

IMPACT OF LEVERAGING VISUAL AND INTERACTIVE CONTENT TO DETERMINE THE SOCIAL MEDIA EFFECTIVENESS IN THE PRINT MEDIA INDUSTRY

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Abstract

In today's digital age, social media has become a powerful platform for news organizations to connect with their audiences, share content, and drive engagement. The proliferation of visual and interactive content has transformed how information is consumed, making it imperative for media houses to adopt innovative strategies to stay relevant. This research article explores how the visual and interactive content on social media is used to enhance its effectiveness in engaging its audience. By focusing on platforms such as Instagram, Facebook, Twitter, and YouTube, this study delves into the strategic use of info graphics, videos, polls, and other interactive tools that cater to the changing preferences of digital consumers.

Keywords: *Social Media Engagement, Visual Content, Interactive Content, Infographics, Video Marketing, Audience Engagement, News Consumption.*

Introduction

In the digital age, social media has become a crucial tool for media organizations to engage audiences, build brand presence, and influence public discourse. Traditional news outlets have embraced this shift by integrating visual and interactive content into their digital strategies. Platforms like Facebook, Instagram, Twitter, and YouTube now serve as dynamic spaces where high-quality visuals, videos, and interactive formats drive engagement. This study explores how the print media effectively leverages these elements to enhance audience interaction and expand its digital reach. By analyzing its social media strategies, campaigns, and content innovations, we gain insights into how traditional media can adapt to evolving audience preferences while maintaining journalistic integrity.

Primary Objectives

1. To understand their perceptions of the value added through social media interactions.
2. To evaluate the effectiveness of the print media value proposition and branding through social media.
3. To assess the impact of visuals, videos, and interactive elements on audience engagement.
4. To measure the role of social media strategies in enhancing brand loyalty and readership.
5. To provide recommendations for strengthening the print media's social media presence.

Review of Literature

Mullen (2020) Explores the role of high-quality visuals, videos, and animations in digital storytelling, emphasizing how rich media enhances audience engagement through compelling narratives and sensory elements.

Ashley & Tuten (2015) Investigates creative strategies in social media marketing, emphasizing their impact on brand awareness, engagement, and loyalty, while analyzing informational and emotional content approaches.

Necmiye & Fahri (2017) Defines interactive digital communities as online spaces fostering connections and engagement, while Frances (2015) highlights their collaborative nature in information sharing and public relations.

Pranata & Pramudana (2018) Examines the significance of brand awareness in consumer trust and familiarity, while Holliman & Rowley (2014) discuss content marketing as an audience engagement strategy with compelling media.

Kanuri, Hughes & Hodges (2023) Analyses the impact of colour complexity in social media images, finding that greater pixel variation enhances user engagement by increasing attention and deeper cognitive processing.

Firmansyah (2022) Investigates how Indonesia's print media, particularly *Pikiran Rakyat*, adapts to digital transformation by employing niche strategies that focus on quality, in-depth journalism to maintain readership.

Cheng, Chan, Chen, and Leung (2022), in their study "The more the better? Strategizing visual elements in social media marketing", highlight the increasing dominance of visual content in social media marketing. The authors emphasize the "mere presence effect" and "picture superiority effect," which make visual posts more effective in grabbing attention and fostering engagement than textual content.

Zourrig (2013) explores the role of social media in modern marketing strategies, highlighting its effectiveness in audience targeting, brand awareness, and consumer engagement through content creation, advertising, and community interaction.

Berger & Milkman (2011) Studies the impact of emotional arousal on content virality, concluding that high-arousal emotions, whether positive or negative, significantly boost the likelihood of social transmission.

Patel (2021) Highlights the adaptability of Web Stories across multiple devices, showcasing their ability to deliver immersive, multimedia-rich experiences using interactive elements like polls and quizzes for enhanced engagement.

Research Methodology

This survey employs quantitative methods including survey-based data collection using structured questionnaires to measure audience engagement and content effectiveness. Data will be collected through primary sources such as surveys, interviews, and observations, along with secondary sources like existing literature, reports, and competitor benchmarking. This comprehensive approach ensures a well-rounded understanding of social media effectiveness, leading to actionable recommendations. A total of 131 responses were collected through a Google Forms survey, providing valuable insights into audience preferences and

engagement. The collected data was analysed using statistical tools to identify key trends and correlations. This structured methodology ensures the reliability and validity of the findings, leading to data-driven recommendations for improving digital presence of the press media social pages.

