and those in charge miss reaching a wide audience in the virtual space.

2-1 Types of news publications on El-Bilad Facebook page

The chart related to El-Bilad page publication indicates the nature of the type of news contents that were monitored from the institutions Facebook page and the variation of weekly publishing rates over the month of February 2019.

The statistics shows that the third week recorded the highest publishing rates on the page, which is the period witnessed political changes and events that Algeria experienced as it reached 658 posts by 35.22 %, which the lowest was the fourth week in terms of publishing, as it reached 129 posts by 6.90 %, due to the political circumstances that occurred at the end of February, as well as, the interruptions of the internet which prevented the ability to publish a significant number of posts on the Facebook social page of El-Bilad.

On the other hand, from **Table 02**, data indicates that the page tends to publish intensively the publications of a national nature, which focus on showing news publications that cover the local and national news of the country, where national publications reached about 1643, with a percentage of 88% of all publications, while international publications related to major and prominent events have reached a total of 225 posts, with a percentage of 12% of the total types of publications. Therefore, regarding to the interests expressed by subscribers towards the page , as well as the circumstances that characterized the daily events. Accordingly, it justify the interest behind publishing more national news, to keep pace with events and support subscribers and followers with changes in situations related to geographical and psychological proximity as a news value on the one hand, and, the priority of national news comes at a rate that exceeds three quarters of the total content on the other hand, which indicates that El-bilad institution in general and its page on Facebook does not rely on multiple external and professional sources, especially subscriptions to international news agencies, for example, drawing news from it, as well as, sections of listening and viewing.

Table N°2. Types of posts on El-Bilad Facebook page (Source: The authors)

Month of February	Number of posts Every week	Types of publications			
		International		National	
		Freq	%	Freq	%
The first week	546	82	15	464	85
The second week	495	53	11	442	89
the third week	658	83	13	575	87
The fourth week	169	7	4	162	96
Total	1868	225	12%	1643	88%

2-2 Forms of publications on El-Bilad Facebook page

Social networking sites, especially Facebook pages, have become essential spaces for how to show various news through a mixture of publications of various styles, which justifies the increase in the effects of news that results from the reliance of news institutions on social media to ensure the spread of various

news contents, as evidences indicate That the adoption of news institutions to social media is positively linked to the increase in the number of readers in the virtual space through the Internet **(Bergström & Jervelycke-Belfrage, 2018, p 585).** In this regard, diversification in the forms of displaying news publications would contribute significantly in increasing the occasional consumption of these publications.

If we look at the nature of news publications on El Bilad Facebook page, we find it varies according to the nature of publishing on social pages in general, and Facebook pages in particular. Thus we find the following forms:

- ▪ **Text news publications:**

Text publications on Facebook page are forms of posts that appearing on the Facebook page of El Bilad newspaper, which represented only 68 posts from the total posts on the page, and news publications in the form of hyperlinks represented a predominant percentage of 2% of the total posts , as clicking on the link allows you to go to the main source of the news post. And to a lesser extent the textual publications that are followed by hyperlinks, then a lower degree the pure textual publications that represent the least visible; perhaps this indicates the nature and conditions of writing other web in general and the social pages It is special in that it takes into account the characteristics of web readers and social media users to attract them and ensure their follow-up and reading of the topic, which is characterized by the lack of words and the briefness of the text unlike other media, "as these pages must use the scanable text, to see in its overall form, and the content should be Brief and head directly towards the target because the user and more clearer the reader, only reads 18% of the added words **(لعقاب، 2013، ص 41-** **60)**.

Table N°3. Post forms on El-Bilad Facebook page (Source: The authors)

Month of February	Number of posts Every week	Text publications					
		Text + Link		Textual		Links	
		Freq	%	Freq	%	Freq	%
The first week	546	0	0	4	0.7	12	2
The second week	495	9	1.8	2	0.4	11	2
The third week	658	5	0.8	3	0.5	20	3
The fourth week	169	0	0	0	0.0	2	1
Total	1868	14	0.7 %	9	0.5 %	45	2%
General total of text publications		68 publications					

- ▪ **Pictorial news publications:**

The increased reliance on social networks as publishing spaces changed the scene of the news media, which led the media to adapt to this new space by publishing news that attracted Its users on

Facebook in particular, such as including images in various news publications **(Cárcamo & al, 2015)** that is why users of Facebook pages spend an average of one minute and 41 seconds per visit, while those readers who access the webpage directly spend 4 minutes and 36 minutes **(Matsa & Mitchell, 2014)**.

