

A Content Analysis of Social Media Engagement in Communication Efforts for Major
Livestock Shows

by

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TABLE OF CONTENTS

ACKNOWLEDGMENTS.....	ii
ABSTRACT.....	vii
LIST OF TABLES	viii
LIST OF FIGURES	x
I. INTRODUCTION	11
Statement of the Problem	12
Significance of the Study	13
Purpose	14
Objectives	14
Background and Setting	16
Livestock Shows	16
Social Media	18
Definition of Terms.....	21
Limitations.....	23
Assumptions	25
Summary.....	26
II. REVIEW OF LITERATURE.....	27
Overview	27
Uses and Gratification.....	28
Social Media	34
Social Media Engagement and User-Generated Content.....	39
Sentiment and Polarity	41
Livestock Shows	41
Denver National Western Stock Show.....	42
Fort Worth Livestock Show and Rodeo.....	42
Junior Market Livestock Shows.....	44
Livestock Show Economic Impact	46
Summary.....	48
III. METHODOLOGY	49

Overview	49
Research Design.....	51
Population and Sampling.....	53
Instrumentation	55
Codebook.....	55
Variables.....	62
Reliability and Validity	63
Data Collection	66
Data Analysis.....	67
IV. FINDINGS	69
Overview	69
Total Posts	70
Findings Related to Research Objective One	72
Findings Related to Research Objective Two	101
Findings Related to Research Objective Three	104
Findings Related to Research Objective Four	108
Findings Related to Research Objective Five.....	111
Findings Related to Research Objective Six	119
Summary.....	122
V. DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS.....	124
Overview	124
Conclusions and Implications.....	125
Conclusions Related to Research Objective One.....	126
Conclusions Related to Research Objective Two.....	130
Conclusions Related to Research Objective Three.....	131
Conclusions Related to Research Objective Four.....	132
Conclusions Related to Research Objective Five.....	132
Conclusions Related to Research Objective Six.....	135
Recommendations	136
Research	136

Practitioners	138
Summary.....	140
REFERENCES.....	141
APPENDICES.....	150
A. Codebook.....	150
B. Post Examples by Content Topic Area	155
Junior Market Livestock Show	155
Rodeo	158
Fair.....	159
Concert.....	160
Contest/Competition.....	161
Special Events	162
Exhibits/Shopping	163
Other Animal Shows	164
Show Overall.....	166
Other	167
Scholarship.....	168
Animal Rights	169

ABSTRACT

Practitioners and organizations will go where the consumers go when considering message strategy and media planning, and in this case, it is social media (Ashley & Tuten, 2014). Social media are ever-evolving technologies that can be incorporated into communication practices. For agricultural communications to continue to have a successful reach, have open doors and endless opportunities, the use of social media must be ensued (Graybill, 2010). Previous studies have explored social media use in agriculture, but none have looked at the social media communication efforts of junior market livestock show and rodeos. With the Uses & Gratifications Theory, this study identified different characteristics of user-created and organization-created posts during the Denver National Western Stock Show and Fort Worth Stock Show and Rodeo. Through a content analysis of 4,698 Facebook, Instagram, and Twitter posts over two weeks, this study examined how these different post characteristics influenced engagement levels and have the most interest. The study found how Instagram is the most engaging platform and the Junior Market Livestock Show is the most engaging content topic area for organization-created content. The results of this study will benefit future agricultural communications within the major livestock show and rodeo industry.

LIST OF TABLES

1.1 Among the Users of Each Social Media Site, the Percent Who Use That Site With the Following Frequencies.....	9
2.1 % of U.S. adults who use popular social media platforms	27
3.1 Amount of User-Created and Organization-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show	46
3.2 Content Creators for User-Created and Organization-Created Posts During the National Western Stock Show and Rodeo and Fort Worth Stock Show and Rodeo Junior Market Livestock Show	50
3.3 Content Topic Areas for User-Created and Organization-Created Posts During the National Western Stock Show and Rodeo and Fort Worth Stock Show and Rodeo Junior Market Livestock Show.....	52
4.1 Amount of User-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show	61
4.2 Amount of Organization-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show	62
4.3 Topic Areas of User-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show	64
4.4 Topic Areas of User-Created Content on the Fort Worth Stock Show and Rodeo During the Junior Market Livestock Show	68
4.5 Topic Areas of Organization-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show.....	72
4.6 Topic Areas of Organization-Created Content on the Fort Worth Stock Show and Rodeo Posts During the Junior Market Livestock Show	77
4.7 Topic Areas of User-Created and Organization-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show.....	82
4.8 Topic Areas of User-Created and Organization-Created Content on the Fort Worth Stock Show and Rodeo Posts During the Junior Market Livestock Show	87
4.9 Type of Organization-Created Posts on the National Western Stock Show Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	92
4.10 Type of Organization-Created Posts on the Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	93

4.11 Type of User-Created Posts on the National Western Stock Show Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	94
4.12 Type of User-Created Posts on the Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	95
4.13 Amount of Reactions, Comments, and Shares on User-Created and Organization-Created Posts During the Junior Market Livestock Show	96
4.14 Amount of Reactions, Comments, and Shares on Organization-Created Content During the Junior Market Livestock Show	97
4.15 Amount of Two-Way Interactions on Organization-Created Content on National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages	98
4.16 Sentiment of User-Created Posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	99
4.17 Sentiment of Organization-Created Posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	101
4.18 Ten Most Engaging Organization-Created National Western Stock Show Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show	103
4.19 Ten Most Engaging User-Created National Western Stock Show Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show	105
4.20 Ten Most Engaging Organization-Created Fort Worth Stock Show and Rodeo Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show	107
4.21 Ten Most Engaging User-Created Fort Worth Stock Show and Rodeo Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show	109
4.22 Comparison of Reactions, Comments, and Shares/Retweets on Organization-Created Content on National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show	111

LIST OF FIGURES

2.1 Engagement Research Model	23
2.2 Gaps Between Television and Online News Consumption Narrows from 2016.....	28
4.1 NWSS Facebook Content Topic Areas for User-Created Posts	65
4.2 NWSS Instagram Content Topic Areas for User-Created Posts.....	66
4.3 NWSS Twitter Content Topic Areas for User-Created Posts.....	67
4.4 FWSSR Facebook Content Topic Areas for User-Created Posts	69
4.5 FWSSR Instagram Content Topic Areas for User-Created Posts.....	70
4.6 FWSSR Twitter Content Topic Areas for User-Created Posts	71
4.7 NWSS Facebook Content Topic Areas for Organization-Created Posts	74
4.8 NWSS Twitter Content Topic Areas for Organization-Created Posts	75
4.9 NWSS Instagram Content Topic Areas for Organization-Created Posts	76
4.10 F FWSSR Facebook Content Topic Areas for Organization-Created Posts	79
4.11 FWSSR Instagram Content Topic Areas for Organization-Created Posts	80
4.12 FWSSR Twitter Content Topic Areas for Organization-Created Posts	81
4.13 NWSS Facebook Content Topic Areas for Both User-Created and Organization-Created Posts.....	84
4.14 NWSS Instagram Content Topic Areas for Both User-Created and Organization-Created Posts.....	85
4.15 NWSS Twitter Content Topic Areas for Both User-Created and Organization- Created Posts	86
4.16 FWSSR Instagram Content Topic Areas for Both User-Created and Organization-Created Posts.....	89
4.17 FWSSR Facebook Content Topic Areas for Both User-Created and Organization-Created Posts	90
4.18 FWSSR Twitter Content Topic Areas for Both User-Created and Organization- Created Posts Number.....	91

CHAPTER I

I. INTRODUCTION

The crisp, cool air is creeping into the show barn as the national anthem is taking place. The smell of hay, finishing products and soap permeate the atmosphere as the first class is called. Hearts are racing and nerves are high, all meaning show day has finally arrived. These are the days livestock exhibitors, judges, livestock fitters, and show families prepare for.

These are also the moments that have been eagerly anticipated by friends, family, and breeders who unfortunately may be unable to watch exhibitors in the ring. These moments can also be shared online for easy access. Social media platforms can be used to announce results, and show successes, activities and upcoming events for livestock show and rodeos. It can also be used to share memories – good and bad.

For an organization to continue to be successful and maintain a strong brand within any industry, it is important to have substantial and well-built communication practices set in place, and to not only post what consumers are wanting to see, but to also engage them. It is especially important for agriculturally-based organizations and companies to have a strong brand, represent themselves well, and communicate with the public effectively, in order to see the benefits in these technological tools that are readily available (Rhoades & Aue, 2011). This can take place on media and in communication practices.

The tools of social media have allowed the consumer to become key in an organization's efforts in creating new ways to engage with agriculturists and non-agriculturists alike (White, 2013). Organizations will see significant amounts of engagement on content and should pay attention to what consumers, participants, and exhibitors engage with on the social media platforms.

Statement of the Problem

Livestock show and rodeo research has been focused more on the exhibitor and agricultural contests and events, rather than the communication and marketing side (Cook, 2015; Boleman, Cummings, & Briers, 2005; Carr, Crosswhite, Shike, & Shultz, 2011; Church, 2014; Davis, 1998; Ragland, 2013; Davis, Keith, Williams, & Fraze, 2001) Social media is growing, also in communication practices. This study is to identify if social media is being used correctly in livestock show and rodeo communication practices, and to analyze if the junior market livestock show is an important part in these efforts.

Users and audience members only engage with content if it is an interest to them and if it satisfies their needs (Bergström & Bäckman, 2013). Even as agriculture becomes more complex, specific types of communication, including face-to-face communication, are more difficult to achieve (White, 2013). Agricultural practitioners need to stay up-to-date in practices, and online communication and social media have given agriculturalists another channel of instantaneous communication (White, 2013).

Significance of the Study

Social media have become a large part of communication plans and practices around the globe. When businesses are asked what really matters to their business, they will respond with my customers or my employees – but it is not the amount, it is rather the relationships the organization has that matters (Paine, 2011). Good relationships lead to good profits, which can turn into loyalty and strong branding (Paine, 2011).

According to Chris Brogan (2010), author of *Social Media 101: Tactics and Tips to Develop Your Business Online*, it is important to build your relationship with your audience and to establish your brand. Social media are a two-way method of communications (Brogan, 2010). Consumers and audiences want the appropriate content on their platforms, which will ensure more engagement (Brogan, 2010). Brogan also stated it is important to build the potential relations and grow community and audience by reaching deeper into each of those aspects – it must go beyond the surface level in order to bring more attention to your business (Brogan, 2010). Measuring a business's success is considered a strategic tool that can help increase success rates, manage sources, and have an understanding in what your audiences want (Paine, 2011).

There has been little research conducted on communications within fairs, major livestock shows and rodeos in the United States. While trying to stay up-to-date with communication practices, these organizations have incorporated social media into their communication plans. Being in a small and competitive market, these

organizations must be creative and willing to try new techniques in order to be successful. The changes in technology create a need for information and research on social media within the agriculture industry (Graybill, 2010). Social media in agriculture can help organizations become more transparent and personable, which in turn creates more interest and engagement (White, 2013).

The earlier stated principles of livestock shows can also apply to an organizations' communication efforts on and offline. One must create a strong and welcoming environment both on and offline to continue having patrons visit the event and to keep those engaged online. This study will benefit the United States livestock industry as it provides a foundation for livestock show communications through social media, identifying what type of content is the most beneficial for the organization. It will also analyze the difference in communication efforts of a national livestock show and a state livestock show.

Purpose

The purpose of this study was to explore the user-created and organization-created posts of Denver National Western Stock Show and the Fort Worth Stock Show and Rodeo during the junior market livestock show, to analyze and identify if type of content, content topic areas, and sentiment. The study will also identify if these characteristics make a difference in levels of engagement.

Objectives

Research objectives are as follows:

1. Describe the topic areas of user-created and organization-created content on the National Western Stock Show and Fort Worth Stock Show and Rodeo on Facebook, Twitter, and Instagram posts during the junior market livestock show.
2. Describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
3. Describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.
4. Identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
5. Identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

6. Compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Background and Setting

Livestock Shows

The center of agricultural fairs in North America came from the core elements of the agricultural society events in the early 1800s, and these competitions for the best domestic or agricultural products of each county/country are held to create a celebration of community and to share and learn practices and information about the industry (IAFE, 2017). The Smith-Hughes National Vocational Education Act established vocational agriculture courses in 1917, and in the following years organizations such as Future Farmers of America, established in 1928, were created and were important in the growth of agricultural education (Davis, 1998). Livestock shows were an added educational opportunity that students took part in. The purpose of special projects such as the raising and exhibiting of livestock was to develop “real life” experiences for students be involved in (Davis, 1998).

Today, livestock shows and rodeos are an important part of the agricultural industry, giving students an opportunity to develop skills and earn funds for future education. According to Davis et al. (2001), there are six considerably important benefits of exhibiting in livestock projects, which includes social relations, character, family, competition, being exposed to new cultures and environments, and can invest

financially to the youth's education. Livestock shows also provide an opportunity for youth to compete in a learning atmosphere, all while spending time with family members and friends (Williams, 1998). Entering the arena at these shows can signify the end of a season's long hours of dedication and preparation (Church, 2014). Church (2014) said competition is craved in today's society and anyone can pursue showing livestock. An individual's success is ultimately determined by their effort put into a project (Church, 2014).

Exhibitors of market shows are members of a youth agriculture program, such as 4-H or FFA. All of these opportunities follow the "learn by doing" mantra established by 4-H, FFA, and agriculture education (Williams, 1998). Students who have to care for something or take on agriculturally related responsibilities become more accountable, have increased participation, and have a better understanding of life than those who do not participate in such activities (Niemeyer, 2015). According to a study done on developing life-skills in livestock exhibition, students also develop life skills from their project participation, including decision making, ability to relate to others, accepting responsibility, building self-esteem, setting goals, and developing organizational skills (Boleman, Cummings and Briers, 2005).

To ensure livestock shows continue to be viable, there are two substantial guidelines that must be present in the initial planning stages of the show (Carr et al. 2011). These guidelines include maintaining a stress-free environment for all who are involved, including animals, and to provide educational experience to both exhibitors

and spectators, which includes families, teachers, public spectators, junior exhibitors and open exhibitors (Carr et al. 2011).

Social Media

Social media are vital parts of the average person's everyday life in America. These specific platforms provide chances for users to connect online by creating personal profiles, sending and receiving messages, and including various types of content. (Kaplan & Haenlein, 2009). According to BigCommerce (2018), the three most popular social media platforms include Facebook, Instagram, and Twitter. As of January 10, 2018, 69% of U.S. adults use and access at least one social media platform, which is significantly more than the half of Americans who used at least one social media site in 2011 (Pew Research, 2018). Today, around seven-in-ten Americans entertain, connect with others, engage with news, and share content on social media platforms (Pew Research, 2018). Table 2.1 depicts how often which platforms users access, which includes Facebook, Facebook, Snapchat, Instagram, Twitter, and Instagram.

Table 1.1

Among the Users of Each Social Media Site, the Percent Who Use That Site With the Following Frequencies

Platform	<i>Less Often</i>	Weekly	Daily
Facebook	10%	17%	74%
Snapchat	15%	21%	63%
Instagram	18%	21%	60%
Twitter	29%	25%	45%
YouTube	21%	34%	45%

Note: Numbers may not add to 100 due to rounding

Source: Survey conducted Jan. 3-10, 2018, (Pew Research Center, 2018)

As illustrated in Table 2.1, social media use is exercised daily by Americans, where 74% of Facebook users visit the platform daily, 63% of Snapchat users visit the platform daily, 60% of Instagram users visit the platform daily, 46% of Twitter users visit the platform daily, and 45% of YouTube users use the platform daily (Pew Research, 2018).

According to Brogan (2010), “Social media is more than just for personal use but is a new way to explore and use communication and collaboration efforts that were not previously available to everyone” (p. 11). Agriculture information exchange has normally been dictated by traditional mass media which includes magazines, television, and newspapers, but over time, technology and telephones have changed agriculture practices – even outside the realm of communication (White, 2013).

According to Paine’s (2011) study, social media provide an unlimited amount of

opportunities yet still have obstacles users may face. Even so, organizations must take advantage and stay up to date with these platforms (Paine, 2011). They are used not only communicating and listening, but also for educating and documenting (Bradshaw, 2009).

General businesses started incorporating social media use into their communications plans after the realization of an ever-changing world where practices will always change (Paine, 2011). While addressing business owners in her book, Paine (2011) stated that “social media changes everything within the realm of business communication and marketing practices” (p. 4). In today’s age, being in a small and competitive market, social media use in agriculture can help organizations become more transparent and personable, which in turn creates more interest and engagement. High engagement is a component in measuring the success of online media practices. It can also show what content your audience wants to see.

Having strong communication with your consumers and audience can boost an organization’s support and can increase its number of followers. Marketers have unique approaches in communicating with consumers and other partners as part of an integrated marketing communications (IMC) tactic to cultivate and grow relationships (Garretson & Burton 2005; Naik & Raman 2003). Engagement is how organizations and businesses interact with audiences and with content on online platforms, and metrics illustrate the audience action, which is vital for social media developments and growth (Dunham, 2017). Brands have discovered engaging with consumers through some form of social media is beneficial in communication practices and brand

development (Naylor, Lamberton, and West 2012), and social media marketing has been synonymized with word of mouth marketing (Kozinets, Valck, Wojnicki, & Wilner 2010).

Definition of Terms

The following list of definitions is used for the purpose of this study.

Junior Market Livestock Shows. An event in which 4-H and FFA livestock exhibitors enter their livestock projects and compete against other participants to be judged based on quality traits of that animal; these shows can consist of small local shows, county shows, jackpot shows, and major stock shows (Davis, 1998).

Fort Worth Stock Show and Rodeo. The historic Pro Rodeo Hall of Fame inducted event is a Western tradition including rodeo action, livestock and horse exhibition, concerts and a number of other events and experiences. (Fort Worth Stock Show and Rodeo, 2018; Visit Fort Worth, 2018)

Denver National Western Livestock Show and Rodeo. “Established in 1906, this show is the premier livestock, rodeo, and horse show in the nation, serving agricultural producers and consumers throughout the world. A 501(c)(3) charitable organization providing education in agriculture, including college and graduate level scholarships in agriculture and veterinary medicine for practice in rural areas” (National Western, 2018; pp. 1, 2).

Sentiment. “Sentiment classification is the task of detecting whether a textual item (e.g., a product review, a blog post, an editorial, etc.) expresses a POSITIVE or a

NEGATIVE opinion in general or about a given entity, e.g., a product, a person, a political party, or a policy (Nakov, Ritter, Rosenthal, Sebastiani, & Stoyanov, 2016; p. 1)”.

Social Media. “Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content” (Merriam-Webster, 2018; pp. 1).

Social Media Engagement. “Social media engagement measures the public shares, likes and comments for an online business' social media efforts. Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales” (Big Commerce, 2018; pp. 1).

Facebook. “Facebook is an online platform with their mission to give people the power to build community and bring the world closer together. There are 1.4 billion daily active users on average as of December 2017” (Facebook Newsroom, 2018; pp. 1).

Twitter. A social media platform that provides content about what is happening in the world and keeping people in the know. Content can range from breaking news and entertainment and politics, from big events to everyday interests (Twitter, 2018).

Instagram. A platform with a community of more than 800 million who capture and share the world's moments on the service. It is a home for visual storytelling for everyone with a creative passion (Instagram, 2018).

Content Analysis. "The integrative model of content analysis recognizes that content analysis itself describes message characteristics and identify relationships among message characteristics, and its methods are integral to a full understanding of human behavior and hence essential to social and behavioral science" (Neuendorf, 2016; pg. 14).

Limitations

With this study focusing on social media, there are a few limitations involved. Privacy is a concern on the internet and on social media platforms. Many users will block their profiles from the public eye. Private profiles prohibit the ability to see comments and certain content posted. As for finding and coding posts, because of the codes and algorithms used on some platforms, such as Instagram and Facebook, the content was not listed in a chronological order. Instagram content can be found in chronological order within hashtag searches, but Facebook does not allow for a chronological search, rather a multi-option search, so some posts may have been missed.

Because of the vast amount of posts created, not all posts were found. Content is constantly being distributed onto social media platforms, which can make it difficult to make sure content does not get lost. Selected stipulations were put in place to

collect a strong enough sample. Selected stipulations were put in place to collect a strong enough sample. Facebook does not allow for a chronological search, rather a multi-option search, so some posts may have been missed. Also, because of the use of hashtags in coding and collection, there are still posts outside of the sample that may have not been collected, even if they referred to the Fort Worth Stock Show and Rodeo and Denver National Western Stock Show Junior Market Livestock Show.

When posting content on platforms, there are few flaws in analyzing specific details. Multi-content posts on Facebook that include videos do not indicate the number of views accumulated. If there are multiple videos in one post, number of views are not indicated. Instagram videos do not allow you to see who or what was tagged in the video. On Facebook, once a post hits a certain amount of likes or reactions, it changes formatting. It is hard to find the true number of reactions within content but can be identified by adding the types of reactions together for a total sum of reactions.

Social media platforms offer different options to collect data. One example would be the use of a hashtag to identify a keyword or topic – these can be utilized to categorize or index posts. A social media monitoring tool was not used in collecting data; data were collected straight from the platforms.

On Instagram, there are multi-content posts. These posts have more than one image or video embedded into the post. If there is a multi-content post including videos, the number of views it has accumulated is not indicated. If there are multiple

videos in one post, number of views are not indicated. Instagram videos do not allow you to see who or what was tagged in the video.

While conducting the research for this study, all data collection was on the consumer side of the platforms. Identifying all created content the organization practitioners interacted with can be a difficult feat. Comments can be readily identified, but reactions (likes) can be harder to identify when there are larger amounts of engagement.

Assumptions

There were a few assumptions within the study. In the process of collecting and finding data, it was assumed all posts were not visible to the researcher for analysis. Some posts may have not had a hashtag or may have been created by a private profile.

The second assumption is that both National Western Stock Show and Fort Worth Stock Show and Rodeo both have similar livestock show communication efforts. This means they are focusing on main points during their events, and attempting to inform and satisfy the audience while still promoting the show and agriculture.

Another assumption in this study is that the content posted about either show would be interpreted correctly by the researcher. When the researcher is coding, all content was coded correctly in regard to the intentions, sentiment, content topic area, and content type.

Summary

Social media are not only a social platform for users to engage and create, but it is a constantly evolving tool for communication practices in businesses within every industry. To be successful on social media platforms, communicators must understand what the consumer wants to see and digest. Uses and gratifications theory states users interact with media and content that gratifies or satisfies their needs, and in social media use, this can be identified as engagement.

Considering how large audiences can be online, it is important for livestock shows and rodeos to not only be precise with their content and messages but to have an idea of what their audiences are wanting to see. Engagement can help identify which areas and what type of posts are beneficial in communication practices. To stay on top of these communication practices, it is vital for agriculturally-based organizations adopt online media practices (Rhoades & Aue, 2011).

CHAPTER II

II. REVIEW OF LITERATURE

Overview

The purpose of this study was to examine the content and engagement regarding and posted by the Denver National Western Stock Show and the Fort Worth Stock Show and Rodeo during the junior market livestock show timeframe.

Chapter I acted as an introduction to the study and established the reasons behind the study. Chapter II is a review of literature and research, influenced by factors of the junior market livestock show, Denver National Western Stock Show, Fort Worth Stock Show and Rodeo, and the uses of social media to increase engagement. This chapter also discusses the related theory, uses and gratifications. The literature view research conducted helped establish the following research questions:

1. Describe the topic areas of user-created and organization-created content on the National Western Stock Show and Fort Worth Stock Show and Rodeo on Facebook, Twitter, and Instagram posts during the junior market livestock show.
2. Describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

3. Describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.
4. Identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
5. Identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
6. Compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Uses and Gratification

First noted in 1959 by Elihu Katz, the uses and gratifications theory is useful in explaining the behavior of people using many new communication technologies (Liang, Lai, & Ku, 2007). Until the 1970s, uses and gratifications researchers focused on gratifications desired solely, not considering the outcomes or the gratifications actually gained.