Limitations of the Study

- The sample size, although statistically significant, may not fully represent the entire population of the press media's social media followers. Certain demographic groups (e.g., age, location, profession) might be underrepresented or overrepresented, impacting the generalize ability of the findings.
- Social media platforms like Instagram, Twitter, Facebook, and YouTube have unique user demographics and engagement patterns. This study may focus on general trends but may not capture platform-specific nuances in depth, such as the distinct preferences of users on each platform.
- The study's data collection and analysis are constrained to a particular time frame. Social media trends can change rapidly, and the insights drawn may not be applicable long-term, especially as press media industry may adjust its strategy over time.
- Metrics like likes, shares, comments, and impressions are important indicators of engagement but do not provide a full picture of the qualitative impact of content. For example, deeper levels of interaction, sentiment, and engagement may be missed without advanced sentiment analysis or qualitative interviews.
- Audience engagement and interaction may be influenced by external factors, such as political events, breaking news stories, or global trends, which are beyond the control of the press media industry's social media team. These factors could skew data and affect the study's conclusions.

Results and Findings

Table 1.1: Frequency analysis of age of the respondents

Age	Frequency	Percent
Below 18	-	-
18-24	81	61.8
25-34	30	22.9
35-44	13	9.9
45 and above	07	5.3
Total	131	100.0

Interpretation

The majority of respondents (61.8%) are aged 18-24, indicating that the survey primarily captures the perspectives of young adults. The 25-34 age group constitutes 22.9%, making them the second-largest segment.

The 35-44 age group accounts for 9.9%, showing lower participation from middle-aged individuals. The 45 and above category represents only 5.3%, suggesting minimal representation from older adults.

Table 1.2: Frequency analysis of gender of the respondents

Gender	Frequency	Percent
Female	70	53.4
Male	61	46.6
Total	131	100.0

Interpretation

Females make up 53.4% of the respondents, indicating that women are slightly more represented in the survey. Males constitute 46.6%, which is a close proportion to females. This suggests a relatively balanced gender distribution, though females make up a slightly larger proportion of the sample.

Table 1.3: Frequency analysis of level of education of the respondents

Level of education	Frequency	Percent
High school or equivalent	2	1.5
Bachelor's degree	40	30.5
Master's degree	77	58.8
Doctorate	9	6.9
Others	3	2.3
Total	131	100.0

Interpretation

The table reveals that the majority of respondents hold a **Master's degree (58.8%)**, followed by those with a **Bachelor's degree (30.5%)**, while a smaller proportion have a **Doctorate (6.9%)**, belong to the "Others" category (2.3%), or have completed only **high school (1.5%)**. This indicates that the surveyed audience is predominantly well-educated, with nearly **96% having at least a Bachelor's degree**. Highly educated individuals may prefer **informative, data-driven, or thought-provoking content**, whereas those with lower education levels may engage more with **simplified, visually appealing, and entertainment-focused content**.

Table 1.4: Frequency analysis of occupation of the respondents

Occupation	Frequency	Percent
Student	64	48.9
Professional/Working	56	42.7
Business Owner	3	2.3
Homemaker	3	2.3
Retired	2	1.5
Govt Employee	3	2.3
Total	131	100.0

Interpretation

The data indicates that the majority of respondents are students (48.9%), followed by working professionals (42.7%). A small proportion consists of business owners (2.3%), homemakers (2.3%), government employees (2.3%), and retired individuals (1.5%). Platforms targeting students should emphasize interactive and entertainment-focused content, while those aiming at professionals should provide insightful and industry-specific material.

Chi-Square Test

Null Hypothesis (H_0): There is no significant relationship between frequency of engagement and response regarding interactive content. The two variables are independent.

Alternative Hypothesis (H_1): There is a significant relationship between frequency of engagement and response regarding interactive content. The two variables are dependent.

Table 1.5: Chi-square test on frequency of engagement and audience response

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi- Square	9.180 ^a	3	0.027
Likelihood Ratio	8.441	3	0.038
Linear-by-Linear Association	1.646	1	0.200
N of Valid Cases	131		

Interpretation

The results show that the Pearson Chi-Square value is 9.180 with a **p-value of 0.027**, which is less than the significance level of 0.05. This indicates that **there is a statistically significant association between the two variables**, leading to the rejection of the null hypothesis (H_0), which assumed no relationship between engagement frequency and response. The findings indicate that how often people engage with content is significantly related to whether they find interactive content engaging or not.

Chi-Square Test

Null Hypothesis (H_0): There is no significant association between the categorical variables being tested.

