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ORIGINAL ARTICLE

The Factors Affecting the Success of Cyberspace Campaigns

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EXTENDED ABSTRACT

Interdiction:

In recent years, cyberspace campaigns have become increasingly popular as a tool for promoting various causes, brands, and social movements. With the rise of social media platforms like Telegram, Instagram, and others, campaigns in cyberspace have gained significant traction in terms of participation and influence. These campaigns offer users the ability to mobilize quickly, reach large audiences, and interact with individuals across the globe. However, while many campaigns succeed in attracting attention, not all achieve long-term success. Understanding the

factors that contribute to the success of these campaigns is crucial for campaign organizers, marketers, and social media strategists.

The success of cyberspace campaigns depends on various factors such as user engagement, social communication, the economic benefits for participants, and their overall satisfaction. Additionally, the dynamics of how users interact with campaigns, including their motivations and behaviors, can significantly influence the effectiveness of a campaign. Previous studies have shown that successful cyberspace campaigns often share common characteristics, including the ability to mobilize a broad base of support, provide clear communication, and engage users in meaningful ways. However, the role of social media and the evolving nature of user interaction remains an area that requires further exploration. This research aims to identify the factors that contribute to the success of cyberspace campaigns, focusing on both qualitative and quantitative data derived from social media users and media experts.

Methods:

This research adopts a mixed-methods approach, combining both qualitative and quantitative research methods. The qualitative part of the study involves interviews with media experts who have over ten years of experience in social networks and advertising. These experts provide insights into the strengths and weaknesses of cyberspace campaigns, with a particular focus on the dynamics of user participation, campaign management, and the effectiveness of social media platforms in fostering successful campaigns.

For the quantitative part, the research targets social media users from platforms like Telegram and Instagram who have been active participants in virtual campaigns. The aim is to identify patterns and relationships between user satisfaction, economic interests, and the overall success of the campaigns. The study uses database theory for the qualitative analysis of interview data, while partial least squares (PLS) analysis is employed to examine the quantitative data, allowing for the identification of significant relationships and factors that influence campaign success.

In the qualitative phase, interviews were conducted with a group of media experts to understand the factors that make cyberspace campaigns successful. Key aspects such as user engagement, ease of participation, campaign management, and interaction were explored. The experts provided valuable insights into the strengths and challenges of cyberspace campaigns, shedding light on the dynamics that influence user involvement and satisfaction.

In the quantitative phase, the research aimed to test hypotheses regarding the relationship between social communication, economic benefits, interaction, and user satisfaction. The data was collected through surveys distributed to users of Telegram and Instagram who had participated in campaigns. The survey focused on measuring the impact of these factors on campaign success, with particular attention given to the relationship between user engagement and the perceived benefits of participating in the campaigns.

Results:

The qualitative findings of the research reveal several key factors that contribute to the success of cyberspace campaigns. According to the interviewees, some of the most important strengths of these campaigns include the exponential increase in membership, the ease with which users can share content with friends, the ability to join multiple campaigns simultaneously, and the flexibility of quickly canceling membership. The ability to get to know other campaign members, identify

campaign goals, and understand the motivations behind the campaign were also considered critical factors in driving participation.

Furthermore, the ability for participants to engage with campaigns using unreal identities, customize their communication preferences, and access real-time user statistics provided by campaign managers was seen as a significant advantage in enhancing user satisfaction and participation. These features enable users to feel more secure and in control of their involvement, which in turn contributes to the success of the campaign.

The quantitative findings corroborate many of the qualitative insights, indicating that there is a significant and direct relationship between social communication, economic benefits, interaction, and user satisfaction. The analysis showed that when users perceive tangible economic benefits from participating in a campaign or when they experience meaningful social interactions within the campaign, their overall satisfaction and likelihood of continued participation increase. In contrast, the research found that adherence to values and norms did not have a significant impact on the popularity or success of the campaigns.

These findings suggest that the most successful cyberspace campaigns are those that provide clear economic incentives for participation, foster social interaction among users, and offer users a sense of control and flexibility over their involvement. Campaigns that leverage these factors are more likely to maintain high levels of engagement and achieve long-term success.

Conclusions:

In conclusion, the success of cyberspace campaigns depends on several interrelated factors, including user engagement, social communication, economic benefits, and user satisfaction. The research highlights the importance of creating campaigns that are not only accessible and easy to engage with but also provide meaningful incentives for participation. By understanding the dynamics of user interaction and satisfaction, campaign organizers can design more effective campaigns that resonate with their target audience and foster long-term involvement.

Moreover, while adherence to values and norms may be important for certain types of campaigns, it does not appear to be a primary factor in determining the success of cyberspace campaigns. Instead, the key drivers of success are the ability to engage users through social communication, provide economic benefits, and ensure a satisfying experience for participants. These insights can guide future campaign strategies and help organizers optimize their efforts to achieve greater success in cyberspace.

Data Availability Statement

Data available on request from the authors.

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Ethical considerations

Not applicable.

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Conflict of interest

The authors declare no conflict of interest.

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