



Innovative approaches to social communication strategies: An analysis of applied technologies

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Abstract. The study aimed to examine the impact of multimedia elements and interactive components on user engagement with content. It was conducted across three leading media platforms: The Guardian, National Geographic, and The Washington Post. The objective was to analyse the influence of multimedia formats and interactive features on audience engagement and the effectiveness of shaping public opinion through content analysis of media platform publications in 2023. In parallel, an assessment of social media was carried out to evaluate audience reactions beyond the primary media resources. The key findings indicated that interactive elements significantly enhance user engagement, fostering active discussions, increasing the number of comments, and encouraging content sharing via social networks. Interaction through surveys, votes, and comments was found to not only attract attention to the material but also deepen understanding and critical reflection on the presented information. On platforms where multimedia formats (such as videos, infographics, and interactive maps) are actively utilised, a significant increase in user dwell time and engagement has been observed. These tools create new opportunities for communication between media outlets and their audiences, enabling media platforms to better respond to user interests and needs. The study also confirmed that multimedia content and interactive elements serve as powerful instruments for shaping public opinion, particularly in an era of high information saturation and rapid global changes. Interactive features not only enhance user engagement but also facilitate the formation of communities around specific topics, amplifying the dissemination of information through social networks and increasing interaction with media content. Media platforms that actively employ these technologies can not only attract attention but also foster deeper connections with their audiences, contributing to the development of more informed and critically engaged public discourse. Methodologically, the study was based on a content analysis of publications on selected media platforms throughout 2023, allowing for the examination of a broad range of topics, including social, political, environmental, and cultural issues

Keywords: journalism; media space; audience; content; interactive technologies; transformation

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Introduction

The digital transformation of the media landscape has become a pivotal aspect of the contemporary information environment, significantly influencing journalism, education, social communications, and the integration of technology into everyday life. In light of this, academic research has been necessary to analyse how digital innovations are changing the professional activities of journalists, educators, and social workers, as well as how they impact communicative interactions between people in the digital age.

Numerous scholars have been engaged in research on this issue, analysing various aspects of digital transformation across different fields. V. Vivona & N. Caranti (2020) explored the impact of digital transformation on the educational process in urban environments. Their analysis demonstrated how digital platforms and educational tools stimulate interactivity in learning, allowing students to receive personalised content and fostering the development of critical thinking. It was established that digital transformation requires teachers to adapt to new teaching methods and utilise technology to create more effective and inclusive learning environments. Key questions included media literacy, critical thinking, and technological competence, which are essential for working in a digital education environment. In her research, O.L. Voznesenska (2019) examined the role of media creativity in fostering social optimism among audiences subjected to media trauma. The researcher analysed the mechanisms by which media content can contribute to maintaining psycho-emotional stability and developing a positive perception of reality in the face of information crises. L. Kostetska & L. Cherniavska (2021) analysed the role of artistic communication in the context of strategic communications. The authors explored how artistic means can be used within strategic communications to foster effective interactions between communication subjects. Particular attention was paid to the importance of artistic communication in processes of social interaction and mutual influence, reflecting the specifics of contemporary strategic communications. O. Al-Zoubi *et al.* (2024) examined the ethical challenges faced by journalists when using artificial intelligence in newsrooms. The researchers analysed the problems arising from the automation of news processes, including issues of accountability for content and potential biases that could emerge when using algorithms to generate news.

A.K. Axelsson *et al.* (2024) investigated methods of social integration of people with congenital deaf-blindness in the digital age. This study identified the need for non-verbal and verbal strategies to ensure effective interaction. The authors emphasised the importance of empathy, patience, and an individual approach in communication. It was shown that properly organised digital technologies and social platforms contribute to greater inclusivity and mutual support, allowing people with special needs to effectively integrate into the

digital community and maintain interpersonal relationships. Thus, these studies have demonstrated that the digital transformation of the media landscape has a multifaceted impact on communication, journalism, and social integration. Thanks to innovative tools and platforms in the fields of education, journalism, and social work, interactive, effective, and inclusive environments have been created. However, these changes require the constant development of professional skills, critical thinking, adherence to journalistic ethics, and a high level of accountability to the audience, which is a necessary condition for successful functioning in the digital age. In a study by I.H. Perdana & I.P.D. Winarto (2024), resilience communication strategies on social media and websites of Thai and international restaurant brands were compared. The research demonstrated how different brands adapt their strategies to various cultural contexts and platforms to engage their audience. S. Varzandeh (2018) analysed the impact of technology on journalism, emphasising the changes that have occurred in the profession due to digital innovations.

The key aspects of interactivity in digital media were explored in the research of D. Zagorulko (2024). The author proposed a classification of interactive functions and analysed their impact on audience engagement. The study emphasised that interactivity creates a dynamic media environment, changing the ways in which content creators and users communicate. Researchers T.A. Trachuk & M.Yu. Andriushchenko (2024) analysed current trends and features of online media functioning in the modern information environment, as well as the impact of technological progress on journalistic activities, and changes in professional practices and communication strategies in digital media. R. Lopes da Costa *et al.* (2022) studied the impact of digital transformation on the media industry, exploring changes in technological processes, content production, and information dissemination. The researchers examined how digitalisation has affected media business models, audience interaction, and the effectiveness of communication strategies in the media industry.

S. Dovgal *et al.* (2020) examined the philosophical aspects of the transformation of the media landscape in the context of digitalisation. The researchers analysed the impact of digital technologies on media culture, communication processes, and information perception. They explored the interplay between technological innovations and changing value orientations in the media space, as well as the impact of these processes on audience perception and journalistic practices. S. Sydorenko (2021) studied the impact of digital transformation on society in the context of the Fourth Industrial Revolution. He analysed changes in the social, economic, and cultural spheres caused by the development of digital technologies and discussed the challenges and opportunities arising from these processes. In the study of



V. Voronkova *et al.* (2023), the features of the formation and development of Society 5.0 were considered, taking into account the social, technological, and cultural aspects of this process. Researchers have analysed the impact of digital innovations on communication, the professional sphere, and interpersonal relationships in the context of rapid digitalisation and the integration of artificial intelligence. I. Baida (2024) analysed the impact of digital culture on media consumption, focusing on changes in audience reactions and the development of new forms of communication. The study examined how digitalisation and media platforms influence cultural values, the media landscape, and consumer practices in various cultural contexts.

All these studies have highlighted the need for a deeper analysis of social communication strategies in the digital age, demonstrating the key role of digital technologies in modern society. They have shown how these technologies facilitate interpersonal integration, cultural exchange, the development of local businesses, and social responsibility. In particular, it was found that digital tools can effectively support intercultural communication, enhance cooperation in the business environment, and promote social responsibility through community engagement. It is important to develop methods and tools that take into account the cultural, social, and individual needs of the target audience, ensuring the successful integration of digital technologies into everyday communication and the professional sphere in a globalised world. The study aimed to assess the impact of multimedia and interactive elements on user engagement and the shaping of public opinion through an analysis of publications on the media platforms The Guardian, National Geographic, and The Washington Post in 2023.

