

## SOCIAL VALUES – CONTENT ANALYSIS OF ROMANIAN-AMERICAN ORGANIZATIONS' WEBSITES

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**Abstract.** Diaspora communities are formed based on various interests, such as economic, religious, or ethnic interests, and they play a role in providing support and assistance to newcomers. They facilitate integration and assimilation and help to redefine identity. However, communication with those in their countries of origin is both necessary for emigrants and facilitated by new technologies.

The paper below presents an analysis of research carried out within a doctoral programme on 'The dynamics of social values in Romanian communities in the United States of America'. Social values indicated in online communities were tracked using Rezohazy, Roshon, and Boudon's approaches to social values, and Massey's unified theory of migration. This qualitative, online research exclusively focuses on diaspora community websites and tracks the social values indicated in their missions, declared values, and announced activities. The analysis indicates the presence of values that support the development of both the host society and the place of origin, suggesting the formation of balanced social ties.

**Keywords:** Social values, Diaspora, Communities, Relationships, Websites

**Résumé :** Les communautés de la diaspora se forment autour d'intérêts divers, notamment économiques, religieux ou ethniques, et jouent un rôle de soutien et d'assistance aux nouveaux arrivants. Elles facilitent l'intégration et l'assimilation et contribuent à la redéfinition identitaire. Cependant, la communication avec les personnes de leur pays d'origine est à la fois nécessaire pour les émigrants et facilitée par les nouvelles technologies.

L'article ci-dessous présente une analyse d'une recherche menée dans le cadre d'un programme doctoral sur « La dynamique des valeurs sociales dans les communautés roumaines aux États-Unis ». Les valeurs sociales exprimées dans les communautés en ligne ont été analysées à l'aide des approches des valeurs sociales de Rezohazy, Roshon et Boudon, ainsi que de la théorie unifiée de la migration de Massey. Cette recherche qualitative en ligne se concentre exclusivement sur les sites web des communautés de la diaspora et analyse les valeurs sociales exprimées dans leurs missions, leurs valeurs déclarées et leurs activités annoncées. L'analyse révèle la présence de valeurs qui soutiennent le développement de la société d'accueil et du pays d'origine, suggérant la formation de liens sociaux équilibrés.

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**Mots-clés :** Valeurs sociales, Diaspora, Communautés, Relations, Sites Web

**Rezumat.** Comunitățile din diaspora se formează pe baza unor interese diverse, precum cele economice, religioase sau etnice, și joacă un rol în oferirea de sprijin și asistență noilor veniți. Acestea facilitează integrarea și asimilarea și ajută la redefinirea identității. Cu toate acestea, comunicarea cu cei din țările lor de origine este atât necesară pentru emigranți, cât și facilitată de noile tehnologii. Lucrarea de mai jos prezintă o analiză a cercetării efectuate în cadrul unui program de doctorat despre „Dinamica valorilor sociale în comunitățile românești din Statele Unite ale Americii”. Valorile sociale indicate în comunitățile online au fost urmărite folosind abordările lui Rezohazy, Roshon și Boudon asupra valorilor sociale și teoria unificată a migrației a lui Massey. Această cercetare calitativă, online, se concentrează exclusiv pe site-urile web ale comunităților din diaspora și urmărește valorile sociale indicate în misiunile, valorile declarate și activitățile anunțate ale acestora. Analiza indică prezența valorilor care susțin dezvoltarea atât a societății gazdă, cât și a locului de origine, sugerând formarea unor legături sociale echilibrate.

**Cuvinte cheie:** Valori sociale, Diaspora, Comunități, Relații, Site-uri web

## 1. Introduction

The theme of the proposed analysis for this paper is the Analysis of the dynamics of social values in Romanian communities in the United States of America. This section includes the analysis conducted on the websites of Romanian-American Organizations registered on the Romanian Embassy's website in the USA (Romanian Community - Romanian-American Organizations in the USA) between 2023 and 2024.

The phenomenon of migration offers the context for tracking the change of values, but also for understanding the dynamics of social values between distinct cultural spaces as a need for adaptation and/or change. By studying the social values pursued in the Romanian emigrant communities in the United States of America, we can observe more clearly the mechanisms of change of social values and what happens to individual and social values when the economic and socio-cultural context changes, especially since it takes place in a fairly short period of time. Thus, „the culture carried by emigrants is set in motion” (Rochon, 1998), experiencing several stages of transition towards assimilation, change and stabilization in less than one generation (approx. 30 years).

## 2. Theoretical framework

In the study of social values, I have found several approaches and paradigms that complement each other in relation to the dynamics of social values. I will mention three of the directions of analysis that I consider the most relevant for the analysis of social value change, and that complement each other and help us understand the mechanism of dynamics, especially in migration

First of all, Rezohazy (2008) helps us to understand the causes of change given by problems/crises, which is followed by the illustration of change from the „weight of arguments” and the purpose of action in Boudon’s *transformational*

*values theory* (2013) offers us a direction of analysis from philosophy to pragmatism. Second, by following the functional aspects that are specific to the postmodern value change analysts, Inglehart (2016) and Rochon (1998), we can see how changes come from the socialization of individuals and the experience of being exposed to new and different ideas.

