

Historical Topics and Social Life: Recent Insights on Mentions Feed and Online Monitoring

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Abstract. The present paper focuses on analysing the recent trends of historical and social life topics, measuring and comparing the levels of the mentions feed of twenty such issues as “contemporary history”, “social history”, “cultural history”, “historical thought”, “historical change”, “historical data”, “historical development”, “history of migration”, “collective memory”, “social movements”, “European history”, “foreign policy”, “diplomacy”, “democratisation”, “transition”, “nationhood”, “statehood”, “state”, “urban history” and “economic history”. The research uses a mixed-method framework, including social media content analysis, case studies, and numerical data analysis. The research uses the online measurement tools provided by the Brand24 platform to evaluate the trend and feed of the selected topics. This study offers nine analytical and monitoring tools: the volume of mentions, social media mentions, non-social media mentions, interactions, social media reach, non-social mentions (SMR), user-generated content (UGC), positive mentions and mentions per category. The period for data collection was 23 September 2023 – 23 December 2023 (ninety-one days) and shows the extensive coverage and impact of the selected topics and their context of discussion performing the trending narratives and events. The research results show how social networking meets the area of historical and social life topics and how the online social community motivates e-participation and public dialogue by using the positive mentions tool. The study concludes that the social media monitoring tools proved an in-depth public awareness and use of the selected topics, enabling a valid linkage between online behaviour, temporal trends of issues and public awareness.

Keywords: contemporary history; social life; historical data; state; social history.

INTRODUCTION

Social media monitoring and related search measurement tools provide accurate evidence of public participation and citizen engagement in social and educational life approaching interpretational history and topic variability [1-2]. One of the most challenging recent approaches to public awareness is evaluating the level of online use of historical and social life topics, performing and developing the area of historical contextualisation [3-4]. Awareness of contemporary historical issues is needed to explore recent social, political and cultural trends and disseminate their impact over time [5-6].

Therefore, recent studies investigated and quantified the historical-related topics, evaluating the role of policies and strategies using various data measurements and outputs [7-8]. Moreover, the role of monitoring chosen topics and web mentions utilising complex online algorithms generates valid results for measuring public awareness and e-participation. There, it focuses on investigating the historical-related issues of contemporary history, social history, cultural history, urban history and historical development, engaging an inquiry on various notions with overlapping implications for social life and historical consciousness [9-11].

METHODS AND MATERIALS

The research uses data collected and retrieved from 23 September 2023 – 23 December 2023 (ninety-one days) using Brand24 online measurement tools [12]. The period was chosen to emphasise and explore the public perception of real-time social and political events and to evaluate the public awareness during the autumn and winter of 2023 [13-16], selecting for analysis twenty topics manually selected (“contemporary history”, “social history”, “cultural history”, “historical thought”, “historical change”, “historical data”, “historical development”, “history of migration”, “collective memory”, “social movements”, “European history”, “foreign policy”, “diplomacy”, “democratisation”, “transition”, “nationhood”, “statehood”, “state”, “urban history” and “economic history”).

For the analysis, we selected nine measurement and access tools that base and allow for analysing web trends in the selected period. All results data were performed the data collected using the search volume tools measured by Brand24 displayed as follows: 1) in Table 1, data analysis for the volume of mentions, social media mentions, non-social media mentions and interactions for selected topics; 2) in Table 2, data analysis for social media reach, non-social mentions (SMR), user-generated content (UGC) and positive mentions; 3) in Table 3, data analysis for mentions per category for selected topics using the Brand24 online search engine of mentions.

The data outputs provided by Table 1 are structured as follows: Column 2 (Table 1): the volume of mentions performing the data frequency of the selected topics in the chosen period); Column 3 and Column 4 (Table 1): the social media mentions and non-social media mentions displaying users’ tag or mention of selected topics in a post or comment to a post [12]; Column 5 (Table 1): the interactions regarding the influence of mentions on social media platforms monitored by Brand24.

The data outputs prioritised by Table 2 are structured considering Column 2 and Column 3 (Table 2) focusing on social media reach (from now on SMR) and non-social media reach (nSMR) providing the statistical tools focusing on data frequency for the level of engagement during the period of analysis; Column 4 mentions user-generated content (UGC) features any form of selected topics used in online platform performing engagement practices and strategies and so-

cial trends; Column 5 contains data results for positive mentions from the sentiment analysis for a particular subject.

The results set in Table 3 highlight the data for most interactive mentions depending on the category as follows: news (Column 2), videos (Column 3), podcasts (Column 4), forums (Column 5), blogs (Column 6) and web platforms (Column 7). Column 1 displays the selected topics for all tables from point 1 to point 2. Moreover, the following abbreviations for the research are used for data sets: (B = billion; M = million; K = thousand).