■ Materials and Methods

A range of materials from three leading media platforms were used for the study: The Guardian, National Geographic, and The Washington Post, which allowed for a wide range of approaches to presenting multimedia content and interactive elements. Each of the selected resources has its own specific characteristics in the context of using interactive components and multimedia formats, which contributed to a comprehensive study of their impact on audience interaction. The Guardian was selected due to its active use of multimedia elements in its publications and interactive content. For the study, articles covering social, political, and environmental topics were selected. The choice was due to the presence of not only traditional text content but also accompanying multimedia elements such as videos, interactive graphics, and infographics, as well as the active use of surveys, votes, and interactive maps.

National Geographic was selected due to its focus on science journalism and the use of multimedia elements to visualise complex information. The articles selected

for analysis cover topics such as environmental issues, climate change, scientific discoveries, and explorations of nature and culture. Particular attention was paid to materials containing interactive maps, graphs, and infographics, as well as virtual tours that allow users to explore different aspects of a topic directly in the online space. The Washington Post was chosen for its combination of traditional approaches to journalism with new technologies, including interactive elements that allow users to delve deeper into the context of events. The articles selected for the study relate to political, economic, and social issues, and include multimedia elements such as videos, infographics, and interactive graphics, as well as the active use of comments, surveys, and social media to engage the audience.

All publications for the study were collected from January to December 2023, allowing for a comparative analysis of trends in the use of multimedia elements and interactive components throughout the year. This approach made it possible to identify key changes in the ways of interacting with the audience through multimedia formats, as well as to assess their effectiveness in terms of engaging and interacting with users. After collecting the content, a detailed analysis was conducted based on several key criteria: the presence of multimedia elements, types of interactive components (including videos, infographics, interactive maps, etc.), frequency of their use, as well as the level of user engagement, measured by the number of comments, likes, shares, and participation in surveys. Thus, the use of materials from three different platforms allowed for a more comprehensive understanding of the impact of multimedia content and interactive elements on media journalism, particularly on the interaction between media resources and their audience.

Several methods were employed in the study to conduct a comprehensive analysis of content interactivity on media platforms and user interaction with this content. In particular, content analysis was used to systematise publications on media platforms such as The Guardian, National Geographic, The Washington Post, BuzzFeed, and BBC News, classifying them by types of multimedia elements (text, video, infographics, podcasts) and interactive components (surveys, votes, comments, other user engagement elements). This method also made it possible to determine the frequency of using interactive elements in publications and to analyse changes in the presentation of interactive content on different platforms. To assess user interaction with content, a quantitative study was conducted, which included monitoring engagement indicators such as the number of comments, likes, shares, and participation in surveys. This allowed for the collection of data on user interaction levels with different types of content (articles, videos, infographics, podcasts) and to determine the impact of interactive components on these indicators. The analysis revealed correlations between content types and the

level of user engagement, as well as to assess how multimedia and interactive elements affect audience activity.

A comparative analysis was used to study the differences in approaches to interactivity on various media platforms. This method involved comparing the frequency of use of multimedia elements and interactive components, as well as analysing the level of user engagement through comments, likes, shares, and votes on each platform. The comparison allowed for the identification of specific strategies for using interactive components and the evaluation of their effectiveness on each platform. To study user interaction with content beyond the main media resources in more detail, an analysis of social media (Twitter, Facebook, Instagram, YouTube) was conducted. This method included monitoring reposts, comments, and discussions that took place on social media regarding publications from media platforms. The analysis made it possible to identify how media content interacts with the audience on these platforms and what strategies are used to engage users outside of the main media resources. Additionally, this method helped to assess the role of social media in shaping engagement and creating additional communication channels that contribute to content dissemination. The collected data was analysed using statistical methods, which allowed for the identification of significant correlations between content types and the level of interaction with it, as well as the evaluation of the effectiveness of using interactive components on different media platforms.

Results

The analysis of interactivity levels in media spaces, using platforms, podcasts, and social media as examples. Interactivity in journalism is a key aspect of the modern media landscape, defining the processes of interaction between media content and the audience, contributing to deeper perception, understanding, and engagement. An analysis of interactivity should be conducted through three main aspects: multimedia, user agency, and gamification in media. First, multimedia is a fundamental element that involves the integration of various information formats such as text, audio, video, and graphics. This combination allows media to make the most of digital technologies to create

comprehensive and dynamic content that can satisfy a variety of information needs and audience interests. Multimedia promotes more effective communication, allowing viewers, listeners, and readers to acquire knowledge through various sensory channels, which in turn improves understanding and retention of material.

The second important aspect is user agency, which involves the active participation of the audience in the creation, exchange, and consumption of media content. The agency is manifested through comments, social media, discussions, and other forms of interactive feedback. Such processes stimulate critical thinking, analytical skills, and contribute to a deeper engagement with media content. The audience does not simply consume information but becomes a participant in the media space, creating a sense of community and interaction. Media, in turn, have the opportunity to better understand the needs and interests of their audience, adapting content to their expectations and preferences.

The third aspect of interactivity in media is gamification, which involves incorporating game elements into journalistic content and media projects to increase interest and audience engagement. Gamification includes tasks, quizzes, competitions, leaderboards, and other elements that encourage the audience to actively participate and spend more time in the media space. This helps the audience better understand complex content and also encourages them to learn new information and develop critical thinking. Gamification not only provides entertainment but also fosters long-term audience loyalty, making the process of interacting with media more effective and meaningful. An example of gamification that fosters long-term audience loyalty is the use of game elements on media platforms, such as tasks, quizzes, leaderboards, and points. This approach encourages users to return to the platform, maintains their interest, and builds long-term loyalty to the content, as each new level achieved or competition won gives a sense of progress and motivation for further active participation. Therefore, interactivity in journalism, through the aspects of multimedia, user agency, and gamification, creates more integrated and rich content that meets the needs of modern audiences. Figure 1 provides a more detailed overview of the interaction between these components.

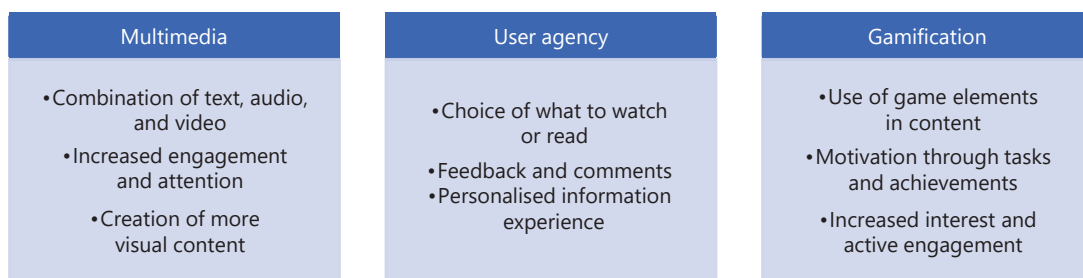


Figure 1. Aspects of interactivity in modern journalism

Source: provided by the authors

Such approaches allow media to improve the effectiveness of information transmission, promote the development of critical thinking and analytical skills in the audience, and support active and constructive interaction between media content and consumers, making the media space more interactive, dynamic, and meaningful for modern society. Multimedia is one of the key components of interactive content in modern journalism, involving the integration of various information formats – text, graphics, video, and audio – into a single structure. This combination allows for the creation of richer and more informative content that effectively conveys information to the audience, improves understanding of complex material, and stimulates a deeper level of engagement and interest in media content.

