Investigation of Social Media Platforms as Part of Public Relations and Social Responsibility in Point of Graphic Design

Orhan SEVİNDİK,

Istanbul University-Cerrahpaşa Vocational School of Technical Sciences,

Department of Design,İstanbul

e-mail: orhansevindik@iuc.edu.tr

Abstract

Because of the widespread use of social media by communities, it has also become increasingly significant in addressing major community concerns. The use of social media in blood donation activities is growing increasingly common, which is a significant phenomenon in achieving the objective of being a society. Blood, the most crucial source of life for humans, also has a social context that allows it to make a difference in other people's lives by donating. Even though public awareness of blood donation is not at the level intended by institutions, the diversity of communication methods we use today because of communication technology growth has resulted in the diversity and multiplicity of blood donation studies. Social media applications emerge as one of the most often employed approaches within the blood donation concept. Instagram, which debuted in 2010 and has since grown to become one of the most popular tools for connecting with people, has begun to be actively utilized by industries. While there is several academic evidence on the effects of social media platforms on people's blood donation and other disciplines, scientific studies on the graphic design aspect of the posts are lacking. Correspondingly, this research concentrated on the graphic design aspect of posts in social media applications.

In terms of graphic design, the research intends to investigate the designs in social media settings used for blood donation, which is strongly tied to society. The study is significant in the matter of providing a range of data for the designs in the mediums used to contact communities (target audience) by capturing people's attention and achieving the goal of reaching them. Subsequently, it is expected to contribute to the creation of concerns to be considered in the designs created to reach the target audience.

The study's data set was obtained from Instagram posts with the hashtag "blood donation" in 20 languages and 70 feed designs from 35 nations were analyzed as part of the research. According to the findings, there was a consistent approach to the use of typography in designs and posts which are employed widely on the continents of America and Asia. Whereas all continents' posts are utilized in accordance with this concept, editing is minimal in all the regions. Furthermore, Asia, Africa, and Europe make extensive use of illustrations. In Africa and Asia, coloring on the design background is frequent, whereas in America and Europe coloring on the design background is uncommon. It has been discovered that in all continents, the hierarchical structure (between all elements and between typographic elements) is taken into consideration. Although asymmetrical balance is prevalent in American designs, symmetrical balance is prevalent in European, Asian, and African designs.

Keywords: Public Relations, Social Media Platforms, Social Responsibility and Graphic Design

1. Introduction

The evolution and development of communication technology herald the start of a new epoch known as the "information age" *(Wolkmer, 2003; Castells, 2007; Hampton, 2007; Castells, 2010; Dondurucu, 2014; Zhou vd., 2021).* Particularly, the 1980s were a time when communication technology reached its pinnacle. "Old" and "New" are two essential notions that describe the ensuing transition condition. While "Old" refers to classic newspaper, radio, and television technologies, "New" begins with video and continues to today's internet ecosystem components such as e-mail, blogs, artificial intelligence websites, etc. *(Castells, 2010; Dondurucu, 2014).* The one-sided communication of old communication technologies has given way to a framework in

which reciprocal dialogue (interactivity) and feedback are engaged, thanks to modern communication technology. People may now voice their thoughts on the information offered to them. Another significant feature of contemporary technology is that the idea of mass has been supplanted by the person himself (demassification). Individual expectations and desires have grown increasingly essential. All of the information offered is tailored to the person. On the other hand, another benefit of new communication technology is that individuals can now communicate regardless of time or location (asynchronousity). People may read and respond to text messages, Instagram posts, and e-mail information sent to them at any time and from any location. In addition, they could get the information they wanted at any moment by using online search engines *(Yolcu, 2008; Karaçor, 2009; Bakardjieva ve Gaden, 2012; Güzel, 2020; Yıldız, 2020; Kaptan ve Üncel, 2020; Kılınç, 2021, Bölüm 6, s.120).*