The image constitutes one of the most important content used on Facebook pages by El Bilad newspaper on its social page, with a total of 1168 photo publications during a full month, which represent 62.52% of the total of the page's news publications, as the attached pictorial content with a link referring to the full news content contained within the site formed the largest share of pictorial publications by 59.50%, in contrast to the content that comes with private image without a link by no more than 3% according to Table04: It is a clear indication of the importance of the image content, on the level of social pages - Facebook - for news institutions, especially the probability of its appearance and attracting the user on the page is big.

Table N°4. Pictorial publications on El-Bilad page (Source: The authors)

Month of February	Number of posts Every week	Pictorial publications			
		photo + link		photo	
		Freq	%	Freq	%
The first week	546	326	60	18	3.3
The second week	495	286	58	14	2.8
The third week	658	402	61	20	3
The fourth week	169	97	57	5	3
Total	1868	1111	59.5%	57	3.1%
General total of pictorial publications		1168 publications			

- **Video publications:**

Watching news through social platforms is relatively one of the most widespread forms of news publications, as social websites and their pages have tended to adopt this form from content to keep their users and followers always informed with current events to strengthen their content, especially the picture is better than a thousand words, which enhances The social networks emerge as spaces in which all forms of news coexist. By observing the Facebook page of El-Bilad newspaper, the video publications in their various forms came up with a total of 632 posts with percentage of 33.83% of the total posts, gaining the second position after pictorial news publications.

Table N°5. Video publications on El-Bilad page (Source: The authors)

Month of February	Number of posts	video publications

Informative content on social media pages

	Every week	live broadcast		video + link		video	
		Freq	%	Freq	%	Freq	%
The first week	546	8	1.5	0	0	178	33
The second week	495	26	5.3	5	1	142	29
The third week	658	5	0.8	0	0	203	31
The fourth week	169	0	0.0	0	0	65	38
Total	1868	39	2.1%	5	0.3%	588	31.5%
General total of video publications	632 publications						

In the same context, the video news publications that can be viewed on the Facebook page of the **Journal El Bilad,** branch into three categories as shown in the table above, where pure videos that represent 31.5% of the total publications can be distinguished, while the live broadcast comes in the second rank with 2.1%, finally the attached video with the link which is referred to in the primary source.

In another context, it appears that the **Journal El Bilad** page on Facebook does not employ nor do those in charge of its management and development invest in modern technologies in building its news content, video media, visual especially , and even pictorial, as it uses only the platforms and features offered by Facebook (direct broadcast) and also works on Republishing and transmitting from its other media channels without seeking to invent new video contents that are in line with the technical and technological developments that the media industry knows in this regard, which contribute significantly in developing the digital practice of publishing and attracting followers.

2-3 News publication topics on the Facebook page of El-Bilad

The digital age has introduced an instant way to reach various news contents through news publications on social media. In every second, these different news can be accessed through all the different social sites that provide users with an instant news summary **(Weber & al, 2019)**.With the growing role of Social networks and social media in producing and distributing news compared to what news websites do. It reinforce the trend towards more attention to pages run by press institutions and using it as active platforms to increase the distribution and the spread of news content, parallel With the increase of interaction and sharing with these news content **(2016 ،عبد الفتاح)** .

Larson distinguishes between many types of current news contents that can be accessed through Facebook pages: between strong and light **(Kalsnes & Larsson, 2017, p 1671)** depending on the amount of impact, strength of the content and nature of topic, based on this approach, we divided the contents that are treated through collected news publications from the Facebook page of El Bilad newspaper to:

- **First, serious news contents:** It is related to news of a strong impact, such as political, social, economic and even security news.

- **Second, light news contents:** It is related to news of a secondary impact, including sports, health,

Month of February			Quantitative dispersion of publication					Rank
			Week N°1	Week N°2	weekN°3	Week N°4	Total	
Number of posts			546	495	658	169	1868	
Objective dispersion of publication	Political	Freq	159	158	214	120	651	01
		%	%29	%32	%33	%71	%34.8	
	Social	Freq	129	132	133	12	406	03
		%	%24	%27	%20	%7	%22	
	Economic	Freq	19	28	45	05	97	05
		%	%03	%06	%07	%03	%5.1	
	Cultural	Freq	13	10	08	02	33	07
		%	%02	%02	%01	%01	%1.7	
	Sport	Freq	151	119	170	22	462	02

cultural and religious news.