The combination of text, graphics, video, and audio allows media to utilise various sensory channels of perception, ensuring more effective information absorption. For example, in The Guardian's media projects, multimedia is implemented through the integration of text with visual infographics and graphics. Thanks to this, complex social and economic aspects become more understandable for the audience. Infographics and visual data allow for a quick and accurate understanding of key aspects of information, which is especially important for understanding statistical data and economic trends. In National Geographic projects, multimedia is used to explain complex natural and scientific concepts through 3D visualisations, audio-visual materials, and infographics. Such tools allow for a better understanding of geological processes, biological phenomena, and physical aspects of nature. For example, video materials supplemented with 3D modelling allow the audience to perceive complex concepts more intuitively and quickly, comparing theoretical knowledge with practical visualisations.

Podcasts and video content on platforms like YouTube also demonstrate the effectiveness of multimedia in explaining complex topics. Here, textual explanations are combined with audio and visual elements, allowing for better transmission of the emotional colour and content of the material. The use of different media formats helps to increase the attention of viewers and listeners, making the material more accessible and understandable. Audio, in particular, adds emotional colouring, which helps to better convey important points or create the desired mood. Visual elements such as graphs, infographics, animations, or illustrations support the perception of information, making it easier to grasp complex concepts, such as technical or scientific data.

This integrated approach to information delivery allows for effective interaction with different types of audiences who may have different preferences for how they learn. For example, some people may better understand the material through hearing, others through visual images, and still others by combining both aspects. Additionally, platforms like YouTube allow for

interaction through comments or likes, enabling feedback and the adaptation of content to meet audience needs. This creates a cyclical process of improving material, making it even more accessible and relevant. Thus, a multimedia approach on platforms such as YouTube or in podcasts can significantly improve the effectiveness of learning and acquiring new information, as well as making this process more enjoyable and engaging for listeners and viewers. Therefore, multimedia in modern journalism is a necessary condition for interactive content, which promotes deeper understanding of information, improves the analytical skills of the audience, and stimulates critical thinking. By integrating text, graphics, audio, and video into a single structure, media content becomes more accessible, understandable, and interactive. This ensures the effective delivery of information, creates active interaction between the audience and the media space, and promotes constructive knowledge exchange in modern society.

One significant manifestation of user agency is the use of interactive simulations that allow audiences to visualise complex data and processes clearly and intuitively. For instance, in projects by The New York Times, interactive simulations are used to demonstrate economic processes such as inflation or the labour market. Users can change parameters, observe results, and make predictions, allowing them to better understand the dynamics of economic phenomena and effectively analyse data. Such simulations foster the development of analytical skills and critical thinking, and also enable audiences to appreciate the complexity of economic processes that often seem intangible or abstract.

Another example of user agency is the use of 360-degree videos in news projects, such as those by the BBC. In the context of covering significant events, like armed conflicts or natural disasters, 360-degree videos allow the audience to experience the true scale and atmosphere of events. Viewers can rotate the camera in any direction, observing the situation from all angles. This contributes to a deeper emotional perception and understanding of the context of events, creating a sense of presence at the scene and allowing for a better assessment of the real conditions and scale of the disaster. Such technologies help to foster empathy, critical thinking, and analytical skills, as well as stimulate more active discussion and social interaction in the media space. User agency is also realised through social media and feedback tools. In the modern media landscape, platforms like Twitter or Instagram allow the audience not only to comment on and share information but also to create their own content, discuss news, and influence its meaning. For example, hashtags and trends on social media demonstrate the community's ability to influence the news agenda and highlight important social and political issues. This creates a media space where the audience does not simply consume information but becomes a vital

participant in media content, influencing its distribution, interpretation, and perception.

Gamification in media is a key element of interactivity, aimed at incorporating game mechanics into regular journalistic content to stimulate active audience engagement and increase involvement. This not only helps to increase interest in the content but also contributes to a deeper understanding of topics and creates a more interactive experience for the user. Gamification uses game-like incentives, such as points, missions, levels, tasks, achievements, and other elements that stimulate motivation, encourage the achievement of specific goals, and create visual and emotional interest. In The Guardian's media projects, for example, gamification is applied through interactive tasks and puzzles where users can collect data, solve problems, and visualise complex information. This allows for a deeper understanding of social and economic issues, such as analysing financial reports or solving social puzzles. As a result of such tasks, the audience not only receives important information but is also actively involved in the process of its analysis and interpretation, developing analytical skills and critical thinking.

Another striking example is BuzzFeed media projects, where gamification is implemented through interactive quizzes and surveys. Here, users can test their knowledge, learn about their preferences and interests through personalised test results, and also receive incentive points and recognition. Such mechanics allow media to better understand audience psychology, determine reader preferences and interests, and accordingly adapt content to their individual characteristics. They also contribute to a high level of engagement

and encourage users to spend more time on the platform, interacting with content and completing tasks. Gamification also allows for the creation of a community around specific content, where participants share achievements and results. For example, on social media platforms like Reddit or TikTok, gamification is implemented through voting and rating systems. This encourages users to be active community members, share thoughts and content, and fosters an interactive community environment.

Interactivity in contemporary media spaces plays a crucial role in the transmission and perception of information. Through the integration of text, graphics, audio, and video, media content becomes more accessible and understandable to the audience, stimulating analytical thinking and critical information perception. Modern media projects demonstrate how interactivity contributes to a deeper understanding of complex processes, be they economic, social, or technological aspects. Projects by media outlets such as The New York Times, The Guardian, and BuzzFeed, as well as social platforms and technology projects, showcase the effectiveness of interactive content in clarifying complex topics and data. Simulations, data visualisations, gamification, and 360-degree videos allow audiences not only to consume information but also to actively interact with it, make predictions, analyse data, and express their opinions. Table 1 demonstrates the key aspects of interactivity in media projects. It analyses the features of using simulations, data visualisations, gamification, and social interactivity, which collectively develop analytical skills, critical thinking, and the ability to work with information in the modern media landscape.

Table 1. Comparative table of interactivity in media spaces through examples of platforms, podcasts, and social media

Criterion	The New York Times	Podcasts and YouTube	The Guardian	BuzzFeed	Social media (Twitter, Reddit, TikTok)
Interactive simulations	Economic process simulations (labour market, inflation)	None	None	None	None
Visualised data	Dynamic graphs and interactive infographics	Animations and video content	Interactive infographics	Visualised puzzles and interactives	Animations, GIFs, visualised posts
Gamification	Data analysis tasks and interactive predictions	None	Puzzles and interactive tasks	Quizzes, tests for fun and knowledge	Voting, rankings, reward systems
User agency	Ability to test predictions and parameters	Limited interactivity	User interaction with analytical tasks	Surveys and interactive engagement	Content creation participation, voting
Emotional perception of content	Analysis through data and predictions	Emotional perception through audio and video content	Social puzzles and analytical perception	Personalised quizzes based on interests	User reactions and discussion community

Continued Table 1.

