# A Study on Digital Media Communication Channels for Narrative Shaping

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## Abstract

The research was conducted to address the gaps in knowledge related to narrative shaping by using digital media platforms. This research aimed to measure the impact of mobile phone applications, website forums, content-boosting campaigns, and digital community groups on information dissemination in China. The study used a five-point Likert scale to collect the data. A convenience sampling approach was used to collect data, and a sample of 171 individuals was considered. The findings of this study were analyzed using RStudio and R language. The study empirically discussed the relationship between mobile phone applications, website forums, content-boosting campaigns, and digital community groups regarding information dissemination in China. The findings of this research enriched the literature because loops in the literature were previously found. The study further recommends practical recommendations to advance narrative shaping in China with the help of digital platforms.

## Keywords

## 1. Introduction

Information sharing has become accessible in modern times with the advancement of new technologies (**Lutkenhaus et al.**, 2020). Digitalization has played a crucial role in information sharing, which is necessary for sustainable management. The availability of resources and digital information sharing is critical for reliable information sharing (**Tsoy et al.**, 2021). However, narrative shaping also has become a significant factor in modern information sharing. The shared information on digital platforms is necessary for the work's reliability. However, modern tools of information sharing are reliable for achieving success. The narrative shaping approach is enlarged to the community, which is helpful for information sharing (**Obembe et al.**, 2021). Community management programs are necessary on digital platforms for information sharing with the public. However, the Chinese government faces a challenge to rapidly share reliable information with the community rapidly (**Zhou et al.**, 2021a). The community must develop plans for information sharing, which is a way forward for digital learning.

Chinese government institutions have problems sharing information (**DiResta et al.**, 2020). Although digital communication is widely spread in China, reliable information sharing is still problematic. The Chinese government's digital information-sharing platforms must be improved over time for the narrative shaping of the public (**Dajani et al.**, 2021). The phenomenon of sharing digital information with the public in a reliable way needs further research. The government sector organizations have different platforms for information sharing, but narrative sharing is still a problem (**Nicoli et al.**, 2022). The communication channels' working approach is also reliable and a strategic information-sharing advancement. Working on an information-oriented approach is necessary for digital communication (**Bene et al.**, 2022). The working of Chinese government programs can be helpful for narrative shaping, but the Chinese government must identify factors needed for this purpose (**Hermida; Mellado**, 2020). The government must develop policies that are helpful for the integration of social media platforms for narrative shaping (**Absil et al.**, 2020).

Access to social media platforms and information is considered a first step in shaping narrative (**Bowden; Mirzaei**, 2021). However, reliable tools of narrative shaping must be determined which can be implemented for a broad audience. The narrative shaping approach must be developed appropriately to improve firms' working strategically (**Cocq; Ljuslinder**, 2020). However, the suitability of work in the Chinese government sector is necessary for stable approaches to Chinese government work. Integrating modern narrative shaping tools can improve public behaviour in any country (**Bates et al.**, 2020). Previously, studies reported that narrative shaping should be developed appropriately, and the public must be supported for better approaches (**Zhou et al.**, 2021b). However, the findings of previous studies have been limited as they failed to discuss the modern phenomenon of narrative shaping. Hence, there is a need for critical and empirical research on narrative narrative-shaping mechanisms of the Chinese government (**De Rosa et al.**, 2021; **Sun; Choi**, 2023).

The research was conducted to address the gaps in knowledge related to narrative shaping by using digital media platforms. The objective of this research was to measure the impact of mobile phone applications, website forums, content-boosting campaigns, and digital community groups on information dissemination in China. The study used a five-point Likert scale to collect the data. A convenience sampling approach was used to collect data, and a sample of 171 individuals was considered. The findings of this study were analyzed with RStudio using R language. The study empirically discussed the relationship between mobile phone applications, website forums, content-boosting campaigns, and digital community groups regarding information dissemination in China. The findings of this research enriched the literature because loops in the literature were previously found. The study further recommends practical recommendations to advance narrative shaping in China with the help of digital platforms. The rest of the study is divided into the literature review, research methodology, findings, discussion, implications, and future directions.