- **Third, soft contents:** Examples include comic contents of entertainment dimension, or what are called comic content or satirical content that can be understood immediately by everyone.

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Informative content on social media pages

		%28	%24	%26	%13	%24.7	
	%	%28	%24	%26	%13	%24.7	
Religious	Freq	12	07	05	00	24	08
	%	%02	%02	%01	%00	%1.3	
Health	Freq	10	04	05	02	21	09
	%	%02	%01	%01	%01	%1.1	
Entertaining	Freq	29	19	23	00	71	06
	%	%05	%04	%03	%00	%3.8	
Security	Freq	24	18	55	06	103	04
	%	%04	%04	%08	%04	%5.51	

Table N°6. News publications topics on El-Bilad page (Source: The authors)

Returning to Table 6 which determines the nature of the topics dealt with in news publications, we find that political news publications came at the first rank with a total of 651 posts, representing 34.85%, in which the month of February of the year 2019 witnessed a great interest in political issues, especially those related to the presidential elections and the election campaign, In addition to news coverage of the popular marches that started during the last week of February, which is the fourth week, the most active week in terms of the number of political publications, which reached 71% of the total posts of the week .The interest in Political news publications related to its type as it is one of the types of serious publications in relation to the nature of the period that Algeria experienced, which witnessed social transformations, novelty and immediate, importance, psychological proximity, conflict and competition as combined news values especially at the political level and the speed of changes in events. Sports news publications came second with a total of 462 posts, with a percentage of 24.7%, as the third week of February saw the most pots of sports news publications. The latter related to local, national, and international sports activities in addition to the news of professional players, which are the most popular publications among social page users who share it through their personal pages.

As for social news publications, it ranked third interms quantity, with a total of 406 posts during the month with percentage of 22%, and interest in this category is related to the multiplicity of social topics, which are highlighted by news organizations, then they are shared through social pages such as Facebook; thus, Individuals are interested in them, as aspects of life and its variables can be revealed , which are related to individual, collective and social human behavior as a whole.

After that, its followed by security news publications in fourth place with a total of 103 publications, with a percentage of 5.51%. According to the privacy of the study period during February, it is natural for news organizations to be concerned with the security news content, in which unstable social and political conditions, whether related to the interior matter that has more coverage or international

conditions. Then, orderly come economic, entertainment, cultural, and religious news publications come in order, and ended with health news publications that did not receive attention in terms of publishing, in which the number of posts reached only 21 posts during the month, with a percentage of 1.12%, which is the lowest percentage of all news publications that were published through the Facebook page of El Bilad newspaper.

2-4 The source of the news publications on the Facebook page of El-Bilad

"News content" is concerned with producing authentic investigative, interpretive journalistic contents with fair, effective, objective, ethical and well-sourced methods **(Tavares, 2019)**. Usually news organizations exploit their presence on social media pages as referral tools to push users and news content followers back to their main sites on the Internet, where full and final news already exist, and it is sufficient for users of social media to browse the main headlines and short descriptions, which are provided by social pages that preserve their properties through scanning within just a quick overview of the news.

- **News sites and electronic newspapers:** News websites are the main source of news regardless of the place where the news was first found, whether through social media or search engines and others, in which it is still the main destination. In our study the Facebook page of El Bilad depended significantly; On the electronic newspaper, El-Bilad Net (which is generally considered an electronic copy of the printed newspaper of El-Bilad newspaper and not a pure electronic newspaper), which the news publications derived from it constituted the dominant percentage by 64% and it includes textial and pictorial posts and links that lead directly to The electronic newspaper website on the Internet, which enables access to the full news content, which increases the readability of the electronic newspaper and a greater visual for its news publications which makes El Bilad page an effective tool for sharing news derived from the electronic newspaper website among users.

