

## MASTER'S THESIS

### Art organisations in the age of social media: how Hong Kong's non-profit art organisations are dealing with the use of social media to address their audiences

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*Date of Award:*  
2013

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**Art Organisations in The Age of Social Media**

**How Hong Kong's Non-profit Art Organisations are Dealing with  
The Use of Social Media to Address Their Audiences**

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**A thesis submitted in partial fulfilment of the requirements**

**for the degree of**

**Master of Philosophy**

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**October 2012**

## ABSTRACT

Social media has created new ways to stay in contact and built relationships with the art audience. This study reviews how Hong Kong's non-profit art organisations address social media and what the audience expects from Facebook, YouTube, Twitter and other similar social media sites. To date, research exists on social media as it relates to brands and companies, but not much research has been done in the area of non-profits and, particularly, non-profit art organisations. Through this study, the researcher intended to address this problem and learn more about the actual situation among Hong Kong's non-profit art organisations and the peer groups that follow them through the social media platform. To address this problem, the study used a mixed approach for collecting data. A selected range of Hong Kong's non-profit art organisations from the private and public sectors was observed, followed by a qualitative case study with the Hong Kong Philharmonic Orchestra and Videotage. Further information was collected from a quantitative online survey conducted among people who follow art organisations within the social media space. The results of the study showed that a gap exists between the private and public sectors with respect to addressing social media as a non-profit art organisation in Hong Kong. Moreover, Facebook and YouTube are the most popular tools used by non-profit art organisations and the audience. This study also discovered strategies and gained inside knowledge of the expectations of the audience that follows art organisations through social media channels. Finally, this research provides a framework for what art organisations should consider when addressing their audiences using social media and suggestions for further research.

*Keywords:* Hong Kong, Art organisations, Non-Profit, Social Media, Twitter, Facebook, YouTube, Art 2.0, audience expectations, online, audience development, Juergen Hoebarth

## TABLE OF CONTENTS

<b>DECLARATION</b>	<b>i</b>
<b>ABSTRACT</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>TABLE OF CONTENTS</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 <i>Background</i> .....	1
1.2 <i>Research Outline and Rationale</i> .....	5
1.3 <i>Research Questions</i> .....	6
1.4 <i>Thesis Outline: Overview</i> .....	7
1.4.1 <i>Chapter 1 (Introduction)</i> .....	8
1.4.2 <i>Chapter 2 (Literature Review)</i> .....	8
1.4.3 <i>Chapter 3 (Methodology)</i> .....	8
1.4.4 <i>Chapter 4 (Field Research)</i> .....	9
1.4.5 <i>Chapter 5 (Results)</i> .....	9
1.4.6 <i>Chapter 6 (Conclusion)</i> .....	9
1.5 <i>Limitations of the Study</i> .....	9
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>11</b>
2.1 <i>Web 2.0 and Social Media</i> .....	11
2.2 <i>Defining Social Media</i> .....	12
2.3 <i>Interaction</i> .....	13

2.4	<i>Engagement</i> .....	14
2.5	<i>Art Organisations and Social Media</i> .....	16
<b>CHAPTER 3</b>	<b>METHODOLOGY</b>	<b>20</b>
3.1	<i>Introduction</i> .....	20
3.2	<i>Research Methods</i> .....	20
3.3	<i>Selected Methods</i> .....	22
3.4	<i>Research Topic</i> .....	23
3.5	<i>Research Design/Procedures</i> .....	24
3.6	<i>Data Analysis</i> .....	29
3.7	<i>Research Contribution</i> .....	31
3.8	<i>Summary</i> .....	31
<b>CHAPTER 4</b>	<b>FIELD RESEARCH</b>	<b>32</b>
4.1	<i>Introduction</i> .....	32
4.2	<i>Background of the Researcher</i> .....	32
4.3	<i>Scope of Work / Action Plan</i> .....	33
4.4	<i>Instrument Design: Initial Observation</i> .....	38
4.5	<i>Instrument Design: Quantitative Online Survey</i> .....	40
4.6	<i>Instrument Design: Qualitative Interview/Case Study</i> .....	45
<b>CHAPTER 5</b>	<b>RESULTS</b>	<b>51</b>
5.1	<i>Introduction</i> .....	51
5.2	<i>Descriptive Data Analysis of the Observations</i> .....	51
5.3	<i>Summary of Data Analysis from Observations</i> .....	59
5.4	<i>Descriptive Data Analysis of Online Survey Data</i> .....	60

5.4.1	<i>Demographics</i> .....	60
5.4.2	<i>Behaviour of Social Media Users</i> .....	61
5.4.3	<i>Expectations</i> .....	67
5.4.4	<i>Behaviour Prior to an Art-related Event and Check-In Function</i> .....	70
5.5	<i>Summary of Data Analysis from the Online Survey</i> .....	71
5.6	<i>Descriptive Data Analysis of Online Survey Data</i> .....	72
5.6.1	<i>Summary of Hong Kong Philharmonic Orchestra Interview</i> .....	72
5.6.2	<i>Summary of Interview Videotage</i> .....	75
5.7	<i>Summary of Case Studies</i> .....	79
<b>CHAPTER 6</b>	<b>CONCLUSION</b>	<b>81</b>
6.1	<i>Introduction</i> .....	81
6.2	<i>Research Questions</i> .....	82
6.2.1	<i>Research Question 1</i> .....	82
6.2.2	<i>Research Question 2</i> .....	85
6.2.3	<i>Research Question 3</i> .....	87
6.2.4	<i>Research Question 4</i> .....	88
6.3	<i>Guidelines for Hong Kong Art Organisations to Use Social Media tools</i> .....	89
6.3.1	<i>Understanding the audience</i> .....	90
6.3.2	<i>Understanding of the organisations needs</i> .....	91
6.3.3	<i>Establishment of profiles on social media tools</i> .....	93

6.3.4	<i>Development of Strategy</i> .....	93
6.3.5	<i>Reaching out and building up followers</i> .....	95
6.3.6	<i>Building and delivering of engaging content</i> .....	96
6.3.7	<i>Connecting online and offline activities</i> .....	97
6.3.8	<i>Awareness of actions and measurements of activities</i> .....	97
6.3.9	<i>Experimentation</i> .....	98
6.3.10	<i>Leveraging of activities</i> .....	99
6.4	<i>Implications for the Field</i> .....	99
6.5	<i>Limitations of the Study</i> .....	101
6.6	<i>Suggestions for Further Research</i> .....	102
6.7	<i>Summary</i> .....	104
	<b>REFERENCES</b>	<b>105</b>
	<b>APPENDIX A</b>	<b>109</b>
	<b>APPENDIX B</b>	<b>110</b>
	<b>APPENDIX C</b>	<b>111</b>
	<b>APPENDIX D</b>	<b>115</b>
	<b>CURRICULUM VITAE</b>	<b>127</b>