## 2. Review of Literature

The role of mobile phone applications is critical to serve as a communication channel of communication (**Carlson et al.**, 2021). These applications are designed to communicate with individuals and communities simultaneously. Using these applications has become necessary in the modern time where information is shared (**Laato et al.**, 2020). Rapid information can be shared on these channels, which is helpful for digital communication and provides a way forward for information management. The strategic approach in communication management is applicable based on this application (**Islam et al.**, 2020). However, political, and social leaders in the community also use these digital applications to communicate with the people. This is helpful for the people to develop their communication correctly, which is a way forward for their strategic advancements (**Wilson et al.**, 2022). The reliability of communication channels and information dissemination is possible when digital applications are used for the community at large. Therefore, the role of communication channels and digital applications is critical for the reliability of information sharing (**Mohamed Nour; Kisa**, 2024). These information-sharing strategies are a way forward for strategic advancements in communication management. Therefore, the shared information on mobile phone applications serves as a way forward for communication management (**Feiereisen et al.**, 2021). Hence, the reliability of digital communication applications is considered strategically crucial for reliability in working. The advancement of communication between people is possible with digital communication and modern applications (**Lutkenhaus et al.**, 2020). This strategy helps advance people's behaviour and provides a way forward for digital learning (**Bene et al.**, 2022). Therefore, modern applications are an essential factor in digital information sharing and communication management.

**H1:** Mobile phone applications have a relationship with information dissemination.

The websites in a digital way are developed for information sharing and communication management (**Apuke; Omar**, 2021). The purpose of these websites is to provide a way forward for communication management to the public. However, the reliability of these platforms is increased when creditable information is shared on the digital media platform, which is necessary for communication management (**Bibri**, 2022). The information-sharing approach is strategically crucial for people to advance communication. The strategic approach in communication management on websites is possible for information sharing (**Apuke et al.**, 2021). The information shared on the digital platforms influences people's personality, which is a way forward for community development. The strategic approach to communication management is necessary to ensure the reliability of people's work (**Peterson-Salahuddin; Diakopoulos**, 2020). The public's response also considers the credibility of the information. When any information is essential and shared better, the purpose of information sharing is achieved (**Dajani et al.**, 2021). On the other hand, the less productive information on the website can be strategically crucial for managing communication (**Pachucki et al.**, 2022). The advancement of communication between the community and working to improve public behaviour is essential. Sharing information on digital platforms is also helpful for the public as well (**Carlson**, 2020). However, some fake information is also shared on these platforms, which must be considered for communication management. It is highly recommended that the information for communication should be improved, and people must be provided with reliable information management (**Radicioni et al.**, 2021). The website's forums should be enhanced to improve the reliability of information management.

**H2:** Website forums have a relationship with information dissemination.

Digital media platforms provide opportunities for boosting the information towards the community (**Vazquez *et al.***, 2020). It is a significant factor in selecting reliable filters for the selection of the community. The people need to develop community-related opportunities for information management. However, the boosting facility of information sharing is helpful to lead the information productively and create campaigns for selective audiences (**Zhou *et al.***, 2021b). The information sharing mechanism is useful for the community for information sharing that is highly reliable to work according to the role of the community. The advancement in community behaviour is also developed with strategic working approaches towards information sharing (**Ausat**, 2023). The boosted information on social media platforms is available to different audiences, improving people's understanding. The spread of real-time information for the public is necessary for the community, and public sector community channels are working correctly to share information properly (**Garay *et al.***, 2020). Even government institutions are also using boosting content campaigns for information sharing. It is helpful for the public to have reliability in information sharing, which is strategically important to maximize the reach of the public to the information (**Adnan *et al.***, 2021). Hence, information sharing on social media platforms is critically essential and helps people manage it (**Apuke *et al.***, 2021). Information sharing is also increased when it reaches the selective audience directly targeted for information sharing (**Caled; Silva**, 2022). Therefore, digital media platforms are reliable for information sharing in modern time.