Table N°7. Source of news publications on El-Bilad page (Source: The authors)

Month of February	Number of posts	El Electronic news paper Bilad net		Channel TV El bilad		International news sites on Net		Live	
		Freq	%	Freq	%	Freq	%	Freq	%
The first week	546	344	63	180	32.96	14	2.56	8	1.5
The second week	495	314	63.43	130	26.26	25	5.05	26	5.3
The third week	658	442	67.17	190	28.87	21	3.19	5	0.8
The fourth week	169	99	58.57	60	35.5	10	5.91	0	0
Total	1868	1199	64.18%	560	29.97%	70	3.74%	39	2.1%

- **Tv news contents:** TV news bulletins are an important source for social media, as people often see news through displaying news briefs in the form of video clips **(Sterrett & al, 2018)** displayed according to special criteria that correspond to the nature of the publication on platforms of Social media, especially Facebook .In our study, news publications derived from El-Bilad TV placed in the second rank in terms of sources, as video publications derived from bulletins and news reports rated 29.97% throughout the four weeks, this accreditation is based on The abundance of the pictorial news material , especially as El-Bilad TV is a specialized thematic news channel, which enables its participation on the social page of the institution ; thus, it allows an increases in the spread of news material and viewing it, as it refers to returning to the main source represented in El Bilad channel, which raises The proportion of its viewers and strengthens its position in the media arena.

- **Live broadcast on the social page:** Direct broadcasting is a feature that social networks created as on Facebook, which allows you to broadcast events directly, immediately from the desired location, so this feature or technology is an effective way in terms of reducing costs and speed of reaching the public, as it only needs a Smartphone without the need to edit the video after filming in order to reach large audiences through direct viewing operations, and it is also a useful tool for people who want to integrate multimedia but are not used to broadcast the news **(Rodriguez, 2017)**; in addition to saving their efforts and interest, this technology offers a content with real-time value as a news value until achieving scoop without editing or cut and install the video. For example, used during live coverage, press conferences or breaking news.

Regarding to the role that broadcasts play in attracting a wide audience it is another motive for news organizations that seek to maximize the number of people in reaching news publications - the Facebook page of El Bilad newspaper used part of its news publications in the form of a live broadcast of

events, this source rated 2.1%, which It focused heavily on the transmission of hot events during the periods of popular marches that enabled the direct transmission of their events.

In the same context, the Facebook page of El-Bilad newspaper, and its degree less than the first and second sources tends to publish 3.74% of the videos that are sourced from international news sites and pages, in which they are shared on the page, depending on widespread news that increase the number of followers on the social page of the news organization .

Based on the data extracted above, it can be noted that the Facebook page of El-Bilad newspaper, is highly dependent on the internal sources of the news organization (electronic newspaper, print newspaper version and television channel) which are either existing publications by themselves or refer to their news sites directly, similar to the site of the electronic newspaper, which helps in increasing the numbers of visitors and readers of the website on the one hand, and increasing the surfers of the social page on the other hand regarding to the intensity of the news content that is circulated through it, and its shortness, smoothness and clarity.

2-5 The time of publishing news publication on the Facebook page of El-Bilad

The publishing practices on the social pages depend on the continued publication throughout the entire day, in which the page is fed with all the publications that contribute to the continuity of follow-up by the various users, and the evening periods are among the most active periods in which the rate of publication on the Facebook page of **Journal El Bilad** increases, as the rate exceeded 50.80% throughout the month, while the morning periods formed an option or a second place for publishing and its density, which was estimated at 37.04%, meanwhile the night period represented the weakest option among the publishing periods with the rate of 12.15%, taking the last place among the publication periods.

Table N°8. Publication periods on El-Bilad page (Source: The authors)

Month of February	Number of posts	publication period					
		Morning		evening		Night	
		Freq	%	Freq	%	Freq	%
The first week	546	222	41	262	48	62	11
The second week	495	168	34	275	56	52	11
The third week	658	239	36	320	49	99	15
The fourth week	169	63	37	92	54	14	8
Total	1868	692	37.04%	949	50.80%	227	12.15%

By analyzing the results of the table above That indicates the overwhelming posting during the evening periods, which extends from one o'clock afternoon until eight o'clock at night, which are periods

that witness extensive use of social pages and in which news is also collected throughout the day and published across the page as a result of changes in events Throughout the day (novelty, at the moment , update), on the other hand, and we consider that natural if the page takes into account the possibility of attracting a greater number of users and make them reach the content in a logical manner at these times after their free from work and daily obligations; this lead us to consider that the newspaper of El Bilad may bear in mind that the peak time is during the evening period and considering that the most appropriate time to intensify publications , while it can be confirmed by measuring indicators of interaction and participation in different periods.