Each of the major pieces of uses and gratifications research has yielded its own classification scheme of audience functionality (Katz, Blumler, & Gurevitch, 1973). This theory can be a key factor in understanding audiences and in identifying why they choose certain medias to satisfy their needs (Brubaker, M., Settle, Q., & North, E. G., 2016). Uses and gratifications is relevant, appropriate and affective in online media communication practices (Dunne, Lawlor, & Rowley, 2010; Bumgarner, 2007). The assumptions of uses and gratifications highlight the role of audience initiative and activity, and communication behavior being purposive and goal-oriented (Rubin, 2002). Also, media effects how researchers seek the sole communicator, channel, or message elements that explain the impact messages have on receivers (Rubin, 2002).

Uses and gratifications research processes information to clarify and understand why individuals pursue specific media outlets to gratify personal needs and also the consequences of their media uses (Katz et al., 1973). This theory also suggests individuals do not passively participate in media selection, but actively search for sources in the media that will appease their needs (White, 2013). Several researchers view and believe this theory to be a useful approach to study online and internet usage (Eighmey & McCord, 1998; Kaye & Johnson, 2004; Ko, Cho, & Roberts, 2005; Ruggerio, 2000; Dunne, Lawlor, & Rowley, 2010).

Katz' (1973) conducted research on Lundberg and Hulten's works of the "uses and gratifications model." Katz listed found in his research five key elements of the model (Katz et al., 1973):

1. The audience is thought of as an active and key part of the mass media use in goal completion, and a majority of mass media experiences embody amusement or diversion, rather than purposeful activity. This behavior has functionality and may have consequences for individuals and societies (McQuail, Blumler & Brown, 1972; Katz et al., 1973; Rubin, 2002)
2. In mass media communication, much initiative in linking need gratification and media choice lies with the audience member (Katz et al., 1973). And when choosing a communication vehicle, people will select their media of choice by what will satisfy needs or desires, which makes media audiences active communicators who are not only seeking satisfaction, but information to solve situational problems (Rubin, 2002).
3. The media competes with other sources and communication for satisfaction and accomplishment, such as using interpersonal interaction and attention, gratification, and seeing desires and needs through (Katz et al., 1973; Rubin, 2002).
4. Several of the goals of mass media use can be derived from data supplied by individual audience members, people who are adequately self-aware to be able to address their interests and motives, or at least recognize them when confronted by them in an comprehensible verbal formation. (Katz et al., 1973)

5. Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. (Katz et al., 1973)

Past findings of computer-mediated communications rediscovered the importance of the uses and gratifications theory and shed light on how audience members can play a vital role in the information gathering they pursue from the Internet because they are actively seeking specific information (Bryant & Zillman, 2002).

Even within the uses and gratifications theory, audience activity is the core concept (Rubin, 2002). There are two different type of media orientations that can tell researchers about the amount and type of media use and about one's media attitudes and expectations, which can be ritualized and/or instrumental (Rubin, 2002). Ritualized is when a user is on a medium more habitually to consume time and as a diversion, while instrumental is when one is seeking specific media content for informational reasons (Rubin, 2002).

According to uses and gratifications research done by Whiting and Williams (2013), there were several common themes in the use of the internet and social media. The common themes discovered include social interaction, information seeking, shirk from responsibilities, entertainment, relaxation, communicatory utility, and convenience utility (Whiting & Williams, 2013). Out of these themes, the research discovered the top two are social interaction and information seeking (Whiting & Williams, 2013).

Based on the theoretical background and theory presented in this study, Figure 2.1 visually represents social media engagement.

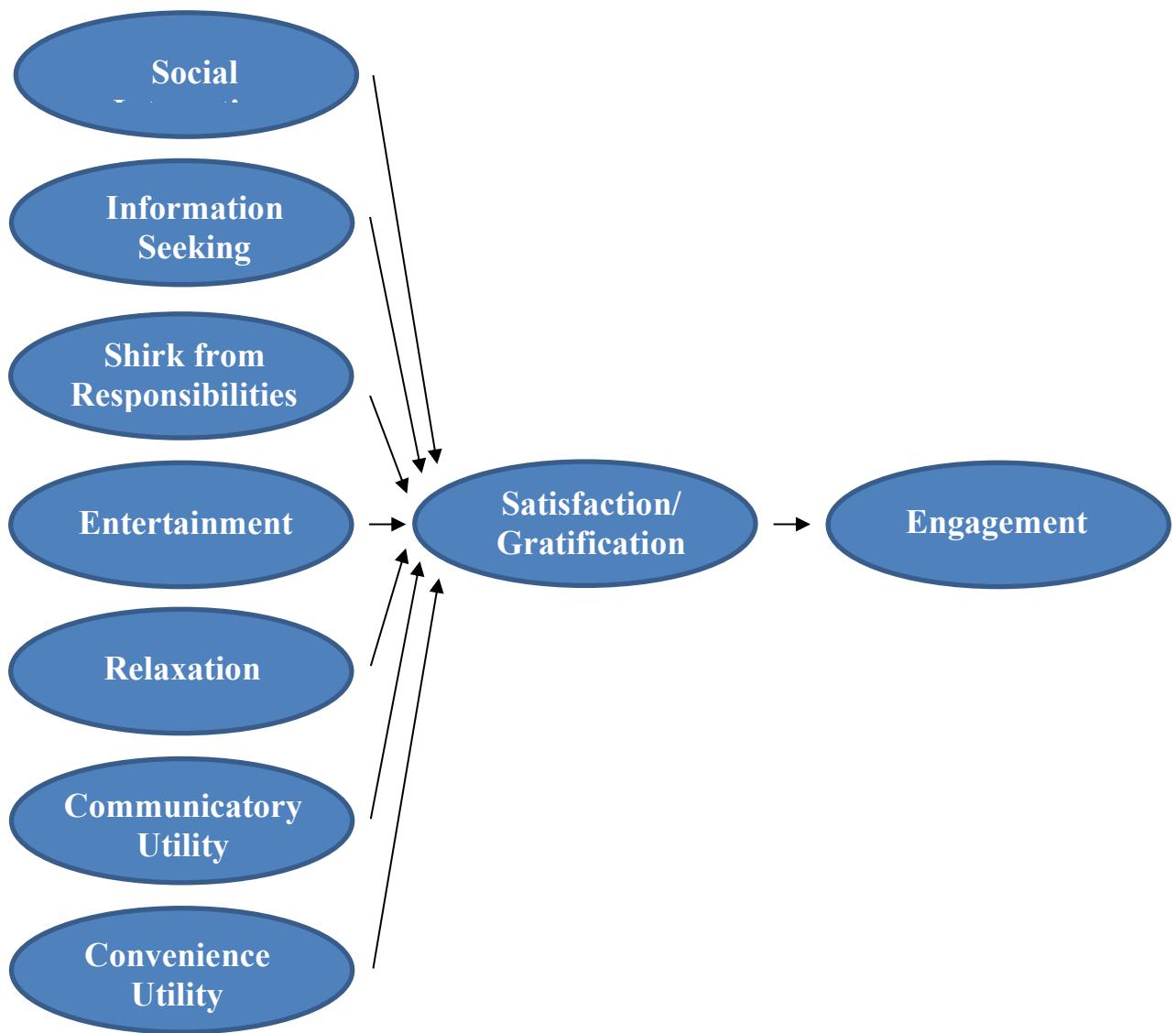


Figure 2.1. Engagement Research Model

With the strong basis the theory provides in communication literature, uses and gratifications provides a foundation and prominent research on social media usage and practices (Malik et al., 2015). Uses and gratifications research focuses on audience motivation and consumption, and the focus has been shifted to what people do with media instead of what the media can do to or for people (Rubin 2002). A study conducted by Korhan & Ersoy (2016) found that individuals can gratify and satisfy their socializing needs, entertainment, learning and news needs using social networking sites.

In agricultural communications and media, small amounts of research have been done with the uses and gratifications theory (Brubaker et al., 2016; Meyers, Gracey, Irlbeck, & Akers, 2015; Shaw, Meyers, Irlbeck, Doerfert, & Abrams, 2015). These selected studies did find uses and gratifications of use within their research. One study (Meyers et al., 2015) focused specifically on online blogs, and found “Studying the uses and gratifications of readers will improve future efforts to target publics with accurate and informative content via blogs, (p. 11)” proving the use of uses and gratifications in communication and online research is beneficial and effective. Another uses and gratifications study (Brubaker et al., 2016) had a main goal to determine viewer perceptions and preferences of a specific communications tool, Farmweek, finding the show has opportunity to strengthen and develop their viewership. When considering user-created content within agriculture, Shaw et al. (2015) stated the uses and gratifications theory clarifies why specific online media tools may be popular in personal use. All in all, the uses and gratifications theory can

help researchers hone in and more adequately identify how well media meets users' needs (Katz et al., 1973).

Social Media

One of the most significant social developments in all time is social media communications (Experian Marketing Services, 2010; Graybill-Leonard, Meyers, Doerfert, & Irlbeck, 2011). The entire paradigm of social media has completely changed the basic rules of communication efforts, and online social networks allow social interactions and inter-connectivity for users (Penni, 2017). Social media are considered a mostly mobile tool used to not only to engage and build relationships, but to share information. (Graybill-Leonard et. al, 2011). This mean of communications has drastically changed how people communicate (Solari Communications, 2017).

Audiences have become more dependent on the Internet and social media for information over the years, and it is argued that the art of communications has become more digital with new channels available, and users who and will participate in the continuing transitions will communicate more effectively than those who do not (White, 2013; Schivinski & Dabrowski, 2014). Social media content creation should be consistent to be considered informational, reliable, and accurate within communication efforts (White, 2013).

A study conducted by Penni (2017) found that within social media, community structure such as socialization and relationship building and entertaining can have a strong influence on communication and networking online. The same study also

predicted future utilization of social media networking will continue to grow (Penni, 2017). Table 2.1 illustrates the percentages of U.S. adults who use specific social media platforms according surveys conducted throughout the years. The survey includes information regarding Facebook, Pinterest, Instagram, LinkedIn, Twitter, Snapchat, YouTube, and WhatsApp (Pew Research, 2018).

Table 2.1

% of U.S. adults who use popular social media platforms

Date	<i>Face book</i>	<i>Pinterest</i>	<i>Instagram</i>	<i>Linked In</i>	<i>Twitter</i>	<i>Snapchat</i>	<i>YouTube</i>	<i>WhatsApp</i>
8/5/12	54%	10%	9%	16%	13%	-	-	-
8/7/12	-	-	-	-	14%	-	-	-
12/9/12	-	13%	11%	-	13%	-	-	-
12/16/12	57%	-	-	-	-	-	-	-
5/19/12	-	-	-	-	15%	-	-	-
7/14/13	-	-	-	-	16%	-	-	-
9/16/13	57%	17%	14%	17%	14%	-	-	-
9/30/13	-	-	-	-	16%	-	-	-
1/26/14	-	-	-	-	16%	-	-	-
9/21/14	58%	22%	21%	23%	19%	-	-	-
4/12/15	62%	26%	24%	22%	20%	-	-	-
4/4/16	68%	26%	28%	25%	21%	-	-	-
1/10/18	68%	29%	35%	25%	24%	27%	73%	22%

Source: Surveys conducted 2012 – 2018; (Pew Research Center, 2018)

Facebook's percentages of adults using the platform have increased over the specified timeframe, but had a lull between 2016 and 2018, staying steady at 68%. The other platform with a significant percentage in the 2018 survey was YouTube (n = 73%). Although the numbers are at a lower percentage, Pinterest (n = 29%), Instagram (n = 29%), LinkedIn (n = 25%), and Twitter (n = 24%) have all had an increase in usage in U.S. adults.

Facebook is used most-widely out of all the major social media platforms, with 68% of U.S. adults using the platform, but the percentage did not increase from 2016 (Pew Research, 2018). Although Instagram is at a mere 35% of usage compared to Facebook, the percentage continues to grow with a 7% increase from 2016 to 2018, and Twitter at 24% of US adults using the platform, which is 3% higher than the 2016 numbers (Pew Research, 2018). Pew Research also concluded more Americans are getting their news from multiple social media platforms (Bialik & Matsa, 2017). As of August 2017, 50% of Americans report getting their news from television, but 43% stated they get their news online, which is significantly closer than the 19-point difference in 2016, which is shown in Figure 1 (Bialik & Matsa, 2017).

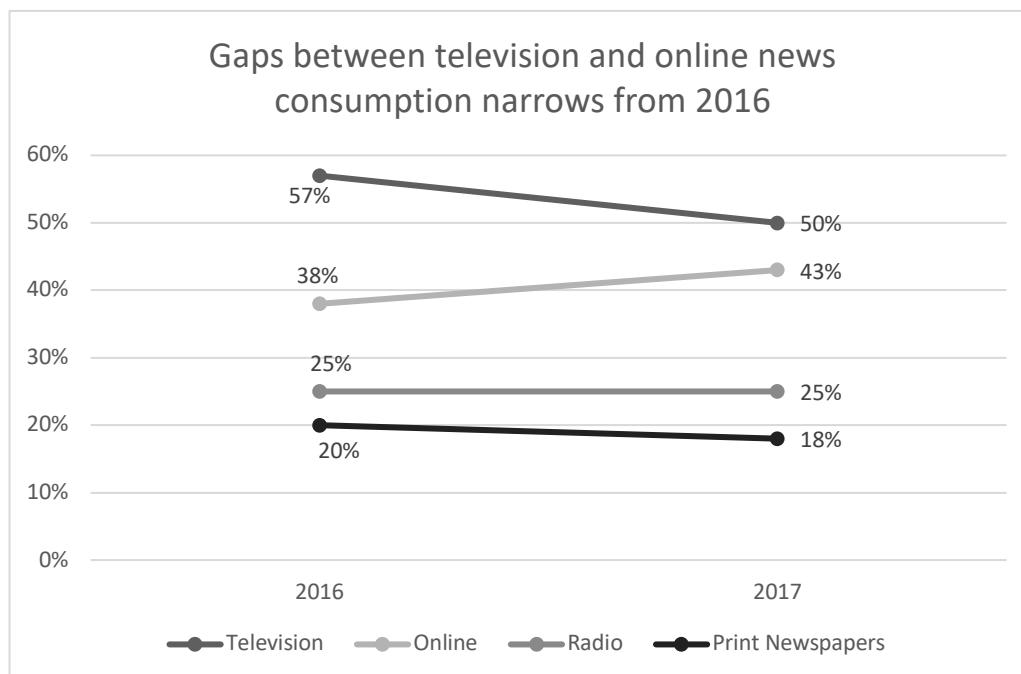


Figure 2.2. Gaps between television and online news consumption narrows from 2016. Survey Conducted Aug 8-21, 2017; Bialik & Matsa, 2017

Organizations have found it is almost required to have a social media presence (Bërgstrom & Bäckman, 2013). In a study conducted by Rhoades and Aue (2011), the researchers discovered agricultural media producers see benefits in using online media tools, such as benefitting in reach and furthering promotions of organizations' brands. Social networking sites have encouraged organizations to include virtual communications in their user and public relation practices (King. 2016).

Agriculturally-based organizations, groups, and businesses are beginning to understand the online tools that can help better communication practices. (Rhoades & Aue, 2011). Even in agriculture, it is vital to stay on top of practices and understand what the users want from content created (Rhoades & Aue, 2011). “It has become a responsibility of agriculturalists to embrace and engage in interaction with critics and consumers in order to make sure that the right side of the story of agriculture is being told; otherwise, those doubters are going to go above and beyond to dig for facts, whether they are true or false.” (Graybill, 2010, p. 8) According to a study completed by Howard (2015), the agriculture industry should take advantage of social media platforms and other online media outlets to effectively reach consumers and provide any information and content necessary, whether it be in general, proactively or reactively. Agriculturally-based organizations such as the AgChat Foundation and American Farm Bureau Federation encourage and practice social media use in communication efforts (White, 2013).

Social Media Engagement and User-Generated Content

According to Dunham of Hootsuite (2018), there is a high importance for social media growth in engagement efforts and audience relations. Participation and getting users to show interest is the main goal of marketing practices on social media (Bergström & Bäckman, 2013). Interactions on the Internet and social media have increased with users creating, communicating, and these interactions influence users' continuous use of these online platforms. (Penni, 2017). Engagement can reflect the customers' interactive, co-creative experiences with other stakeholders in specific relationships, and has created considerable attention across a number of academic disciplines, including social psychology, organizational behavior, and marketing literature (Brodie, Hollebeek, Biljana, & Ilic, 2011). Conversation should at least include a two-way conversation and attempt to keep everyone on both sides of the content involved, because this type of communication has to have a sender who is capable and willing to provide and share content and information, and a receiver who wants to listen and take part in the message (Bergström & Bäckman, 2013).

According to research conducted by Solari Communication Group (2017), Businesses should follow certain rules when communicating effectively on social media platforms, which does include:

1. Remembering that people want to have a voice, and also to be listened to.
2. There should be meaningful dialogue.

3. Consumers and followers want to be engaged and involved in the process, allowing personal interactions with others that can lead to connecting with others who are engaged in similar situations or activities.
4. People want information and content to come across as easy and understandable, genuine, and relevant.
5. People want to be able to conduct or partner in business efforts while keeping transparency.

All in all, users want to be a part of clear and concise communication practices and have a desire to have meaningful conversations and engagement with others on online platforms (Solari Communications, 2017).

Creativity is key in communicators' message developments. Images and visuals have become key factors and a vital tool in communication efforts (Rodriguez Estrada & Davis, 2014). According to study conducted by King (2016), users and audiences are visual, and practitioners should incorporate more graphics and texts while using fewer hyperlinks to drive user engagement. Another study found that the role of visuals in communications will continue to develop (O'Holloran, Chua, & Podlasov, 2014). Visual communication allows users to delve into their creativity and can be used in identity representation (Adami & Jewitt, 2016).

Agriculturalists have to delve into new technologies and approaches to interact with current and potential consumers (Shaw et al., 2015). The two-way communication can be a benefit in strengthening and continuing relationships with key

stakeholders (King, 2016), and when practitioners adopt an engagement perspective, the brand or message can become a part of the user's identity (Ashley & Tuten, 2014).

Sentiment and Polarity

“Capturing public opinion about social events, political movements, company strategies, marketing campaigns, and product preferences is garnering increasing interest from the scientific community, for the exciting open challenges, and from the business world, for the remarkable marketing fallouts and for possible financial market prediction. (Cambria, Schuller, Xia, & Havasi, 2013; p. 15)” Sentiment analysis is understanding the private thoughts of a human mind, which can include opinions and emotions, behaviors, and sentiments (Poria, Cambria, Howards, Huang, & Hussain, 2016). Sentiment polarity is understanding the emotional valence of content and the overall orientation. (Stieglitz & Dang-Xuan, 2013). Sentiment analysis may be challenging but can be beneficial in future research and business practices (Cambria et al., 2013).

Livestock Shows

The International Association of Fairs & Expositions stated American fairs and exhibitions developed from 18th Century western Europe and made their way to Boston and Halifax to continue practices in agriculture and animal husbandry (IAFE, 2017; Davis, 1998). Currently in North America, there are over 3,200 fairs held annually, and these events provide unique industrial exhibits, demonstrations, and competitions aimed at the advancement of livestock, horticulture, and agriculture with

emphasis placed on educational activities including 4-H, FFA and similar youth development programs (IAFE, 2017). Fair exhibitors are also able to see, hear, touch, smell, and taste the richness and variety of what the agricultural world has to offer (IAFE, 2017).

Denver National Western Stock Show

Livestock events began in Denver in the late 1890s but were irregular and not structured (National Western, 2018). The first show officially opened in 1906 and established the name to the Western Stock Show Association with the non-profit organization title incorporated within the same year (National Western, 2018).

The Denver National Western is a highly respected event, being recognized by the American Business Association as a Top 100 event of the year and selected as the Rodeo of the Year by Events Business News Magazine (National Western, 2018). It is also known for their several breeding animal show and sales. It is home to the world's premier pen and carload shows (National Western, 2018).

National Western's (2018) goal is to "strengthen American agriculture through enrichment programs and youth education in livestock, equestrian, farming, ranching, animal awareness and appreciation, while celebrating western lifestyles, our communities, and providing lifelong memories and family traditions (p. 3)." (p. 3).

Fort Worth Livestock Show and Rodeo

Livestock shows in Texas had their initial start in 1890s as fat stock shows, starting as an event to attract meat packers in Fort Worth (Reynolds, 1995). The term

was initially keyed for pork, but later was altered and was used for animals specifically bred and raised to slaughter, dress, and eat (Reynolds, 1995).

According to an unidentified newspaper clipping from the Fort Worth area, the first show in Texas was reported to take place “sixteen years ago today,” dated on March 18, 1912, this can be confirmed because of the coinciding annual meeting of the Texas Cattle Raisers’ Association (Reynolds, 1995).

Reports from the first livestock show claimed the inaugural event was a “dismal affair,” claiming it consisted of only a handful of cattle, but, those who showed their animals and most all who attended were interested in the initial vision and plan (Reynolds, 1995). According to a different source, the first stock show took place in March 1896 on the banks of Marine Creek in North Fort Worth, and the second show was decided to be held October 12-13 to coincide with the National Livestock Exchange Convention meeting (Handbook of Texas Online, 2018). The Fort Worth stock show and rodeo brings in a large crowd, and in 2012, the all-time attendance record was broken at 1,166,000 patrons during a 23-day run. Later, the show would see changes in their attendance, having single day records at 157,800 in 2013 (Fort Worth Stock Show and Rodeo, 2018). Livestock shows play a large part in the numbers for Fort Worth Stock Show and Rodeo. In 2015 and in regard to the livestock shows, there were 10,252 cattle entries, 2,433 sheep entries, 4,137 swine entries, and 2,628 goat entries (Grotta, 2015). There was 11,254 junior exhibitor entries that represented 237 of the 254 Texas Counties (Grotta, 2015).

Scholarships and educational funds play a large part at Fort Worth Stock Show and Rodeo. In 2015, \$498,000 in scholarships was awarded and there was a new record of \$3,700,000 in sales receipts at the Junior Sale of Champions (Grotta, 2015). Founded in 1980, the Fort Worth Stock Show Syndicate is a 501(c)(3) charitable organization that provides funds for exhibitors who successfully make it into the Fort Worth Stock Show Sale of Champions, so they will later be able to attend college or use the money in a future agricultural project (Fort Worth Stock Show Syndicate, 2017). In 2017, the Fort Worth Stock Show Syndicate bought the Grand Champion Steer of the Show for a record-breaking \$240,000 (Fort Worth Stock Show Syndicate, 2017).

Junior Market Livestock Shows

In regard to the beginnings of livestock shows and exhibition, there is a limited amount of documented knowledge (Cook, 2015). Elkanah Watson is recognized by research as the “father of agricultural fairs” (Cook, 2015; p. 11; Texas 4-H, 2012) As years past, the Smith-Hughes National Vocational Education Act establishment and adding of hands-on programs, students were given the opportunity to have an animal project because it teaches youth to care, feed and manage livestock, which all led up to competing in junior livestock shows (Williams, 1998).

Originally starting as youth pig-clubs, young exhibitors could develop animal selection, feeding, and caring techniques through competing and social interactions with others (Davis, 1998). As years passed, the clubs developed into something more,

and became more modern and expanding levels of participation through adding other species.