Alternative Hypothesis (H_1): There is a significant association between the categorical variables.

Table 1.6: Chi-square test on interactive content and frequency of news consumption

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi- Square	16.309 ^a	12	0.178
Likelihood Ratio	15.960	12	0.193
Linear-by- Linear Association	0.791	1	0.374
N of Valid Cases	131		

Interpretation

The **p-value (0.178) is greater than 0.05**, meaning we fail to reject the null hypothesis (H_0). This indicates no significant relationship between the two categorical variables being tested. Since the p-values are all greater than 0.05, we conclude that there is **no significant relationship** between the variables. The results suggest that changes in one variable do not correspond to significant changes in the other.

ANOVA

Null Hypothesis (H_0): There is no significant relationship between response to audience queries and engagement with interactive content like quizzes, Sudoku, or crosswords.

Alternative Hypothesis (H_1): There is a significant positive relationship between response to audience queries and engagement with interactive content.

Table 1.7: ANOVA on interactive content and response to audience queries

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.120	0.308		6.876	<.001
	Response to Audience Queries	0.335	0.093	0.301	3.585	<.001

Interpretation

Since the **p-value is < 0.001**, the effect is statistically significant, meaning that responses to audience queries significantly predict engagement levels. The p-value (< 0.001) is statistically significant, we **reject the null hypothesis (H_0)** and conclude that response to audience queries has a significant positive effect on engagement with interactive content.

ANOVA

Null Hypothesis (H_0): Content variety does not significantly affect engagement with interactive content.

Alternative Hypothesis (H_1): Content variety significantly affects engagement with interactive content.

Table 1.8: ANOVA on content variety and engagement on interactive content

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.770	1	9.770	8.562	.004 ^b
	Residual	147.192	129	1.141		
	Total	156.962	130			

Interpretation

Since $p < 0.05$, the model is statistically significant. This means we reject the null hypothesis (H_0) and conclude that Content Variety significantly affects engagement with interactive content (quizzes, Sudoku, crosswords). The ANOVA results indicate that **Content Variety is a significant predictor** of engagement with interactive content. The low p-value (0.004) confirms that the regression model provides a good fit, meaning the variety of content influences how engaging users find interactive activities.

Findings

Demographic Analysis

- The majority of respondents (61.8%) are aged 18-24, indicating that the survey primarily reflects the views of young adults. The second-largest group is 25-34 (22.9%), followed by 35-44 (9.9%) and 45+ (5.3%).
- The gender distribution is relatively balanced, with 53.4% female and 46.6% male respondents.
- In terms of education, 58.8% hold a Master's degree, while 30.5% have a Bachelor's degree. This suggests a highly educated respondent base, with nearly 96% having at least a Bachelor's degree.
- The largest occupation group is students (48.9%), followed by working professionals (42.7%). Other occupations include business owners, homemakers, government employees, and retirees, each making up a small proportion.

Chi-Square Tests

1. Engagement Frequency & Response to Interactive Content:

- Pearson Chi-Square value = 9.180, p-value = 0.027 (< 0.05), indicating a **statistically significant relationship** between engagement frequency and response to interactive content. Thus, engagement levels are influenced by users' perceptions of interactive content.

2. Association Between Categorical Variables:

- Pearson Chi-Square value = 16.309, p-value = 0.178 (> 0.05), suggesting **no significant relationship** between the tested categorical variables. Changes in one variable do not significantly impact the other.

ANOVA Results

1. Response to Audience Queries & Engagement with Interactive Content:

- p-value < 0.001 , meaning audience query responses significantly **increase engagement** with interactive content like quizzes and puzzles.

2. Content Variety & Engagement with Interactive Content:

- Regression Sum of Squares = 9.770, p-value = 0.004, confirming that **content variety significantly impacts engagement** with interactive formats. The model indicates that diverse content types enhance user participation.

Conclusion

This study highlights the significant role of visual and interactive content in determining social media effectiveness. The findings indicate that demographic factors such as gender, education level, and occupation influence engagement patterns, with students and highly educated individuals showing higher interaction levels. Statistical analyses confirm that frequency of engagement is significantly associated with users' responses to interactive content. Moreover, content variety and responsiveness to audience queries positively impact engagement, reinforcing the need for dynamic and interactive strategies. While no significant association was found between certain categorical variables, the overall results emphasize the importance of tailoring content based on audience preferences. These insights can help marketers design more engaging social media campaigns to enhance user interaction and brand visibility.

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