Since 1957, when the internet was first established, new communication technologies have experienced significant transformations *(Cohen-Almagor, 2011; Choudhury, 2014; Haigh vd., 2015; Hiremath ve Kenchakkanavar, 2016).* People are merely users of the created material under Web 1.0 technology, which has become a part of our life since the advent of the Internet. There is no way to tamper with the content *(Shivalingaiah ve Naik, 2008; Nath vd., 2014; Solanki ve Dongaonkar, 2016).* People have become a form of focus of internet technology in Web 2.0 technology, which is the next step from Web 1.0 technology, by attaining a position where they are subjected to material, produce content, share, criticize, interpret, and remotely shop *(O'Reilly, 2005; Constantinides ve Fountain, 2008; Mavridis ve Symeonidis, 2015; Salamzadeh vd., 2019; Farzad vd., 2019; Sein-Echaluce vd., 2019; Çalışkan vd., 2019; Atzori vd., 2020; Khaleel-Ibrahim, 2021; Albaom vd., 2021; Ferdig vd., 2022; Muray vd., 2022).* As a result, individuals have access to a region of unrestricted freedom. People may now communicate in a variety of ways by displaying themselves to others in any way they like, and this offers them a pretty broad range of expression options *(Fuchs vd., 2010; Dutton ve Blank, 2014).* The debate is going on about the next step of communication technology which is called Web 3.0 and based on artificial intelligence where the data is collected as bulks and people have unique self-data (blockchain), contrastingly people have started to use it more and more *(Morris, 2011; Almeida ve Lourenço, 2011; Rudman ve Bruwer, 2016; Ohei ve Birnk, 2019; Açıkgül-Fırat ve Fırat, 2020; Açıkgül-Fırat ve Fırat, 2021; Dey vd., 2022; Arvas, 2022).* Social media platforms, on the other hand, are the most essential innovation introduced to our lives by Web 2.0 technology, which we employ extensively. Social media is a limitless area where individuals may freely express themselves and spread all types of content. If we look at the most well-known social media sites in chronological order, we may arrange them as Facebook, Twitter, and Instagram *(Fuchs, 2011; Newmam vd., 2012; Blank ve Lutz, 2016; Rudewicz ve Sala, 2021).*

Instagram, which was introduced in 2010, has grown to become one of the most popular social networking sites today. Between November and December 2021, Instagram's population grew by more than 85 million (6%) to 2,562 billion users in January 2022. The culminating rise rates indicate that Instagram's population will continue to grow in the near future. People spend 11.2 hours a month on Instagram. Therefore, all institutions and organizations feel obligated to use Instagram to market and share information about themselves in order to reach a wider audience. Instagram is also ranked second on the list of the most downloaded smartphone apps in the past year *(Recro Digital Marketing, 2022; Mendini vd., 2022).* Instagram may be thought of as a platform for individuals, institutions, and corporations to upload images of themselves. Individually uploaded posts focus on the person's life and experience, whereas public relationships come forward in public institutions and organizations and commercial enterprises focus on sharing offers about their products. Moreover, non-governmental groups use Instagram to publicize their campaigns and operations *(Kalayeh vd., 2015; Djafarova ve Rushworh, 2017; Tan, 2022; Mustikasari, 2022; Hidarto ve Andrieza, 2022;).* Instagram's effect in influencing groups and generating attitudes is growing with each day.

The urge of people to congregate in major cities as a result of the industrial revolution to contact individuals who have grown into vast communities, to enlighten them, or to participate in their decision-making processes has become vital for both commercial firms and institutions. The need to contact people and include them in various decision-making processes or enlighten them prompted the development of the field of public relations. There are no longer any institutions or organizations that do not engage in public relations (Jelen-Sanchez, 2017; Turancı, 2019; Buhmann vd., 2019; Güven, 2020; Güven ve Karaer, 2021; Gregory, 2021). The methods employed by public relations have changed dramatically as technology has advanced, becoming more diverse and integrated with telecommunications. In today's world of public relations, the internet and social media platforms are employed to great effect (Kusuma, 2018; Sönmez, 2020; Ilıcak-Aydınalp, 2020; Palapah, 2020; Watkins ve Smith, 2022). Instagram is at the vanguard of the social media programs that people are increasingly using. Thus, both commercial and public or non-profit organizations utilize the Instagram platform to reach the

people in public relations efforts (Tufan-Yeniçıktı, 2016; Akar, 2018; Küçüksaraç ve Küçüksaraç, 2019; Al-Kandari vd. 2019; Dhanesh vd., 2022).