In total, we collected 145.970 mentions (volume of mentions calculated as the sum of all mentions for all topics according to dataset results of Column 2, Table 1) using the Brand24 social media measuring tools pointing the relevance of online awareness analysis, monitoring news use [17], social media strategies [18], the role of online pots and interactions [19] and the outcomes of online communication and e-participation [20].

RESULTS AND DISCUSSIONS

Data analysis of the volume of mentions, social media mentions, non-social media mentions and interactions. The analysis for Table 1 examined four online monitoring tools: volume of mentions, social media mentions, non-social media mentions, and interactions. From the data results of Column 2, the highest volume goes to “state” (41370 results), “diplomacy” (24873 results), “foreign policy” (23199 results), “historical data” (21368 results) and “social history” (11430 results) indicating a high increase in online trends for the context of discussion focusing the role of public diplomacy and state.

Therefore, the context of discussion of the mentioned topics indicates an increased online social participation and behaviour approaching several subtopics offered by Brand24:

1) for the topic “state”, the online context of the discussion is associated with the following concepts related to social life and living (mainly nouns): “people”, “time”, “decision”, “country”, “finance”, “business”, “goal”, “need”, “city”;

2) for “diplomacy” the context of discussion displays the following nouns and adjectives in the area of negotiation and mediation: “international”, “government”, “international”, “political”, “peace”, “dialogue” and “support”;

3) for “foreign policy, the dataset for the context of discussion includes several nouns and adjectives affiliated to governmental policies and strategies as: “government”, “security”, “priority”, “change”, “relation”, “administration”, “influence”, “political”, “global”, “international”, “united”;

4) for “historical data”, the monitoring tools display more nouns and adjectives in the area of the decision-making decision and processes as: “decision”, “timeframe”, “prediction”, “algorithm”, “predictive analysis”, “analytic”;

5) for “social history”, the results display an online context of discussion covering subjected reaching the domains of social movements and citizen engagement (mainly nouns and adjectives), namely: “movement”, “development”, “world”, “state”, “community”, “society”, “history”, “technology”, “individual”, “national”, “economic”).

Column 2 and Column 3 set the mentions performing a correlation between the data collection for social media mentions (Column 2) and non-social media mentions (Column 3). Furthermore, the resulting trends in Brand24 online searching validate the expected interests and searches of the public based on the increased social coverage of the following results for social media mentions (“contemporary history” (350 results), “social history” (1160), “cultural history” (268), “historical thought” (1), “historical change” (11), “historical data” (604), “historical development” (101), “history of migration” (6), “collective memory” (350), “social movements” (290), “European history” (248), “foreign policy” (3959), “diplomacy” (4066), “democratisation (252)”, “transition” (10374), “nationhood” (282), “statehood” (845), “state” (3309), “urban history” (5) and “economic history” (70).

From the non-social media mentions perspective (Table 1, Column 4), the data results point to seven emerging topics, namely: “historical data” (20773 results), “social history” (10270 results), “cultural history” (2414 results), “statehood”

(4071), “economic history” (962 results), “nationhood” (733 results) and “historical development” (585 results). These above topics complement research on the temporal and chronological understanding of the analysed period, contextualising historical knowledge and refining an associative framework composed of four discussion contexts.

The first level provided by Brand24 frames “historical data” relating to a comprehensive context of discussion recognising the importance of the historical decisions, timeframe, prediction and predictive analysis. The second context fills the gaps of the “historical development” topic and the subsequent discussion areas of historical sources and conceptual dependent subtopics (mainly nouns and adjectives) such as identity, evolution, live, history, current, time, role, explore, evolution, and culture. The third focus encompasses the domain-specific “social movements” comprising interdisciplinary approaches of the social and political contexts (mainly nouns and adjectives): democracy, order, discourses, national, media, interest, time, dialogue, and political-ideological.

For the interactions selection (Table 1, Column 5), the data reveal that the state and state actors are essential during the transition period and for democratisation. The analysis also points to the importance of state policies and the promotion of social values and historical norms occupying a vast online space of discussion and analysis. Consequently, even some topics with lower values at the level of interactions, such as “cultural history” (57 results), “history of migration” (2), “democratisation” (110), “urban history” (1), “collective memory” (233), “historical thought” (706 results), “European history” (104) and “nationhood” (190) generate in the online space contexts of discussions associated with recurring themes such as transition theory, democratisation theory and structuralist theories regarding social life and social history.