2-6 The time dispersion of publishing news content on El-Bilad Facebook page

Publishing on social pages is considered one of the most prominent practices in recent years, and in this regard, Reed explains " the spread of the phenomenon of publishing these days indicates that many see unconnected world to the Internet, as a transferable text that is expected to be displayed in the form of twitter displayed On Twitter, or displayed on YouTube, or written on Facebook, or published on Instagram **(Reed, 2016)**, and since there is no separation between the real and digital world, the social pages derive their contents from the events of daily life and what is published by various media, This is why we notice intensity in terms of news publications on the page of El Bilad that is under study, The intensity is evident by noting the time dispersion of the publication rate on the page in which we calculated the time publishing rate between each post and the post that follows it throughout the day, and by observing the following table N° 09. There is no clear indication of the regularity of the publishing process through El-Bilad page as the publication time factor is subject to the qualitative and quantitative nature of events, and to the nature of publications on the media that supports the page, in which the time rate changes daily and weekly, where it forms an average of 15 to 30 minutes between each publication. The dominant percentage is 44.75%, and the lowest rate is less than 15 minutes, with rate of 32.17%. We refer here to the third week of February which contains the density of posts on the page due to the intensity of current events with the succession of political events and popular marches , then the rate diverges in the fourth week to More than 30 minutes, by 43.55%, according to the decline in publishing rates in this week due to web problems which makes you face difficulties in publishing, which explains this time spacing between posts.

Table N°9. The time dispersion of publication on El-Bilad page (Source: The authors)

Month of February	Number of posts	the time dispersion of publication					
		Less than 15 minutes		From 15 to 30 minutes		More than 15 minutes	
		Freq	%	Freq	%	Freq	%
The first week	546	175	32.05	309	56.59	80	14.65
The second week	495	140	28.28	235	47.47	120	24.24
The third week	658	256	38.90	228	34.65	174	26.44
The fourth week	169	30	17.75	64	37.86	74	43.78
Total	1868	601	32.17	836	44.75	440	23.55

2-7 The Hashtags and tagging the news posts on El-Bilad Facebook page

Content description is the use of keywords to describe digital entities, and they are free words that are not subject to any codified system. Some researchers prefer to use the term "description" as opposed to the English term (Tagging), instead of using the term (labeling) that is common among the Arab Internet community. The idea of content description applications is based on the user's participation in adding his keywords to the sources, in which he can describe an image or An audio or video file, and this application fulfills one of the most important principles of Web 2.0 which is the principle of user participation in building content **(عبد الستار، 2009)**; we can define some of the motives for its use to:

"Organizing information, supporting the research process, finding the same tags later, a way to express opinions, discovering sites and sharing with others **(الزهيري و عبد الرحمن، 2016، ص 312)**. Taging takes several forms accordingly, such as explaining the topic source of publication by referring to it (Tags suggested), for example, the face recognition technology that Facebook supports, therefore referring to the person via the Tag, in addition to hashtag as another form of tags that is widely used, especially on social networks.

The hashtag is a set of letters that the symbol (#) leads to form a distinctive sign of classification, whether these letters have a clear meaning or not in theoretically . As for practical practice, its function is to facilitate the process of searching for the contents that have a similar feature or content; generally when is Adopted by a sufficient number of people within a social network, it helps attract more individuals to the content that is referred to، the latter **(Salazar, 2017, p 23)** through reposting lead the increase in the chance that the content will reach a large number of audiences and increase the visual And page following up on the social network.

Through descriptions and analysis, we find that the El Bilad newspaper on Facebook does not give much importance for tagging publications, which marked posts with the tag or hashtag do not appear

except in a few cases, as did not exceed **25 publications** with the percentage of **1.34%**, in this regard the tagged topics varied in an unclear manner Among these are religious topics such as the topic **"#liqaa maa daaiya"** and some of the social topics, including **"#amaliyate inqadh rajol elhimaya elmadaniya"** or political issues such as preparations for the presidential elections, or sports such as clubs or local and international matches **"#Nasr_Hussein_day"**, as well as social such as a reference to the death of the photojournalist **"#Karim_Ben_Halima** "and **"#khaLeaha_taanaas"** Despite the functional importance of the tagging that allows multiplying keywords to reach the press content similar to the topic and to make news publications of the page more visible and readable by users of these pages, but El Bilad Facebook page rarely uses hashtag, and while we find that some of the tagging have been established by the page management of Journal el Bilad, it is a type that appeared randomly, disorganized and unstudied, especially that it did not maintain its name and the arrangement of its typesetting, and it came different from one publication to another in a way that does not achieve its goals, and on the other hand it did not maintain its continuity, which is proven by the lack of use of the tagging as we mentioned earlier, While the page drew popular and wide spread "hashtags" and employed it on the basis of that, for example,**"# khaLeaha_taanaas"** , it seems that the second form was more stabled as a tag , but the page did not invest in it and guarantee its continuity in which develops its digital publishing practices, which may affect the sharing of some news contents on its page.