**H3:** Content-boosting campaigns have a relationship with information dissemination.

Digitalizing communications with different applications allowed the development of community groups (**Obembe *et al.***, 2021). The groups can be created on various digital and social media platforms. The purpose of these groups is to provide reliable information to all people at once. Furthermore, community groups are necessary to debate the shared information. It is an essential factor for information sharing and managing it properly (**Hermida *et al.***, 2020). The role of these community groups is to provide reliable information necessary for strategic work. The awareness of the community with digital information is required for reliable working (**Lou; Xie**, 2021). The community group's work is essential for the people to develop a way forward for learning. The strategic advancements in communication with the community groups provide a way forward to the people for information dissemination (**Bowden *et al.***, 2021). This information dissemination is helpful for the people to develop their strategies better and advance the working. The reliable opportunities in working management can provide a way forward to the community plans (**Eriksson Krutrök; Åkerlund**, 2023). The dissemination of information to community groups helps people to unite and share information. The people criticize the fake information shared in the community groups, which has no value for the public (**Cocq *et al.***, 2020). Hence, the advancement of community group information is necessary for the strategic advancement of information dissemination. The improvement of digital media platforms with the help of technology provided a way forward for community learning and strategic development (**Schulze *et al.***, 2022). Hence, the role of social media platforms is considered significant in arranging the community groups necessary for information sharing (**Neiger**, 2020).

**H4:** Digital community groups have relationships with information dissemination.

## 3. Methodology

The design of this research was based on primary and quantitative data. This data was collected for this research to investigate the relationship between variables. Previously, these variables were also tested using primary data. The scale to measure each research variable was also taken from the previous studies (**Engotoit *et al.***, 2016; **Johnston *et al.***, 2013; **Lampe *et al.***, 2010; **Ozcinar *et al.***, 2016). These scales' reliability was established based on previous studies findings. The findings of Cronbach's alpha confirmed the coefficient of reliability. According to **Cronbach** (1949), when Cronbach's alpha value is above 0.70, the scale can be considered reliable for further studies. The scale items taken from the previous studies were integrated into the questionnaire. This study questionnaire was based on two sections. The first section was given to demographic information such as gender and education. However, the second section was based on the Likert scale items. A five-point Likert scale was considered for this research. This five-point Likert scale ensured the respondents could quickly fill out the questionnaire without any confusion.

The population of this study were the general public. However, educated individuals were considered respondents who could fully understand the questionnaire and the purpose of the study. These individuals were targeted with a convenience-based sampling method. This sampling approach is appropriate for collecting the data and analyzing the findings when the respondents are selected individuals who can provide specific information. The criteria for information collection was to get information about the individuals regarding the awareness of information dissemination with digital platforms. The study administered 200 questionnaires to collect the data, but 178 responses were collected back. A preliminary analysis was conducted to determine the reliability and correctness of responses, and 171 responses were finalized as a sample size. On the other hand, this study used RStudio to analyze the data. This method is appropriate for the findings of studies based on quantitative data.

## 4. Findings

The data analysis of this study was based on RStudio, where R programming was used to test the relationship between

variables. However, the findings of descriptive statistics were tested at the initial stage. These statistics were confirmed to determine the normality of the data. The outcomes of kurtosis and skewness were tested for this purpose. According to **Royston** (1992), the skewness and kurtosis are considered significant when both values are between -2 and +2. The reported data in Table 1 confirmed that the skewness and kurtosis were normal. Hence, the normality of data is established.

Table 1: Descriptive Statistics.