Criterion	The New York Times	Podcasts and YouTube	The Guardian	BuzzFeed	Social media (Twitter, Reddit, TikTok)
Social effect of interactivity	Influence on understanding of economic realities	Exchange of opinions in comments	Analytical social interaction	Encouragement of exchange of thoughts and community	Social surveys, hashtags, trends, discussions
Integration of media formats	Text, graphics, data, animations	Audio, video, text	Text, video, interactive infographics	Text, video content, and interactivity	Text, video, GIFs, voting, audio content
Data analysis and predictions	Analytical simulations, predictions for the audience	Minimal data analysis	Analysis through tasks and puzzles	Visualised data and interactive tasks	Data exchange, trends in Reddit, TikTok
Development of critical thinking	Data analysis and predictions	Limited critical reflection	Social analysis and analytical tasks	Analysis through interactives and quizzes	Participation in discussions, critical debates, and content analysis
Audience interactivity	Engagement through predictions and analytical tools	Consumption of content through audio and video	User problem-solving tasks and interactive infographics	Active engagement in quizzes and tasks	Participation in communities, voting, content creation

Source: provided by the authors

Interactivity in media significantly impacts the audience, and this influence is manifested through several important aspects. Engaging attention and maintaining interest are fundamental elements of interactive content. While traditional text formats require more time to comprehend, interactive formats facilitate quick and intensive information perception. For example, in The Guardian's web projects, the integration of text, video, and infographics allows readers to instantly grasp key facts and their context. The perception of complex content is significantly facilitated by the use of interactive simulations and 3D visualisations. They provide users with the opportunity to experiment with data, obtain predictions, and observe results in real time. This makes scientific or social information more accessible, even for audiences without specialised knowledge.

The social interaction facilitated by interactive elements contributes to the formation of public opinion and the identification of audience reactions. Through surveys, votes, and other interactive mechanisms, journalists gain valuable insights into readers' interests. For example, BuzzFeed actively uses quizzes and surveys to engage the audience and gather feedback. Interactivity in journalism is becoming a key tool for attracting attention, explaining complex information, and building relationships with the audience. The integration of multimedia solutions, user engagement features, and gamification enables the creation of content that is both

informative and emotionally engaging, fostering deeper understanding and sustained interest.

Results of the analysis of interactivity in media spaces. The Guardian actively used a variety of interactive elements in its content, which contributed to user engagement and stimulated their interaction with materials. These elements included comments, surveys, and votes, as well as multimedia components such as videos, graphics, and infographics. The use of such formats allowed not only for the transmission of information but also encouraged readers to actively participate in discussions, provide ratings, or express their opinions on the covered topics. Engaging users through interactivity helped not only to deepen the perception of information but also created additional opportunities for interaction with the content.

Articles on The Guardian platform were the most interactive. They were regularly accompanied by surveys, votes, and comments, allowing users to participate in developing discussions. Most articles covered current social, cultural, and scientific topics, which provoked a high level of engagement. For example, publications on topics related to international events or social issues received a large number of comments where users discussed different viewpoints and offered their perspectives. Figure 2 illustrates examples of user comments on The Guardian platform, demonstrating their participation in discussions.

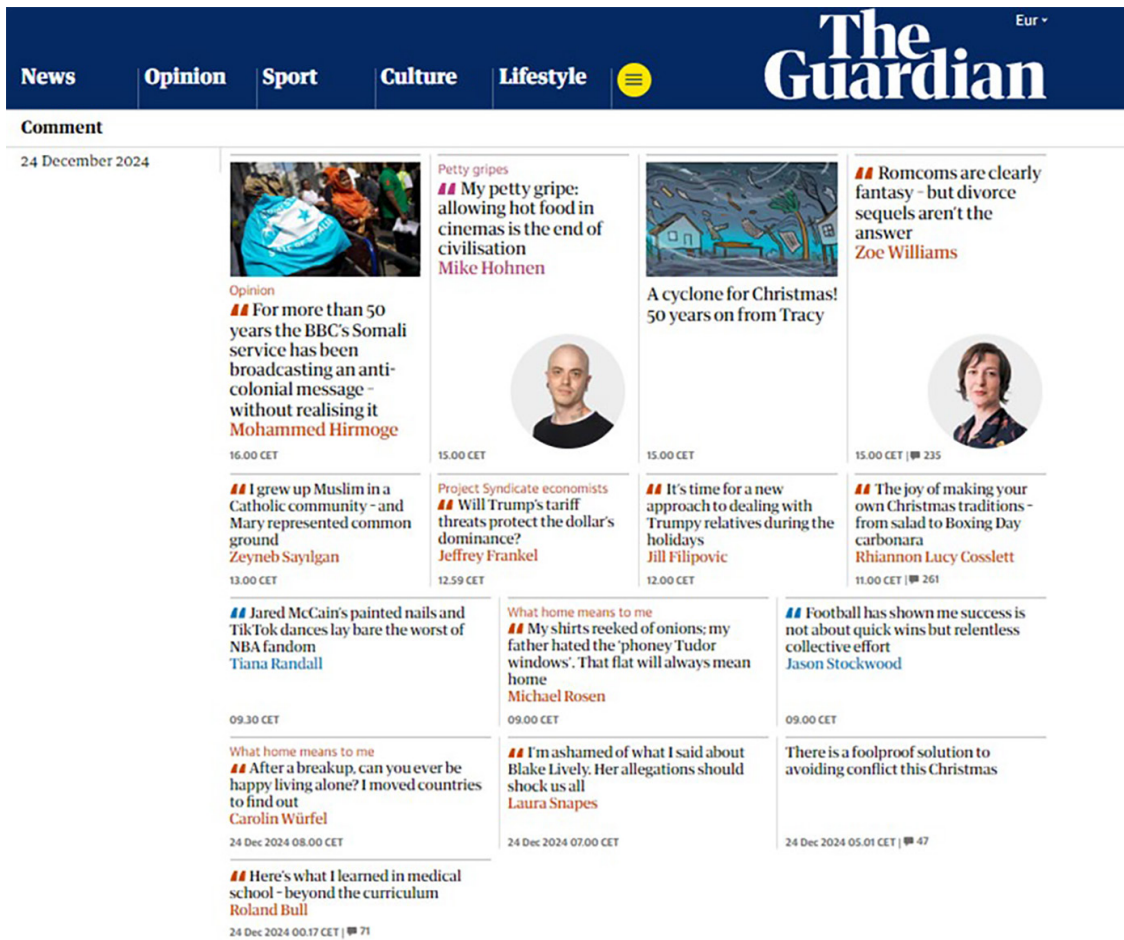


Figure 2. Examples of comments on The Guardian platform

Source: provided by the authors

This helped create additional value for the content, as it not only informed but also stimulated the exchange of ideas among a wide audience, thereby creating a dynamic social platform for discussions. Video content was also actively used to attract user attention. Videos

typically complemented articles or presented material in the form of reports and documentaries. Figure 3 illustrates the use of interactive elements, such as voting and commenting buttons, which allowed users to express their opinions on the presented material.