The analysis also has a third perspective that follows the values from the perspective of the *unified theory of migration* proposed by Massey *et al.* (1993). This supports the empirical testing of the characteristics of the international migration phenomenon by following the indicators: previously formed relationships, the use of common languages, the development of trade relations, and transport and (tele)communication networks” (Massey *et al.*, 1993, Haruța, 2018).

Rochon (1998) is the one who offers an understanding of the process of changing values in the event of a problem or crisis and propagates from the community level to the institutions as a need for change (see Figure 1). Following the migrant communities from this perspective, the change in social values propagates from the level of cultural evaluation standards through the dialectic between „surviving” and „thriving” to problematize continuity, remodelling, and adaptation at the identity level.

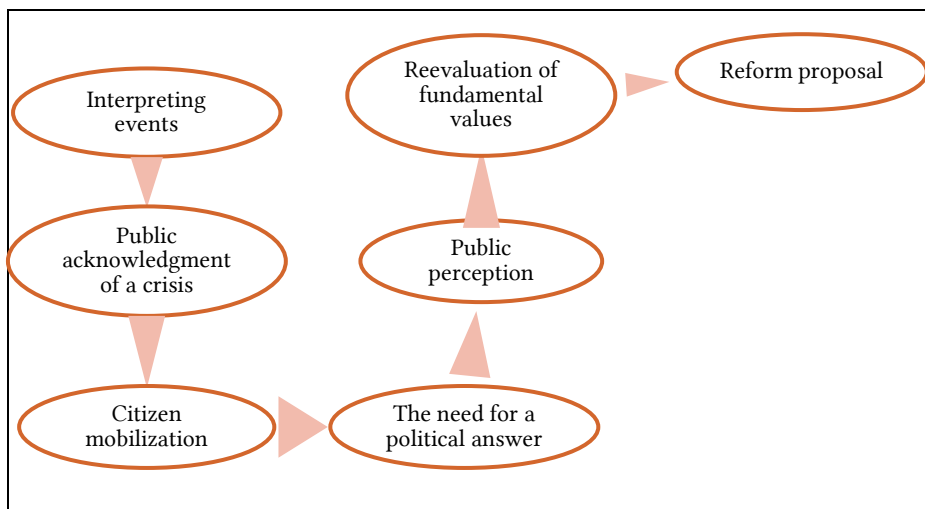
This stage of problematization actually includes the construction and formulation of new arguments regarding the fundamental values and necessary actions referred to in Raymond Boudon's *transformational values theory*. Thus, immigrants from the United States of America are challenged to (re)evaluate their own culture as the only resource through which they can ensure its continuity, but also to promote its unique aspects that define and support it. Change at the social level occurs from the socialization of individuals and the experience of their exposure to new and different ideas, which leads to changes not only in the ideas, perceptions, or beliefs of a single individual but also influences the change of values within the community of which they are a part at the social level (Rochon, 1998).

On the other hand, Reszohazy (2008) argues that radical changes in values occur especially when, at the level of society, there are: „disruptions, imbalances, disorientation, impasses, despair, feelings of injustice, suffering, dissatisfaction, frustration” (p. 33). Thus, the value system goes through several phases, showing its ability to define the problem and suggest solutions. The dynamics of values are given by the level of coverage of the network of values, namely:

- a) the way of thinking, feelings, reasonings vs. reality that forms the „security of cultural identity”;
- b) the ability to understand the situation and conceive a project by „constraining, diminishing or eliminating values;
- c) the recomposition through which new values are integrated either forcibly or through re-signification so that they correspond to intimate aspirations (p. 36-38).

Reszohazy's perspective (2008, p. 72) helps us in the online analysis of associations to track through the analysis grid what the declared values are, who the value revealers and who the actors involved are to understand the context and

the network of Values. It also shows us how to track the ability to define the problem and suggest solutions from the discussions and problematizations presented on the websites. In addition, Rozhon's perspective helps us understand the process of changing values and how it propagates from the community level through these institutions as a need for change towards both countries, the one of origin and the one of destination. Thus, from the values declared by the Romanian-American associations and organizations, the declared goals and missions that seek to solve existing problems, and the concerns from the events presented on the websites show us indicators that reveal the dynamics of values.



**Figure 1.** Stages of a change in mentalities and laws according to Rochon's model of societal needs

Apud Rochon, T. R. (1998). *Culture Moves. Ideas, Activism, and Changing Values*. Princeton University Press.

### 3. Objectives and questions of the study

The present study, conducted on the online websites of Romanian emigrants in the United States of America, aimed to answer the following questions:

- What are the dynamics of the values of emigrants who are part of the Romanian-American associations and organizations studied?
- What are the characteristics of this dynamic?
- Which values are preserved, re-signified, and/or radically changed, and in what way?