|  | Mean | Std. Deviation | Skewness | Std. Error of Skewness | Kurtosis | Std. Error of Kurtosis |
|---|---|---|---|---|---|---|
| MPA1 | 4.053 | 1.123 | -1.213 | 0.186 | 0.835 | 0.369 |
| MPA2 | 3.538 | 1.228 | -0.484 | 0.186 | -0.638 | 0.369 |
| MPA3 | 4.000 | 1.106 | -0.924 | 0.186 | 0.089 | 0.369 |
| MPA4 | 4.006 | 1.103 | -1.022 | 0.186 | 0.384 | 0.369 |
| MPA5 | 3.427 | 1.198 | -0.376 | 0.186 | -0.648 | 0.369 |
| WF1 | 3.567 | 1.173 | -0.584 | 0.186 | -0.432 | 0.369 |
| WF2 | 3.608 | 1.214 | -0.625 | 0.186 | -0.434 | 0.369 |
| WF3 | 4.520 | 0.929 | -2.155 | 0.186 | 4.265 | 0.369 |
| WF4 | 4.234 | 1.108 | -1.447 | 0.186 | 1.276 | 0.369 |
| WF5 | 3.947 | 1.280 | -1.178 | 0.186 | 0.340 | 0.369 |
| CBC1 | 4.135 | 1.203 | -1.330 | 0.186 | 0.719 | 0.369 |
| CBC2 | 3.924 | 1.251 | -0.968 | 0.186 | -0.174 | 0.369 |
| CBC3 | 4.076 | 1.203 | -1.214 | 0.186 | 0.469 | 0.369 |
| CBC4 | 4.187 | 1.111 | -1.418 | 0.186 | 1.292 | 0.369 |
| CBC5 | 3.754 | 1.363 | -0.774 | 0.186 | -0.686 | 0.369 |
| DCG1 | 3.649 | 1.215 | -0.652 | 0.186 | -0.435 | 0.369 |
| DCG2 | 3.988 | 1.063 | -0.959 | 0.186 | 0.400 | 0.369 |
| DCG3 | 4.053 | 1.042 | -0.990 | 0.186 | 0.326 | 0.369 |
| DCG4 | 3.947 | 1.030 | -0.840 | 0.186 | 0.261 | 0.369 |
| ID1 | 3.994 | 1.087 | -0.961 | 0.186 | 0.260 | 0.369 |
| ID2 | 3.877 | 1.159 | -0.927 | 0.186 | 0.130 | 0.369 |
| ID3 | 3.684 | 1.166 | -0.691 | 0.186 | -0.254 | 0.369 |
| ID4 | 3.749 | 1.189 | -0.776 | 0.186 | -0.237 | 0.369 |

The findings of factors loadings were determined at the next stage to measure the reliability of individual items. This reliability was confirmed with factor loading threshold $p < 0.05$ (**Hair et al.**, 2010). The findings reported in Table 2 confirmed that the factor loadings were significantly established. Hence, all items used in this research to measure the relationship between variables were considered appropriate.

Table 2: Factor Loadings.

| Latent | Indicator | Estimate | Std. Error | z-value | p | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  | Lower | Upper |
| CBC | CBC1 | 1.000 | 0.000 |  |  | 1.000 | 1.000 |
|  | CBC2 | 1.059 | 0.071 | 14.985 | < .001 | 0.920 | 1.197 |
|  | CBC3 | 0.992 | 0.069 | 14.303 | < .001 | 0.856 | 1.128 |
|  | CBC4 | 0.898 | 0.065 | 13.805 | < .001 | 0.770 | 1.025 |
|  | CBC5 | 1.083 | 0.081 | 13.435 | < .001 | 0.925 | 1.241 |
| DCG | DCG1 | 1.000 | 0.000 |  |  | 1.000 | 1.000 |
|  | DCG2 | 0.892 | 0.074 | 12.036 | < .001 | 0.747 | 1.037 |
|  | DCG3 | 0.903 | 0.072 | 12.572 | < .001 | 0.762 | 1.043 |
|  | DCG4 | 0.907 | 0.071 | 12.845 | < .001 | 0.768 | 1.045 |
| ID | ID1 | 1.000 | 0.000 |  |  | 1.000 | 1.000 |
|  | ID2 | 1.077 | 0.065 | 16.552 | < .001 | 0.950 | 1.205 |
|  | ID3 | 1.035 | 0.069 | 15.099 | < .001 | 0.901 | 1.170 |
|  | ID4 | 1.096 | 0.067 | 16.269 | < .001 | 0.964 | 1.228 |
| MPA | MPA1 | 1.000 | 0.000 |  |  | 1.000 | 1.000 |
|  | MPA2 | 1.094 | 0.147 | 7.452 | < .001 | 0.806 | 1.382 |
|  | MPA3 | 1.303 | 0.140 | 9.311 | < .001 | 1.029 | 1.577 |
|  | MPA4 | 1.382 | 0.143 | 9.692 | < .001 | 1.103 | 1.662 |
|  | MPA5 | 1.088 | 0.144 | 7.578 | < .001 | 0.807 | 1.369 |
| WF | WF1 | 1.000 | 0.000 |  |  | 1.000 | 1.000 |
|  | WF2 | 1.336 | 0.200 | 6.695 | < .001 | 0.945 | 1.728 |
|  | WF3 | 0.954 | 0.148 | 6.424 | < .001 | 0.663 | 1.245 |
|  | WF4 | 1.504 | 0.201 | 7.478 | < .001 | 1.110 | 1.898 |
|  | WF5 | 1.701 | 0.230 | 7.402 | < .001 | 1.251 | 2.151 |