Youth livestock project programs in Texas had their initial start in 1910 when the first beef and pig clubs were organized, which took place in Coleman County Texas (History of 4-H). The highest number of 4-H and FFA livestock projects in the nation are in Texas (Ragland, 2013). Livestock projects require long time periods of dedication, lasting six to nine months, and cattle projects lasting longer (Cook, 2015).

Studies have found benefits of livestock show participation include youth involvement and the opportunity to compare and compete in a learning atmosphere, giving exhibitors the added responsibility and dedication, with a boost of self-confidence (Rusk, Summerlot-Early, Machtmes, Talbert, & Balschweird, 2003). There are opportunities for exhibitors and supporting adults to learn throughout the process of preparation and during the shows (Stockton, 1977). The key to the genuine interest in livestock shows is competition, and it does not discriminate against the person's ability or demographics (Stockton, 1977). Several studies have found that overall these exhibitors want to be and are prepared for the future and develop life skills needed to be successful in education and as adults (Rusk et al., 2003; Stockton, 1977; Boleman et al., 2005).

This opportunity provides public awareness and can also lead to public support of vocational agriculture (Stockton, 1977). Not only does it provide a public awareness opportunity, the work-ethic and success of the past exhibitors show in later education is noticed by universities and colleges in every state (Stockton, 1977).

A study conducted by Davis (1998) at Texas Tech University focused on exploring and confirming benefits of competitive youth livestock exhibition. The livestock exhibition benefits included character development, cultural experiences, social relationships and interactions developments, along with increasing animal knowledge and care techniques (Davis, 1998). These exhibitions also give opportunities for strong and healthy family growth and satisfying and developing competition drive and ability (Davis, 1998). Another study was later conducted on seeking and outlining skills and benefits in school, at home, and at a job learned through raising livestock animals and exhibition (Rusk et al., 2003). Large numbers indicated raising and exhibiting these livestock projects have benefitted and developed such decision-making and problem-solving skills (Rusk et al., 2003).

Texas FFA and 4-H programs should be continued to be utilized as a mean of developing life skills among members and can apply for other programs such as 4-H and for those programs outside the state of Texas (Davis 1998; Stockton 1977). Youth livestock programs can be a rewarding experience to exhibitors and participants, and yet it past years, has been overlooked as a beneficiary to education and life-skill development practices (Texas 4-H, 2012; Stockton, 1977).

Livestock Show Economic Impact

The impact a livestock show can have on a city can be judged in many different ways, including number of jobs created, number of visitors to the city, and number of dollars made by the show and by the community (Tomascik, 2011). A study conducted by Cook (2015) found for the state of Texas, there are high averages

of statewide total dollars spent on livestock projects. These 2015 numbers include \$4,705,801.73 for steers, \$36,881,304.00 for barrows, \$14,226,417.00 for lambs, and \$12,920,831.02 for goats, totaling at \$108,774,353.75, and come from purchasing the livestock, plus feed, hay, and additives and supplies (Cook, 2015). There are also numbers that can demonstrate the importance of livestock shows on the economy.

The Denver National Western Stock Show had an attendance of 686,745 in 2015, and the average is 660,000 guests each year of the 16-daylong event, also known as the Super Bowl of livestock shows (Denver The Mile High City, 2018). Guests from 30 countries and 45 states and have attended the event in the past and has an economic impact for the city, county of Denver, and nearby communities, which the impact has an annual monetary impact of over \$100 million (Denver The Mile High City, 2018).

David Grotta (2015) researched and created an economic impact report for the Fort Worth Stock Show and Rodeo. Over the 23 days of that year's show, 414,058 individuals attended, and 1,248,500 visitor days generated. As for monetary values, there was \$62,425,000 direct expenditures by visitors which was an increase from the \$56,855,000 in 2014, and there was \$26,207,307 expenditures by FWSSR – which both totaled to \$88,632,307 (Grotta, 2015). These numbers led to \$1,772,646 in Fort Worth Taxes and \$5,539 in Texas taxes (Grotta, 2015). There was a 9.8% increase from the 1,137,100 visitor days in 2014, and an increase to 54,283 average number of visitors a day from the 2014 49,439 average people per day (Grotta, 2015). In regard

to visitors, almost a million of the visitors (953,854) came from outside Fort Worth, and there were 94 counties represented at that year's event (Grotta, 2015).

Summary

Uses and gratifications is appropriate and relevant in online media (Dunne et al., 2010). It allows practitioners to understand what messages and content are gratifying and satisfying user needs (Rubin, 2002). Major livestock shows and rodeos provide ample opportunity for developing life-skills and play a large role in youth organizations such as 4-H and FFA (Davis, 1998). These shows and rodeos are agricultural organizations that take place across the nation and have a rich history within the United States, and to stay up-to-date, have picked up online media use in communication efforts. As White (2013) stated, "Social media has become an effective forum for agriculturalists to provide information about agriculture because most social media tools are free, easy to use, and are adopted by an ever-growing number of people (p. 82).

CHAPTER III

III. METHODOLOGY

Overview

This chapter highlights and describes the study's design and application. This chapter examined the process of the study and includes the research design, population and sampling, instrumentation, data collection, and data analysis according to each of the research questions.

The objectives of this study included:

1. Describe the topic areas of user-created and organization-created content on the National Western Stock Show and Fort Worth Stock Show and Rodeo on Facebook, Twitter, and Instagram posts during the junior market livestock show.
2. Describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
3. Describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.
4. Identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo

Facebook, Twitter, and Instagram pages during the junior market livestock show.

5. Identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
6. Compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

This study is to determine and help understand the use of content and engagement in communication efforts on two different major livestock show social media platforms and within user-created content.

Certain aspects of the content were analyzed. These can include substance characteristics, those that exist in any medium; formal features, those relevant to the medium through which the message is sent; and content measures, which are applicable regardless of the medium the content (Neuendorf, 2016).

This study analyzed specific user-created content and also organization-created content on the social media platforms of a national livestock show, Denver National Western Stock Show, and a state livestock show, Fort Worth Livestock Show, to examine if there are significant differences in engagement. This study also analyzed

which content topic areas and types of content were prominent in communication practices. Sentiment was also measured for organization-created content.

Research Design

This study was a comparative content analysis. The comparative method is a fundamental concept of social science (Zschoch, 2011). Content analysis allows for quick and easy study of messages, and can be briefly defined as the systematic, objective, quantitative analysis of message characteristics (Neuendorf, 2016).

Growing in the usage, a content analysis allows researchers to sort large amounts of data with relative ease in a systematic way (Neuendorf, 2016), and reducing it to become more manageable and help create inferences about the sender(s) of the message, the message itself, or the audience of the message (Weber, 1990). The content analysis only describes characteristics or depict relationships among those specified message characteristics – all in all, this type of study helps develop a stronger understanding of communication behavior (Neuendorf, 2016). Research was conducted by Weber (1990) on Berelson's work on content analysis. Weber (1990) adapted and created identifying notable examples of what a content analysis can be used for in research:

- Compare media or “levels” of communication
- Identify the intentions and other characteristics of the communicator
- Determine the psychological state of persons or groups
- Describe attitudinal and behavioral responses to communications

- Reveal the focus of individual, group, institutional or societal attention
- Describe trends in communication content

The aspects of this list that were focused on in this study was describing trends in communication content, revealing focus of the attention, and comparing the media or “levels” of communication. Trends in content and focus of attention is important in this study because this is seeing the highly used content topic areas and content types and can affect communication efforts. Engagement gives a practitioner the ability to identify what posts or content satisfies audiences’ needs or desires within a specific campaign or communication practice.

According to Krippendorff (2003), in conducting and understanding a content analysis, there are relevant key points to consider when analyzing. First, a text does not exist if it has no readers, message, or creator and there are no single meanings that can be identifiable in different interpretation by audiences, although texts can have meanings relative to particular discourses, purposes, or contexts (Krippendorff, 2003). Second, the reasoning and meanings behind the messages do not have to be shared, but content must be easily readable and identifiable in order for researchers to conduct content analysis research. Lastly, nature of texts may demand content analysts to draw unique inferences from the main message to their own context, and these messages, symbols, or texts do not speak for themselves.

Overall, this study will be collecting descriptive data of the content posted within the selected time frame for National Western Stock show and Fort Worth Stock Show and Rodeo.

Population and Sampling

Social media content from the National Western and Fort Worth Livestock Show were chosen as the units of analysis for this study. The dates selected for the study were focused around the first load-in of market animals and the last market sale, to have all aspects of the livestock show included in analysis. The sample collection began on January 8, 2018, which was the start of the Denver National Western Junior Market Livestock Show events, and ended on February 3, 2018, which was the Sale of Champions at the Fort Worth Stock Show and Rodeo.

The first key audience is National Western Stock Show and Rodeo and Fort Worth Stock Show and Rodeo. The other key audiences of those posting separate from the main two organizations will include current and past Fort Worth Stock Show and National Western participants, family of participants, National Livestock Show participants, attendees of both shows, and those who follow any of those pages or follow the schedule of events.

To find the appropriate data, content was initially collected from the Denver and Fort Worth Facebook, Twitter, and Instagram pages. These three platforms are the most popular ones used today (Big Commerce, 2018). National Western has two entities posting on its behalf on social media. Aside from the main account, the other

was the NWSS Livestock Exhibitor Page. This will affect the organization-created content topic numbers. All information and content regarding showing livestock was posted on this separate page, and some of this content was also posted on the main page. Content from this page was collected and was included within organization-created content.

The next search was completed with the official hashtags of each organization: for Denver, #NWSS2018, and for Fort Worth, #FWSSR. The official hashtags were confirmed by both National Western Stock Show and Fort Worth Stock Show communication offices. Additional hashtags were included to analyze more content, which for Fort Worth Stock Show and Rodeo was #FWSSR2018, #FWSSR18, and #FortWorthStockShow. To examine user content For National Western, #NationalWesternStockShow, #NWSS18 and #NWSS were used. This not only helped collect data, but also created an even, comparable opportunity of each organization's data.

Table 3.1

Amount of User-Created and Organization-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show (N = 4,698)

Organization	Facebook	Twitter	Instagram	Total
NWSS	470	555	1,915	2,940
FWSSR	184	399	1,175	1,758

Table 3.1 shows the totals of data coded. Over 5,100 posts were initially coded, and after removing all irrelevant posts that did not refer or have any connection to either organization's shows, the total was 4,698 posts. National Western user-created and organization-created posts ($n = 2,940$) had high numbers on Instagram ($n = 1,915$), followed by Twitter ($n = 555$) and Facebook ($n = 470$). Fort Worth organization-created and user-created posts ($n = 1,758$) had high numbers on Instagram ($n = 1,175$), followed by Twitter ($n = 399$) and Facebook ($n = 184$).

Instrumentation

A codebook was designed to guide this study. Links of posts were collected with descriptive information every morning following a complete day of show. The same code book was used for each show to help establish internal consistency and stability. The initial draft of the codebook was adapted from three studies, one a published thesis by King (2016), another completed by Meyer, Holt-Day, Steede, & Meyers (2017) in a published paper in the Journal of Agricultural Education, and the other created by Akers and Havens (2016) in an unpublished manuscript, all groups completed social media research within agriculture. Havens and Akers (2016) focused their research in livestock show and rodeos.

Codebook

The codebook was divided into five categories. Each category has in-depth information gathered. This includes details about who is posting, what type of post, which aspect of the livestock show and rodeo, nature of content and comments, tags,

hashtags, links and map locations. It also takes into consideration if the organization is responsive with their audiences.

The main categories within the code book were:

Post Description. First, the web link was collected and the upload date was identified. This section of the codebook also identified which platform the posts were on – which was either Facebook, Instagram, or Twitter.

Post Creator. Table 3.2 describes selection options for the content creators.

Table 3.2

Content Creators for User-Created and Organization-Created Posts During the National Western Stock Show and Rodeo and Fort Worth Stock Show and Rodeo Junior Market Livestock Show.

Specified Market Livestock Show	Posts were created by either Fort Worth or National Western.
Animal Activists	Included anyone trying to raise awareness for animal welfare and health, degrading the show in any way.
Exhibitors	Anyone who was related to the exhibition of junior market livestock show animals. Group was divided into three subcategories, Family, Participant, and Show Help/Teachers/Agents. Each is a vital part to what goes into an exhibitors' work in preparing for a show.
Media	Included any coverage of the events or information regarding the organization. This was divided into five subcategories, including Photographers, News Stations, Print Media Outlets, Online Media Outlets and Radio Stations.
Organizations/Business/Schools	This included any organizations or business that are affiliated with or supporters of the selected livestock show. This is also divided into subcategories, including Supporters (Boosters, Sale Buyers), Schools/Youth Organizations, Agricultural Businesses/Associations, Non-Agricultural Businesses/Associations, and Breeders.
Other	If the content creator did not fit into any other category, the researcher would place as other.
Other Rodeo/Exhibitor/Judging Participants	Included anyone competing outside the realm of the junior market livestock shows or having to do with another competition including livestock. This is divided into family, participants, and show and contest help/ag teachers.
Patrons	Individuals who attended the livestock show and rodeo who do not have any specific ties to anyone or anything included in events.
Singer/Band	An entity within itself for any people who were performing at the rodeo or on grounds.
Volunteers/Interns/Those Who Worked For Specified Livestock Show	Included anyone who worked an event at National Western for the organization. This does not include fairgrounds workers or those who had booths, they are included in the non-agricultural businesses and organizations.

Post Content Information. The section allowed for the coder to identify the type of content topic areas on posts on the specific social media platform. The type of post is clarified, which help explain if the post was a text post, a post including visual characteristics including photos or videos. These photos or videos were identified as original or professional. Videos were also identified if they were live.

Table 3.3 identifies the various content topic areas of the selected livestock show and rodeos that may be the main subject of user-created or organization-created posts from either the Fort Worth Stock Show and Rodeo or the Denver National Western Stock Show.

Table 3.3

Content Topic Areas for User-Created and Organization-Created Posts During the National Western Stock Show and Rodeo and Fort Worth Stock Show and Rodeo Junior Market Livestock Show.

Animal Right Posts	The post included any negative content pertaining to animal rights and welfare to degrade the image of the specific organization.
Concert	The post included any content relating live music events on grounds of the events.
Contest/Competition	The post included any type of judging contests, art contests, or any contests outside the realm of livestock shows.
Exhibits/Shopping	The post included any content relating to exhibits shopping or expo center shopping on grounds.
Fair	The post included any content relating to leisure events outside the realm of rodeo and livestock shows, which can include the carnival, petting zoos, and other special shows.
Junior Market Livestock Show	The post included any content relating to the market junior livestock show.
Not Related to Show	The post included content is not related to the organization or events in any way.
Other	The post included any content that does not fit any other category, that cannot be related to any of the listed fields but is related to the organization as a whole.
Other Animal Shows	The post included any content related to livestock/animal shows outside the realm of market animals, which includes equestrian, lower level rodeo, breeding animals, and stock dogs.
Rodeo	The post included any content relating to the rodeo.
Scholarship	The post included any content specifically related to scholarships.
Show Overall	The post included any content related to the organization as a whole and cannot be tied to a specified event.
Special Event	The post included any content pertaining to a special event being held on grounds or off grounds in honor of the organization.

Sentiment was also determined, which identified the content within the post as positive, negative or neutral.

Tags were also included. Tags refer to if a business entity or personal account is tagged within either the comments or within the content. This can refer to personal tags, sponsorship tags, self-tags, organizational/school tags, source tags and show tags.

Hashtags were accounted for within the data collection, to see what type of hashtags were used. If there was map location added to the post, it was noted, and the map location was listed. If there was a link embedded into the post, it was coded, as well.

Engagement Features. This section noted the encounters with the audience, counting number of favorite, likes, number of retweets and shares, and number of comments and replies. It also recorded video views, if applicable. Nature of comments were also recorded, if applicable. This included the positive, neutral, and negative aspect.

Positive and neutral was grouped together when interpreting data, so negative posts can be pointed out more easily.

Responses. This section identified if there is content engagement where the organization must or wants to engage, and what the organization does. This was more of a descriptive section, explaining what the organization did or said. It also identified if the information given was detailed and informative or not detailed and not informative, if applicable.

Variables

In this study, there are several independent variables that may affect the levels of engagement on a post. These variables are established in the codebook. Below the independent variables are listed:

Platform. The posts coded were given a for which platform it belongs. The posts were collected from either Facebook, Twitter, or Instagram.

Type of Post. The content created were also coded by post. Posts could be text posts, photos/graphics, videos, or embedded link posts. Text posts just include the message of the content in text form. Types can include images, which could have been professional or original photos. Professional images were taken with a business-like purpose, including watermarks, editing, or posted on a freelancer/organization's behalf. These professional photos were pre-meditated. Original photos are taken with no professional purpose or effort, normally known to be taken from the phone. These images were taken at the moment. Users who are skilled in photography may also take professional photos – the quality of the image is kept in mind. Videos were also divided into different categories, professional, standard/original, and live. The same concept was used for original and professional videos. GIFs are identified as original videos. Live videos were created in the moment and were created as live events. Embedded link posts had a link readily-available but had the display/visual of what link content entails.

Content Topic Area. Topic areas are the focus of the message or content. These were divided into different codes, ranging from Rodeo, Junior Market Livestock

Show, Exhibits/Shopping, Fair, and more. The full list of content topic areas are listed below in Table 3.3.

Sentiment. The sentiment of the content was also an independent variable. Posts were identified as positive, negative, or neutral.

Other Characteristics. Map locations, hashtags, un-embedded links, and tags were also identified as independent variables that may increase engagement levels.

In this study, there is one main dependent variable. Engagement depends on the content and post characteristics. Engagement is the levels of reactions, comments, and shares, and the types of engagement may vary depending on the platform.

Reliability and Validity

In content analyses, reliability is known as “agreement among coders about categorizing content” (Riffe, Lacy, & Fico, 2014; p. 94). To establish coder reliability, three coders analyzed and coded 50 posts after the initial data collection. I met with and went through a coder training with the two individuals under the supervision of my committee chair, so they would fully understand each concept and code. During the training, some issues were brought to my attention on the wording and the definitions of certain pieces in the codebook. To ensure the codebook is easily understood, edits were made. Most of these edits were made on content topic areas and their descriptions. After a conversation with my committee members, it was agreed 50 posts were to be randomly selected (RANDOM.ORG, 2018) for their sample that they would individually and independently code. The sample included

user-created and organization-created posts from both Fort Worth Stock Show and Rodeo and Denver National Western Stock Show. The three main areas coded for reliability were type of content, content topic areas, and sentiment. All coders reached an acceptable level of was met for reliability. For type of content, an average of 96% was met. For content topic areas, an average of 94% was met. For sentiment, and average of 90% was met.

To establish validity and test the codebook, the researcher ran and completed a four-day pilot test using the American Royal. American Royal is a Kansas City tradition and offers opportunities for scholarships, education, and competition to youth and adults from around the country (American Royal, 2018). This national show is similar to both Denver and Fort Worth's format, having a rich history and including multiple events eligible to compete in. It also had respectable dates, taking place before Denver and Fort Worth's events, which was beneficial in the timeline of preparing for data collection. Several categories and factors were added to the codebook after the four-day pilot with American Royal content.

The first edit was to add categories under the video content section to distinguish live and pre-created, professional videos. Video views were also added because this can be seen on the audience's side of Facebook.

Another edit was to the nature of comments and content. Edits were added to the codebook. This helped gauge how audiences and users engage and respond to content created by any source. Adding this helped understand the type of content created, while also benefitting the engagement levels so they could be interpreted with

more ease. Tags were also divided into different categories - because audience members would tag their friends or those who were participating in the events along with businesses tagging individuals. This was different from the livestock show and rodeo tagging individuals, which could be used for sponsorship purposes or to identify who is in the content posted.

A descriptive column was added to the codebook to explain what the post is attempting to convey or establish. These edits will help others understand what each post is about when going through data collection, rather than clicking on the link to see what it is. The descriptive column will also help establish sentiment and content topic areas.

The researcher added more sources. There were only a few selected sources in the original codebook, but to make sure the majority of sources fit into a category, more were added. Specified categories were added under exhibitors – family member, the actual exhibitor, or show help such as a fitter. More categories were to the media outlets. This includes: photographers, news stations, print media outlets and online media outlets. In the type of content posted from the pilot, all of these were present. Breeders, schools, and supporters were added to the codebook. Supporters were added to include boosters and sale buyers, this is a separate audience from the typical exhibitor or patron group. A non-Agricultural business and organization category was added, as well, to account for groups such as PETA if other businesses posted about the event.

Location was added as a column within the data collection and in the codebook because it acts as a hashtag on certain platforms.

Data Collection

The specific time frame of data was one of the highest points of involvement and engagement within livestock show and rodeos, which is the junior market livestock show. The junior market livestock show included the steer, goat, lamb and swine shows at both National Western Stock Show and Fort Worth Stock Show. The data collection began on January 8, 2018, which is the arrival dates for the junior market goats at National Western. The National Western collection ended on January 19, 2018, which was the date of the market livestock show auction. The start of the Fort Worth Stock Show and Rodeo time frame was January 24, 2018, the day of market goat and market lamb arrival, and the last day of data collection for FWSSR was February 3, 2018, which was the junior market champions sale at FWSSR.

The arrival was incorporated because it is an important time for exhibitors bringing their animals in the barn and making sure all correct payments and paperwork are covered. The sale is included because of the amount of interest in how much champion animals bring at auction.

To gather engagement, posts were coded 48 hours after the initial posting. This allowed for engagement to have an adequate amount of time to collect on each user-created and organization-created post.

Data Analysis

The primary researcher collected all data. Once collected, the data for this content analysis was analyzed in Statistical Package for Social Sciences (SPSS) Version 12.4. The t-test was also ran in SPSS.

For research question one, the study identified the content topic areas of user-created and organization-created content on Facebook, Twitter, and Instagram for National Western Stock Show and Fort Worth Stock Show and Rodeo. Frequencies of each content topic area was gathered.

For research question two, the study aimed to describe the type of posts for the National Western Stock Show and Fort Worth Stock Show and Rodeo. The frequencies of each type of posts was gathered in the coding process.

For research question three, the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts was to be described and analyzed. Engagement levels overall were summarized for reactions, comments, and shares/retweets.

Research question four sought to identify the sentiment of posts created during the junior market livestock show. Sentiment were coded and frequencies were found for all posts.

For research question five, the study identified the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo during the junior market

livestock show. The content when was placed in descending order to find the top 10 posts on all platforms and specifically organizational content for Fort Worth Stock Show and Rodeo and Denver National Western collected data, with information on content topic area, platform, sentiment, and type of post.

Research question six sought to compare the content engagement levels on organization-created content for National Western Stock Show and Fort Worth Stock Show and Rodeo. A t-test was completed to find any significant differences among engagement levels on reactions, comments, and shares/retweets.

To better understand the process, Appendix B provides examples of the user-created and organization-created posts coded from Denver National Western Stock Show and the Fort Worth Stock Show and Rodeo during the junior market livestock show. The examples will include information regarding the type of post, content topic area, sentiment, and platform.

CHAPTER IV

IV. FINDINGS

Overview

This chapter provides the results of this study. The purpose of this study was to examine content posted on online platforms within major livestock show and rodeos communication practices to analyze engagement and identify what aspect of the livestock show and rodeos brings the most engagement.

The following research questions guided this study:

1. Describe the topic areas of user-created and organization-created content on the National Western Stock Show and Fort Worth Stock Show and Rodeo on Facebook, Twitter, and Instagram posts during the junior market livestock show.
2. Describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
3. Describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.
4. Identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo

Facebook, Twitter, and Instagram pages during the junior market livestock show.

5. Identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
6. Compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Total Posts

National Western Stock Show and Fort Worth Stock Show and Rodeo posts were coded in this study. The following tables identify the total numbers for user-created and organization-created posts for National Western Stock Show and Fort Worth Stock Show and Rodeo.

Table 4.1

Amount of User-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show (N = 4,192)

Organization	Facebook	Twitter	Instagram	Total
NWSS	283	460	1,807	2,550
FWSSR	141	346	1,154	1,642

Table 4.1 depicts overall, National Western Stock Show and Rodeo ($n = 2,550$) had a higher total of user-created posts than Fort Worth Stock Show and Rodeo ($n = 1,642$). Instagram had the most user-created posts for National Western ($n = 1,807$) followed by Twitter ($n = 460$) then Facebook ($n = 283$). For Fort Worth, similar results occurred, Instagram ($n = 1,154$) had the highest amount of posts for user-created posts, followed by Twitter ($n = 346$) and Facebook ($n = 141$).

Table 4.2

Amount of Organization-Created Posts Collected on Each Platform During the National Western Stock Show and Fort Worth Stock Show and Rodeo Junior Market Livestock Show (N = 501)

Organization	Facebook	Twitter	Instagram	Total
NWSS	185	94	107	386
FWSSR	43	52	20	115

Table 4.2 depicts National Western Stock Show and Rodeo ($n = 386$) had a higher total of organization-created posts than Fort Worth Stock Show and Rodeo ($n = 115$). This is also because of the second set of National Western exhibitor pages on the selected platforms. Facebook had the most user-created posts for National Western ($n = 185$) followed by Instagram ($n = 107$) then Twitter ($n = 94$). For Fort Worth, Twitter ($n = 52$) had the highest amount of posts for user-created posts, followed by Facebook ($n = 43$) and Instagram ($n = 20$).

Findings Related to Research Objective One

The purpose of research objective one was to describe the content topics of user-created and organization-created content on the Fort Worth Stock Show and Denver National Western Facebook, Instagram and Twitter pages during the junior market livestock show.

First, I determined the topic areas for the user-created content, followed by the organization-created content for National Western Stock Show and Fort Worth Stock Show and Rodeo. Second, I combined the content topic areas for both user-created content and organization-created content. Table 4.3 identifies the topic areas for user-created content for National Western Stock Show during the junior market livestock show and Table 4.4 identifies the topic areas for user-created content for Fort Worth Stock Show and Rodeo.

Table 4.3

Topic Areas of User-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show (N = 2,550)

Content Topic Area	Facebook	Instagram	Twitter	Total
Rodeo	58	575	130	763
Other Animal Shows	103	453	110	666
Show Overall	52	313	96	461
Exhibits/Shopping	26	137	39	202
Fair	3	133	19	155
Junior Market Livestock Show	23	80	29	132
Special Event	6	34	24	64
Animal Rights	4	40	1	45
Contest/ Competition	5	14	6	25
Scholarship	0	1	0	1
Other	4	10	7	21

In Table 4.3, Denver National Western Stock Show user-created Facebook posts frequently-used topics included Other Animal Shows ($n = 103$), followed by Rodeo ($n = 58$) and Show Overall ($n = 52$). The user-created content topic area with the least amount of content posted was Fair ($n = 3$), followed by both Animal Rights and Other ($n = 4$) and Contest/Competition ($n = 5$).

On Instagram, frequently-used topics for Denver National Western Stock Show included Rodeo ($n = 575$), followed by Other Animal Shows ($n = 453$) and

Show Overall ($n = 313$). The content topic area with the least amount of content posted was Scholarship ($n = 1$), followed by Other ($n = 10$) and Contest/Competition ($n = 14$).

Frequently-used topics on Denver National Western Stock Show Twitter content included Rodeo ($n = 130$), followed by Other Animal Shows ($n = 110$) and Show Overall ($n = 96$). The content area with the least amount of content posted was Scholarship ($n = 1$), followed by Other ($n = 21$) and Contest/Competition ($n = 25$).

Figures 4.1, 4.2 and 4.3 show percentages for all used organization-created content topic areas within the National Western Stock Show and Rodeo time frame to help in visually comparing use of each content area. Figures are separated into platforms.

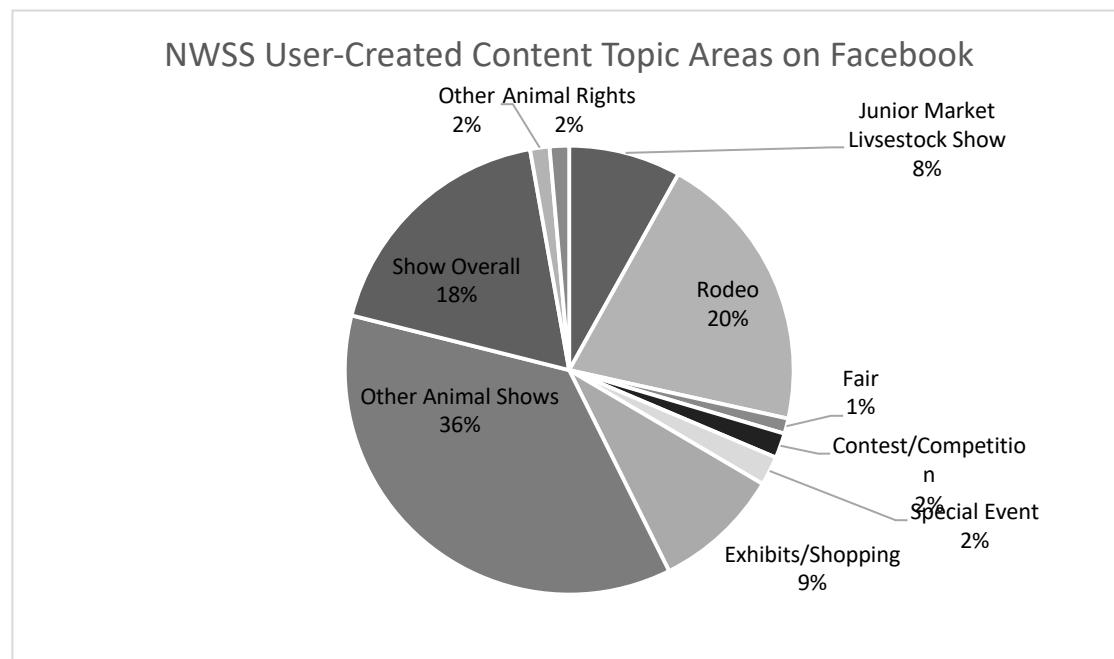


Figure 4.1. NWSS Facebook Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.1 identifies and depicts the percentages of the different Facebook content topic areas for the Denver National Western Stock Show user-created content. The highest percentage comes from Other Animal Shows at 36%, followed by the Rodeo at 20% and Show Overall at 18%. The smallest percentage of posts for specified content topic areas are Fair at 1%, followed by Animal Rights, Special Event, Contest/Competition and Other all at 2%.

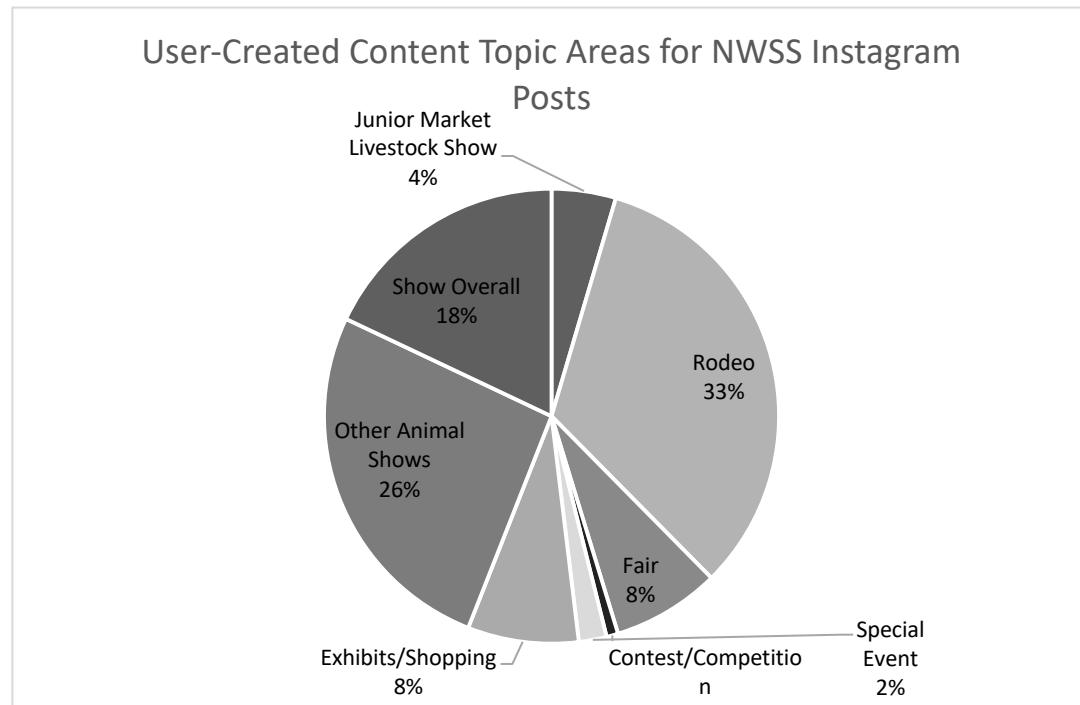


Figure 4.2. NWSS Instagram Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.2 identifies and depicts the percentages of the different Instagram content topic areas for the Denver National Western Stock Show user-created content. The highest percentage comes from Rodeo at 33%, followed by the Other Animal Shows at 26% and Show Overall at 18%. The smallest percentage of posts for

specified content topic areas are Contest/Competition at 1%, followed by Special Events at 2% and Junior Market Livestock Show at 4%.

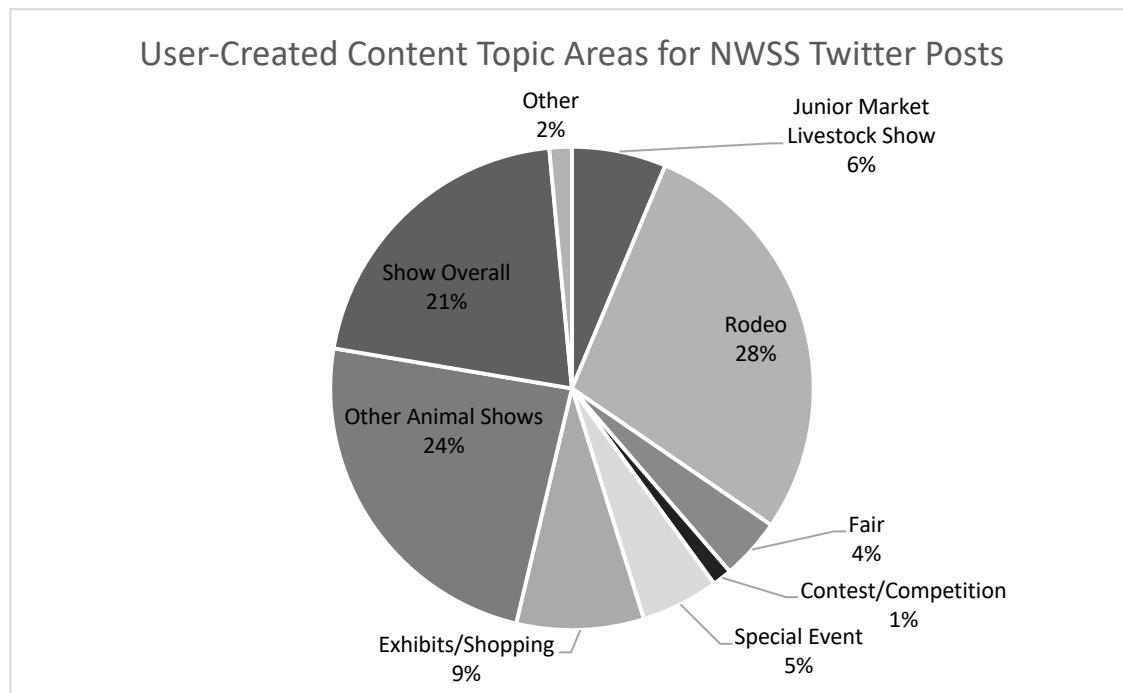


Figure 4.3. NWSS Twitter Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.3 identifies and depicts the percentages of the different Twitter content topic areas for the Denver National Western Stock Show user-created content. The highest percentage comes from Rodeo at 28%, followed by the Other Animal Shows at 24% and Show Overall at 21%. The smallest percentage of posts for specified content topic areas are Contest/Competition at 1%, followed by Other with 2% and Fair at 4%.

Table 4.4

Topic Areas of User-Created Content on the Fort Worth Stock Show and Rodeo During the Junior Market Livestock Show (N = 1,642)

Content Topic Area	Facebook	Instagram	Twitter	Total
Rodeo	40	453	130	623
Junior Market Livestock Show	37	118	89	244
Show Overall	21	159	56	236
Fair	5	165	21	191
Other Animal Shows	15	95	29	139
Exhibits/Shopping	14	77	14	105
Concert	2	25	1	28
Contest/ Competition	1	8	1	10
Special Event	0	6	0	6
Scholarship	1	0	0	1
Other	5	49	6	60

In Table 4.4, Fort Worth Stock Show and Rodeo user-created Facebook posts frequently-used topics included Rodeo ($n = 40$), followed by Junior Market Livestock Show ($n = 37$) and Show Overall ($n = 21$). The user-created content topic areas with the least amount of content posted were Contest/Competition and Scholarship ($n = 1$), followed by Concert ($n = 2$) and Other ($n = 5$).

On Instagram, frequently-used topics for Fort Worth Stock Show and Rodeo included Rodeo ($n = 453$), followed by Fair ($n = 165$) and Show Overall ($n = 159$).

The content topic area with the least amount of content posted was Special Event ($n = 6$), followed by Contest/Competition ($n = 8$) and Concert ($n = 25$).

Frequently-used topics on Fort Worth Stock Show and Rodeo Twitter content included Rodeo ($n = 130$), followed by Junior Market Livestock Show ($n = 89$) and Show Overall ($n = 56$). The content areas with the least amount of content posted were Contest/Competition and Concert ($n = 1$), followed by Other ($n = 6$).

Figures 4.4, 4.5 and 4.6 show percentages for all used organization-created content topic areas within the Fort Worth Stock Show and Rodeo time frame to help in visually comparing use of each content area. Figures are separated into platforms.

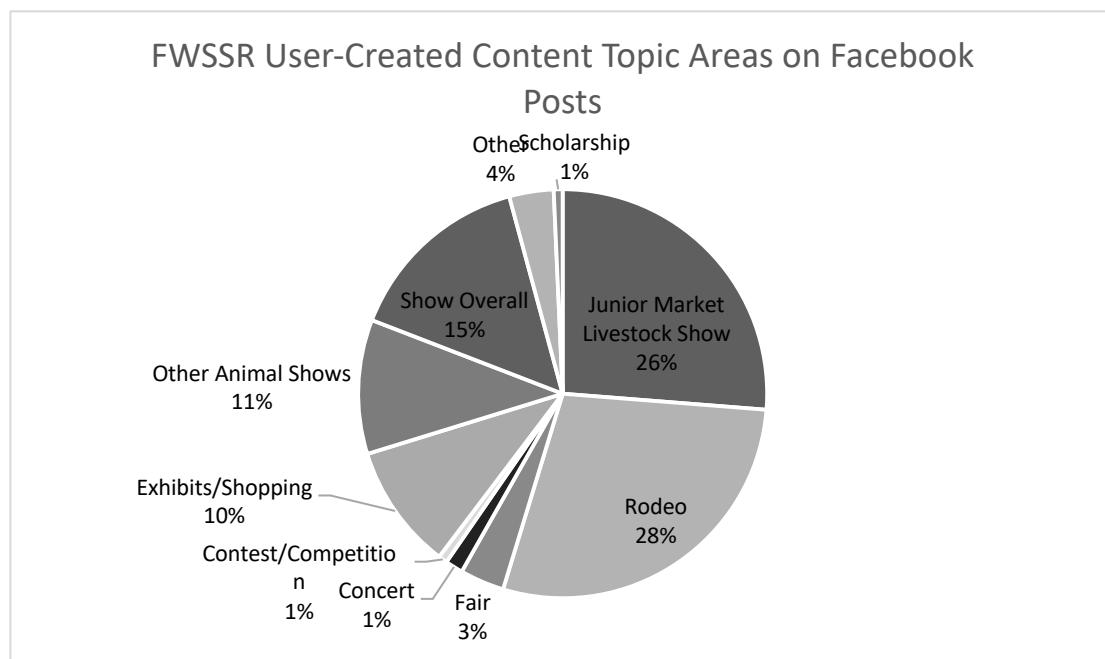


Figure 4.4. FWSSR Facebook Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.4 identifies and depicts the percentages of the different Facebook content topic areas for the Fort Worth Stock Show and Rodeo user-created content.

The highest percentage comes from Rodeo at 28%, followed by Junior Market Livestock Show at 26% and Show Overall at 15%. The smallest percentage of posts for specified content topic areas were Scholarship, Contest/Competition, and Concert at 1% followed by Fair at 3%.

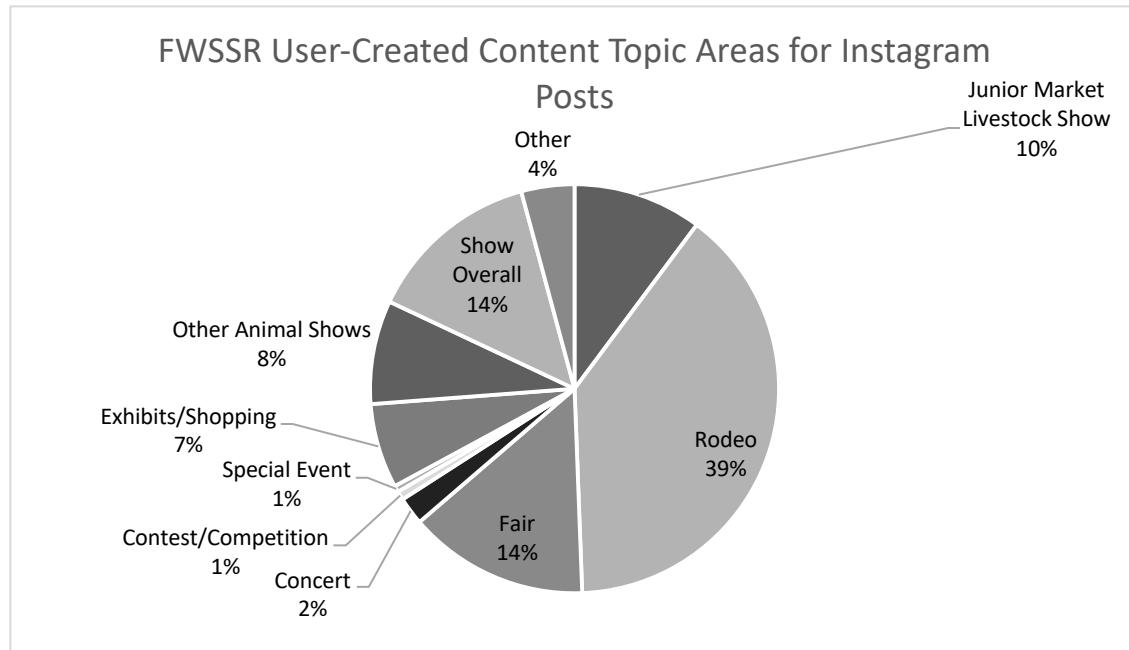


Figure 4.5. FWSSR Instagram Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.5 identifies and depicts the percentages of the different Instagram content topic areas for the Fort Worth Stock Show and Rodeo user-created content. The highest percentage comes from Rodeo at 39%, followed by Fair and Show Overall at 14% and Junior Market Livestock Show at 10%. The smallest percentage of posts for specified content topic area was both Contest/Competition and Special Event at 1% followed by Concert at 2%.

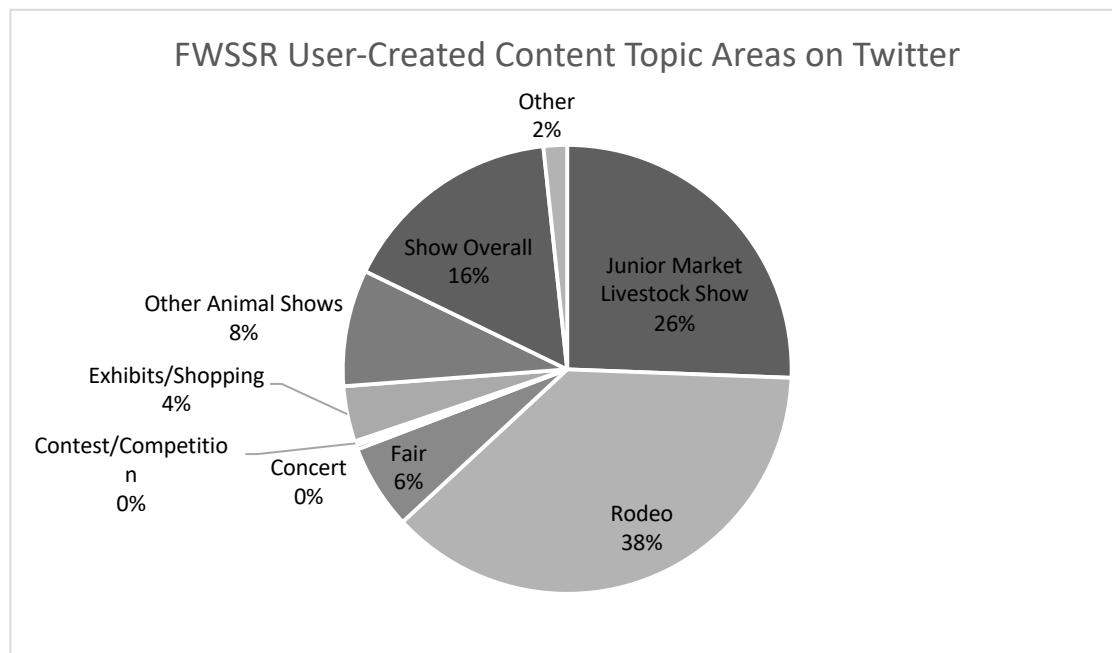


Figure 4.6. FWSSR Twitter Content Topic Areas for User-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.6 identifies and depicts the percentages of the different Twitter content topic areas for the Fort Worth Stock Show and Rodeo user-created content. The highest percentage comes from Rodeo at 38%, followed by the Junior Market Livestock Show at 26% and Show Overall at 16%. The smallest percentage of posts for specified content topic areas are both Concert Contest/Competition at .30%, followed by Other at 2%.

Table 4.5

Topic Areas of Organization-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show (N = 386)

Content Topic Area	Facebook	Instagram	Twitter	Total
Other Animal Shows	61	40	27	128
Rodeo	20	23	29	72
Show Overall	49	17	9	75
Junior Market Livestock Show	35	17	21	73
Contest/ Competition	9	3	5	17
Fair	7	5	4	16
Special Event	2	2	0	4
Exhibits/Shopping	2	0	0	2

In Table 4.5, Denver National Western Stock Show organization-created Facebook posts frequently-used topics included Other Animal Shows ($n = 61$), followed by Show Overall ($n = 49$) and Junior Market Livestock Show ($n = 35$). The Denver National Western Stock Show had two separate accounts on Facebook, Twitter and Instagram. The content area with the least amount of content posted was both Exhibits/Shopping and Special Events ($n = 2$), followed by Fair ($n = 7$) and Contest/Competition ($n = 9$).