To outline their value profile, I aimed to identify the central values shared by the members of the communities; highlight the specifics of the communities in the dynamics given by immigration and the relationship with the host country; evaluate the level at which the value profile of the communities relates to the need

for change and highlight the dynamics of values between the values preserved vs. borrowed from the communities.

#### **4. Method**

Accessing online sources was done starting with 2020 to 2025. A first stage was for information on communities (2020) and for contact details (2020-2022). The second stage, between 2021-2023, was to extract data related to Romanian-American associations and organizations and analyse the values promoted and the activities presented. In 2024 and 2025, we re-accessed online sources to make a final review of the data. Of the over 70 Romanian-American associations and organizations that appear on the website of the Romanian Embassy in the United States of America, we accessed and analysed between 2020 and 2023, 47 of them because they had an active web page and/or a Facebook page. From the date of initial access for analysis (2022) until the review stage in 2024, we found eight websites that were not functioning, and another 15 that did not have links to the web pages registered on the Embassy website. We also found content on one online page that no longer belonged to the association registered on the embassy website.

The analysis carried out on the websites of Romanian-American Associations and organizations does not include the websites of churches that entered the qualitative analysis through interviews. The delimitation was necessary to be able to follow the concerns of those who are part of organizations other than religious ones, but also to compare the two perspectives. Online sources have many shortcomings to be able to carry out a complete analysis, but we found interesting information from which we were able to make a qualitative analysis that, over a longer period of time, can complement the quantitative data from the World Value Survey and European Value Survey.

#### **5. Data analysis**

The dynamics of social values were followed from the content analysis of the information present on the website during the period 2020-2024 by extracting the values, categorizing them, and comparing those declared with those indicated in the concerns of the promoted events. A first stage of identifying social values from the information found on the site was done by extracting from the purpose and mission statements of the association/organization, but also from the values of the association/organization declared, which were organized into categories and subcategories. The next stage followed the events announced on the websites in the period 2020-2023, from which the frequency of the themes present, but also the actions that supported a declared social value, could be seen. Last but not least, from the pictures appearing as avatars on the websites, the symbols used and their correlation with the declared goals could be identified.

The analysis of qualitative data started from the content analysis of the information as text, pictures, and titles by applying a series of questions, grid type:

- What are the named values?
- What are the revealers and/or indicators of values?
- Who are the actors involved?
- Are there revealers of hierarchy intensity? What are they?
- What is the place of values within the purpose, mission, and events?

We also followed the values of the frequency of the themes announced in the purpose and mission statements, from which they indicated the needs, function, and role of the values expressed and supported. We subsequently proposed a comparison between the declared social values, the values reflected in the purpose and mission of the associations and organizations, the themes of the events, and the symbols appearing in the avatar pictures, the pictures through content analysis – what are the elements that were repeated? We established the connection with the declared values from the action verbs, the event titles, and the names of the associations.

## **6. Results**

### **6.1. Identification of social values from the information found on the site**

If for respondents from religious communities the Romanian language was one of the first values mentioned as important for them, at an individual level, on the websites of Romanian-American associations and organizations, the language in which the information is presented is predominantly English.

#### *1.a) Language*

The language used in these online sources monitored is in more than half of them in English (27 of the websites), only 5 in Romanian, and another 15 in Romanian and English out of the 47 active and analysed websites. The usual use of the language in an association or organization can indicate directions regarding the level of integration and assimilation of the community in the host culture. Those who use only the language of the country of origin can be understood as those who are poorly assimilated, or a young community that does not yet consider it necessary to frequently use the mother tongue in the ethnic associations to which they belong. These communities are much more culturally linked to the country of origin, which offers them identity security. On the other hand, the orientation towards the host country is indicated by the frequent use of the language of the country they are in, and indicates a need for alignment with the new context. In this case, the need for identity security and support is given by the cultural aspects of the country of origin promoted in the events.

A third of the monitored websites use both languages (Ro+Engl), which indicates an intermediate stage of assimilation but also an orientation towards both the country of origin and the host country. This shows the importance of the double link, both between cultures and partnerships between the two countries at the economic and political levels. Also, the orientation on the one hand towards

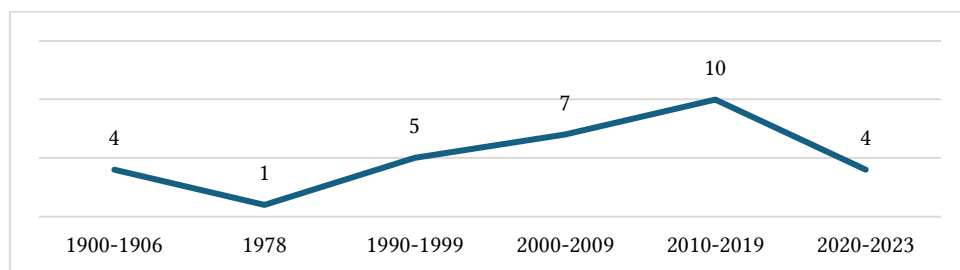
conservation and on the other hand towards innovation (orientations that seem to be opposed in the classical paradigm), are visible in the purpose and mission of these associations (see Table 1). These clarify the fact that it is a specificity of the host country, of the „American Dream”, through which the pursuit of economic and social well-being, the evolution of society and man is done using both resources tested in the cultures of origin, as well as the motivation for innovation and the curiosity to make the world a better place.