Table 1 - Data for volume of mentions, social media mentions, non-social media mentions and interactions for selected topics

Topics	Mentions	Social media mentions	Non-social media mentions	Interactions
“contemporary history”	1807	350	1458	233
“social history”	11430	1160	10270	6683
“cultural history”	2682	268	2414	57
“historical thought”	22	1	21	706
“historical change”	118	11	107	1032

Topics	Mentions	Social media mentions	Non-social media mentions	Interactions
"historical data"	21368	604	20773	2543
"historical development"	686	101	585	183
"history of migration"	90	6	84	2
"collective memory"	1807	350	1458	233
"social movements"	2291	290	2001	741
"European history"	1343	248	1095	104
"foreign policy"	23199	3959	19287	112 K
"diplomacy"	24873	4066	20832	121 K
"democratisation"	3687	252	3435	110
"transition"	2143	10374	28964	22 M
"nationhood"	1015	282	733	190
"statehood"	4915	845	4071	29365
"state"	41370	3309	38085	454 K
"urban history"	92	5	87	1
"economic history"	1032	70	962	1389

Notes: Author's compilation. Results generated and retrieved from <https://brand24.com>. Data collected for the period 23 September 2023 – 23 December 2023.

Therefore, the online context of discussion associates nouns, adjectives and verbs pointing to the correlation of the evolution of international phenomenon and processes as follows:

1) for "nationhood", the data analysis performs the following related notions: "patriotism", "prosperity", "history", "value", "need", "nationalism", "unity", "return", "migration", "recover", "seek" and "live";

2) for "collective memory", relative search leads to the following context of the discussion (nouns, adjectives and verbs), validating the public awareness of "history", "nation", "generation", "story", "moment", "community", "responsibility", "community", "power", "experience", "place", "accuracy", "historical", "cultural", "share", "demonstrate" and "create".

Data analysis of social media reach (SMR), non-social media reach (nSMR), user-generated content (UGC) and positive mentions. Table 2 develops a dual analysis of the social media reach (Column 2) and non-social media reach (Column 3), focusing on providing the online public's engagement level and the way of informing and reasoning with the topics and sources of online media. The results of Column 2 point complex findings exposing the prominence of six topics: "social history" (2.5 M results), "historical change" (1.1 M), "collective memory" (781 K), "social movements" (996 K), "transition" (216 M) and "state" (33 M). The six topics suggest the role of historical contextualisation (placing the topic

in a temporal and spatial domain specific to information and online awareness) and historical interpretation (based on memory and social life studies).

Table 2 – Data for social media reach (SMR), non-social media reach (nSMR), user-generated content (UGC) and positive mentions for selected topics

Topics	SMR	nSMR	UGC	Positive mentions
"contemporary history"	781 K	8.7 M	716	221
"social history"	2.5 M	67 M	4025	891
"cultural history"	258 K	14 M	847	584
"historical thought"	706	106 K	8	2
"historical change"	1.1 M	542 K	40	9
"historical data"	368 K	310 M	3464	1607
"historical development"	28454	3.1 M	306	39
"history of migration"	161	394 K	28	4
"collective memory"	781 K	8.7 M	716	221
"social movements"	996 K	12 M	838	655
"European history"	409 K	11 M	592	36
"foreign policy"	12 M	180 M	7277	334
"diplomacy"	17 M	176 M	7465	1246
"democratisation"	366 K	21 M	1093	244
"transition"	216 M	243 M	14763	4265
"nationhood"	45757	5.6 M	495	60
"statehood"	684 K	41 M	1579	96
"state"	33 M	384 M	9601	1037
"urban history"	858	466 K	31	3
"economic history"	63667	5.8 M	279	75

Notes: Author's compilation. Results generated and retrieved from <https://brand24.com>. Data collected for the period 23 September 2023 – 23 December 2023.

To address these findings, Column 3 of Table 2 suggests that data analysis for the non-social media reach considers the role of contemporary narrative and data explanation. Thus, the data collected provide the following results: "contemporary history" (8.7 M), "social history" (67 M), "cultural history" (14 M), "historical development" (3.1.M), "historical data" (310 M), "diplomacy" (176 M), "transition" (243 M), "state" (384 M), "economic history" (5.8 M), "historical thought" (106 K). These high values are associated with the results from Column 5 for positive mentions [e.g. "historical data" (1607 results), "collective memory" (221 results), "social movements" (655 results), "democratisation" (244 results)] based on a comprehensive understanding of the historical context and the historical representation of events in the selected period of analysis.

Moreover, based on these findings, the user-generated content results (Column 4, Table 2) operationalise the narratives of online engagement practices and strategies framing the most social trends and processes. The findings of the user-generated content tool point to complex insights for public awareness and engagement with the following topics: "foreign policy" (7277 results), "diplomacy" (7465 results), "social history" (4025 results), "historical data" (3464 results), "democratisation" (1093 results).