On Instagram, frequently-used topics for Denver National Western Stock Show included Other Animal Shows ($n = 40$), followed by Rodeo ($n = 23$) and both Show Overall and Junior Market Livestock Show, with the same amount of content (n

= 17). The content topic area with the least amount of content posted was Special Events ($n = 2$), followed by Contest/Competition ($n = 3$) and Fairs ($n = 5$).

Frequently-used topics on Denver National Western Stock Show Twitter content included Rodeo ($n = 29$), followed by Other Animal Shows ($n = 27$) and Junior Market Livestock Show ($n = 21$). The content area with the least amount of content posted was Fair ($n = 4$), followed by Contest/Competition ($n = 5$) and Show Overall ($n = 9$).

Figures 4.7, 4.8, and 4.9 show percentages for all used organization-created content topic areas within the National Western Stock Show and Rodeo time frame to help in visually comparing use of each content area. Figures are separated into platforms.

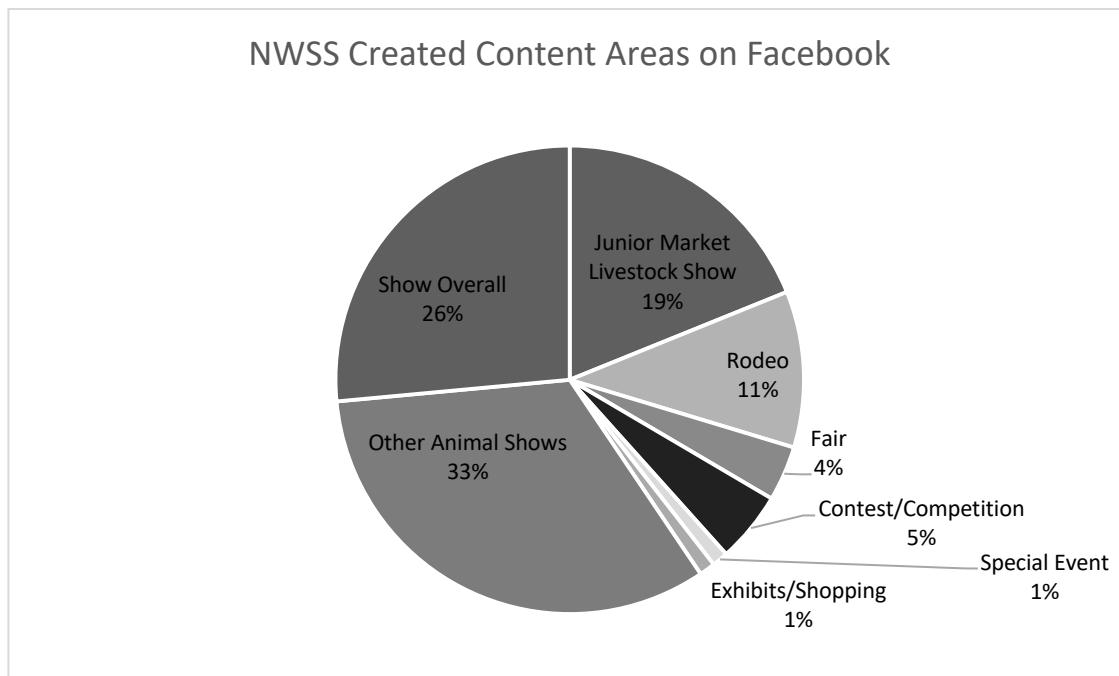


Figure 4.7. *NWSS Facebook Content Topic Areas for Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.7 identifies and depicts the percentages of the different Facebook content topic areas for the Denver National Western Stock Show-created content. The highest percentage comes from Other Animal Shows with 33%, followed by the Show Overall at 26% and Junior Market Livestock Show at 19%. The smallest percentage of posts for a specified content area are both Exhibits/Shopping at 1% and Special Event at 1%, followed by both Fair at 4% and Contest/Competition at 5%.

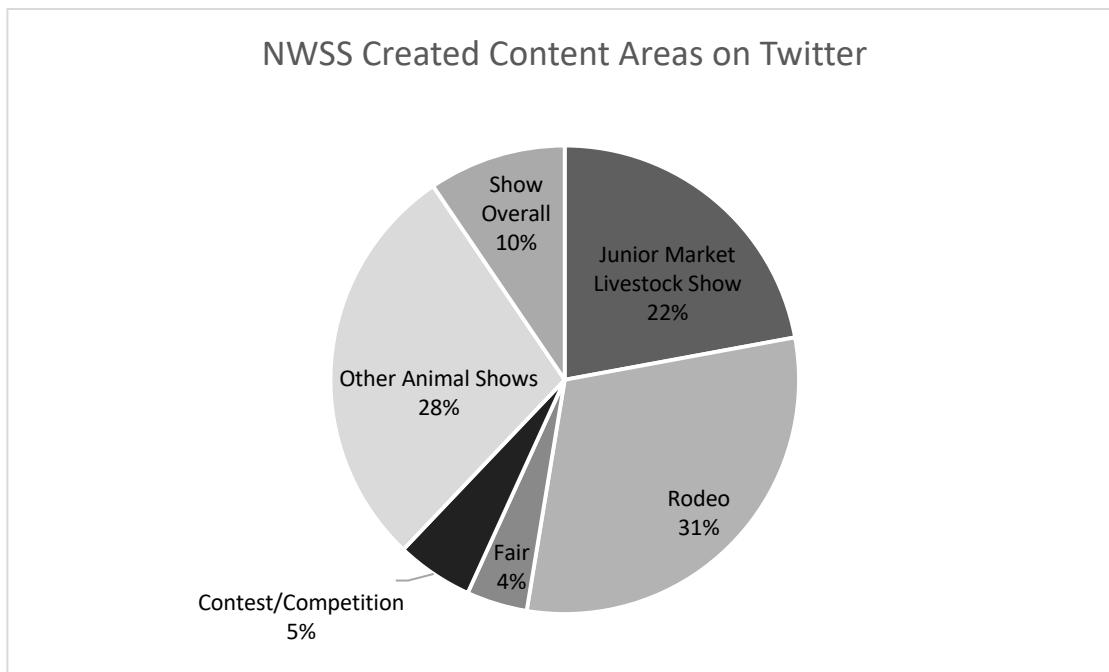


Figure 4.8. NWSS Twitter Content Topic Areas for Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.8 identifies and depicts the percentages of the different Twitter content topic areas for the Denver National Western Stock Show-created content. The highest percentage comes from Rodeo at 31%, followed by the Other Animal Shows at 28% and Junior Market Livestock Show 22%, respectively. The smallest percentage of posts for specified content topic areas are Fair at 4%, followed by Contest/Competition at 5%, and Show Overall content at 10%.

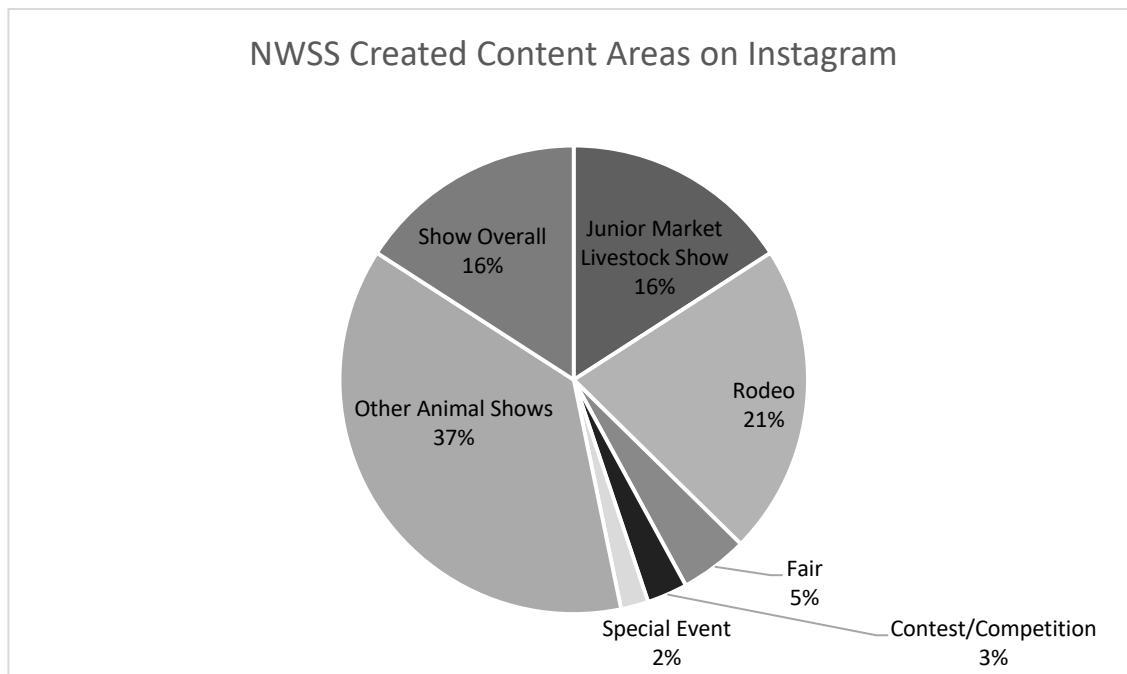


Figure 4.9. *NWSS Instagram Content Topic Areas for Organization-Created Posts.* Percentages Were Rounded to Nearest Whole Number.

Figure 4.9 identifies and depicts the percentages of the different Instagram content topic areas for the Denver National Western Stock Show-created content. The highest percentage comes from Other Animal Shows at 37%, followed by the Rodeo content at 21%, and both Junior Market Livestock Show and Show Overall at the same amount of 16%, respectively. The smallest percentage of posts for a specified content topic area are Special Event at 2%, followed by Contest/Competition at 3% and Fair content at 5%.

Table 4.6

Topic Areas of Organization-Created Content on the Fort Worth Stock Show and Rodeo Posts During the Junior Market Livestock Show (N = 115)

Content Topic Area	Facebook	Instagram	Twitter	Total
Rodeo	12	11	19	42
Show Overall	14	1	15	30
Junior Market Livestock Show	6	4	8	18
Other Animal Shows	4	2	4	10
Special Event	4	1	2	7
Fair	2	0	1	3
Concert	0	1	0	1
Contest/Competition	0	0	1	1
Exhibits/Shopping	0	0	1	1
Other	1	0	1	2

In Table 4.6, Fort Worth Stock Show and Rodeo organization-created Facebook posts frequently-used topics included Show Overall ($n = 14$), followed by Rodeo ($n = 12$) and Junior Market Livestock Show ($n = 6$). The content areas with the least amount of content is Other ($n = 2$), followed by Fair ($n = 2$) and both Other Animal Shows and Special Event ($n = 4$), respectively.

On Instagram, Fort Worth Stock Show and Rodeo organization-created posts frequently-used topics included Rodeo ($n = 11$), followed by Junior Market Livestock

Show ($n = 4$) and Other Animal Shows ($n = 2$). The remaining content topic areas posted about by Fort Worth all only had one post within the specified time frame, including Concerts, Special Events, and Show Overall ($n = 1$).

Fort Worth Stock Show and Rodeo organization-created Twitter posts frequently-used topics included ($n = 19$), followed by Show Overall ($n = 15$) and by Junior Market Livestock Show ($n = 8$). The content topic areas posted about the least on the Fort Worth Stock Show and Rodeo's Twitter were Other, Exhibits/Shopping, Contest/Competition, and Fair, all at the same amount ($n = 1$).

Figures 4.10, 4.11, and 4.12 show percentages for all used content topic areas within the Fort Worth Stock Show and Rodeo time frame to help in visually comparing use of each content area. Figures are separated into platforms.

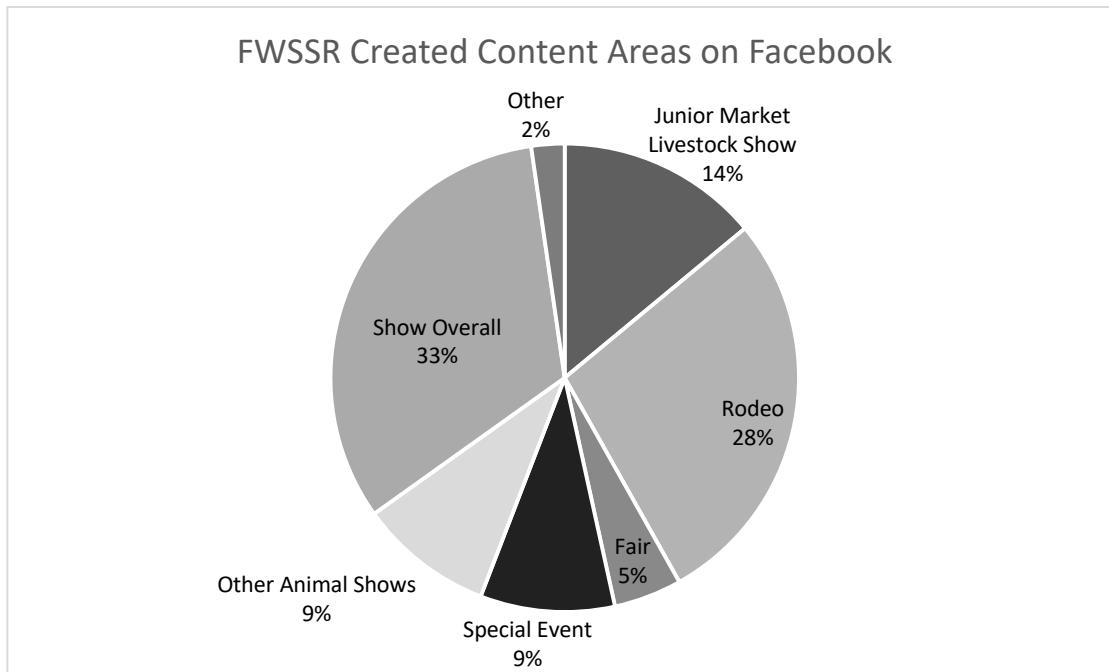


Figure 4.10. *FWSSR Facebook Content Topic Areas for Organization-Created Posts.* Percentages Were Rounded to Nearest Whole Number.

Figure 4.10 identifies and depicts the percentages of the different Facebook content areas for the Fort Worth Stock Show and Rodeo-created content. The highest percentage comes from Show Overall, which was at 33%, followed by Rodeo at 28% and Junior Market Livestock Show at 14%, respectively. The smallest percentage of posts for a specified content area is Other at 2%, followed by Fair at 5% and both Special Events and Other Animal Shows at 9% and content, respectively.

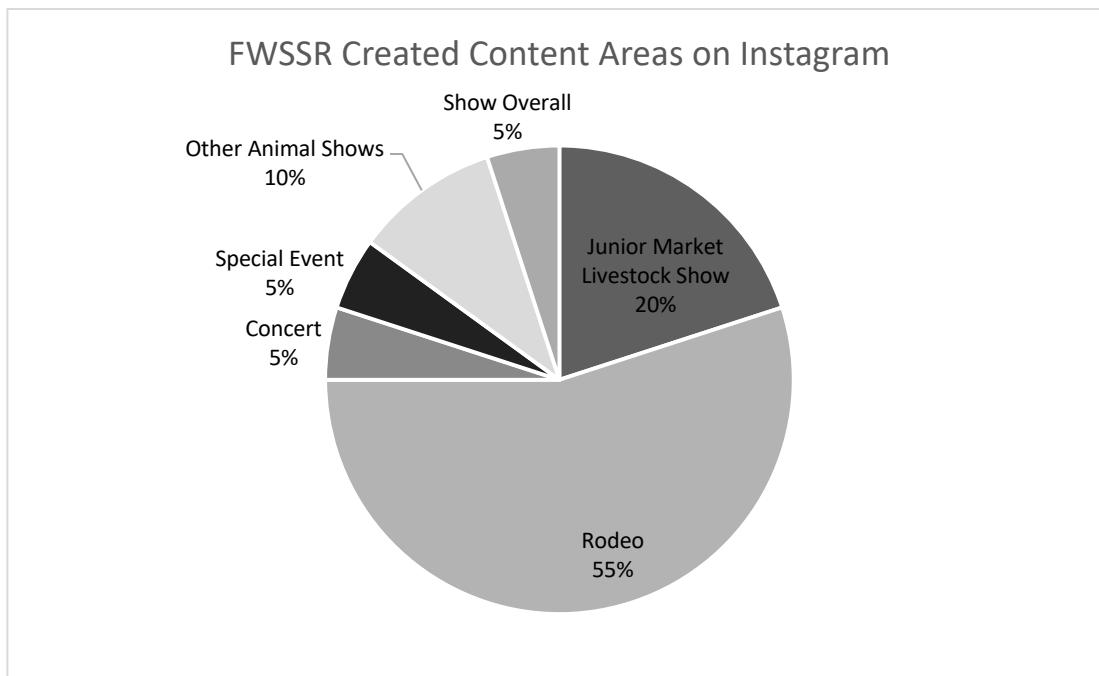


Figure 4.11. *FWSSR Instagram Content Topic Areas for Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.11 identifies and depicts the percentages of the different Instagram content topic areas for the Fort Worth Stock Show and Rodeo-created content. Fifty-five percent comes from Rodeo, which is over half of the content, followed by Junior Market Livestock Shows at 20% and Other Animal Shows at 10%, respectively. The smallest percentage of posts for a specified content area are all Fair, Concert, and Show Overall, all at the same percentage, which was 5%.

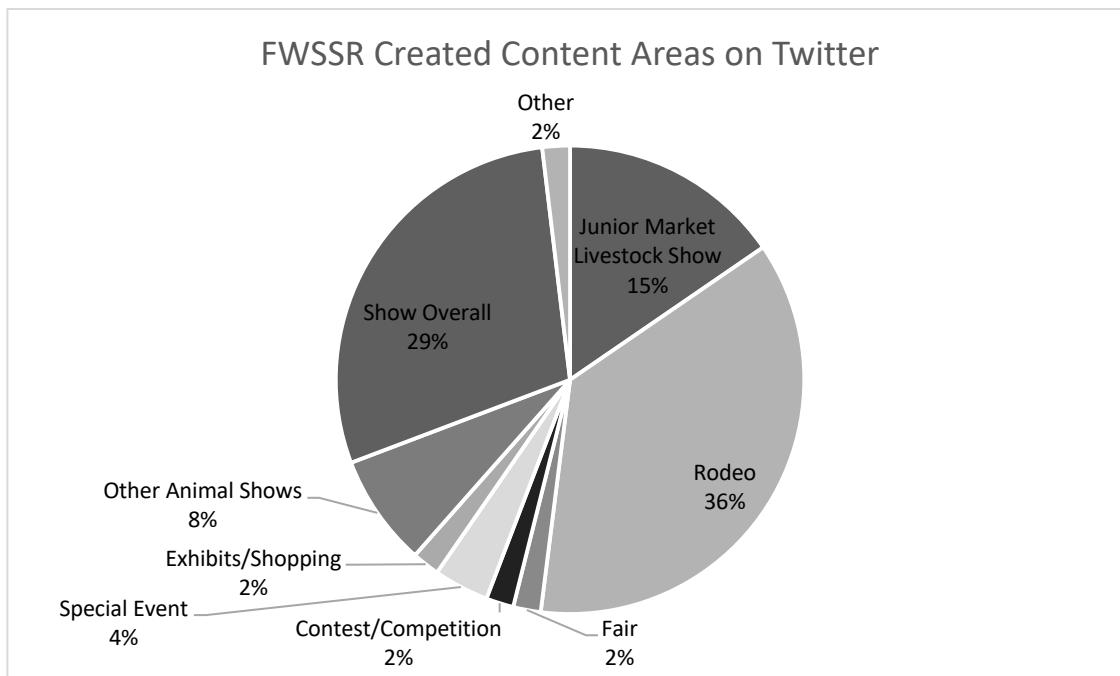


Figure 4.12. *FWSSR Twitter Content Topic Areas for Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.12 identifies and depicts the percentages of the different Twitter content areas for the Fort Worth Stock Show and Rodeo-created content. Thirty-six percent comes from Rodeo, followed by Show Overall, which was at 29% and Junior Market Livestock Show at 15%. The smallest percentage of posts for a specified content area includes Exhibits/Shopping, Fair, and Contest/Competition, all at the same percentages of 2%.

Table 4.7

Topic Areas of User-Created and Organization-Created Content on the Denver National Western Stock Show During the Junior Market Livestock Show (N = 2940)

Content Topic Area	Facebook	Instagram	Twitter	Total
Rodeo	78	598	160	836
Other Animal Shows	165	494	136	795
Show Overall	101	330	106	537
Junior Market Livestock Show	58	97	50	205
Exhibits/Shopping	28	137	39	204
Fair	10	138	22	170
Special Event	8	36	24	68
Animal Rights	4	40	1	45
Contest/ Competition	14	17	11	42
Scholarship	0	1	0	1
Other	4	27	6	37

In Table 4.7, the topic area for content created by users and the organizations within National Western Stock Show that has the most posts on Facebook is Other Animal Shows ($n = 165$), followed by the Show Overall ($n = 101$) and Rodeo ($n = 78$). The area with the least amount of posts on Facebook was both Other ($n = 4$) and Animal Rights ($n = 4$), followed by Special Events ($n = 8$) and Fair ($n = 10$).

Denver National Western Stock Show highly used Instagram user-created and organization-created content topics included Rodeo ($n = 598$), followed by Other Animal Shows ($n = 494$) and Show Overall ($n = 330$). Other Animal Shows include any livestock or equestrian show outside the realm of junior market livestock shows. The least amount of content was focused on Scholarship ($n = 1$), followed by Contest/Competition ($n = 17$) and Other ($n = 27$).

Denver National Western Stock Show Twitter user-created and organization-created content topic areas that were used frequently included Rodeo ($n = 160$), followed by Other Animal Shows ($n = 136$) and Show Overall ($n = 106$). The least amount of content was focused on Animal Rights ($n = 1$), followed by Other ($n = 6$) and Contest/Competition ($n = 11$).

Figures 4.13, 4.14, and 4.15 show percentages for all used content areas within the Denver National Western Stock Show time frame to visually compare use of each content area. Figures are separated into platforms.

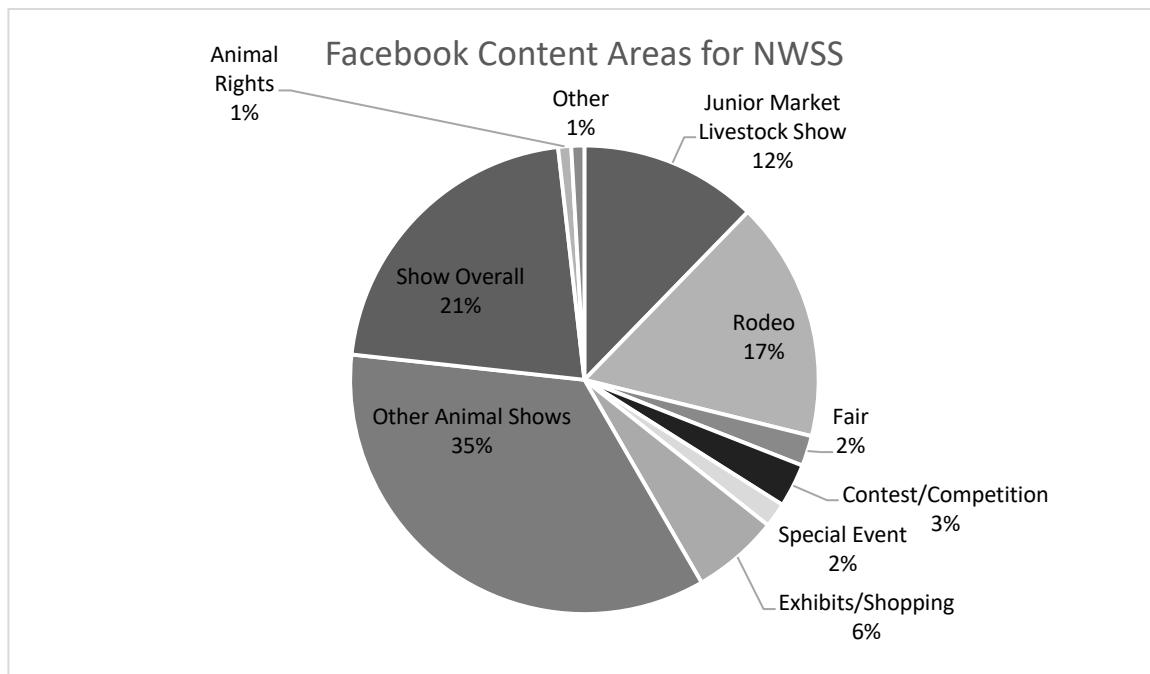


Figure 4.13. *NWSS Facebook Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.13 depicts the percentages of the different Facebook content areas for the National Western Stock Show. The highest percentage comes from Other Animal Shows with 35%, followed closely by Show Overall with 21% and Rodeo with 17%. The smallest percentage of posts for a specified content area are both Animal Rights and Other at the same amount of 1%, followed by both Fair and Special Event at the same amount of 2%.