### *1.b) Avatars and symbols*

The display of the combination of Romanian and American flags in the most creative ways on the websites of associations and organizations shows the interpenetration of both symbols and the attachment of emigrants to both countries. These are implicit values representative of the two nations through which their new identity is built and are maintained by emigrants through values that complement each other in both American and Romanian culture (cultural and economic, identity and material). The marking of the combination of the two cultures is also found in the symbols that previously delimited the nations, but which now show us the re-signification of national values or the construction of a new identity from the combination of the previous ones, which could be from the need for balance, but also from the desire for evolution.

### *1.c) Year declared by the foundation*

In most cases, the year of foundation of the foundation or association does not correspond to the year in which its website was created. However, the declared data regarding the year of foundation of Romanian-American organizations indicates a dynamic of the online appearances of those organizations that have an affinity and alignment with the new technology. The new generations of emigrants use the new technology more to be visible in the online environment. Quantitatively, after the year of founding, the situation is as shown in the following graphic:



**Figure 2.** Variation in the number of Romanian-American associations/organizations by year of foundation (declared on the website)

## **6.2. Declared values**

The organization into categories of the values appearing in the *Values* section of the Romanian-American organization on the monitored websites

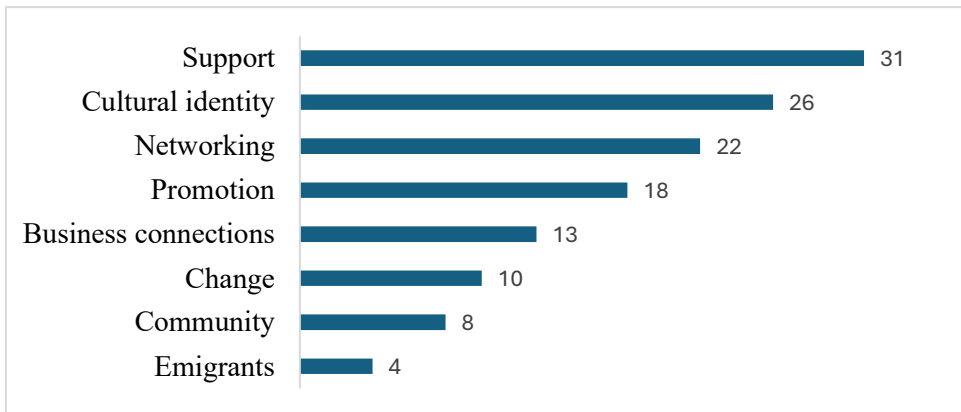
highlighted four important aspects for the lives of emigrants: identity, material situation, humanitarian support, and the need for knowledge. These are part of the central values of the analysed emigrant communities.

**Table 1.** Categories of declared values of the associations/organizations analysed

Top	Declared Values of the Associations	Number
1	Culture & Heritage	26
2	Economic	23
3	Support & Humanitarian Aid	22
4	Education & information	16

### 6.3. Value indicators from goals and missions

From the 132 value indicators resulting from the analysis of the Goals and missions of the analysed Associations and Organizations, eight categories emerged that follow important aspects for the community: Support, Cultural Identity, Creating Connections, Promotion, Business Partnerships, The Need for Change, Community, and Emigrant. These categories of values indicated in the Goals and Missions of the organizations maintain the same area of interest that is also found in their declared values, thus indicating at least a declarative coherence visible on the websites.



**Figure 3.** Categories of social values resulting from the analysis of the goals and missions of Romanian-American Organizations and Associations (132 value indicators)

We will detail the categories shown in the graph above:

*Support.* Financial, medical, social, educational, cultural, and professional support through mentoring and religious support are found in organizations as mission and purpose statements. All these statements express to us the humanitarian value as a fundamental value within the communities in which these organizations and associations have developed. It also indicates to us that their manifestation comes from a recognized need, which requires mobilization and actions that would balance both the lives of those targeted and the extended ethnic



community of which they are part. The assumption of humanitarian support by the associations gives us indications about the position of the individual and the community, from survival to evolution and progress.

*Cultural identity.* Social values related to cultural identity encountered in the goals and missions are part of the values in the category of preserving and transmitting as a need in preserving and protecting identity. The role of the cultural aspects presented are identified from the words: „preservation”, „conservation”, „maintenance”, „perpetuation”, „promotion”, „support”, „affirmation”, „education of young generations”, „history research” along with „tradition”, „national culture”, „history”, „language” and indicate the mechanism for preserving values that concern both the individual and the social. These are not seen as fixed, static or frozen values but are reference values (azimuth), seen as essential in identity security, which offer uniqueness, individuality, and recognition in a multiethnic context. Thus, values, often understood as conservative, for members of Romanian-American associations, have an „inspirational” role in the new context and have an „influential” presence in the lives of emigrants, which indicates the re-evaluation of identity-cultural values and which influence the evolution of another culture.