Blood donation is the other essential cooperative act that leads to the formation of a community *(Kaya vd., 2007; Napolitano, 2011; Abbasi vd., 2018; Chen vd., 2020).* Human blood has not yet been scientifically produced and it links people together by allowing them to donate it *(Guglielmetti-Mugion vd., 2021; Romero-Dominguez vd., 2021; Miah, 2022).* Individual blood transfusions, particularly for the use of those in need of blood, provide the establishment of public awareness and individual moral pleasure *(Kathleen ve Gary, 2013).* However, in today's environment, people's enthusiasm to donate blood is dwindling each day *(Kathleen ve Gary, 2013; Alanzi ve Alsaeed, 2019; Chen vd., 2020; Ramondt vd., 2020; Al-Hajri vd., 2021; Greffin vd., 2021; Aschale vd., 2021).* The latest COVID-19 epidemic, in particular, has been a detrimental factor *(David vd., 2021; Haw vd., 2021; Veseli vd., 2022; Chunchu vd., 2022; Hakami vd., 2022).* Several non-governmental groups run programs and campaigns to encourage people to donate blood. Many different communication methods are used by organizations to promote and entice individuals *(Sümnig vd., 2018; Torrent-Sellens vd., 2021)* Nowadays, social media has become an integral part of our lives and it has risen to prominence as the most popular and cost-effective communication tool for businesses *(Dondurucu, 2014; Mathur vd., 2018; Orten Tuğrul ve Lee, 2018; Alanzi ve Alsaeed, 2019; Ramondt vd., 2022).* The results of scientific studies, as well as social media shares mostly for blood donation, were assessed as content, and different impacts (psychological, sociological, technological, and so on) on individuals (Sümnig vd., 2018; Örten-Tuğrul ve Lee, 2018; Joshi vd., 2020; McCosker vd., 2021; Duh ve Dabula, 2021; Chen vd., 2021; Bhuiyea vd, 2022; Guo ve Chen, 2022). Nevertheless, there is no record of a graphic design review of social media posts in the subject of blood donation in the literature. Consequently, the goal of this study is to contribute to the field by analyzing social media postings concerning graphic design.

This study seeks an answer to the question of: "Are there any differences in Instagram feed designs about blood donation according to various geographies?". Content analysis of Instagram post designs made by organizations was carried out in accordance with the study's problem using a tool developed in the context of graphic design principles (integrity, continuity, balance, hierarchy) and graphic design elements (photograph, illustration, typography, color) (Odabaşı, 2002; Dabner vd., 2010; Poulin, 2018; Murchie ve Diomede, 2020).

2. Methodology

2.1. Method

The scanning model is employed to conduct this research. The scanning model's most essential property is that it defines a scenario, event, or object as they are in all-time phases (Karasar, 2005, s. 77). In this respect, the study's data were evaluated using the content analysis approach, which is a scanning model technique. Content analysis provides an in-depth investigation of any content and examination of the material in all of its dimensions (Berg ve Lune, 2015, s.380; Altunışık vd., 2007, s. 268-269). An in-depth content analysis was conducted as part of the study in terms of design principles and the usage of design components in Instagram posts about blood donation in various nations.

2.2. Research Questions

In the course of content analysis of Instagram posts concerning blood donation in various nations, the answers to the research questions (RQ) below were sought.

The research study topics for Design Elements are as follows:

RQ01: What is the current state of technical typographic elements employed in Instagram post designs?

RQ02: What does the typography used in Instagram post designs serve?

RQ03: What is the status of the pictures used in Instagram post designs (photos, illustrations, etc.)?

RQ04: What role does color have in the design of Instagram posts?

The following are the research study questions in terms of design principles:

RQ05: What is the hierarchical structure of the utilized items' placement regarding design level?

RQ06: On which aspect does the design level lay the most emphasis?

RQ07: At the design level how is the balance (symmetrical, asymmetrical) achieved?

2.3. Universe and Sample

The study's universe comprises Instagram feed posts made all around the world to encourage blood donation. Its sample is "blood donation" with "hashtag" in a variety of languages selected randomly (German, Arabic, Azerbaijani, Czech, Chinese, Indonesian, French, Hindi, Hebrew, English, Spanish, Italian, Korean, Polish, Portuguese, Russian, Swahili, Slovak, Thai, Turkish).