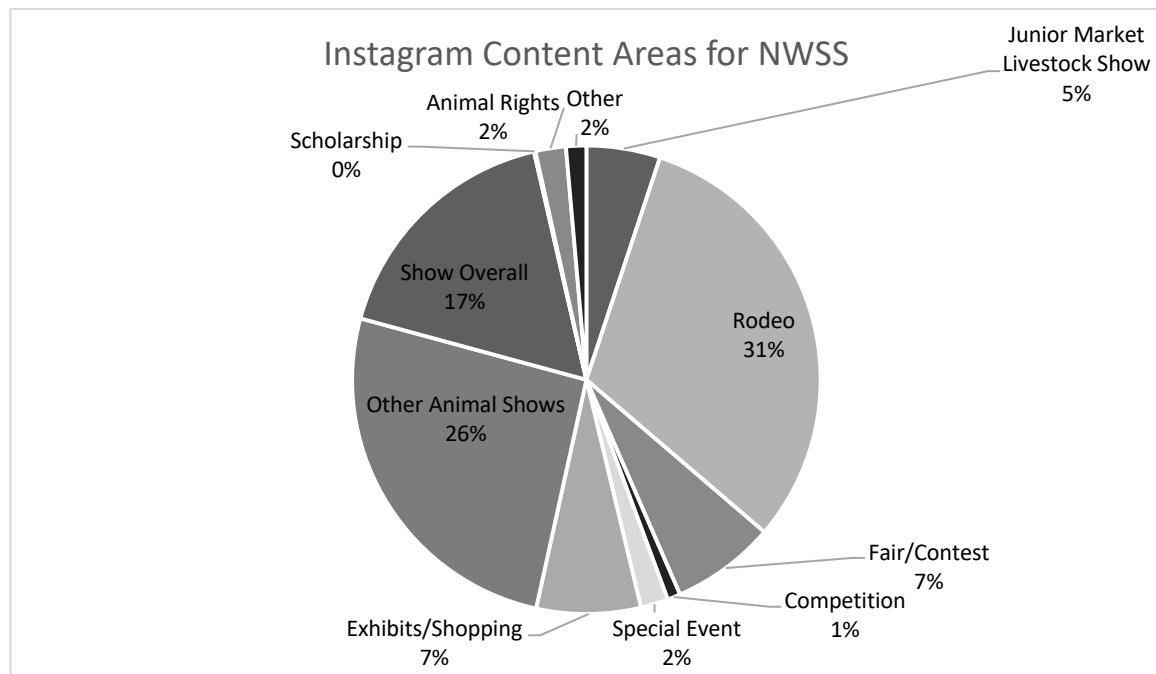


Figure 4.14. *NWSS Instagram Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.14 identifies and depicts the percentages of the different Instagram content areas for the National Western Stock Show. The highest percentage comes from Rodeo with 31%, followed by Other Animal Shows with 26% and Show Overall with 17%. The smallest percentage of posts for a specified content area are both Scholarship at 0.1% and Other at 1%, followed by both Fair and Special Event, both at the same amount of 2%.

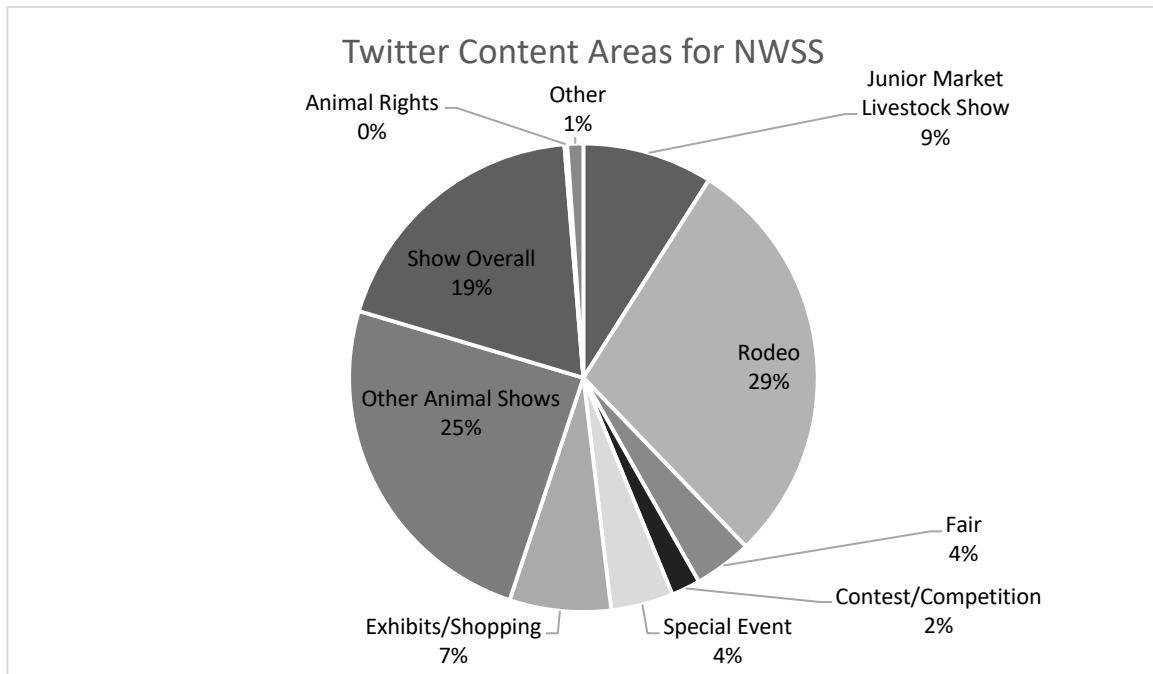


Figure 4.15. *NWSS Twitter Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.15 identifies and depicts the percentages of the different Twitter content areas for the National Western Stock Show. The highest percentage comes from Rodeo, which had 29%, followed by Other Animal Shows with 25% and Show Overall with 19%. The smallest percentage of posts for a specified content area are Animal Rights at 0.2%, followed by Other at 1%, and Contest/Competition at 2%.

Table 4.8

Topic Areas of User-Created and Organization-Created Content on the Fort Worth Stock Show and Rodeo Posts During the Junior Market Livestock Show (N = 1758)

Content Topic Area	Facebook	Instagram	Twitter	Total
Rodeo	52	464	148	665
Show Overall	35	160	72	266
Junior Market Livestock Show	43	122	97	262
Fair	7	165	22	194
Other Animal Shows	19	97	33	149
Exhibits/Shopping	14	77	15	106
Concert	2	26	1	29
Special Event	4	7	2	13
Contest/ Competition	1	8	2	11
Scholarship	1	0	0	1
Other	6	49	7	62

In Table 4.8, Fort Worth Stock Show and Rodeo user-created and organization-created Facebook posts frequently-used topics included Rodeo ($n = 52$), followed by Show Overall ($n = 35$) and Junior Market Livestock Show ($n = 43$). content topic areas with the least amount of posts included both Scholarship ($n = 1$) and Contest/Competition ($n = 1$), followed by Concerts ($n = 2$) and Special Events ($n = 4$).

Frequently-used topics on Fort Worth Stock Show and Rodeo user-created and organization-created Instagram posts included Rodeo ($n = 464$), followed by Fair ($n = 165$) and Show Overall ($n = 160$). The content area with the least amount of content posted was Special Event ($n = 7$), followed by Contest/Competition ($n = 8$) and Other ($n = 49$).

Frequently-used topics on Fort Worth Stock Show and Rodeo user-created and organization-created Twitter posts included Rodeo ($n = 148$), followed by Junior Market Livestock Show ($n = 97$) and Show Overall ($n = 72$). The content topic area with the least amount of content posted was Concerts ($n = 1$), followed by Contest/Competition and Special Event, both with the same amount of content ($n = 2$), and Other ($n = 7$).

Figures 4.16, 4.17, and 4.18 show percentages for all content topic areas within the Fort Worth Stock Show and Rodeo time frame to help in visually comparing use of each content topic. Figures are separated into platforms.

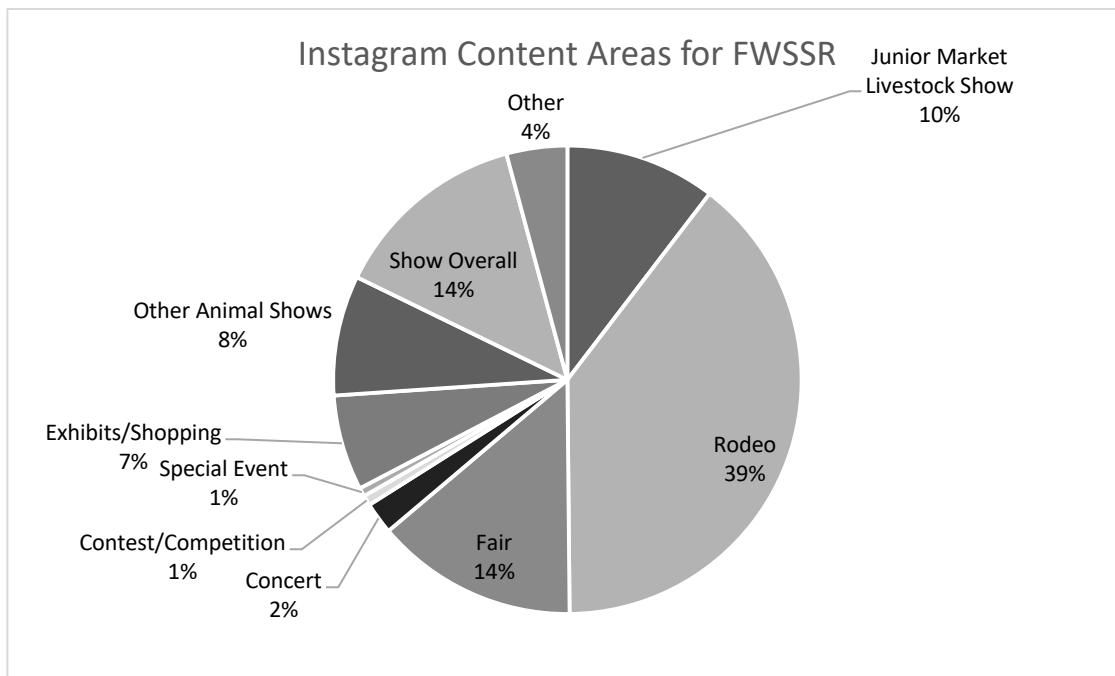


Figure 4.16. *FWSSR Instagram Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.16 identifies and depicts the percentages of the different Instagram content topics for the Fort Worth Stock Show and Rodeo. The highest percentage comes from Rodeo at 39%, followed by both Fair at 14%, and Show Overall at 14%. The smallest percentage of posts for a specified content area are both Contest/Competition and Special Event with 1%, followed by Concert with 2%.

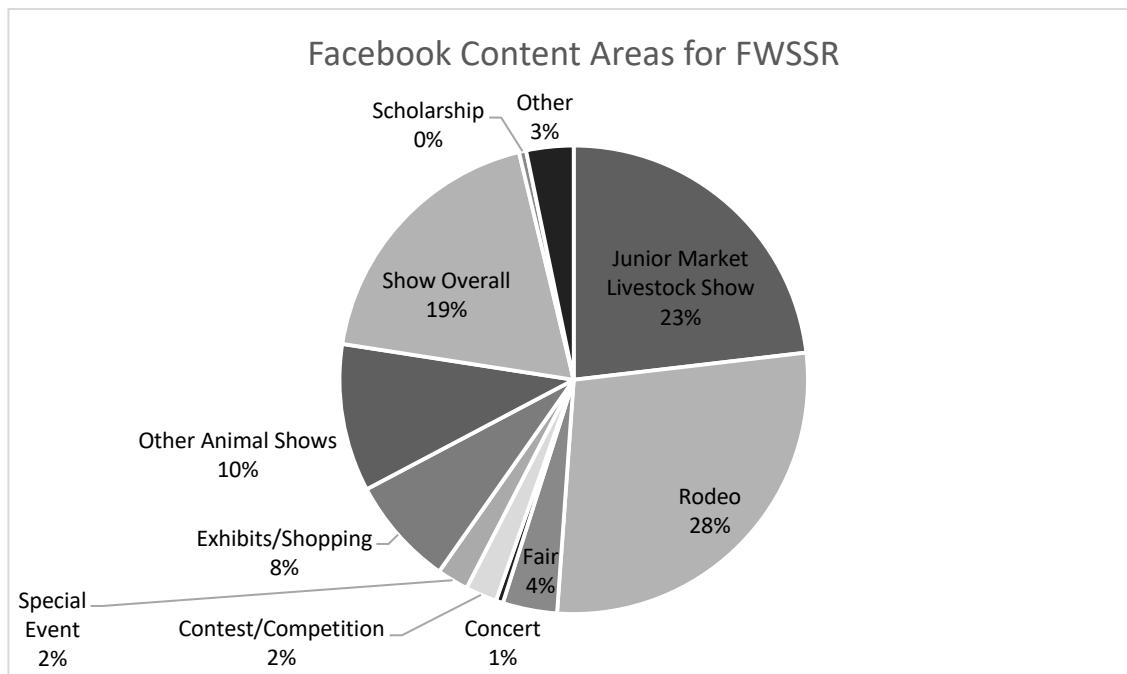


Figure 4.17. FWSSR Facebook Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.

Figure 4.17 identifies and depicts the percentages of the different Facebook content areas for the Fort Worth Stock Show and Rodeo. The highest percentage comes from Rodeo at 28%, followed by the Junior Market Livestock Show at 23% and Show Overall 19%. The smallest percentage of posts for a specified content area is Scholarship with .5%, followed by Concert at 1% and then both Contest/Competition and Special Event with the same percentage of 2%.

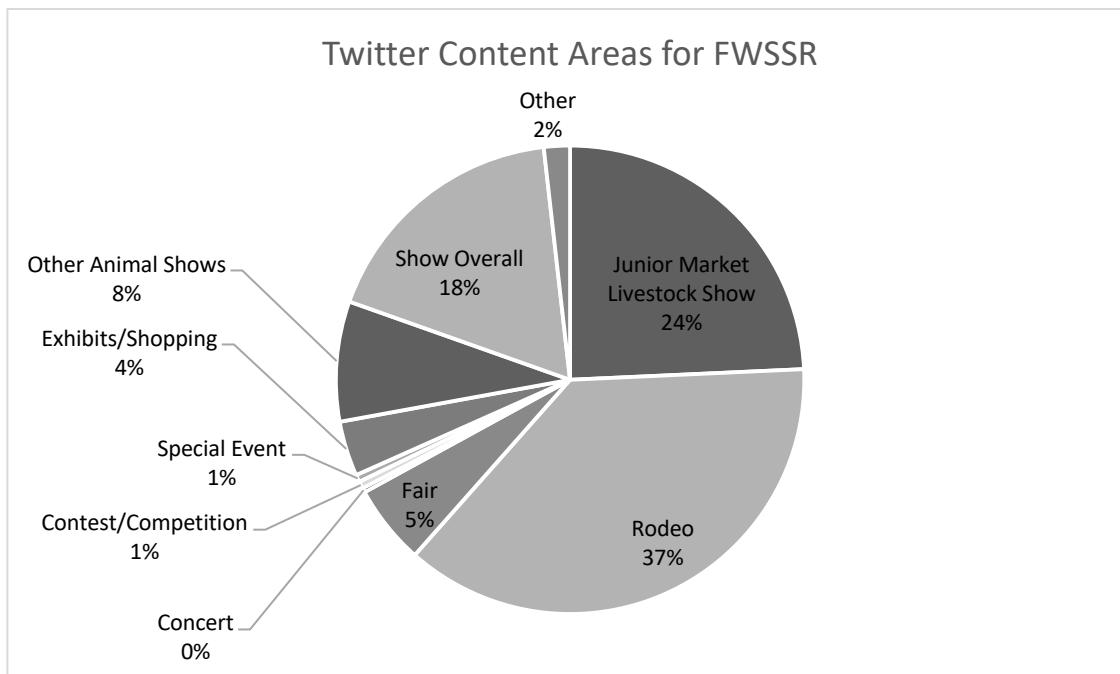


Figure 4.18. *FWSSR Twitter Content Topic Areas for Both User-Created and Organization-Created Posts. Percentages Were Rounded to Nearest Whole Number.*

Figure 4.18 identifies and depicts the percentages of the different Twitter content areas for the Fort Worth Stock Show and Rodeo. The highest percentage comes from Rodeo at 37%, followed by the Junior Market Livestock Show with 24% and Show Overall at 18%. The smallest percentage of posts for a specified content area are Concert with .5%, followed by both Contest/Competition and Special Event, which was at the same amount of 1%.

Findings Related to Research Objective Two

Research objective two was to describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show Facebook, Twitter, and Instagram pages during the junior market livestock show.

I determined the post types for the user-created content, followed by the organization-created post types for National Western Stock Show and Fort Worth Stock Show and Rodeo. Table 4.9 identifies the topic areas for organization-created content for National Western Stock Show during the junior market livestock show and Table 4.10 identifies the topic areas for organization-created content for Fort Worth Stock Show and Rodeo.

Table 4.9

Type of Organization-Created Posts on the National Western Stock Show Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Content Topic Area	Facebook	Instagram	Twitter	Total
Professional Photo	85	59	2	146
Text	0	-	75	65
Original Photo	32	20	10	62
Standard Phone Video	13	25	3	41
Live Video	38	-	0	38
Professional Video	14	3	3	20
Embedded Link	3	-	2	5

Table 4.9 shows overall, National Western Stock Show organization-created type of posts had a higher amounts of professional photos ($n = 146$). As for identifying the most common types of posts per platform, National Western's organization-created posts for Facebook were primarily professional photos ($n = 85$), Instagram posts were mainly professional photos ($n = 59$), and for Twitter, text posts were highly used ($n = 75$).

Table 4.10

Type of Organization-Created Posts on the Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Content Topic Area	Facebook	Instagram	Twitter	Total
Professional Photo	28	10	18	56
Original Photo	12	3	16	41
Professional Video	4	6	2	12
Standard Phone Video	5	1	6	12
Text	0	-	9	9
Embedded Link	5	-	1	6
Live Video	1	-	-	1

Table 4.10 shows overall, Fort Worth Stock Show and Rodeo organization-created type of posts had a higher amounts of professional photos ($n = 56$). As for identifying the most common types of posts per platform, Fort Worth's organization-created posts for Facebook were primarily professional photos ($n = 28$), Instagram

posts were mainly professional photos ($n = 10$), and for Twitter, professional photos were highly used ($n = 18$).

Table 4.11

Type of User-Created Posts on the National Western Stock Show Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Type of Post	Facebook	Instagram	Twitter	Total
Original Photo	178	1,281	192	1,651
Professional Photo	41	276	63	380
Standard Phone Video	33	216	21	270
Text	10	-	152	162
Professional Video	6	34	7	47
Embedded Link	7	-	27	34
Live Video	9	-	0	9

Table 4.11 shows overall, National Western Stock Show's user-created type of posts had a higher amount of original photos ($n = 1,651$). National Western's user-created posts for Facebook were primarily original photos ($n = 178$), Instagram posts were mainly original photos ($n = 1,281$), and for Twitter, professional photos were highly used ($n = 192$).

Table 4.12

Type of User-Created Posts on the Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Type of Post	Facebook	Instagram	Twitter	Total
Original Photo	103	890	126	1,119
Professional Photo	12	143	52	207
Standard Phone Video	9	117	15	141
Text	5	-	131	136
Embedded Link	3	-	15	18
Professional Video	2	5	7	14
Live Video	7	-	2	9

Table 4.12 shows overall, Fort Worth Stock Show and Rodeo user-created type of posts had a higher amount of original photos ($n = 1,119$). As for identifying the most common types of posts per platform, Fort Worth's organization-created posts for Facebook were primarily original photos ($n = 103$), Instagram posts were mainly original photos ($n = 890$), and for Twitter, text posts were highly used ($n = 131$).

Findings Related to Research Objective Three

Research objective three is to describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.

First, I collected and totaled all reactions, comments, and shares. Reactions are likes or reactions, depending which platform is being analyzed. The collection time frame for Denver National Western Stock Show was one day longer than for the Fort Worth Stock Show and Rodeo. Table 4.13 the overall totals for user and organization content.

Table 4.13

Amount of Reactions, Comments, and Shares on User-Created and Organization-Created Posts During the Junior Market Livestock Show (N = 4,698)

	National Western Stock Show				Fort Worth Stock Show and Rodeo			
	Facebook	Instagram	Twitter	Total	Facebook	Instagram	Twitter	Total
Total Posts	470	1,915	555	2,940	184	1,175	399	1,758
Reactions	35,241	255,270	4,050	294,561	20,393	100,833	7,568	128,794
Comments	2,894	3,435	155	6,484	1,672	1,994	139	3,805
Shares/Retweets	2,760	0	520	3,280	3,346	0	1,755	5,101
Overall	-	-	-	304,325	-	-	-	137,700

Table 4.13 shows National Western Stock Show content has a higher total of engagement within the selected time frame, with a considerably larger amount of total engagement ($n = 304,325$) compared to Fort Worth Stock Show and Rodeo ($n = 137,700$). National Western's highest amount of engagement came from Instagram

reactions ($n = 255,270$), and Fort Worth's highest amount of engagement also came from Instagram reactions ($n = 100,833$).

Although National Western had more total engagement, Fort Worth had higher amounts of engagement in certain areas. Fort Worth had higher amounts of reactions on Twitter ($n = 7,568$), Facebook shares ($n = 3,346$), and Twitter shares ($n = 1,755$).

Table 4.14

Amount of Reactions, Comments, and Shares on Organization-Created Content During the Junior Market Livestock Show

	National Western Stock Show				Fort Worth Stock Show and Rodeo			
	Facebook	Instagram	Twitter	Total	Facebook	Instagram	Twitter	Total
Total Posts	185	107	94	386	43	20	52	115
Reactions	18,433	78,227	426	97,086	12,483	15,063	4,213	31,759
Comments	2,008	302	9	2,319	696	119	43	858
Shares/ Retweets	2,343	-	70	2,412	3,160	-	1,138	4,298
Overall	-	-	-	101,817	-	-	-	36,915

Table 4.14 the overall totals specifically organization-created content for Denver National Western and Fort Worth Stock Show and Rodeo within the selected time frame. Denver also had a considerably larger amount of total engagement ($n = 101,817$) compared to Fort Worth Stock Show and Rodeo ($n = 36,915$). This also is

because of Denver's secondary page for livestock exhibition and exhibitors. National Western's highest amount of engagement came from Instagram reactions ($n = 78,227$), and Fort Worth's highest amount of engagement also came from Instagram reactions ($n = 15,063$).