Table N°10. Tagging as a digital practice on El-Bilad page (Source: The authors)

Month of February	Number of posts	Taging of publications – Hachtag –			
		tagged		Not tagged	
		Freq	%	Freq	%
The first week	546	14	2.6	532	97.4
The second week	495	1	0.2	494	99.8
The third week	658	10	1.5	648	98.5
The fourth week	169	0	0.0	169	100
Total	1868	25	1.34%	1843	98.66%

2-8 Install pinned post news on El-Bilad Facebook page

Installing a sharing post on social media channels is a great way to attract more visibility into the specific post, which makes the installed posts a simple, excellent and social marketing opportunity (Marshall, 2012).Installing process of one of the posts is one of the easiest and most effective ways to ensure that the post is the most important or in which The page wants to deliver it to its followers is the first thing that visitors see when they browse the social networking site Facebook, and its importance

increases in way that it is often the good content is lost in news sites as this feature gives journalists a way to extend the building of new audiences and to arouse their interest in their content, since the users of social pages spend long times browsing and perhaps searching for serious publications that meet their cognitive curiosity, it is important that some publications of interest are installed in order to appear at every browsing, which makes the user to return to the original sources of the news publication that was Installed , this is what we do not find on the Facebook page of El Bilad newspaper that does not install any kind of publications that are posted on its page, and do not invest this feature despite its simplicity, as well as, many similar platforms work to take advantage from this feature , which may miss the opportunity to increase the visibility of news publications and maximizing the possibility of followers interacting with it; therefore, increasing its spread and ability to attract the audience of readers and even advertisers, as well as, The ability to make public opinion.

2-9 Language of publication (language of news publications titles on El Bilad Facebook page)

Table N°11. Language of publication on El-Bilad page (Source: The authors)

Month of February	Number of posts	Language of news publications titles					
		Arabic language- classical		Arabic language-colloquial		Language mix - Arabic. Latin	
		Freq	%	Freq	%	Freq	%
The first week	546	522	96	18	3	6	1
The second week	495	484	98	10	2	1	0.2
The third week	658	611	93	32	5	15	2
The fourth week	169	156	92	8	5	4	2
Total	1868	1773	94.9%	68	3.6%	26	1.4%

Since we are in a time of transformation to write on social media pages which logically need many techniques and features that are correspond to the privacy of these spaces in terms of concussing textual content in one or two sentences with prominent titles, in specific words, and their construction and formulation derived from their original sources **(Ferrucci, 2018).**

In this context, concerning the language in which the titles of the news publications were written on El Bilad page, the classical Arabic language constituted the dominant percentage of the titles of the posts with a total of 1773 posts with a very large percentage estimated at 94.91%, This large percentage is needed to write headlines in the language that is more comprehensible to the total of users, in which the content is more readable and the news content is more clear, communicative and understanding, however we find some exceptions in terms of the use of some colloquial words in the titles of some news

publications on the page, which are Included between inverted commas "" to indicate the colloquial word. The using rate of these words did not exceed 3.6%, as in some political publications, through some statements of politicians, in addition to the use of foreign technical terms, written in their mother language and included in the middle of headlines, or at the end, their use did not exceed one and a half percent in the news publications on the Facebook page of El Bilad.

3- Results

Social media is important platform for gathering news, an important tool in promoting El-Bilad newspaper page, and increasing the visibility of news publications which are mainly issued by its various media, coping with the need to develop digital practices, in Parallel with innovative technological characteristics.

3-1 El-Bilad newspaper page publishes the news digitally, based on referrals, shortcuts, and automatic summaries, which are used as an interface to return to the original publications in its multiple sites. (The printed newspaper and its electronic version, and the TV channel) , which makes publishing in digital practices closely related to their traditional media practices, which indicates that these practices still lack professionalism that digital practice requires via these virtual platforms.