2.4. Data Collection Phases

A social networking site called Instagram was used to collect data for the study. It was considered because of the broad usage of the Instagram application and the absence of academic research on the state of Instagram share designs. The data set was created by selecting the shared posts that are suitable for the determined criteria among the shares that emerged after typing "blood donation" in various languages (German, Arabic, Azerbaijani, Czech, Chinese, Indonesian, French, Hindi, Hebrew, English, Spanish, Italian, Korean, Polish, Portuguese, Russian, Slovak, Thai, Turkish) in the search section of the Instagram platform. Feeds created by an institution or group to encourage blood donation were chosen throughout the selection process among the posts. Posts with images of blood donors and scheduled blood donation campaigns were not included.

2.5. Development of Tools

A tool to conduct content analysis has been created as part of this study's scope. Six pieces constitute the created tool. The first section contains general information regarding the Instagram feed (country, language, continent, and internet connection where the post is selected). There are five questions regarding the typography used in the design in the second section, and seven questions about the visual utilized in the design in the third section. Six questions concerning the images used in the designs were analyzed in the fourth section of the developed tool, and five questions about the color create in the fifth part. Four questions in the framework of design principles were established in the tool's last section (Yaman, 2023).

A pre-test phase was used to improve the created scale. At the final step, 5 academics[2] and 2 graphic designers[3] working in the field of graphic design provided feedback, and the scale was granted its final form depending on the responses.

3. Findings

3.1. General Findings

Looking at the continent distribution of Instagram feed shares chosen for the study, 14 of the designs utilized in the assessment are from the African continent, 14 from America, 23 from the Asia continent, and 19 from the Europe continent. In total, 70 designs were examined as part of the study, with Turkey being evaluated as part of the Europe continent.

Over 70 designs were evaluated as part of the study's framework, representing 20 languages and 35 nations. One design in Czech, Chinese, Indonesian, Polish, Swahili, and Thai; two designs in German, Azerbaijani, Italian, Russian, and Slovak; three designs in Hebrew; four designs in Spanish, Hindi, and Korean; five designs in Turkish; six designs in Arabic and Portuguese and eleven designs in English and French were assessed.

3.2. Findings in Terms of Design Elements

3.2.1. Typography Use Findings

Four questions were used to evaluate the design aspects utilized in the selected Instagram feed designs. First and foremost, an answer to the following question has been sought: "What is the current state of technical typographic elements employed in Instagram post designs?". The use of serifs in typography in designs, letter sizes (upper and lowercase letters), and letter styles (regular, bold, italic, narrow) were all investigated as part of the question. Table 1, Table 2, and Table 3 show the results of the examination conducted in response to the question.

Table 1: Typographic Findings (Serif Case)

Continent	Sanserif		Serif		Together		Total
	N	%	N	%	N	%	
Africa	12	%86	0	%0	2	%14	14
America	10	%71	0	%0	4	%29	14
Asia	21	%92	1	%4	1	%4	23
Europe	16	%84	0	%0	3	%16	19
Total	59	%84	1	%2	10	%14	70

Table 2: Typographic Findings (Size Status)

Continent	Uppercase Letter		Lowercase Letter		Together		Total
	N	%	N	%	N	%	
Africa	7	%50	1	%7	6	%43	14
America	0	0	5	%36	9	%64	14
Asia	16	%70	1	%4	6	%26	23
Europe	5	%26	5	%26	9	%48	19
Total	28	%40	12	%17	30	%43	70

Table 3: Typographic Findings (Style)

Continent	Normal	Bold	Italic	Narrow	Other
Africa	14	13	4	3	0
America	14	14	1	1	0
Asia	16	22	0	5	0
Europe	11	19	1	1	0
Total	55	68	6	10	0