Although National Western had more total engagement, Fort Worth had higher amounts of engagement in certain areas. Fort Worth had higher amounts of reactions on Twitter reactions (4,213), comments ($n = 43$), and shares/retweets (1,138). Fort Worth also had more engagement within Facebook shares ($n = 3,160$).

Table 4.15

Amount of Two-Way Interactions on Organization-Created Content on National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages (n = 623)

	National Western Stock Show				Fort Worth Stock Show and Rodeo			
	Face book	Instagram	Twitter*	Total	Face book	Instagram	Twitter*	Total
Post Amount	185	107	126	418	43	20	142	205
Amount of Posts Interacted With	69	29	33	131	23	10	96	129

*Twitter totals include any content either organization retweeted.

Table 4.15 represents the interaction within the organization-created content on each platform. There was a specific code created to identify if interaction took place on organization-created content, allowing a two-way communication between practitioners and users. Posts with questions about events or content were also

counted, along with comments not responded to examine the extent of customer interaction for the National Western and Fort Worth.

As for organization-created posts, National Western had 418 posts and Fort Worth had 205 posts. Out of the 418, National Western engaged with 131 posts, which was 31.3%, while Fort Worth engaged with 129 posts, which was 62.9%.

For National Western, Facebook ($n = 69$) is the platform with the most organization-user interaction. For Fort Worth, Twitter ($n = 96$) is the platform with the most organization-user interaction.

Findings Related to Research Objective Four

Research objective four was to identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show. As content was being coded, sentiment was identified.

Table 4.16

Sentiment of User-Created Posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Platform	National Western Stock Show			Fort Worth Stock Show and Rodeo		
	Positive	Neutral	Negative	Positive	Neutral	Negative
Facebook	220	59	5	112	27	2
Twitter	282	170	9	222	121	4
Instagram	1,218	540	49	840	313	2

Table 4.16 identifies the sentiment of user-created posts for National Western Stock Show and Fort Worth Stock Show and Rodeo. For Facebook, there was a high amount of positive posts for both National Western Stock Show ($n = 220$) and Fort Worth Stock Show and Rodeo ($n = 112$), and there was a relative amount of neutral user-created Facebook posts for National Western ($n = 59$) and Fort Worth ($n = 27$). There was a low amount of negative posts for Denver ($n = 5$) and Fort Worth ($n = 2$).

For Twitter, there was a high amount of positive for National Western ($n = 282$) and Fort Worth ($n = 222$) and a relatively high number of neutral posts for Denver ($n = 170$) and Fort Worth ($n = 121$). For Twitter, both Denver ($n = 9$) and Fort Worth ($n = 4$) had low numbers of negative posts.

For Instagram, there was a high amount of positive user-created posts for National Western ($n = 1,218$) and Fort Worth ($n = 840$) and a relatively high number of neutral posts for Denver ($n = 540$) and Fort Worth ($n = 313$). For Instagram, Fort Worth ($n = 2$) had low numbers of negative posts ($n = 49$) compared to Denver. The highest amount of negative user-created posts came from Instagram.

Table 4.17

Sentiment of Organization-Created Posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Platform	National Western Stock Show			Fort Worth Stock Show and Rodeo		
	Positive	Neutral	Negative	Positive	Neutral	Negative
Facebook	93	93	0	24	19	0
Twitter	26	68	0	32	20	0
Instagram	68	40	0	17	3	0

Table 4.17 identifies the sentiment of organization-created posts for National Western Stock Show and Fort Worth Stock Show and Rodeo. For Facebook, there was a high amount of positive organization-created posts for both National Western Stock Show ($n = 93$) and Fort Worth Stock Show and Rodeo ($n = 24$), and there was a relative amount of neutral organization-created Facebook posts for National Western ($n = 93$) and Fort Worth ($n = 19$). There was no negative posts created by either organization.

For Twitter, there was a high amount of neutral for National Western ($n = 68$) and positive organization-posts Fort Worth ($n = 32$) and a relatively high number of positive organization-created posts for Denver ($n = 26$) and Fort Worth ($n = 20$). There was no negative posts created by either organization on Twitter.

For Instagram, there was a high amount of positive organization-created posts for National Western ($n = 68$) and Fort Worth ($n = 17$) and a relatively high number of

neutral posts for Denver ($n = 40$) and Fort Worth ($n = 3$). For Instagram, Fort Worth ($n = 2$) had low numbers of negative posts ($n = 49$) compared to Denver. There was no negative posts created by either organization on Instagram.

Findings Related to Research Objective Five

Research objective five was to identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show. To identify, I found the sum of engagements for all posts. The top 10 posts were identified by combining the number of reactions, shares, and comments on all posts. I also identified the type of post, content topic area, platform, and sentiment.

Table 4.18

Ten Most Engaging Organization-Created National Western Stock Show Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show

	Total Engagement	Platform	Type of Post	Content Topic Area	Sentiment
Post 1	2,775	Instagram	Professional Photo	Junior Market Steer Show	Neutral
Post 2	1,782	Instagram	Organic Photo	Other Animal Shows	Positive
Post 3	1,640	Instagram	Professional Photo	Show Overall	Neutral
Post 4	1,529	Instagram	Professional Photo	Show Overall	Positive
Post 5	1,382	Instagram	Organic Video	Other Animal Shows	Positive
Post 6	1,338	Instagram	Professional Photo	Junior Market Swine Show	Positive
Post 7	1,311	Instagram	Professional Photo	Other Animal Shows	Positive
Post 8	1,304	Instagram	Professional Photo	Other Animal Shows	Positive
Post 9	1,302	Instagram	Professional Photo	Other Animal Shows	Positive
Post 10	1,228	Instagram	Professional Photo	Other Animal Shows	Neutral

Table 4.18 shows the highest amounts of engagement for all platforms on National Western Stock Show and Rodeo organization-created posts. I also identified the type of post, content topic area, platform, and sentiment. To find the total

engagement, the amount of reactions, comments, and shares/retweets were added together.

The most engaged post within National Western Stock Show organization-created posts had the topic of Junior Market Livestock Show ($n = 2,775$), specifically the steer show. There were only two posts within the top 10 that focused on the Junior Market Livestock Show. The remaining posts focused on Other Animal Shows ($n = 6$) and Show Overall ($n = 2$).

The type of content was analyzed. Professional Photos ($n = 8$) were used for majority of the most engaged posts, and the remaining most engaged posts was created as either an Original Photo ($n = 1$) or an Original Video ($n = 1$). This shows that this specific posts was pre-meditated or chosen to be posted over other content to hopefully increase engagement levels.

The majority of the posts ($n = 7$) had a positive sentiment within the content, and the remaining were neutral ($n = 3$). All of the top content regarding the National Western Stock Show and Rodeo were posted on Instagram.

Table 4.19

Ten Most Engaging User-Created National Western Stock Show Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show

	Total Engagement	Platform	Type of Post	Content Topic Area	Sentiment
Post 1	3,614	Instagram	Organic Photo	Animal Rights Post	Negative
Post 2	2,824	Instagram	Professional Photo	Rodeo	Positive
Post 3	2,586	Instagram	Organic Photo	Rodeo	Positive
Post 4	2,474	Instagram	Professional Photo	Other Animal Shows	Positive
Post 5	2,256	Instagram	Professional Photo	Other Animal Shows	Positive
Post 6	2,201	Instagram	Professional Photo	Other Animal Shows	Positive
Post 7	2,031	Instagram	Professional Photo	Junior Market Steer Show	Positive
Post 8	1,998	Facebook	Professional Photo	Other Animal Shows	Positive
Post 9	1,917	Instagram	Professional Photo	Other Animal Shows	Neutral
Post 10	1,851	Instagram	Professional Photo	Junior Market Lamb Show	Positive

Table 4.19 shows the highest amounts of engagement for all platforms on National Western Stock Show user-created posts. I also identified the type of post, content topic area, platform, and sentiment. To find the total engagement, the amount of reactions, comments, and shares/retweets were added together.

The most engaged post within National Western Stock Show user-created content topic was on Animal Rights ($n = 3,614$). Half of the content topic areas within the top 10 were centered around the Other Animal Show ($n = 5$). The remaining most

engaged posts focused on either Rodeo ($n = 2$) and Junior Market Livestock Show ($n = 2$).

The type of content of the most engaged posts was also analyzed. As the majority, Professional Photos ($n = 8$) were used in most types of posts for the selected platforms. The remaining posts contained Original Photos ($n = 8$). This signifies the majority of the top engaged content was done professionally and pre-meditated or collected to be posted at a later date.

The majority of the posts ($n = 8$) had a positive sentiment within the content, while the other half were either neutral ($n = 1$) or negative ($n = 1$). The most engaged post had a negative sentiment ($n = 3,614$).

Out of the top 10 most engaged posts, the majority of posts were originated from Instagram ($n = 9$), and the remaining most engaged post had been posted to Facebook ($n = 1$).

Table 4.20

Ten Most Engaging Organization-Created Fort Worth Stock Show and Rodeo Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show

	Total Engagement	Platform	Type of Post	Content Topic Areas	Sentiment
Post 1	2,338	Instagram	Original Photo	Junior Market Steer Show	Neutral
Post 2	2,252	Twitter	Original Video	Junior Market Steer Show	Neutral
Post 3	2,017	Facebook	Original Photo	Junior Market Steer Show	Neutral
Post 4	1,946	Facebook	Professional Photo	Junior Market Steer Show	Neutral
Post 5	1,865	Facebook	Organic Video	Junior Market Lamb Show	Positive
Post 6	1,622	Facebook	Professional Photo	Rodeo	Positive
Post 7	1,594	Instagram	Organic Video	Junior Market Steer Show	Neutral
Post 8	1,539	Facebook	Original Photo	Rodeo	Positive
Post 9	1,396	Instagram	Original Photo	Rodeo	Positive
Post 10	1,253	Instagram	Original Photo	Other Animal Shows	Positive

Table 4.20 shows the highest amounts of engagement for all platforms on Fort Worth Stock Show and Rodeo organization-created posts. I also identified the type of post, content topic area, platform, and sentiment. To find the total engagement, the amount of reactions, comments, and shares/retweets were added together.

The most engaged post within Fort Worth Stock Show and Rodeo content was focused on the Junior Market Steer Show ($n = 2,775$). Over half of the content within the top 10 focused on the Junior Market Livestock Show ($n = 6$). The remaining most engaged posts focused on either Rodeo ($n = 3$) and Other Animal Shows ($n = 1$).

To further investigate the top 10 most engaged posts, the type of content was analyzed. As half of the collected content, Organic Photos ($n = 5$) were used for majority of the most engaged content, and the remaining most engaged content was created as either an Organic Video ($n = 3$) or a Professional Photo ($n = 1$). This shows that the content created with the most engagement were more “in the moment,” not pre-meditated to create more engagement.

Half of the posts ($n = 5$) had a positive sentiment within the content, while the other half were neutral ($n = 5$). Out of the top 10 most engaged posts, the most was posted on Facebook ($n = 5$), followed by Instagram ($n = 4$) and Twitter ($n = 1$) respectively. Although Facebook had the most posts, Instagram had the most engaged ($n = 2,338$).

Table 4.21

Ten Most Engaging User-Created Fort Worth Stock Show and Rodeo Posts on Facebook, Twitter, and Instagram During the Junior Market Livestock Show

	Total Engagement	Platform	Type of Post	Content Topic Area	Sentiment
Post 1	3,797	Instagram	Original Video	Rodeo	Positive
Post 2	1,621	Instagram	Professional Video	Rodeo	Positive
Post 3	1,604	Instagram	Original Photo	Show Overall	Positive
Post 4	1,153	Instagram	Professional Video	Rodeo	Positive
Post 5	1,007	Instagram	Original Photo	Other Animal Show	Positive
Post 6	945	Instagram	Original Video	Rodeo	Positive
Post 7	933	Instagram	Original Photo	Show Overall	Positive
Post 8	799	Instagram	Original Video	Junior Market Steer Show	Positive
Post 9	778	Instagram	Original Photo	Rodeo	Neutral
Post 10	744	Instagram	Professional Photo	Show Overall	Positive

Table 4.21 shows the highest amounts of engagement for all platforms on Fort Worth Stock Show and Rodeo user-created posts. I also identified the type of post, content topic area, platform, and sentiment. To find the total engagement, the amount of reactions, comments, and shares/retweets were added together.

The most engaged post within Fort Worth Stock Show and Rodeo user-created posts had the content topic area of Rodeo ($n = 3,797$). Half of the posts within the top 10 had a topic area of Rodeo ($n = 5$). The remaining most engaged posts had a content topic area of either Show Overall ($n = 3$), Junior Market Livestock Show ($n = 2$) or Other Animal Show ($n = 1$).

The type of user-created posts within the most engaged was analyzed. There was a diverse range of types of posts for Fort Worth users' most engaged posts. Original Photos ($n = 4$) were the most used in the top 10 post creation, followed by Original Videos ($n = 3$) and Professional Photos ($n = 2$). The remaining post was a Professional Video ($n = 1$). This shows that the content created with the most engagement were more "in the moment," not pre-meditated to create more engagement.

The majority of the posts ($n = 9$) had a positive perception within the content, while the remaining post had a neutral perception ($n = 1$).

Out of the top 10 most engaged user-created posts, all posts for Fort Worth came from Instagram.

Findings Related to Research Objective Six

Research objective six was to compare the engagement of organization-posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

First, I totaled all engagement levels, which included reactions, comments, and shares/retweets for Facebook, Twitter and Instagram for the organization-created content. I completed a t-test in SPSS to compare means of reactions, comments, and shares/retweets to examine user engagement levels between the shows' content. The null hypothesis was that there was no significant difference between each set of means for reactions, comments, and shares/retweets when comparing between National Western Stock Show and Fort Worth Stock Show and Rodeo. The alternative hypothesis was that there is a significant difference between each set of means for reactions, comments, and shares/retweets when comparing between National Western Stock Show and Fort Worth Stock Show and Rodeo, respectively.

Table 4.22

Comparison of Reactions, Comments, and Shares/Retweets on Organization-Created Content on National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram Pages During the Junior Market Livestock Show

Type of Engagement	NWSS			FWSSR			t	p
	N	Mean	SD	N	Mean	SD		
Reactions	386	251.52	365.86	115	276.17	446.37	-.60	.16
Comments	386	6.01	21.16	115	7.17	103.76	-.66	.26
Shares/Retweets*	279	8.65	30.62	95	45.24	112.68	-4.93	.00*

*Instagram retweets/shares were not included in totals.

As shown in Table 4.22, after gathering of engagement totals, the means of Fort Worth Stock Show and Rodeo and Denver National Western platform engagement on Facebook, Twitter and Instagram was gathered and the overall engagement on the platforms was gathered. Instagram shares/retweets were not included in the totals, because the action is not available on the platform.

The means between National Western Stock Show and Fort Worth Stock Show and Rodeo were relatively close. For reactions, National Western's mean ($M = 251.52$; $SD = 365.86$) was slightly lower than Fort Worth's ($M = 276.17$; $SD = 446.37$). For comments, National Western's mean ($M = 6.01$; $SD = 21.16$) was slightly lower than Fort Worth's mean ($M = 7.17$; $SD = 103.76$). For shares/retweets, National Western's mean ($M = 8.65$; $SD = 30.62$) was significantly lower than Fort Worth's mean ($M = 45.24$; $SD = 112.68$).

The null hypothesis for the t-test was that there was no significant difference between each set of means for reactions, comments, and shares/retweets when comparing between National Western Stock Show and Fort Worth Stock Show and Rodeo. The alternative hypothesis was that there is a significant difference between each set of means for reactions, comments, and shares/retweets when comparing between National Western Stock Show and Fort Worth Stock Show and Rodeo, respectively. The alpha level was set at .05 a priori for all tests. For reactions, the p value = .16. The null hypothesis was accepted. For comments, the p value = .26. The null hypothesis was accepted. For shares/retweets, the p value = 0.00, which insinuated there was a significant difference. The null hypothesis was rejected.

Even though National Western had higher total amounts of posts and engagements in most categories, the t-test demonstrates there is a significant difference between the sharable content of Fort Worth Stock Show and Rodeo and Denver National Western Stock Show.

Summary

For this study, a content analysis was conducted, and 4,698 posts were coded and analyzed, focusing on engagement levels, post content details, and post and content characteristics. Data collection took place during the junior market livestock shows of both Denver National Western Stock Show and the Fort Worth Stock Show, from the first market load-in to the sale of champions. Collection took place on three platforms, Facebook, Instagram, and Twitter, per the organizations' request.

There were similar content topic areas for both organizations' user-created and organization-created content, also focusing on the main events for exhibitors and attendees within each organization, including Rodeo, Other Animal Shows, Junior Market Livestock Shows, and Show Overall. High engagement levels were seen for both organizations. The study indicated the majority of posts for both organizations on Facebook, Instagram and Twitter had a positive sentiment.

Specific details in each organization's user-created and organization-created content was analyzed and examined, including which content areas are most engaging and popular for consumers and for organizations and which platforms are most effective in communication practices. Instagram had the most engaging content for

both user-created and organization-created posts. The Junior Market Livestock Show was the most engaging topic within organization-created content within each organization and the user-created content most engaging content included rodeo and animal rights. The study found Fort Worth had more sharable content than National Western, having a significant difference in sharable content engagement levels.

CHAPTER V

V. DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

Overview

This chapter will discuss the conclusions and implications of the findings.

Results from this study identify several different characteristics of the social media organization-created and user-created posts from National Western Stock Show and Fort Worth Stock Show and Rodeo. The study identified the levels of engagement, types of content, sentiment, content topic areas and what has the highest areas of interest. Embracing and understanding how to effectively use social media is a must for the future of agricultural communications, as it will continue to evolve in the future (Graybill, 2010).

The study set out to examine the content and engagement on the Denver National Western Stock Show and Fort Worth Stock Show and Rodeo social media platforms, to better communication practices for livestock shows. The following research objectives guided this study:

1. Describe the topic areas of user-created and organization-created content on the National Western Stock Show and Fort Worth Stock Show and Rodeo on Facebook, Twitter, and Instagram posts during the junior market livestock show.
2. Describe the type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo

Facebook, Twitter, and Instagram pages during the junior market livestock show.

3. Describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Twitter, and Instagram during the junior market livestock show.
4. Identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
5. Identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.
6. Compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Conclusions and Implications

The start date of the data collection for Denver National Western began on January 8, 2018, which was the arrival dates for the junior market goats at National Western. The National Western collection ended on January 19, 2018, which was the date of the market livestock show auction. The start of the Fort Worth Stock Show and

Rodeo time frame was January 24, 2018, the day of market goat and market lamb arrival, and the last day of data collection for FWSSR was February 3, 2018, which was the junior market champions sale at FWSSR. After removing irrelevant data to the study, a total of 4,698 posts were collected. Posts were collected from Facebook, Twitter and Instagram, using specific hashtags and content posted on National Western and Fort Worth's social media pages.

Conclusions Related to Research Objective One

Research objective one sought to identify the user-created and organization-created content topic areas on the Fort Worth Stock Show and Denver National Western Facebook, Instagram and Twitter pages brings the most interest during the junior market livestock show. User-created content is the posts created by audience members, business, and other entities separate from National Western Stock Show. Organization-created content are any posts created for the communication practices of National Western Stock Show and Fort Worth Stock Show and rodeo during the junior market livestock show.

For user-created content, there was a larger amount of posts created by National Western ($n = 2,550$) than Fort Worth ($n = 1,642$). For organization-created content, there was also noticeably more posts created by National Western ($n = 387$) than Fort Worth ($n = 115$). Between the two organizations, Instagram was one of the most prominent and used platform for National Western and Fort Worth, also bringing the most engagement. Twitter was the least used within both organization communication practices, and Denver's use was drastically lower than Fort Worth's.

Fort Worth was able to draw a reasonable amount of engagement from Twitter, and because of the Junior Market Livestock Show. Fort Worth's high amount of Facebook shares, which was higher than Denver's, also came from the Junior Market Livestock Show.

User-created content for Denver National Western primarily focused on Rodeo, Show Overall, and Other Animal Shows, where Fort Worth Stock Show and Rodeo's user-created content focused primarily on Rodeo, Show Overall, and Junior Market Livestock Shows. The user-created content has similarities to the organization-created content, and shows correlation to what the most popular aspects of each organization are for attendees and audience members online.

Within Denver National Western's organization-created content areas for Facebook, Twitter, and Instagram, there was more of a diverse spread. Other Animal Shows, which includes any animal exhibition outside of the junior market livestock show, Rodeo, Show Overall, and were more prominent content areas within their communication practices. Least used content areas for Denver National Western Special Events, Contest/Competition, which these two areas' use was least significant compared to the other sparsely used types.

Fort Worth's Facebook content on all three platforms primarily focused on Rodeo, Show Overall, and Junior Market Livestock Shows. Although, between the platforms, even though some areas were highly used on two platforms, it would be least used on another platform. The content areas Fort Worth posted about the least across the platforms included a large spread. This included Special Events, Fair,

Contest/Competition, Other, and Show Overall. The variation was higher in the least created content.

From the collected data of user-created and organization-created content, there was 4,698 posts in the selected timeframe. National Western had more content posted in regard to their organization and events ($n = 2,940$), where Fort Worth only had 1,778 user and organization-created posts. When analyzing organization-created content, National Western ($n = 387$) had a significantly higher amount of content than Fort Worth ($n = 115$). This is also because of their exhibitor page for livestock exhibition.

According to Katz (1973) and Rubin (2002), the audience member has power to choose what will satisfy their needs and informational problems, they are not forced into choosing what they seek. Considering the overall content posted for Denver National Western Stock Show, the most focused content area was Rodeo with 836 posts followed by the Other Animal Shows outside of the junior market livestock shows had a prominent presence over any other category of content, along with show overall content ($n = 795$, $n = 537$).

For user and organization-created content combined, Denver National Western had similarities between the platforms. Most content focus was on Other Animal Shows and Rodeo for Facebook, Twitter, and Instagram. Areas sparsely focused on between the platforms had more of a spread, but most commonly included Animal Rights, Scholarship, and Contest/Competition.

For Fort Worth's collective user and organization-created content, the types of content most prominently used on Facebook, Twitter, and Instagram included a more diverse group of Rodeo, Show Overall, Fair, and Junior Market Livestock Show. Least prominent content types included Concerts, Contest/Competition, and Scholarship.

From this study, it can be concluded that both Denver National Western Stock Show and Fort Worth Stock Show and Rodeo was catering to an audience when establishing types of content to use on each platform. The user-created content had similarities with the organization-created content and show the important events within each organization. It can also be concluded the communication practitioners were keeping in mind what aspects of their stock show and rodeo has high importance, brings in profit, and brings recognition. Looking at previous literature and at the uses & gratifications theory, the user does interact with what interests them the most (Rubin, 2002), and this shows in the content created.

These findings from objective one compliment earlier studies about social media and engagement and can tie uses and gratifications into communication practices. Content topic areas depict the events organizations, users, and attendees find important. The principal theoretical implication of this research objective is that content topic areas should be highly considered when creating future content and posts in communication practices. The new understanding of content topic areas should help in the post and content development and should, in return, create more interest and engagement on posts for organizations, and even users.