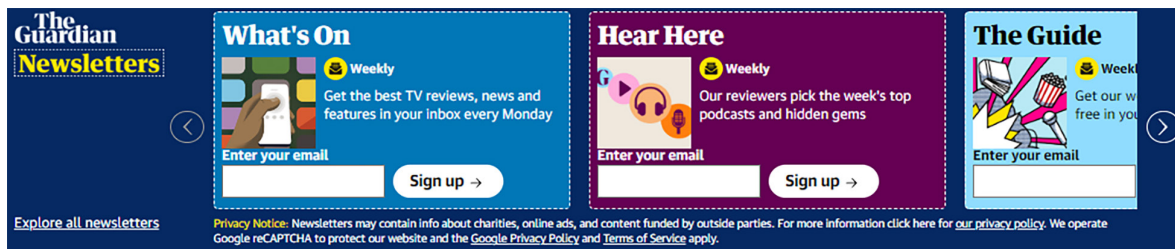


Figure 3. Interactive elements with voting and commenting buttons on The Guardian platform

Source: provided by the authors

This approach significantly increased the level of interaction with the material, as users could not only rate the video but also actively participate in discussions of the issues raised in the video. The interactivity of such content significantly enriched the discussions around the video, stimulating broader engagement with the topic. Podcasts on the platform played an important role

in engaging listeners as they created a more personal and intimate connection with the audience. Figure 4 demonstrates The Guardian podcasts, which were characterised by a high level of interaction through social media, allowing listeners to leave thoughts, questions, and discuss topics, although direct interactivity during listening remained limited.



Figure 4. Listener interaction with The Guardian podcasts

Source: provided by the authors

This integrated use of various content formats allowed the platform to create diverse channels for feedback and audience engagement in discussions, significantly increasing the effectiveness of The Guardian's communication strategy. Table 2 presents data on user interaction with different types of content published on the platform during the research period. It includes

information on the number of publications, as well as the average number of comments, likes, shares, and interactions with polls for each content type. This data allows for an assessment of the level of audience engagement and the effectiveness of using different content formats, which contributes to the formation of social communication strategies.

Content type	Number of publications (during the research period)	Average number of comments	Average number of likes	Average number of shares	Average interaction with surveys
Articles	10	500-1000	7,000-10,000	5,000-7,000	10,000-15,000
Videos	5	300-500	5,000-7,000	3,000-5,000	5,000-7,000
Podcasts	5	200-300	1,000-2,000	1,500-2,500	1,000-2,000

Source: provided by the authors

Overall, the integration of multimedia elements, video content, podcasts, and interactive elements allowed the platform to significantly increase user engagement and foster the formation of communities for exchanging ideas. This is an example of innovative approaches to social communication strategies that effectively use modern technologies to engage and interact with the audience. The National Geographic platform actively used multimedia elements to engage its audience, including interactive maps, videos, and infographics. These elements allowed users to interact with materials

more deeply, which was particularly suitable for topics related to science and ecology, as these issues require accurate data and clear visual representation. Every publication on the platform was not limited to text materials but included interactive tools that allowed users to better understand complex issues and actively participate in the process of content perception. Figure 5 illustrates the role of video content in engaging users, particularly through documentaries and reports, which effectively complemented articles and attracted significant audience attention (Fig. 5).

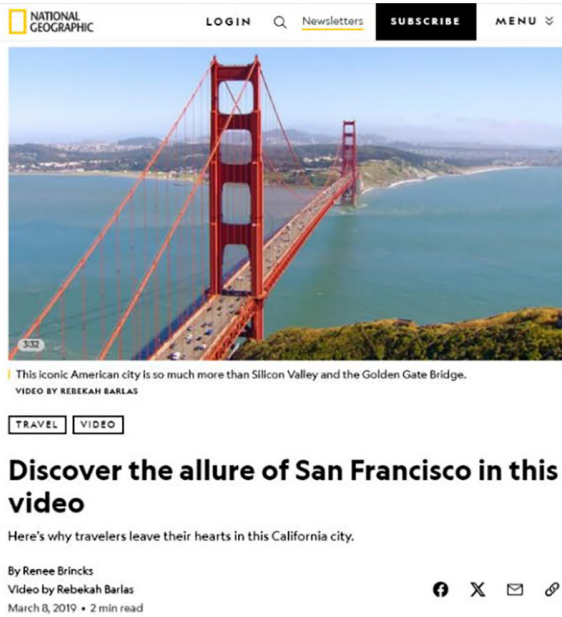


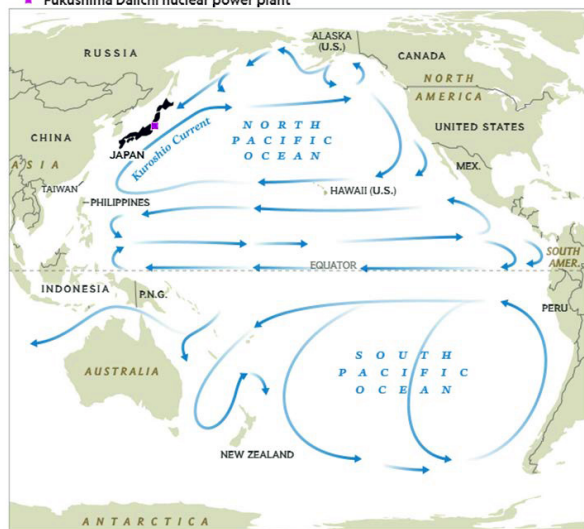
Figure 5. Engaging the audience through video content
Source: provided by the authors

Interactive elements such as maps and graphics became important tools for interaction. They allowed not only to view data but also to actively interact with it, which increased user interest in the content. Figure 6 demonstrates the use of infographics and interactive maps in articles, allowing users to change parameters and visualise the impact on the situation in different regions, thereby increasing their engagement.

Pacific conveyors

Ocean currents can carry treated radioactive wastewater far from the Fukushima Daiichi nuclear power plant. Scientists in some countries around the Pacific worry about its potential effects on food chains and ecosystems.

- Pacific Ocean current
- Fukushima Daiichi nuclear power plant



Katie Armstrong, NG Staff. Source: NOAA

Figure 6. Interactive maps and infographics in articles on The Guardian platform
Source: provided by the authors

These effectively demonstrated complex scientific data, allowing users to better understand the information. For example, interactive maps showing climate change enabled comparisons of different scenarios and assessments of how these changes impact various regions in real time. Publications on environmental topics, in turn, were supplemented with multimedia materials, making the study of such issues more efficient and convenient for users. Figure 7 illustrates the engagement of the National Geographic audience through comments, likes, shares, and surveys, which contributed to the formation of a community of like-minded individuals for the active discussion of scientific and environmental issues.

