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TERRITORIAL FEATURES OF FACEBOOK AND INSTAGRAM SOCIAL NETWORKING SERVICES DISTRIBUTION IN IVANO-FRANKIVSK REGION

Purpose. The aim of the study is to identify the features of spatial differentiation of social networking services (SNS) in Ivano-Frankivsk region. The main task of the work is to analyze the spatial distribution of the number of users and the penetration rate of SNS Facebook and Instagram in terms of administrative districts and cities of regional subordination in Ivano-Frankivsk region.

Methods. The advertising targeting engine function was used to determine the number of Facebook and Instagram users. The audience criterion was determined by the coverage of the territory. The main indicators of the analysis were the total number of users social networking service, the penetration rate of the social networking service.

Results. In the distribution of users of SNSs in Ivano-Frankivsk region the following spatial features were revealed. Concentration of users in the largest cities, especially in the regional center Ivano-Frankivsk (about 40% of Facebook and Instagram users in the region). The number of users is generally proportional to the population in the territorial unit. Among the districts of Ivano-Frankivsk region, a large number of users have Nadvirna, Kosiv, Rozhnyativ, Sniatyn, Dolyna districts. The smallest population (less than 10 thous.) uses Facebook in

Tlumach, Bohorodchany, Kalush, Tysmenytsia districts. Low development of social networking services in the administrative districts adjacent to cities of regional subordination. Instagram is inferior to Facebook in terms of development, and its main users are mainly younger people. The territorial users location of the Instagram SNS, in general, shows the same features that are characteristic of the Facebook.

Scientific novelty. For the first time, the peculiarities of the spatial distribution of Facebook and Instagram social networking services users in context of administrative districts and regional cities in Ivano-Frankivsk region have been determined.

Practical significance. The obtained results can be used to build programs of the socio-economic development of Ivano-Frankivsk region. The penetration rate of social networks can be a kind of indicator of the development of the territory.

Key words: social networking service (SNS), penetration rate of the SNS, Facebook, Instagram, Ivano-Frankivsk region.

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