Conclusions Related to Research Objective Two

Research objective findings shed light on the different type of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show. Posts could be text posts, photos/graphics, videos, or embedded link posts. Text posts just include the message of the content in text form. Photo/Image posts included a visual aspect, which could be a professional or original photo and graphics. Videos could be live, professionally-created, or standard phone videos. Embedded links provided a visual example of what the destination included.

The study confirmed images and photos were the most prominent in post creation for both user-created and organization-created content. Professional photos were most common within organization-created content, and original photos were highly used in user-created posts. The research has also shown that for the majority of Fort Worth and Denver National Western user-created and organization-created posts, live videos were the least used. Embedded links were also not highly used by organizations and users.

Taken together, these findings suggest that in general photos and visual elements should be used in content and post creation. This new understanding should help to improve post creation and assisting in communication efforts or these organizations who are seeking to create highly engaging posts during the junior market livestock show and rodeo. Even in planning communication efforts and

considering platforms, agricultural practitioners have an extensive selection in online communication tools and how to effectively utilize them (Shaw et al., 2015).

Conclusions Related to Research Objective Three

Research objective three set out to describe the engagement on National Western Stock Show and Fort Worth Stock Show and Rodeo user-created and organization-created posts on Facebook, Instagram, and Twitter during the junior market livestock show.

Totals from all reactions, comments, and shares on both user and organization content were collected during the selected time frame. National Western had a higher overall total of engagement ($n = 304,325$) than Fort Worth ($n = 100,833$), but Fort Worth had higher numbers in certain areas, even being a day shorter in the collection period.

This research objective also examined the two-way interaction between organizations and users on organization-created content. The research shown that Fort Worth interacted with users more on their posts, having interaction on 129 out of their 205 posts during the junior market livestock show. National Western interacted on 131 out of 418 posts.

The results of this research support the idea of engagement is a key factor in communications, on the user and organization side. The current data highlights that in communication practices, engagement indicates how satisfying content is for users.

The results can support the idea of interactions being a factor in users continuously engaging and coming back to specific content (Penni, 2017).

Conclusions Related to Research Objective Four

Research objective four sought to identify the sentiment of user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

The study identified most National Western and Fort Worth user-created and organization-created posts having positive sentiment, followed by neutral sentiment. There were few user-created and organization-created posts with negative sentiment, but the most negativity came from National Western user-created Instagram posts.

This study has raised important questions about the sentiment of content. Sentiment can be an important key factor in content creation and in engagement levels. Sentiment should be considered in future content creation for organizations and can even be considered by users when posting online.

Conclusions Related to Research Objective Five

Research objective two sought to identify the characteristics of the most engaged posts within the user-created and organization-created posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Pew Research (2018) indicated Facebook was one of the most popularly used platforms among all social media. Although out of the National Western Stock Show and Fort Worth Stock Show and Rodeo created most engaging user-created and organization posts, Instagram was the platform with the most prominent presence. Instagram also had the most engaged post within all content ($n = 2,775$, NWSS).

The Denver National Western had the Junior Market Livestock Show (Steers) as the most engaged organization-created topic area of content created by organizations ($n = 2,775$). The most prominent area of content within the top 10 most engaged posts was Other Animal Shows ($n = 6$). For Fort Worth, the Junior Market Livestock Show (Steer) was the most engaged area of content ($n = 2,338$). The content area with the most posts within the top 10 most engaged was the Junior Market Livestock Show ($n = 6$). When comparing most used areas of content within organization communication practices for Denver (Other Animal Shows, Rodeo), the most engaged posts are different (Junior Market Livestock Show). When comparing most used areas of content within organization communication practices for Fort Worth (Show Overall, Other Animal Shows, Rodeo), the most engaged posts are different (Junior Market Livestock Show).

In regard to the most popular platform, the most engaged user-created post was created mainly on Instagram, being one away from sweeping all 20 posts of the most engaged content. Facebook was on the list once of the National Western user most engaged content. Twitter was not a popular platform for user engagement. Although Facebook may be a highly used platform, the most engagement is seen on Instagram,

making Instagram the platform where high levels of engagement may occur for junior market livestock shows and rodeos.

For the most engaging content topic area of Fort Worth users, Rodeo (n = 5) was most prominent. The remaining most engaging content topic areas were a mix of Show Overall, Junior Market Livestock Show, and Other Animal Shows. For Denver National Western, the majority of the user-created most engaged content was focused on Other Animal Shows (n = 5), with a mix of Rodeo and Junior Market Livestock Show as the other content areas.

These results have similarities to both Denver and Fort Worth's content posted within the time frame. Having the majority of organization-created content being similar to user-created content can indicate communication practitioner awareness of audience interests. The findings for this research objective can also provide insights to agricultural communication practitioners. Taken together, these findings suggest a role for content topic areas, platform, type of post, sentiment in increasing engagement levels. Understanding user interests can strengthen future communication plans and campaigns. An implication of this is how visual users are, which was stated in previous literature (King, 2016; O'Holloran et al., 2014). Combined with the correct content topic area, having the visual aspect of posts will increase engagement levels.

Conclusions Related to Research Objective Six

Research objective six sought to compare the engagement of posts on the National Western Stock Show and Fort Worth Stock Show and Rodeo Facebook, Twitter, and Instagram pages during the junior market livestock show.

Totals were collected from all reactions, comments, and shares on the organization-specific content. National Western had a higher amount of engagement (101,817) on their 386 posts than the Fort Worth organization content (36,915). Fort Worth had a high amount of engagement for the 115 posts created.

A t-test was completed to compare means of reactions, comments, and shares/retweets to examine user engagement levels on organization-created content between National Western and Fort Worth. Although Fort Worth's organizational content had a higher mean of engagement on reactions ($M = 276.17$) and comments/replies ($M = 7.46$) than National Western, there was not any statistically significant differences. On shares/retweets, there was a statistically significant difference between Fort Worth and Denver's content.

With Fort Worth's significantly higher amount of engagement regarding shares/retweets, this suggests they had more shareable content. Their message or content topic areas are satisfying the needs of users. The engagement demonstrates the content was of the audience's interest and was important enough to interact with, which is explained in the uses and gratifications theory (Korhan & Ersoy, 2016).

The findings of this objective provide insights into engagement levels on organization-created content. The uses and gratifications theory (Katz et al., 1973) also states organizations must be willing to alter their communication or marketing strategies if they want to see more value and user gratifications. Shareable content is a key factor in content creation, promoting higher amounts of engagement on organization-created content, which can be a benefactor in improving communication practices.

Recommendations

Communication practices and involvement online is influenced by yearning for success in the future and promoting agriculture for generations to come (Graybill-Leonard et. al, 2011). The findings of this study encourage additional online communication research and ideas for practices within major livestock shows and rodeos and a focus on the junior market livestock shows.

Research

For the research completed, social media data collection only took place on certain aspects of social media, with the use of hashtags. In data collection, further research outside the hashtags and official organization posts would help bring in a larger sample and a non-focused sample, creating a better represented group of how social media posts more look like.

Another aspect of social media engagement that can be further researched is if organization engagement/correspondence on content affects the amount of

engagement overall from users on content. Finding a correlation could help practitioners create strong communication efforts with users.

For continuing research on this topic, a study should be conducted to compare social media communication practices within the state of Texas between major livestock shows and their focus on the junior market livestock show, including shows like Fort Worth Stock Show and Rodeo, such as Houston Livestock Show and Rodeo, Rodeo Austin, San Antonio Livestock Show and Rodeo, and State Fair of Texas. There are several major livestock show and rodeos within the state. To create the best communication practice, a standard can be created from a study to identify the best of all the communication practices.

A similar study can be conducted on livestock show and rodeo content – but on the practitioner side. On the business side of the social media platforms, more characteristics and pieces can be seen and identified. All content collected for this study was from consumer view. To further research and also analyze audience demographics and in-depth details about the engagements.

A further study could assess and investigate the top 10 most engaging organization-created posts for the Denver National Western Stock Show and the Fort Worth Stock Show and Rodeo. This study would be fruitful for future communication practices because it would help better understand what makes these specific posts interesting and engaging for consumers. This study would be conducted qualitatively with user interviews.

Practitioners

Based on this study and the amounts of engagement and size of reach, agricultural businesses should continue to use social media to promote, inform, and engage. There are a number of important things that can be improved and considered. Practitioners should have a stronger understanding of what the users and consumers want to see on their social media platforms. This study will help livestock show and rodeo communication efforts create effective and engaging livestock-specific content and better their future campaigns.

Practitioners should take into consideration which and what type of content has the most engagement on their social media platforms while planning future communication practices and scheduling content. This study identified that the organization's most highly recognized events bring a large amount of engagement, for example such as the rodeo. For Fort Worth, the junior market livestock show did bring a large amount of interest, but it was one of the most engaged content topic areas. For Denver, the other animal shows outside the realm of the junior market livestock show did bring a high amount of interest, but the junior market livestock show brought the most engagement. These users have gratified their interests with engagement, just as the theory of uses and gratifications points out. Major livestock shows and rodeos should not only consider catering to the interests of their most well-known events, but also consider creating more content focused on the junior market livestock shows – because of the high levels of engagement.

In regard to the most engaged posts, this study also depicted which type of content (photo, video, etc.) will be most beneficial when posting about a certain area of content. According to this study, practitioners should use visual elements such as videos and photos. Photos, along with videos, have an overall higher amount of engagement and should be used in communication practices. Users are visual (King, 2016), and the most engaged content were visual elements. Another important practical implication is having positive sentiment in content. Sentiment can drive consumers to engage with posts.

Denver National Western Stock Show has two separate platforms for livestock exhibitors and overall content. There was a specific amount of engaging content was created for the separate account. With this examination, reconsiderations of the placement of specific content for audiences should take place. Utilization of the pages can be changed to still successfully reach and fulfill the audiences' needs. Denver can still satisfy and inform the audience they are primarily focusing on reaching on the exhibitor page if they post specific content on the main pages, such as results or Facebook live events of the grand drive of a specific breed or species. This study encourages for the reconsideration of post and content placement in communication practices.

Lastly, practitioners should interact with users and their audiences. According to Bergström & Bäckman (2013), there is an intimate aspect to social media engagement, allowing for the two-way communication. Because of the intimacy, this communication can help develop brand perceptions and strength.

Summary

Engagement is essential in communication practices online. The contribution of this study was to help clarify which and what type of post characteristics can influence the levels of engagement within major livestock show and rodeos, resulting in important changes to future communications. Not only does it satisfy communication needs from the audiences, but it can help establish and build a brand, convey correct information quickly and easily, and lead to better future communication practices.

The insights gained from this study identified the Junior Market Livestock Shows as an important part of major livestock shows and rodeos, bringing a large amount of attention to these specific agricultural organizations. Whether it be ongoing contests, exhibition information, results from the ring or the sale, it all brings a considerable amount of engagement, even though it may be a content area with lower content numbers. It not only is beneficial for keeping the agricultural audiences up-to-date but when used correctly, it can help bring awareness and education to non-agricultural consumers and audiences.

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APPENDICES

A. CODEBOOK

FWSSR and NWSS Codebook

Use the following to code posts.

Variables	Directions/descriptions	Coding Value
Post Description		
Web Link -	Copy link into excel spreadsheet.	
Platform	Which platform is the post on.	
Facebook	www.facebook.com	1
Instagram	www.instagram.com	2
Twitter	www.twitter.com	3
Upload date –	When the post was uploaded. Record as MM/DD/YY	
Post Creator		
Determine who posted the content (really only different for retweets). Choose one from the list below.		
Specified Livestock Show	Fort Worth or National Western	1
Patrons	People who attended the Livestock Show and Rodeo	2
Junior Market Show Exhibitors	Family or Participants of the show	3
Family		11
Participant		12
Show Help or Ag Teacher		13
Organizations/Business/Schools	Other organizations that are affiliated with the selected livestock show.	4
Supporters (Boosters, Sale Buyers, Etc.)		14
Schools/Youth Organizations		15
Ag Businesses/Associations		16
Non-Ag Orgs/Businesses/Associations		17

Breeders		18
Media	Any coverage of events	5
Photographers		19
News/TV Stations		20
Print Media Outlets		21
Online Media Outlets		22
Radio Stations		23
Singer/Band	Musician that performed at the Livestock Show and Rodeo	6
Other	Creator that does not fit any other category. If known, List here _____	7
Volunteers/Interns/ Those who work for NWSS		8
Other Rodeo/Exhibitor/Judging Participants	Any other individual who is participating in another part of organization's show/rodeo	9
Family		24
Participant		25
Show Help or Ag teacher		26
Animal Activists	Those who were opposed to organization and events.	10

Content	
Type of post	This identifies the type of content posted on the site.

Text	Only includes text.	1
Image	Provides text with an image.	2
Original		5
Professional		6
Video	Provides text with a video.	3
Live		7
Standard Phone/Original		8
Professional		9
Embedded Link	Provides link to another website with a visual representation of what the link leads to	4
Topic Within Livestock Show and Rodeo	Determine the topic/what part of the organization the post is mentioning.	
Market Livestock Show	The post refers to the Livestock Show.	1
Rodeo	The post refers to the Rodeo.	2
Fair	The post refers to the Fair/Petting Zoo/Farm Animals	3
Concert	The post refers to the Concerts.	4
Contest/Competition	The post refers to the Judging Teams and other contests.	5
Special Event	The post refers to any special events. Examples include BBQs, Galas, Fundraisers, etc.	6
Exhibits/Shopping	Exhibits/Vendors/shopping/food on grounds	7
Other Animal Shows	The post refers to any other animal shows separate from the market animals. This includes open/breeding shows, equestrian events, stock dog trials, etc.	8
Show Overall	The post refers to the organization as a whole, and not specified on an event.	9

Other	Aspect does not fit any other category that cannot be related to any field of show, but still is in regards to show.	10	
Scholarship	Posts refers to scholarships presented by organization.	11	
Animal Right Posts	Post refers to content created by animal activists.	12	
Not Related to Show	Cannot be related to any aspect of the show.	13	
Content Sentiment			
Positive		1	
Negative		2	
Neutral		3	
CONTENT USE - DESCRIPTIVE			
Tags	People, organizations, etc. are included within the post.	1	0
Tag Frequency	Record the number of people/organizations tagged in the post.		
Hashtags	Hashtags (#) are used within the post.	1	0
Hashtag Frequency	Record the number of hashtags in the post.		
Hashtags Listed			
Link		0	1
Mapped		0	1
Location	List Location		
Engagement Features			
Number of Reactions (Likes/Favorites/Likes)	Number of times post has been liked by viewers.		

Number of Shares/Retweets/Quotes	This is the number of times viewers have shared the post.	
Number of Comments/Replies	Identify the number of comments listed.	
Video		1 0
Video Views		
Nature of Comments		
No Comments		0
Positive		1
Neutral		2
Negative		3
Responses		
Organization Response		
Yes		1
No		2
Perception of Response		
Details		
Detailed, informative		1
Not detailed, not informative		2
Acknowledging Content		3

B. POST EXAMPLES BY CONTENT TOPIC AREA

Junior Market Livestock Show



1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Neutral



The Showbox Magazine
@ShowboxInfo

Follow



GRAND CHAMPION STEER

BEN BEZNER, DALLAM CO 4-H

RESERVE GRAND CHAMPION STEER

AUSTIN BREEDING, ROBERTS CO 4-H

#FWSSR #SBX

1:36 PM - 2 Feb 2018

6 Retweets 18 Likes



6



18



1. Platform: Twitter
2. Type of Post: Text Post
3. Sentiment: Neutral



ShowChampions Photography added 4 new photos — with
Sara DeAnn and Danny Goggin.

•••

January 15 ·

It was a GRAND Junior Market Lamb drive last night at the National Western Stock Show!!!
#showchamps #nwss2018



1. Platform: Facebook
2. Type of Post: Professional Photos
3. Sentiment: Positive

Rodeo

National Western
@NationalWestern

Following

@joeferdfrost currently sits second in the average with 159.5 on two. #nwss2018



258 views 0:07 / 0:31

2:32 PM - 13 Jan 2018

6 Retweets 16 Likes

1. Platform: Twitter
2. Type of Post: Professional Video
3. Sentiment: Neutral

Fair



srobbins143 • Follow

srobbins143 This little guy loved his first time on a carousel! #fwssr



52 likes

JANUARY 31

Add a comment...



...

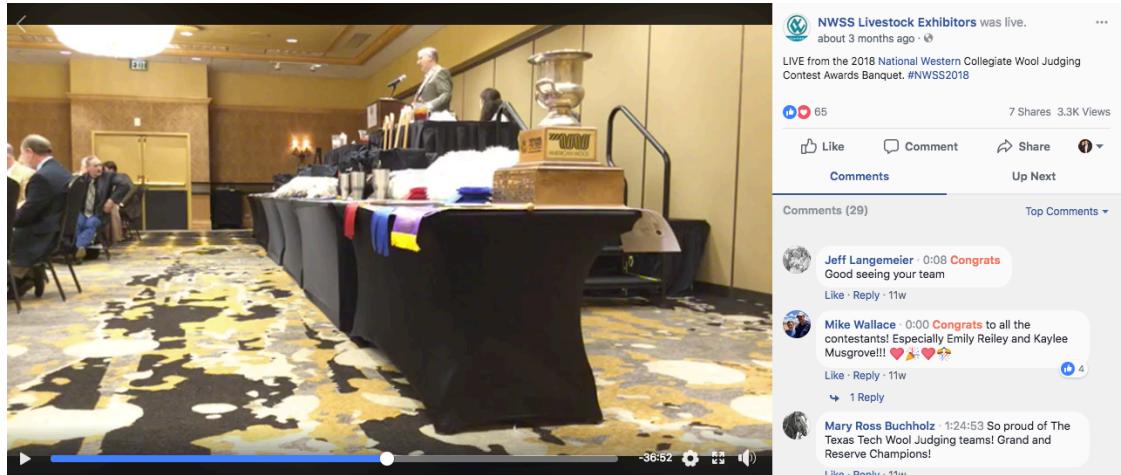
1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Positive

Concert



1. Platform: Facebook
2. Type of Post: Original Photo
3. Sentiment: Positive

Contest/Competition



1. Platform: Facebook
2. Type of Post: Live Video
3. Sentiment: Neutral

Special Events



Colorado State Univ

@ColoradoStateU

Follow



Tonight, **@CSUTonyFrank** will be honored as the **@NationalWestern #StockShow's 2018 Citizen of the West**. Proud to be!

via **@denverpost**



Expanded NWSS will open pipe lines to higher ed says Citizen of the West To...

Tony Frank's handling of controversy over CSU's football stadium was among the reasons he was named National Western Stock Show's 2018 Citizen of the West.

denverpost.com

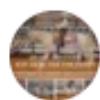
4. Platform: Twitter
5. Type of Post: Embedded Link
6. Sentiment: Positive

Exhibits/Shopping



1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Neutral

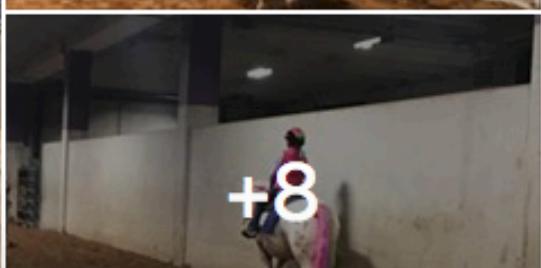
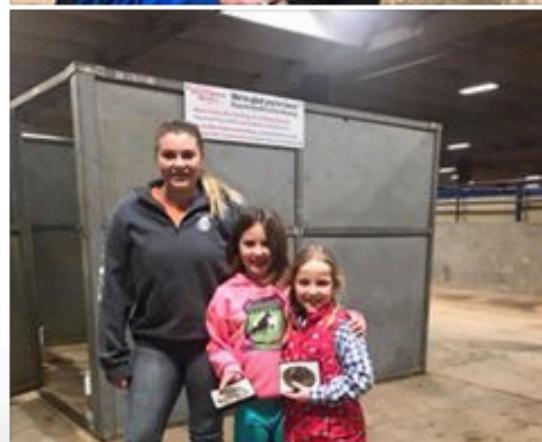
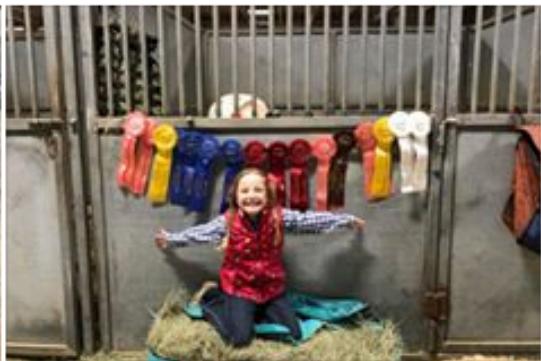
Other Animal Shows



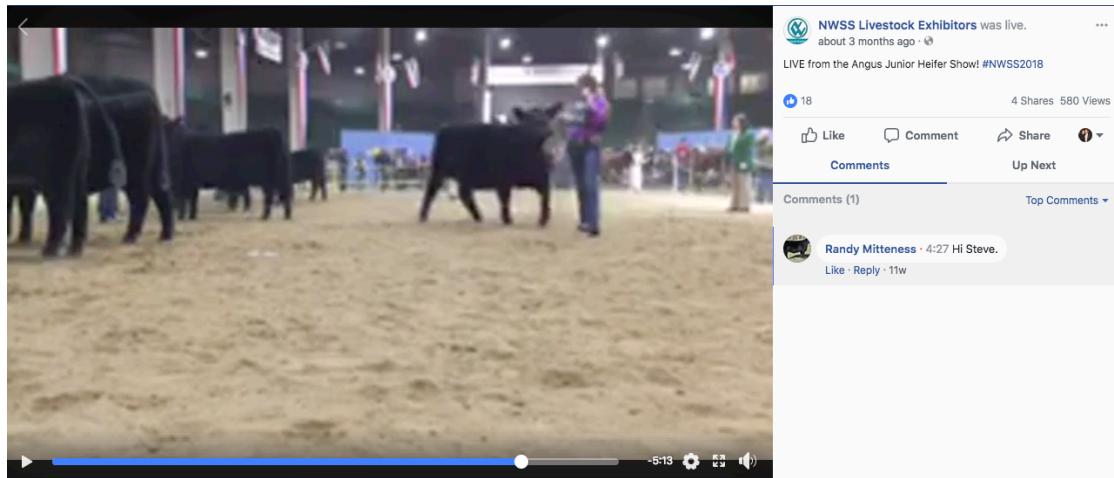
Holly Spooner added 12 new photos — with Scott Spooner.

January 24 ·

So proud of this kiddo for her hard work at the Fort Worth stock show! Came out Reserve High Point with wins in Showmanship, Horsemanship, Reining, and Hunter Hack. Was also the only 9 and under kiddo in ranch riding. Most importantly she was a great sport and she and her pony were a team! #graceandjordy #fwssr #poa



1. Platform: Facebook
2. Type of Post: Original Photo
3. Sentiment: Positive



1. Platform: Facebook
2. Type of Post: Live Video
3. Sentiment: Neutral

Show Overall



1. Platform: Facebook
2. Type of Post: Professional Photo
3. Sentiment: Neutral

Other



1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Neutral

Scholarship



365togotil40 • Follow

365togotil40 Day 113- My co-worker and I kept score at tonight's goat roping event at @nationalwestern The money raised goes to AG scholarships. It's a great event every year and fun to be part of it. #365togotil40 #ropingoats #nationalwesternstockshow

1461days, alisong12, kristin_massoletti, camigirl, kellymdrews, maggiefrasure, rhodiepkp, meggiemegs_, crystalware and orgullosa_latina like this

JANUARY 10

Add a comment...

...

1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Positive

Animal Rights



1. Platform: Instagram
2. Type of Post: Original Photo
3. Sentiment: Negative