From this perspective, the overall sentiment of the results for the user-generated content tool sampled in Column 5 shows that the highest re-

sults point to the dominance of the "foreign policy", "diplomacy", and "social history" narratives outlining the role of historical consciousness and diplomacy.

Data analysis for mentions per category of selected topics. The findings of Table 3 bring an emergent insight into the field of mentions per category of the selected topics. The detailed data and results about news (Column 2, Table 3) show that the highest values were found in the case of: "state" (24167 results), "transition" (17566 results), "diplomacy" (13732), "historical data" (14158 results), "social history" (4777 results). Column 3 shows increased values for the videos for the following topics: "state" (2834 results), "transition" (1940), and "diplomacy" (344).

The results for videos focus on the role of the visual and imagological template underlying the particular historical, social and cultural patterns of the public. Focusing on the most recent category representing the podcasts, the results sample the prominent position of topics of "foreign policy" (138 results) and "diplomacy" (154 results) (Column 4, Table 3). A fourth category of analysis engages the results provided by the forums (Column 5, Table 3). Two central topics for this category are "state" (4372 results) and "transition" (1347 results). The last two columns (Column 6 and Column 7, Table 3) construct a complementary approach to the blogs and web categories reflecting increased values for: "social history" (2806 results for blogs), "historical data" (2697 results for blogs), "foreign policy" (3944 results for blogs), "diplomacy" (3931 results for blogs), "democratisation" (7009 results for the web category), "state" (7571 results for the web category), "historical data" (3738 results for the web category), "social history" (2628 results for the web category).

Table 3 - Data for mentions per category of selected topics

Topics	News	Videos	Podcasts	Forums	Blogs	Web
"contemporary history"	664	28	6	63	540	432
"social history"	4777	228	53	286	2806	2628
"cultural history"	1085	16	6	62	708	750
"historical thought"	7	1	0	1	6	7
"historical change"	61	7	0	2	28	17
"historical data"	14158	63	12	332	2697	3738
"historical development"	206	7	1	31	243	174
"history of migration"	38	2	0	5	17	24
"collective memory"	664	28	6	63	540	432
"social movements"	875	135	23	66	538	578

Topics	News	Videos	Podcasts	Forums	Blogs	Web
"European history"	427	14	12	99	352	324
"foreign policy"	12910	141	138	538	3944	3131
"diplomacy"	13732	344	154	590	3931	3632
"democratisation"	1677	15	13	83	71	917
"transition"	17566	1940	99	1347	3848	7009
"nationhood"	343	16	8	27	354	177
"statehood"	2634	18	20	177	943	697
"state"	24167	2834	36	4372	2228	7571
"urban history"	50	0	0	2	24	11
"economic history"	427	16	3	25	184	326

Notes: Author's compilation. Results generated and retrieved from <https://brand24.com>. Data collected for the period 23 September 2023– 23 December 2023.

The findings displayed by Table 3 are particularly pertinent for the contemporary historical topics as the results operationalised in Column 2 to Column 7 focus on the "ongoing" historical and political events as the mentions per category show a faithful representation of the public engagement and e-participation in ninety-one days from 23 September 2023 to 23 December 2023. Moreover, the six mentions per category point toward emergent domains and themes of the historical and social life topics approaching movements, culture, people, family, time, historiography and historical thinking.

CONCLUSIONS

The conclusions of the study point to an increased online public awareness, validating the importance of the historical and social life topics in the selected period of 23 September 2023 to 23 November 2023.

First, the monitoring tools developed and provided by Brand24 offer valuable insights and views of the social, political, and historical events and processes covering data trends and internet use and raising awareness of proportional e-participation and media platform access.

Second, in addition, the increased values for the majority of online monitoring tools demonstrate the public interest in the historical, political and social dimensions of the online context of discussion focusing mainly on the subject areas of four meta-themes: (a) contemporary history with the subtopics of discussion such as historical experience, community, legacy and memory; (b) "democratisation"-with additional concepts of discussion focusing on change, process, advancement, access, power, education, development and organisation and (c) "transition" and a building context of discussion assigning the world and future dimensions and performed by the following contexts of discussion: change, global, experience, future, climate and life and (d) "foreign policy" government, security, priority, change, relation, administration, influence, political, global, international, and united.

Third, the data outputs emphasise the polarising historical and social life topics, browsing the broader contexts of discussions, trends, and positive mentions. The variety of data analyses accessed and disseminated allows further research on tweet keyword analysis and mentions using various study periods and selection of topics.

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