*Creating connections.* The value indicators that have gathered in this category indicate the importance of relationships in three directions, namely: the relationship of Romanian emigrants among themselves in America, the relationship with those in the country, and the relationship between America and Romania in all areas. This way, we understand the mechanism of values that have changed and have become more significant due to the new relationships, and which are important in maintaining the continuity of communication between the two states, culture, and identity. Therefore, „alignment with the values inherent in American society and culture” (see Appendix 3) is a necessity to the same extent that collaboration with one’s own compatriots, whether they are in the States or in Romania, leads to prosperity and evolution for both states.

If the first three categories of value indicators refer to *Social values* in the community sphere and aim to resolve internal shortcomings: humanitarian, identity, and relational, the following three categories are oriented towards the destination country: promotion, business, and evolution. The Value System formed by these categories shows us the dynamics from within the community to the outside. Basically, these organizations and associations are formed by communities of people for people who believe in their ability to change things for the better in both countries (destination and origin). The means of influencing change are visible, as we will see below, in the themes of the events present on the websites, thus maintaining a coherence between intention and action.

Recognition and presentation of one's own culture is encouraged by American culture, but at the same time, it is also recognized as a need to express confidence in one's own ethnic identity. Thus, the promotion of one's own culture is given by the recognition of a positive sense towards an evolution and the existence of a gain for both parties (communities/countries).

#### 6.4. Value indicators from the topics and themes of the events

Of the 47 websites tracked, only 27 of them had events registered between 2020 and 2023. The descriptive statistic is in the next table:

**Table 2.** Events registered on 27 websites between 2020 – 2023

Year	No. of websites	No. of events
2020	13	79
2021	16	66
2022	22	154
2023	20	154

Following the analysis of the 453 events recorded on the websites of Romanian organizations and associations in the US between 2020 and 2023, seven categories and 42 subcategories of value indicators were identified in the announced themes (Table 3). This allows us to track the concerns of emigrants, through which they primarily promote their cultural values.

**Table 3.** Categories and subcategories of value indicators in events

Categories	Sub-categories	No of events	Total events
<b>Celebrations / Galas</b>	Culinary	16	82
	Seasonal events	16	
	Festivals – promotional	13	
	Anniversaries	11	
	National Day	8	
	Christmas	6	
	Political & Economic	6	
	Regional	6	
<b>Business / Lobby</b>	Lobby	15	52
	Collaborations and partnerships	11	
	Taxes / Financial	10	
	Entrepreneurship	6	
	Support	5	
	Trade fairs / Trade exchanges	3	
	Other	2	
<b>Traditions</b>	Gastronomy	11	45
	Traditions and Customs	11	

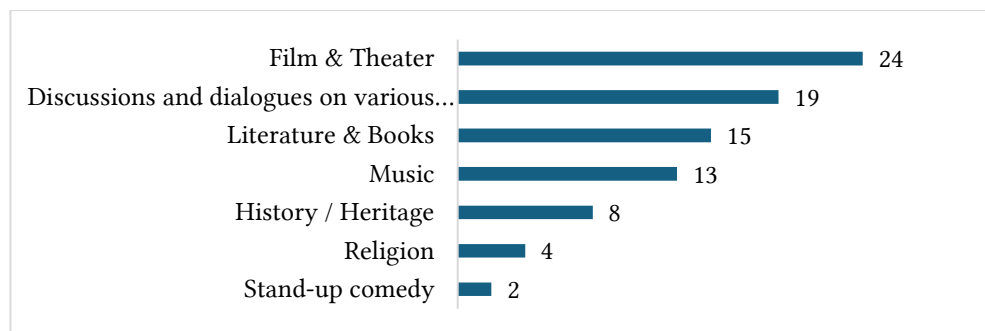
Categories	Sub-categories	No of events	Total events
	Folk Costumes	9	
	Martisor	8	
	Folklore	6	
<b>Politics</b>	Meetings with delegations	21	50
	Senators / Secretary of State	11	
	Ambassadors / Governors	9	
	Elections	7	
	Prime Ministers	2	
<b>Educational</b>	Romanian	12	42
	Collaboration/Exchange of experience	7	
	Study centers	7	
	Admission to university	7	
	History	5	
	Activities for children	4	
<b>Social / Humanities</b>	Announcements for meetings and events, Administrative/Internal	15	38
	Fundraising for charitable foundations	13	
	Fundraising for Romania	5	
	Support for Easter and Christmas holidays	5	

The thematic content of the events in question is indicative of values associated with ethnic and identity belonging. It has been observed that a specific form of assistance is available to those within the nation who seek to present their artistic creations to a foreign audience. The purpose of this assistance is to facilitate the promotion of national culture, to enhance the visibility of these creations, and to provide a platform for the expression of cultural identity.