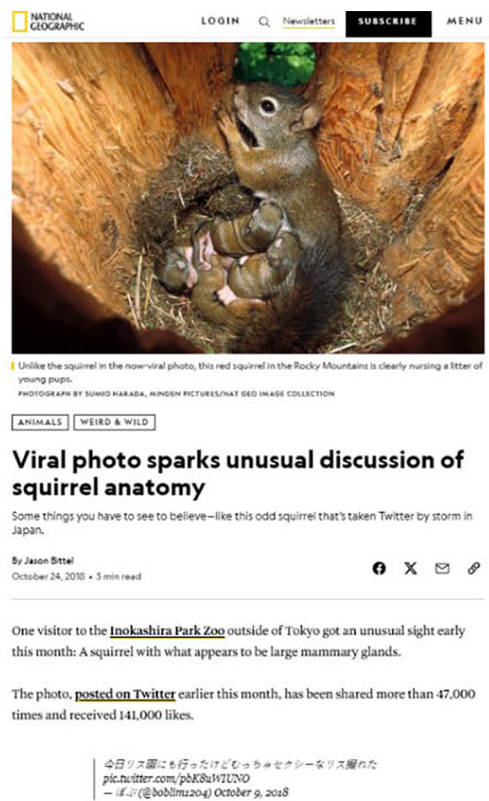


Figure 7. Active engagement of the audience through comments, likes, shares, and surveys on the National Geographic platform
Source: provided by the authors

Comments became an important feedback channel, allowing the platform to assess the audience’s reaction to various publications. Sharing materials on social media and participating in polls also indicated a high level of interaction and interest of users in scientific and environmental topics. Thus, the integration of innovative approaches to social communication strategies not only increased interest in the content but also actively stimulated social interaction and engaged a wide audience in addressing important global issues (Table 3).

Table 3. Parameters of interactivity of media content on the National Geographic platform					
Content type	Number of publications (during the research period)	Average number of comments	Average number of likes	Average number of shares	Average interaction with surveys
Articles	10	400-600	7,000-9,000	4,000-6,000	2,000-4,000
Videos	5	100-200	4,000-6,000	2,500-4,000	1,000-2,000
Interactive elements	5	300-500	5,000-7,000	3,000-5,000	2,000-3,000

Source: provided by the authors

Overall, National Geographic effectively used multimedia and interactive elements to engage its users, increasing interest in complex scientific and environmental topics. This approach not only deepened the interaction with content but also created a more complete experience for users, providing them with new opportunities for learning and exploration. The Washington Post

actively used multimedia content, including videos and infographics, which significantly improved the perception of materials, providing additional depth to complex social, economic, and cultural topics. Figure 8 demonstrates the use of interactive elements, such as polls and surveys, on the platform, which contributed to increased user engagement.



Figure 8. Implementation of interactive elements on the platform

Source: provided by the authors

This allowed not only to discuss important topics but also to participate in creating the context for further materials, receiving feedback from the audience. Additionally, the active use of social media allowed for quickly engaging a wide audience and increasing the level of interaction with content. One of the key aspects of the platform was interactive elements. They included voting, surveys, and interactive graphics, which allowed users to actively interact with the content. Such interaction made it possible not only to

obtain information but also to influence the further development of the material. Interactive components also allowed users to compare different data, explore new aspects of materials, and receive feedback, significantly increasing engagement. Figure 9 illustrates The Washington Post’s innovative approaches to audience interaction through the use of big data and automated recommendation systems, which allow for content personalisation and highlights the importance of comments as a feedback tool.

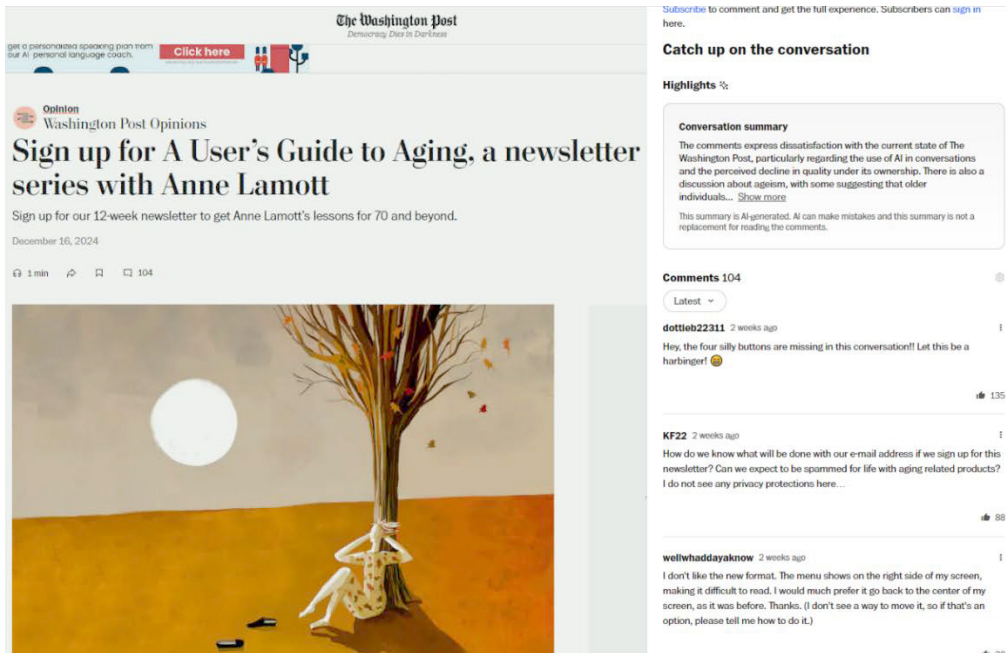


Figure 9. Innovations in audience interaction: big data analysis and automated recommendation systems
 Source: provided by the authors

The platform also encouraged active sharing of content through social media, which helped attract a new audience and increase the reach of publications. Participation in surveys and votes further increased user engagement, allowing them to actively interact with the material and shape its context. The Washington Post’s innovative approaches to social communication strategies have significantly changed traditional media interaction

methods, particularly through the integration of new technologies, which not only improves the content consumption experience but also effectively influences public opinion and social processes. They have shown how media can actively use interactive elements to increase audience engagement and create a context for further discussions, which is a key aspect of successful social communication strategies in the modern digital environment (Table 4).

Table 4. Parameters of interactivity of media content on The Washington Post platform

Content type	Number of publications (during the research period)	Average number of comments	Average number of likes	Average number of shares	Average interaction with surveys
Articles	10	600-1000	5,000-7,000	3,000-5,000	4,000-6,000
Videos	5	200-400	3,000-5,000	2,000-3,000	1,500-2,500
Interactive elements	5	300-500	4,000-6,000	2,500-4,000	1,000-2,000

Source: provided by the authors

The Washington Post successfully integrated multimedia and interactive elements into its content to increase reader engagement. The use of videos, infographics, and interactive components helped make materials more accessible and understandable to the audience. By implementing votes, surveys, and social media, the platform was able to create an interactive space that fostered active discussion, content sharing, and

attracted new users. All these elements of interaction ensured a high level of audience participation and effectively engaged them in discussions of important social and economic issues. Table 5 presents an analysis of the innovative approaches and technologies used in the media spaces of The Guardian, National Geographic, and The Washington Post to engage audiences and enhance content interactivity.