Looking at the statistics in Table 1, it's clear that sanserif (59) fonts are the most popular in designs. Serif (1) fonts are used hardly. Both serif and sanserif fonts are employed simultaneously in the America (4), Europe (3), Africa (2), and Asia (1) regions. The usage of upper and lowercase styles together (30) comes to the fore when the data demonstrating the size conditions of typography in Table 2 is evaluated. The design's usage of solely uppercase letters (28) comes in second. In third place is the usage of just lowercase (12) in the designs. Looking at the situation in terms of continents, the usage of uppercase (16) is most prevalent in Asia, while the use of both forms (9) is most prevalent in America and Europe. The usage of uppercase letters (7) is prominent throughout the African continent. When looking at Table 3, which contains statistics on the employment of style in designs, bold style (68) is often used. The regular style (55) is ranked second. The employment of narrow style (10) and italic style (6) in designs has been shown to be quite low. On a continent basis, Asia (22) uses the bold style the most, while Europe (19) uses the bold style the second, and America (14) is ranked third. Asia (16), Africa (14), America (14), and Europe (11) are listed respectively in regular style use. Furthermore, although Asia (5) is the continent with the greatest narrow style usage, Africa (4) has the most italic style usage.

"What does the typography used in Instagram post designs serve?" is another question concerning typography in Instagram feed design. The use of typography in designs is investigated in three categories: "informational use", "use as a design object" and "use of both". Table 4 shows the results that were achieved.

Table 4: Design Findings on Typography's Purpose

Continent	Informational Use		Design Object		Both		Total
	N	%	N	%	N	%	
Africa	14	%100	0	0	0	0	14
America	11	%79	0	0	3	%21	14
Asia	22	%96	0	0	1	%4	23
Europe	18	%96	0	0	1	%4	19
Total	65	%93	0	0	5	%7	70

When the data in Table 4 which is used to identify the purpose of typography usage is evaluated, typography is mostly employed in designs to deliver information (65). While typography has never been utilized as a design component in feed designs, there are five examples in which both are used simultaneously. On a continent basis, typography was utilized for both information purposes and as a design object in the countries of America (3), Asia (1), and Europe (1).

3.2.2. Visual Usage Findings

In this part of the research an answer to the question "What is the status of the pictures used in Instagram post designs (photos, illustrations, etc.)?" is sought as part of the research to assess the condition of the pictures used in the styles of Instagram posts in the context of blood donation. The issue is looked at from two perspectives: Photography and Illustration. The use of pictures, the condition of stock photographs used, the appropriateness for the design, the editing of the used photographs, and the content of the photographs were all analyzed in the photography area. In the illustration area, the usage of pictures, their readiness, and the content of the illustrations utilized in the design were assessed.

Table 5 shows the use of photography and stock images, Table 6 shows the use of photographs appropriate for the design and photograph editing, and Table 7 shows the contents of the photographs used in the design. Tables 8 and 9 explain the findings linked to the illustrations used in the design.

Table 5: Usage of Photography in Design and Stock Photography Status

Continent	Photography Usage				Total	Stock Photography				Total
	Used		Not Used			Used		Not Used		
	N	%	N	%		N	%	N	%	
Africa	5	%36	9	%64	14	4	%80	1	%20	5
America	9	%64	5	%36	14	7	%78	2	%22	9
Asia	8	%78	15	%22	23	8	%100	0	0	8
Europe	8	%42	11	%58	19	0	0	8	%100	8
Total	30	%43	40	%57	70	19	%63	11	%37	30

Observed from Table 5, which displays the state of images used in the design of Instagram posts for blood donation, it is evident that the general photo use is available in 30 studies. It was discovered that no visuals were utilized in 40 of the designs. It has been seen that most photographs used in designs are in America (9) when a

continent-based assessment is made. Asia (8) and Europe (8) are ranked second and Africa (5) is ranked last. According to the evaluation, Asia (15) is the continent that implements the least photography in design. Europe (11) has the second-lowest usage of photography in designs, with Africa (9) ranking third and the America (5) continent comes in last. When considering the contents of the pictures used in the designs regarding stock photography, stock images (19) are the most frequently employed. The Asia (8) continent's photos are entirely stock images and in this sense, the America (7) continent comes in second. On the other hand, it has been established that not all of the photos utilized in the designs are stock photography on Europe (8) continent.

Table 6: Appropriateness in Design and Editing of the Photographs

| Continent | Appropriateness in Design | | | | Total | Editing | | | | Total |
| | Yes | | No | | | Used | | Not Used | | |
	N	%	N	%		N	%	N	%	
Africa	5	%100	0	0	5	2	%40	3	%60	5
America	8	%89	1	%11	9	3	%33	6	%67	9
Asia	8	%100	0	0	8	2	%25	6	%75	8
Europe	0	%100	8	0	8	0	0	8	%100	8
Total	21	%70	9	%30	30	7	%23	23	%77	30

When the images used in the design are examined in general, Table 6 shows that most of the photographs are constituted of images that are appropriate (21) for the design, while a minor portion is photographs that are not ideal (9) for the design's objective. When we evaluate the editing status of the images selected, it is discovered that while there are manipulations in 7 of the photographs, there are no alterations in 23 of them. It has been observed that no photo editing is involved in any of the designs created on the Europe continent.