### 6.5. Analysis of subcategories of cultural and artistic aspects

Looking at the themes of the events published on the websites, the following can be observed: First, the most popular cultural and artistic events are those in the field of cinema. Romanian film screenings and discussions with directors appear most often in the list of events from 2020 to 2023. It is worth noting that at least one Romanian Film Festival takes place every year. From the titles, one can see the interest in watching films from the country of origin and promoting them through discussions and invitations to artists from the country. Secondly, literature and discussions on literary themes are also a frequent theme of cultural and artistic events. Whether the guests are Romanians from Romania or Americans

of Romanian origin, the themes of the meetings converge on the life of emigrants (“Dor: Un mod în traducere” [Longing: A Way in Translation]). Last but not least, music and stand-up comedy events are as present in the themes of the events as those related to literature. We also find the promotion of Romanian artists and performers in this sector.



**Figure 4.** Subcategories of cultural and artistic value indicators  
(number of events)

The majority of published events are classified under the visual arts subcategory, *film & theater*. The primary focus of these initiatives is the preservation of cultural heritage, achieved through the mediums of film and discussion forums concerning Romanian heritage. Additionally, community engagement is fostered through direct discourse and question-and-answer sessions. A key objective of these initiatives is the promotion of diversity, achieved by presenting a variety of narratives from Eastern Europe. A distinctive feature of this approach is its emphasis on education and awareness-raising, particularly through virtual cinema and international tours. These initiatives are designed to encourage dialogue around historical and contemporary issues within the community.

The events and activities in the *literature and books* subcategory are indicative of social values such as the promotion of Romanian-American cultural exchanges through literature and art, the encouragement of reading and cultural awareness through various book launches and presentations, and the promotion of community involvement and connection through storytelling sessions for children. The events under discussion also encompass appreciation of the heritage and experiences of immigrants, highlighting diverse backgrounds and journeys, and emphasizing the literary contributions of authors of Romanian origin, supporting their work and narratives.

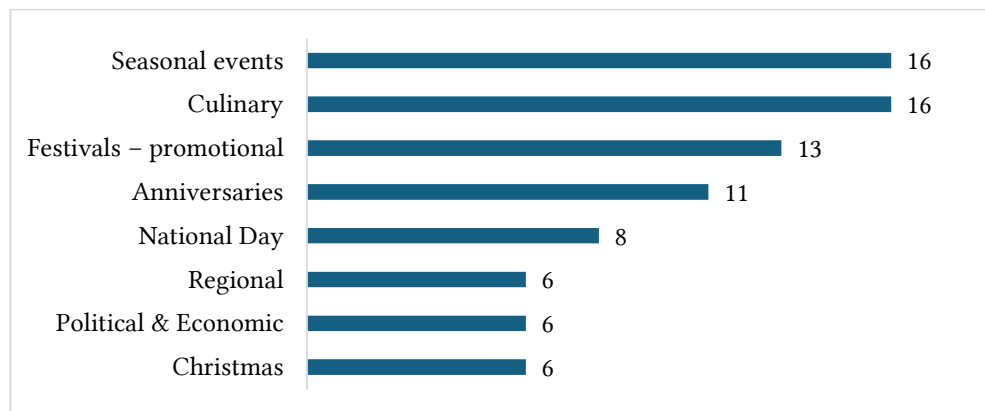
The events in the *Cultural-Artistic* category and subcategory *Music* demonstrate the significance of community involvement, cultural exchange, and artistic expression. The provision of opportunities for social interaction, the enjoyment of music, and the celebration of traditions has been identified as a means of promoting social cohesion and appreciation of diverse talents. The emphasis on

local artists and the provision of online accessibility serve to underscore support for emerging talent and inclusivity.

Following the above events helped me identify the mechanisms used in the dynamics (preservation, re-symbolization, and change) of the important social values indicated. Two mechanisms are of particular note: firstly, dialogue, encompassing discussions and questions, and secondly, relationships with individuals in the American community, as well as with individuals in the country as a whole. The dynamics of change or balance in the value system for emigrants are discussed, recognised, and validated/invalidated by their relationship with others in their country.

#### **6.6. Analysis of subcategories of aspects Gala/Celebrations/ Events/Festivals**

A second category with a significant number of events is those announcing events organized by Romanian communities: galas, celebrations, festivals, and anniversary events. Such events are of great significance to the Romanian community, as they provide a valuable opportunity to commemorate special occasions through social celebrations. These events not only serve to highlight the strengths and values of the community but also facilitate the expression of collective joy among its members. These celebrations facilitate a sense of connection, reflection, and expression of gratitude among the Romanian community at the local level.



**Figure 5.** Subcategories of value indicators: Holidays / Galas (number of events)

The most prevalent festivals are those with a culinary theme, including the Romanian Food Festival - Dracula Fest, the Romanian Food Festival, the Romanian Taste Festival, the Romanian Gastronomy and Folklore Festival, and several others. The consumption of traditional food in the context of celebration serves as a marker of both national belonging and identity.