The findings of covariances were tested to measure the variances in the relationship between variables. The independent variables were considered at this stage to estimate their variances. The significant variables were established with a threshold of p < 0.05. The relationship between variables reported in Table 3 confirmed that significant covariances were found between the variables.

Table 3: Factor Covariances.

| Variables | Estimate | Std. Error | z-value | p | 95% Confidence Interval | |
|---|---|---|---|---|---|---|
| | | | | | Lower | Upper |
| MPA - WF | 0.368 | 0.074 | 5.007 | < .001 | 0.224 | 0.513 |
| MPA - CBC | 0.567 | 0.095 | 5.982 | < .001 | 0.381 | 0.753 |
| MPA - DCG | 0.494 | 0.088 | 5.631 | < .001 | 0.322 | 0.666 |
| WF - CBC | 0.629 | 0.108 | 5.803 | < .001 | 0.417 | 0.842 |
| WF - DCG | 0.412 | 0.082 | 5.047 | < .001 | 0.252 | 0.572 |
| CBC - DCG | 0.704 | 0.110 | 6.393 | < .001 | 0.488 | 0.920 |

Besides, the findings of residual variances of the data were also confirmed. Scholars reported that residual variance measures the amount of unexplained variance in the data. A high residual variance indicates a lot of variability in the data that is not accounted for by the model. This can be due to several factors, such as omitted variables, incorrect functional form, or measurement error. The findings reported in Table 4 confirmed that the residual variances between the data were significantly established.

Table 4: Residual Variances.

| Variable | Estimate | Std. Error | z-value | p | Lower | 95% Confidence Interval |
|---|---|---|---|---|---|---|
| | | | | | | Upper |
| MPA1 | 0.732 | 0.085 | 8.665 | < .001 | 0.567 | 0.898 |
| MPA2 | 0.875 | 0.101 | 8.664 | < .001 | 0.677 | 1.073 |
| MPA3 | 0.330 | 0.048 | 6.930 | < .001 | 0.237 | 0.423 |
| MPA4 | 0.213 | 0.040 | 5.302 | < .001 | 0.134 | 0.291 |
| MPA5 | 0.808 | 0.094 | 8.622 | < .001 | 0.624 | 0.991 |
| WF1 | 0.980 | 0.108 | 9.074 | < .001 | 0.769 | 1.192 |
| WF2 | 0.773 | 0.088 | 8.829 | < .001 | 0.602 | 0.945 |
| WF3 | 0.505 | 0.057 | 8.929 | < .001 | 0.394 | 0.616 |
| WF4 | 0.343 | 0.044 | 7.792 | < .001 | 0.256 | 0.429 |
| WF5 | 0.506 | 0.063 | 8.035 | < .001 | 0.383 | 0.630 |
| CBC1 | 0.395 | 0.050 | 7.957 | < .001 | 0.298 | 0.493 |
| CBC2 | 0.387 | 0.050 | 7.764 | < .001 | 0.289 | 0.485 |
| CBC3 | 0.413 | 0.051 | 8.034 | < .001 | 0.312 | 0.514 |
| CBC4 | 0.388 | 0.047 | 8.192 | < .001 | 0.295 | 0.480 |
| CBC5 | 0.623 | 0.075 | 8.294 | < .001 | 0.476 | 0.770 |
| DCG1 | 0.534 | 0.066 | 8.131 | < .001 | 0.405 | 0.663 |
| DCG2 | 0.380 | 0.048 | 7.994 | < .001 | 0.287 | 0.473 |
| DCG3 | 0.319 | 0.041 | 7.699 | < .001 | 0.237 | 0.400 |
| DCG4 | 0.288 | 0.038 | 7.509 | < .001 | 0.213 | 0.363 |
| ID1 | 0.271 | 0.036 | 7.501 | < .001 | 0.200 | 0.342 |
| ID2 | 0.286 | 0.039 | 7.321 | < .001 | 0.210 | 0.363 |
| ID3 | 0.382 | 0.048 | 7.925 | < .001 | 0.287 | 0.476 |
| ID4 | 0.319 | 0.043 | 7.463 | < .001 | 0.235 | 0.403 |