Table 7: Photograph Content Findings

| Continent | Content of the Photograph | | | | | Total |
	Hand	Heart	Blood Bag	Blood Drop	Other	
Africa	1	0	2	0	2	5
America	4	2	0	0	3	9
Asia	4	2	1	1	0	8
Europe	2	0	3	0	3	8
Total	11	4	6	1	8	30

Table 7, which lists the contents of the images used in the post designs, reveals that the hand (11) is the most often chosen. The blood bag (6) graphic is in second place, and the heart (4) photograph is in third place with reference to the contents of the photographs selected. While hand pictures were featured the most in the designs on the continents of America (4) and Europe (4), blood bag was mostly used on the continents of Europe (3) and Africa (2). People (3), Bloodletting (2), and Sea (1) are the elements of the pictures represented in the Other column.

Table 8: Use of Illustrations in Design and Availability of Stock Illustrations

| Continent | Use of Illustrations | | | | Total | Stock Illustrations | | | | Total |
| | Yes | | No | | | Used | | Not Used | | |
	N	%	N	%		N	%	N	%	
Africa	11	%79	3	%21	14	7	%63	4	%37	11
America	4	%29	10	%71	14	2	%50	2	%50	4
Asia	15	%65	8	%35	23	6	%40	9	%60	15
Europe	12	%63	7	%37	19	2	%17	10	%83	12
Total	42	%60	28	%40	70	17	%40	25	%60	42

Table 8 contains the findings linked to the illustration utilized in the designs and this reveals that illustrations were featured in a total of 42 designs. While the 17 pictures employed were stock images, it was discovered that 25 illustrations were created specifically for the projects. The Asia (15) continent appears to make the highest use of illustrations in its designs. In terms of illustrative use, Europe (12) comes in second, Africa (11) comes in third, and America (3) falls in last. Europe (10) ranks highest among the continents that incorporate design-specific images in their designs, while Asia (9) comes second.

Table 9: Illustration Content

| Continent | Illustration Content | | | | | Total |
	Blood Drop	Blood Bag	Heart	Environment	Other	
Africa	3	4	0	3	1	11
America	0	0	0	2	2	4
Asia	2	3	4	1	5	15
Europe	3	3	1	2	3	12
Total	8	10	5	8	11	42

Table 9 offers information on the contents of the illustrations used in the post designs and it is evident that the blood bag (10) is the most employed item. The environment (8) in which blood is collected and the blood drop (8) are ranked second while the heart (5) is ranked last. Whereas heart illustrations were frequently employed in designs in Asia (5), blood bag illustrations were widely used in Africa (4). The illustrations used under the column Other includes stains (1) in the African continent, arm (1) and stylized flower (1) in America, mascot (2), hand (2), and arm (1) in Asia continent. Respectively, illustrations with the themes of battery (1), arm (1), and human (1) were utilized in the Europe continent.

3.2.3 Color Usage Findings

In the light of the question "What role does color have in the design of Instagram posts?" the designs of blood donation posts on Instagram feed were investigated. The colors used in the design were investigated in four fundamental structures: "Use of Color on the Background," "Use of Gradient on the Background," "The Colors Used on the Background," and "The Colors Used in Typography." Table 10, Table 11, and Table 12 are constructed to evaluate the findings relating to the colors used in the designs.

Table 11: Use of Color on the Background

Continent	Use of Color				Total	Use of Gradient				Total
	Used		Not Used			Used		Not Used		
	N	%	N	%		N	%	N	%	
Africa	12	%86	2	%14	14	2	%17	10	%83	12
America	8	%57	6	%43	14	1	%12	7	%88	8
Asia	20	%87	3	%13	23	2	%10	18	%90	20
Europe	13	%68	6	%32	19	2	%15	11	%85	13
Total	53	%76	17	%24	70	7	%13	46	%87	53

Conforming to Table 11, background-color was involved in the production of posts in 53 cases. There were 17 designs that didn't have any color on the ground. The Asia (20) continent has the greatest background color in its feed according to statistics. Europe (13) is in the second position, while Africa (12) is in third place. America (8) was the continent with the least amount of color on the design background. Given the utilization status of the color transitions (gradient) on the ground of the designs, the number of color transitions (7) is relatively low.