In addition, the events category encompasses international festivals, as well as those specific to certain seasons. Several events have been scheduled,

including the *RACC-LA Octoberfest Mixer*, the *Romanian Harvest Festival*, *International Children's Day and Romanian Blouse Day*, and the *International Children's Friendship Festival*. Events boasting a rich cultural heritage are of significant importance, as they serve to encourage community involvement and the celebration of diversity. These events underscore the significance of traditions, including Romanian festivals, as well as fostering international friendships and providing a platform for significant global sporting events, such as the World Cup. Furthermore, the emphasis on seasonal celebrations and special occasions dedicated to children and unity serves to highlight the value placed on family, cultural pride, and collective joy.

Those who have emigrated to the United States can live in the present, are integrated into society, and adopt behaviours that are consistent with American society. In other words, they align themselves with the context.

The festivals and events catalogued in the Culinary subcategory underscore the significance of cultural heritage, community gatherings, and culinary traditions in Romanian society. The organisation places significant emphasis on the commemoration of historical anniversaries, seasonal festivities, and culinary traditions through shared activities such as picnics and dinners, both in person and virtually.

The promotion of festival events is indicative of significant social values, including cultural celebration, community involvement, inclusivity, and transparency. The Romanian Blues Gala, festivals, and open-door events underscore the significance of cultural exchange, fostering connections with others, and fostering a sense of belonging and unity.

The Anniversaries subcategory encompasses events that underscore values such as the celebration of historical and strategic partnerships (e.g., the RACC event), the recognition of longevity and tradition (e.g., picnics and anniversary dinners), the promotion of community involvement and unity (e.g., the Romanian Community Summit), the support of cultural exchanges and contributions (e.g., gala events), and the promotion of academic and professional achievements (e.g., the LSRS Gala). Collectively, these events are indicative of a commitment to strengthening ties, „honouring the legacy,” and promoting development within the community.

*Romanian National Days* represent a discrete subcategory, the focus of which is the celebration of community identity, cultural pride, and the significance of tradition. This is achieved through a variety of events held to commemorate Romania's National Day. These events encompass festivals, community gatherings, and international celebrations, thereby exemplifying the unity, national identity, and cultural heritage of Romanians.

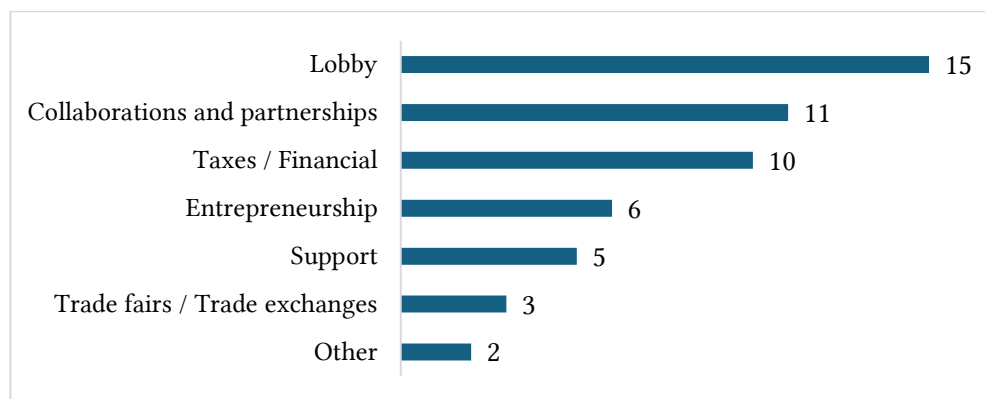
Events associated with the winter holidays have been categorised within the Christmas subcategory. These values encompass inclusivity, community support, cultural celebration, and the significance attributed to winter festivities. The primary emphasis of these events is on fostering solidarity with social causes,

acknowledging achievements, and facilitating connections between members and supporters.

In summary, the collective celebration of cultural identities within a community, or the active engagement in a variety of cultural festivals that are unique to both cultures, signifies the ongoing process of re-symbolization of these identities. The cultural values that are observable in these events are indicative of ethnic identity, and the support for national culture and the promotion of the culture of each immigrant group is a cultural trait that is unique to America. In essence, the preservation of the cultural subject remains paramount, whilst the manner of its presentation and promotion is contingent upon contemporary means and novel techniques. Consequently, the dynamics of cultural values are undergoing a process of re-signification, whereby they retain the symbolism of the original culture to a certain extent, while adapting to their usefulness in the new context and modern technologies. The relationship between culture and technology is thus characterised by collaboration, thereby enabling each emigrant to participate in the movement of the entire society through modern means of presentation, as well as through the echoes of their country of origin.