3-2 El-Bilad newspaper on Facebook tends to focus on news coverage of internal affairs as national news publications appear permanently and more frequently than international ones; this is related to the interests of followers and the dynamic of events in that period, as well as , to geographical and psychological dimension as standard news values specific to publication priorities.

3-3 Diversification of sources of news publications is an effective element in intensifying and adapting news contents to the follower of these pages. In this regard, the Facebook page of El Bilad newspaper relies on republishing from the main sources of news publications on the newspaper's website compared to other sources that are adopted by the page.

3-4 Concerning displaying and publishing news contents through the Facebook platform, the news system relies on many of the formal factors, the objective quality, and the extent to which individuals track these contents in their original sources, this is why the shape changes and the content varies as well as the time of its publication, accordingly, the page relies on publishing mainly the pictorial contents, which is accompanied by a referral link to the main source, followed by video postings and live broadcasts that transmit the event from where it occurred.

3-5 Those in charge of El Bilad newspaper page believe that the evening period is the peak period in relation to news publishing practices on the Facebook platform, which is the reason that increases the intensity of publishing in this period of the day, while the publishing rate is not subject to a fixed time dispersion, as it is subject to technical considerations, in addition to quantitative and qualitative considerations and to the sequence and change of events taking place throughout the day.

3-6 The digital practices related to the news publishing process depend on the act of selectivity and opportunism. In this regard, El Bilad page tends to express with attractive titles that make the follower click on the news content to be delivered, for this reason, the press language used in the newspaper dominates the titles of the news publications, and adapting it in relation to the publication privacy through Facebook in terms of words briefness with the use of classical Arabic and rarely colloquial or foreign words.

3-7 publishing news contents is often linked to the social dimension, in which the media in general expresses the changing social conditions, based on this and with the mobility t of social events during the month of February 2019, El Bilad Facebook page focused largely on publishing news contents that are Significantly related to political affairs, and it is one of the serious contents, which transmit the image of reality and it has no role in influencing social mobility, and the positions related to it.

3-8 Despite the importance of tagging as a digital practice, in increasing the possibility of news publications reaching a large number of followers, and increasing their visibility in general, with maximizing the importance of the news itself, its making and influencing public opinion, However, the El Bilad newspaper page does not give much importance to tagging of publications, with any kind of tagging (hashtag, signal) , as a very small number of tagged social publications were monitored, also noting that the page does not install news publications as well.

3-9 El Bilad newspaper page does not Benefit and invest well in the technologies and features provided by the Facebook platform in particular and the Internet in general, in the field of developing digital practices for publishing and content creating , which prevents the main role that this page is supposed to play as an added value to the newspaper.

Discussion and Conclusion

The resulting explosion in the mass communication process has led to an abundance of news and information content in the Internet, as publishing or sharing news through social media has become an integral part of the usual digital practices at the level of those platforms, this indicates an evolution in the existing relationship Between news media institutions and their audiences through various digital practices that enable access to news content on social media sites, as these practices have multiple benefits for media institutions, because of its importance in increasing public access to news sources, and their visibility on a large scale, in this regard, social media platforms, especially the Facebook platform, can be considered as a news View interface, and an essential component of the inter-relationship between different media institutions.

From this standpoint, the trend of media institutions towards creating virtual interfaces through social media platforms enabled the provision of a novel media style that participated in shorting the distances between different media institutions on the one hand, and the public on the other hand, and made it possible to provide a huge amount of different news contents with various forms and varied contents , in this context this study came to show that the digital practices are related to publishing news contents of El-Bilad Facebook page by trying to explain the nature of these practices through indicators of form, content and time dispersion, in addition to How much the page has benefited from new technologies. Like other pages of other media institutions, we find that the El-Bilad newspaper page is a prominent interface for the flow of a large amount of news contents , its primary source is the paper and electronic newspaper itself through focusing on the contents of a political nature in a period that Social changes were known in Algeria, as the evening periods recorded the most rates of publication, and what distinguishes the page is that it is a special space for publication, as well as, referring to return to the original sources of news publications. It does not benefit much from all that can be provided by social media platforms, especially the Facebook platform to enhance the digital practices for news publishing, as increasing visibility and promoting the content that it produces, especially the tags as a mechanism to promote the content publication , and there is a trend towards relying on the Facebook platform, as an interface to promote the publication of news content, and its participation is one of the most important mechanisms of digital practices, that aims for more widespread promotion of the various contents produced by all kinds of media institutions.

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