Table 12: Colors Used on the Background

Continent	Number of the Colors			Colors Used on the Background					
	1 Color	2 Colors	Total	Red	White	Blue	Pink	Gray	Other
Africa	9	3	12	4	1	1	2	2	5
America	6	2	8	2	2	3	0	2	1
Asia	12	8	20	6	6	2	3	3	8
Europe	10	3	13	5	3	2	2	1	3
Total	37	16	53	15	11	7	5	6	17

Table 12 contains the background color data utilized in the design of the posts and conforming to that one color was used on the background in 37 designs, while two colors were used in 16 designs. The usage of color on the design background has been discovered to be more abundant on the Asia (12) continent. While Europe (10) is ranked second, America (6) is ranked last. Asia (8), on the other hand, ranks top in the continent with the use of two colors on the design ground.

When the varieties of colors utilized on the designs' ground are analyzed, it is revealed that Red (15) was the most commonly used color. Blue (7) is in the third position, whereas White (11) is in second place. The colors Red (6) and White (6) are most employed across the African continent according to the continent-based analysis. In the African continent the colors Cream (2), Claret Red (1), and Pale Orange (1) are used in the ground design, whereas Navy Blue (1) is used in America. In the Asia continent, the colors Navy Blue (2), Yellow (1), Claret Red (1), and Cream (1) were used. Finally, on the Europe continent, the supplemental colors employed in the designs are Black (1) and Yellow (1).

Table 13: Colors Used in Typography

Continent	Number of Colors Used in Typography					
	Red	Black	White	Gray	Blue	Other
Africa	8	5	11	0	1	4
America	7	5	7	6	3	4
Asia	17	14	11	4	4	7
Europe	8	11	10	2	2	0
Total	40	35	39	12	10	15

Given the status of the colors used in typography in Table 13, it is safe to conclude that Red (40) is the most commonly used color. In the list, White (39) is in second place, Black (35) is in third place, and Gray (12) is in last place. When comparing continents, Red (17) was the most broadly adopted color in Asian designs (17). Alternatively, the most favored colors in the typographies employed in the designs were White (11) in the African continent, Black (11) in the Europe continent, and Red (8) in the African continent. Looking at the colors under the Other column, the African continent contains Purple (1), Pink (1), Orange (1), and Green (1), whereas the colors utilized in the designs in America are Pale Orange (2), Purple (1), and Yellow (1). Pink (2), Navy Blue (1), Purple (1), Turquoise (1), Green (1), and Yellow (1) are prioritized in the colors of the typography in the designs of the Asia continent. There is no color under the other column in the Europe continent.

3.2.4. Design Principle Findings

As part of the research, the hierarchical organization of the elements utilized in the design plane is analyzed through the question "What is the hierarchical structure of the utilized items' placement regarding design level?". The hierarchical structure was assessed in terms of its interaction with all of the other parts as well as its relationship with the typographic elements included in the design. "On which aspect does the design level lay the most emphasis?" is another question for which a response is sought. The evaluation's focus on the design was conducted over three design elements as "Photography", "Illustration" and "Typography". "At the design level how is the balance (symmetrical, asymmetrical) achieved?" is the final examination question of the study. The "Asymmetric" and "Symmetric" categories are used to examine the balance condition of the design plane. Table 14, Table 15, and Table 16 show the results of the examination with reference to design principles.