Table 5. Innovative approaches and technologies in media spaces of platforms

Platform	Type of innovative approaches	Use of technologies	Interactivity and audience engagement	Social media strategies	Technologies for analysis and feedback
The Guardian	Personalised news, interactive platforms, AI analysis	Integration of artificial intelligence for content personalisation	High engagement through comments, likes, shares, interviews, and surveys	Strong presence on social media, integration with Twitter and Facebook	Use of AI for comment and social media analytics, feedback through surveys

Continued Table 5.

Platform	Type of innovative approaches	Use of technologies	Interactivity and audience engagement	Social media strategies	Technologies for analysis and feedback
National Geographic	Use of AR/VR, infographics, interactive maps	Virtual reality for presenting environmental topics, interactive maps	Interaction through visual elements, engagement through long-term multimedia projects	Close collaboration with scientific influencers, active on Instagram	Identifying trends via social media, reader surveys on preferences
The Washington Post	Machine learning for content analytics, automation	Artificial intelligence for data analysis and content recommendations	Use of infographics and videos to explain complex topics	Active use of Twitter and YouTube for content distribution	Analytics through AI for content personalisation and improving comment interaction

Source: provided by the authors

The collected data has shown that interactivity is a crucial tool for audience engagement and depends on the type of content, the multimedia elements used, and interactive components such as voting, surveys, comments, and shares. The overall trend showed that The Guardian makes the most use of comments and polls, which promotes active reader participation in the news discussion process. At the same time, the platform actively integrates video and infographics, which increases engagement and encourages user interaction. It also showed a high level of activity in the sports and culture sections, where interactivity through comments and voting reaches large volumes. National Geographic, in turn, focuses on multimedia elements such as interactive maps, infographics, and videos, which significantly increases the depth of user interaction with content, especially in topics related to ecology and science. The platform also actively uses social media to promote its publications, which helps to attract a wide audience. The Washington Post demonstrates a high level of interactivity through publications that combine text materials with infographics and videos. The platform particularly effectively uses social media to engage users, allowing it to quickly respond to current events and ensure a large flow of comments and interactions with materials (Patriak, 2024).

In conclusion, it can be inferred that interactivity in media spaces is a key factor in user engagement. The use of multimedia elements such as videos, podcasts, and infographics, combined with the ability to comment, vote, and participate in surveys, allows for a high level of interaction and ensures active discussion and content sharing. An evaluation of this interaction has shown that platforms with a high level of interactivity have a significantly higher level of audience engagement, indicating the importance of integrating interactive features into modern media spaces to support active user participation.

Discussion

This study analysed the interactivity of the platforms The Guardian, National Geographic, and The Washington Post, focusing on their strategies for engaging audiences through comments, social media, visual content, and personalised recommendations. The Guardian

actively uses social media to stimulate discussions and create a community, National Geographic engages users through visual content, and The Washington Post employs advanced recommendation technologies to adapt content to users' interests and devices. Thus, the conducted research confirmed that effective interactivity in media spaces depends on well-chosen content strategies, active use of personalised recommendations, social media tools, and visual design. Modern media platforms demonstrate how technology can combine visual, textual, and interactive components to create a unique and effective user experience. Such strategies allow platforms to maintain competitiveness, engage audiences, and create a real community around content, making the media space more interactive and dynamic. The analysis was conducted in a comparative aspect with the results of other scientific studies, in particular with the articles of G. Lăzăroiu (2009), G. SantosHermosa *et al.* (2022). The research revealed that interactivity in media spaces depended on the combination of various media formats. These included text, audio, and video, which together formed unique media content. As a result of integrating these formats, opportunities were created for two-way communication between platforms and audiences. For example, on The Guardian platform, it was observed that the audience actively commented on news and reposts, discussing current events and expressing their opinions. Such functionalities contributed to the formation of an active user community where everyone could join the discussion and contribute to it. An important role in the research was played by the interactivity tools used to stimulate user activity. These included the functionality of comments, the ability to like and share content, and other social tools that allowed the audience to interact with content and each other. These tools not only supported discussions but also fostered audience loyalty to the platforms through emotional connection and community engagement.

S. Robinson *et al.* (2019) examined the issue of personalised recommendations used in digital journalism to enhance user experience. Such recommendations allowed platforms to offer content that matched the interests of individual users. This was also observed on

the National Geographic platform, where algorithms selected articles and video content according to audience preferences. This personalised use of content significantly increased user interest and engaged them in active interaction. The research particularly emphasised the combination of old textual interpretations with modern digital environments to improve intercultural communication, as noted in the study of T. Kitsak & M. Lylyk (2023). The Washington Post platform applied the integration of media content with social media, creating a two-way connection between users and media content. This combination facilitated the globalisation of communication and the exchange of cultural information, creating a platform for intercultural communication.

The research confirmed that interactivity in media spaces depends on the effective combination of various media formats – text, audio, and video, which together create unique and engaging media content. Such integrated approaches create a two-way interaction between platforms and audiences, allowing users to actively participate in discussions, express opinions, and interact with each other. This was particularly evident on The Guardian platform, where commenting and sharing functionalities contributed to the creation of an active community where everyone could contribute to the discussion and exchange of ideas. Interactivity tools such as comments, likes, and shares, as well as other social features, played a key role in building audience loyalty. They not only stimulated discussions but also created an emotional connection between platforms and their users, increasing brand loyalty and engagement with content. Considering the research of G. Lăzăroiu (2009), the integration of old textual interpretations with modern digital environments to improve intercultural communication was noted. This was particularly evident on The Washington Post platform, where an integrated approach between media content and social media was used. Such a combination fostered intercultural information exchange, created a globalised communication space, and facilitated the exchange of cultural information between different audiences.

The study of G. Santos-Hermosa *et al.* (2022) focused on interactivity in digital journalism, exploring the impact of technological tools on the interaction between journalists and audiences. The authors analysed various forms of interactive elements, including videos, interactive graphics, surveys, and other interactive formats, allowing users to interact with content on a new level. They emphasised the changing approaches to creating and disseminating news content, driven by digital innovations. The main focus was on how interactivity affects audience engagement, trust in content, and its perception level. The conducted research also focused on interactivity but had a more applied nature, analysing specific media platforms – The Guardian, National Geographic, and The Washington Post. Unlike the article

of G. Santos-Hermosa *et al.* (2022), where interactivity was studied in the general context of digital journalism, the conducted research considered practical examples of integrating multimedia formats into publications. Additionally, the conducted research provided a quantitative assessment of audience activity using metrics such as likes, comments, shares, and participation in surveys, allowing for an evaluation of the effectiveness of interactive elements with specific indicators. An important aspect of the difference was that the conducted research compared platforms based on the types of interactive formats and their impact depending on the content topic, which made it possible to evaluate the individual strategies of each platform.

The research of M.B. Fauzan *et al.* (2024) explored the impact of digital technologies on the transformation of traditional journalism methods. The main focus was on changes in the ways of collecting, processing, and disseminating information, which were driven by new technologies. The authors analysed how digitalisation transformed the paradigm of journalism, making it more interactive and audience-oriented. A significant part of the research was directed towards understanding how digital platforms change the interaction between journalists and their audiences. The conducted research also considered the transformations in journalism under the influence of digital technologies, but had a more applied nature, focusing on specific media platforms. While the study of M.B. Fauzan *et al.* (2024) analysed general changes in the journalism paradigm, the conducted research focused on the practical aspects of using multimedia formats and interactivity. In particular, it analysed how elements such as interactive graphics, videos, and surveys contribute to user activity and building trust in content. Additionally, the conducted research provided a quantitative analysis of audience interaction through metrics, which allowed for a more accurate assessment of the effectiveness of interactive components on each platform.