#### 6.7. Analysis of subcategories of Business/Lobby and Political aspects

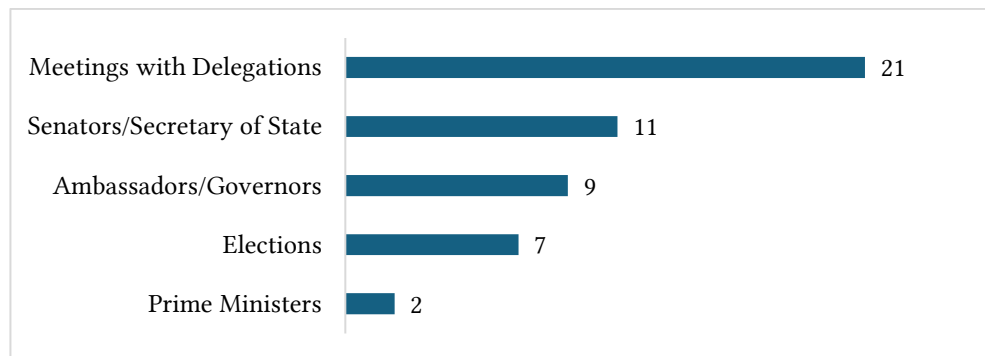
Events in the Business category encompass a broad spectrum of subjects, including: Collaboration and Partnerships, Finance and Tax, Lobbying, Trade, Entrepreneurship, and Support. The majority of events are hosted by Mic & Asociații. A statistic with the number of events is presented in the next graph:



**Figure 6.** Subcategories of Business / Lobby value indicators (number of events)

These events serve to underscore the importance of historical and strategic partnerships, as well as the necessity for economic, financial, and innovation cooperation. The relationship between the two nations is supported not only at the diplomatic level, but also at the political level. Economic, commercial, and financial interests are being promoted through organisations and associations that propose

strategic and promotional meetings. In these meetings, support is requested from both their countries of origin and Romanian communities in America.



**Figure 7.** Subcategories of value indicators – politics (number of events)

A range of interactions with notable individuals and political leaders, encompassing both virtual and in-person gatherings, have been observed. The significance of these events is underscored by their role in the proposal stage of reforms by political leaders and economic actors.

## 7. Conclusion & Discussion

In the analysis of social values presented above, a concern and a dialectic between preserving values brought from the country of origin (especially specific to immigrant communities) and proposing new, innovative values, especially for the country of origin, was noticed (the dynamics of confrontation, construction, and formation of arguments emphasized by Boudon's theory). This dialectic emerges from the relationship with the country of origin, concurrent with the relationship with the country of destination (Massey's unified theory of migration). This gives rise to three issues that are clearly visible: the preservation of aspects related to identity and security; the need to find sustainable solutions to political and economic problems in the country of origin; and the need for economic innovation in both the country of origin and the destination country. The relationship is suggested by these reports, and the frequency and consistency of the values across the different categories analysed have indicated these three factors, which require a dynamic balance of values at the level of associations and organisations and, implicitly, of emigrants in relation to their country.

A thorough analysis of the websites of Romanian communities in the US reveals their stated goals and values, as well as the themes of the events they promote, the dynamics of the (re)evaluation of the cultural standards of their country of origin, and the need for dialogue for political and economic innovation between the two countries. This underscores the pivotal role played by Romanian cultural traditions and experiences in the consolidation and evolution of American culture.



A close examination of the three areas analysed (values, goals and missions, and events) reveals a consistent pattern across all three, thus highlighting culture as a core value. This finding serves to confirm the community's identity-based profile. The subsequent development of community agreements (goals and missions) was informed by these findings. To the same extent, humanitarian aid and support can be considered to be values that indicate their existence at a latent level. These values were activated during the pandemic, and, above all, remain a current concern within these organisations to support both the country of origin and known social cases.

The mechanisms employed in this study, including dialogue, relationships, technology, and proposals for innovation, are indicative of the dynamics of the social values encountered. They are important in finding a result for the evaluation of the values held by emigrants in a new context and, to the same extent, contribute to the image of changing values.

To ascertain the aforementioned information, further research is required. The following research question was posed: „Which values are preserved, which values are reinterpreted, and/or which social values are radically changing and in what way?”

To answer this question, the three theoretical lenses were superimposed on emigrant communities and analysed from their perspective. The present study commenced with Massey's theory (1993), whereby specific values declared on emigrant community websites were tracked. This approach yielded a bidirectional inclination of interest for them both in space and time. It is evident that through constant and simultaneous reporting to both their society of origin and their destination society, these communities support and continue to develop transnational socio-economic, cultural-political, and technological networks. Secondly, from the perspectives of Rezsohazy (2008), Boudon (2013), and Rochon (1998), research has focused more specifically on analysing the values underlying declared actions and encounters. These have indicated not only the initial problems and crises that triggered the emigration, but also the situations that gave rise to the arguments and the need for innovative solutions. Finally, the re-evaluation of living standards, encompassing identity and cultural dimensions, underscores the necessity for an equilibrium between identity and society. This is indicated by the presence of values that support both the development of the society they have reached and their place of origin, indicating the development of balanced social ties.

The novelty of this study lies in the integration of theoretical perspectives and analysis to understand the factors and dynamics of values within immigrant communities through the exploration of online networks. Furthermore, it provides a foundation for future research on the process of repositioning the initial social values of immigrant communities and social balance in the context of migration for the survival of social and cultural identity.

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