Table 14: Hierarchy Status (Common and Typographical)

Continent	Common				Total	Typographical				Total
	Used		Not Used			Used		Not Used		
	N	%	N	%		N	%	N	%	
Africa	11	%79	3	%21	14	12	%86	2	%14	14
America	13	%93	1	%7	14	11	%79	3	%21	14
Asia	19	%83	4	%17	23	13	%57	10	%43	23
Europe	18	%95	1	%5	19	18	%95	1	%5	19
Total	61	%87	9	%13	70	54	%77	16	%23	70

Table 15: Balance Status Findings in Design

	Balance				Total
	Asymmetrical		Symmetrical		
Continent	N	%	N	%	
Africa	4	%29	10	%71	14
America	7	%50	7	%50	14
Asia	7	%30	16	%70	23
Europe	7	%37	12	%63	19
Total	25	%36	45	%64	70

Table 16: Emphasis of Elements Used in Design

	Emphasis Element						Total
	Photography		Illustration		Typography		
Continent	N	%	N	%	N	%	
Africa	3	%21	7	%50	4	%28	14
America	7	%50	3	%21	4	%29	14
Asia	7	%30	12	%52	4	%18	23
Europe	7	%37	10	%52	2	%11	19
Total	24	%34	32	%46	14	%20	70

There is a hierarchical structure among all the components (photography, illustration, typography) utilized in 61 designs conforming to Table 14, which contains data on the hierarchical structuring of the designs investigated within the focus of this research. There is a hierarchy among typographic elements used in the vast number of designs (54) when we look at the relation between them. Table 15 shows that symmetrical balance was deployed in 45 designs while the asymmetrical balance was used in 25 designs. Asia (16) was the continent where the symmetrical balance was most extensively employed, followed by Europe (12) and Africa (10). With seven designs, America is in the last position. On the other hand, whereas asymmetrical balance is used in 7 designs in America, Asia, and Europe, it is used in 4 designs on the African continent. Finally, in 32 designs the emphasis is made on illustration according to the Table 17 data. Moreover, photography is in second place with 24 designs, typography is in last place with 14 designs. Illustration is utilized in 12 of Asia's designs and 10 of Europe's designs and photography is employed the most in America's (7) designs.

4. Conclusion

Nowadays, social media platforms provide another venue for bringing attention to social issues and raising awareness. One of them is the use of social media in blood donation operations, which is growing increasingly popular. The most vital source of life, blood, has a social context that allows it to make a difference in other people's lives by donating. Even though there is numerous academic research on the influence of social media platforms on blood donation and other disciplines, scientific studies on the visual design status of the posts are inadequate. Consequently, it has been attempted to investigate the state of blood donation activity posts on social media platforms regarding visual design. This study is significant in generating data on how the designs are appealing in order to contact the desired community through the channels recognized for blood donation, which is intimately linked to society. Therefore, this research is expected to assist in the creation of concerns to be addressed in the designs created to reach the audience. The scanning model method is employed to conduct this study. The scanning model's most significant attribute is that it defines a scenario, event, or object in all time

phases. The conclusion of this study is evaluated using the scanning model's content analysis approach. The study's universe comprises Instagram posts made all around the world to promote blood donation. Its sample is with the hashtag "blood donation" in various languages which are randomly selected among posts. (German, Arabic, Azerbaijani, Czech, Chinese, Indonesian, French, Hindi, Hebrew, English, Spanish, Italian, Korean, Polish, Portuguese, Russian, Swahili, Slovak, Thai, Turkish). During the study, a tool has been developed to conduct the content analysis. The produced tool was revised leveraging it in the pre-test phase, and it was submitted to 5 academics and 2 graphic designers working in the field for their comments, and the scale was given its final shape based on the feedback collected. The study's data set was compiled from Instagram posts that included the hashtag "blood donation" in 20 different languages. 70 feed designs from 35 nations were analyzed as part of the research. According to the data, if we compare the use of typography in designs throughout the continents studied, we can see that there is a common approach, whereas the usage of photography is more prevalent in America and Asia. Photographs included in designs created on all continents are in line with the study, although editing has remained subtle on all the continents. Illustrations are widely used throughout Asia, Africa, and Europe. While color is used on the design ground in Africa and Asia, it is not used in the design background of America or Europe. It has been discovered that in all continents, the hierarchical structure (between all elements and between typographic elements) is taken into consideration. While asymmetrical balance is prevalent in American designs, symmetrical balance is prevalent in Europe, Asia, and Africa. Consequently, designs acceptable for raising awareness in various nations across the world with the "blood donation" hashtag on Instagram have been identified, and it has been concluded that this will aid the field not only in scientific research but also in social media concept. The research is recent and beneficial regarding its effects on the field.

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