The article by M.I. Sultan & A.S. Amir (2023) analysed the ethical challenges of digital journalism related to trust, transparency, and content impartiality. The authors highlighted that journalists must adapt to rapid technological changes, considering the new demands of the audience and the challenges arising in the digital space. Significant attention was paid to how digital technologies transform approaches to news creation and interaction with users, forming new ethical frameworks. The conducted research, also considered the topic of trust in content but focused on interactive components that affect audience activity. However, unlike the research of M.I. Sultan & A.S. Amir (2023), the conducted study did not analyse issues of transparency or impartiality related to content. The main focus was on how interactive elements such as surveys, videos, and interactive maps increase user engagement and contribute to building trust in platforms.



The article of N. Maleyeva (2019), A.F. Sonni *et al.* (2024) investigated the impact of artificial intelligence on digital journalism, particularly on news creation processes and the transformation of editorial practices. The authors highlighted the ethical challenges arising from the use of AI, including issues of content authenticity, bias, and journalistic social responsibility. While the conducted research did not address the issue of artificial intelligence, both studies explored how technology is changing journalism and interaction with the audience. The conducted research focused on interactive elements such as multimedia graphics and interactive maps and their impact on user activity. R. Salavería (2019) analysed the 25-year development of digital journalism, focusing on key changes in professional practices, ethics, and technologies. The author covered a broad historical context, examining how digitalisation has transformed the media landscape and audience interaction. While the conducted research had a shorter time frame (only 2023), it provided a deep analysis of current trends in the use of multimedia formats and interactivity. Unlike the generalised approach by R. Salavería (2019), the conducted research focused on specific media platforms and their strategies for audience engagement. This allowed for a detailed picture of how contemporary platforms adapt to the challenges of digitalisation through interactive elements. The conducted research was distinguished by its focus on the practical analysis of interactive elements in the content of specific platforms. Other studies often had a conceptual nature or analysed broader aspects of digital journalism, such as ethics, technology, or historical development, while the conducted research focused on assessing the effectiveness of multimedia in the current context.

■ Conclusions

The research on interactivity in media platforms has shown the importance of multimedia elements in engaging audiences and activating interaction with content. The Guardian platform actively used infographics, interactive maps, videos, and surveys, which contributed to a deeper understanding of the material by users and the formation of public opinion. These elements allowed users to become more active and increase the level of interaction with content, as well as create a community where everyone could express their opinions. Interaction through comments and interactive polls activated the process of forming public opinion, confirming the high level of user engagement. Interactive elements have become important tools for media that aim not only to inform but also to engage the audience in active discussion and decision-making.

National Geographic effectively utilised multimedia elements, including interactive maps, graphics, and virtual tours, to visualise complex scientific and

environmental issues. This allowed users to actively engage with the study of topics such as climate change and biodiversity, making scientific information more accessible and understandable. Visual content combined with interactive elements increased users' emotional response and awareness, which is crucial in the context of global environmental challenges. The Washington Post combined traditional journalistic approaches with interactive elements, including videos, infographics, and graphics. The platform's website actively used commenting, voting, and social media integration features to create dynamic discussions. This allowed users not only to interact with content but also to participate in shaping public opinion on important socio-political issues. Interaction through comments, voting, and social media enabled users to express their views, discuss problems, and actively participate in political discussions. Such interactive elements contributed to a better understanding of complex social issues as they allowed users to obtain a more diverse range of information and opinions on events.

Overall, interactivity across all three platforms facilitated a deeper engagement with the content, although the specific application of multimedia elements varied depending on the genre and target audience. The most effective strategies for engaging users involved combining multimedia elements with social interaction elements such as comments, voting, and sharing. The role of social media as additional channels for content interaction was also significant, allowing not only to attract new users but also to retain existing ones. The main finding of the research is the confirmation of the importance of multimedia and interactive components for engaging and retaining audiences. They not only facilitate information perception but also actively shape communication between media and users. This indicates the importance of integrating various technologies to create more dynamic and interactive content, allowing media to retain the attention of digitally-oriented audiences. Further development of media strategies involves strengthening interaction through social media and engaging new technologies for interactivity.

Future research perspectives include studying changes in media technologies after 2024, as well as developing models of interactivity that can improve communication effectiveness in different cultural contexts. Additionally, it is important to study the impact of new media technologies such as artificial intelligence on interactivity and user interaction in the context of media strategies and their influence on public opinion.

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■ Conflict of Interest

None.

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Інноваційні підходи до соціально-комунікаційних стратегій: аналіз прикладних технологій

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Анотація. Дослідження було спрямоване на вивчення впливу мультимедійних елементів та інтерактивних компонентів на взаємодію користувачів з контентом. Воно було проведено на трьох провідних медіа-платформах: «The Guardian», «National Geographic» та «The Washington Post». Завданням дослідження було проаналізувати вплив мультимедійних форматів та інтерактивних елементів на залученість аудиторії і ефективність формування громадської думки через контент-аналіз публікацій на медіа-платформах у 2023 році. Паралельно з цим було здійснено аналіз соціальних мереж для оцінки реакцій аудиторії поза межами основних медіа-ресурсів. Основні результати дослідження показали, що інтерактивні елементи значно підвищують рівень залученості користувачів, стимулюючи активні обговорення, зростання кількості коментарів та поширення контенту через соціальні мережі. Виявлено, що взаємодія через опитування, голосування та коментарі дозволяє не лише привернути увагу до матеріалу, але й поглиблює розуміння та критичне осмислення представленої інформації. Зокрема, на платформах, де активно використовуються мультимедійні формати (відео, інфографіка, інтерактивні карти), спостерігається значне збільшення часу перебування користувачів на сторінці та їхньої активності. Ці інструменти створюють нові можливості для комунікації між медіа та аудиторією, що дозволяє медіа-платформам краще реагувати на інтереси та потреби користувачів. Також дослідження підтвердило, що мультимедійний контент і інтерактивні елементи є потужними засобами формування громадської думки, особливо в умовах сучасної інформаційної насиченості та швидких змін у глобальному середовищі. Інтерактивні елементи не лише сприяють залученню користувачів, а й допомагають створювати спільноти навколо певних тем, посилюючи ефект поширення інформації через соціальні мережі та збільшуючи рівень взаємодії з медіа-контентом. Медіа-платформи, що активно використовують ці технології, здатні не лише привертати увагу, але й забезпечувати глибший контакт із своєю аудиторією, що сприяє формуванню більш обґрунтованої та критичної громадської думки. Методологічно дослідження базувалося на контент-аналізі публікацій на обраних медіа-платформах протягом 2023 року, що дозволило охопити широкий спектр тем, зокрема соціальні, політичні, екологічні питання та культурні дослідження

Ключові слова: журналістика; медіа-простір; аудиторія; контент; інтерактивні технології; трансформація