Finally, the findings of regression coefficients were tested to measure the relationship between variables. The findings p < 0.05 were considered as significant threshold for accepted hypothesis (**Hair *et al.***, 2013). H1 was accepted as the study found a significant relationship between mobile phone applications and information dissemination. H2 was established as the study found a significant relationship between website forums and information dissemination. Accordingly, H3 was established as the study found a significant relationship between content-boosting campaigns and information dissemination. H4 was accepted as the study found a significant relationship between digital community groups and information dissemination. The empirical findings of regression coefficients are reported in Table 5.

Table 5: Regression Coefficients.

| Predictor | Outcome | Estimate | Std. Error | z-value | p | Lower | 95% Confidence Interval |
|---|---|---|---|---|---|---|---|
| | | | | | | | Upper |
| MPA | ID | 0.367 | 0.073 | 4.901 | < .001 | 0.221 | 0.512 |
| WF | ID | 0.566 | 0.090 | 5.781 | < .001 | 0.377 | 0.742 |
| CBC | ID | 0.568 | 0.088 | 6.454 | < .001 | 0.332 | 0.566 |
| DCG | ID | 0.729 | 0.099 | 7.363 | < .001 | 0.517 | 0.542 |

## 5. Discussion and Conclusion

The findings of this research are based on empirical evidence which established the acceptance and rejection of hypotheses. The study found a significant relationship between mobile phone applications and information dissemination. Hence, H1 was accepted based on the statistical findings. However, this relationship was contrasted with the findings of previous studies. According to **Sitthipon et al.** (2022), applications for mobile devices play a crucial role in acting as a communication channel. These apps are made to use simultaneous communication services between individuals and communities. According to **Zhou et al.** (2021a), where information is shared online, using these apps has become crucial. These channels allow for the quick sharing of information, which is beneficial for digital communication and offers a path forward for information management. According to **Schulze et al.** (2022), based on this application, the strategic approach to communication management is advantageous. Nonetheless, community leaders in the political and social spheres also utilize these internet tools to communicate with the populace. People can use this to improve their communication skills, which will help them advance their strategic advancements. According to **Hammami and Hendijani Zadeh** (2020), when digital applications are employed for the community, communication channels and information distribution can be relied upon. As a result, the function of digital applications and communication channels is essential for consistent information sharing. According to **Eriksson Krutrök et al.** (2023), these information-sharing techniques provide the path forward for strategic improvements in communication management. Consequently, the information that is communicated on mobile applications provides a path ahead for communication management. According to **Lee** (2020), it is thought that the dependability of digital communication applications is strategically significant for operational dependability. Thanks to digital communication and contemporary applications, interpersonal communication can progress. According to **Velasquez et al.** (2021), this tactic helps improve people's behaviour and offers a path ahead for digital learning. According to **Carlson et al.** (2021), contemporary applications are now crucial to digital communication management and information sharing.

The study found a significant relationship between website forums and information dissemination. Hence, H2 was accepted based on the statistical findings. However, this relationship was contrasted with the findings of previous studies. According to **Caled et al.** (2022), digitally designed websites are intended for communication management and information exchange. These websites aim to give the public a path forward for communication management. According to **Carlson** (2020), when credible information is disseminated on digital media platforms—essential for communication management, the platforms' dependability grows. For the growth of communication, the information-sharing strategy is strategically significant for the people. According to **Wilson et al.** (2022), websites' strategic communication management method allows for information exchange. People's personalities are influenced by the information disseminated on digital platforms, which can advance community development. According to **Tyushka** (2022), communication management must use a strategic strategy to guarantee the dependability of people's work. The public's reaction is another factor that determines the integrity of the information. According to **Feiereisen et al.** (2021), the goal of information sharing is accomplished when significant information is disseminated effectively. However, the website's less applicable content may also play a crucial strategic role in communication management. According to **Vazquez et al.** (2020), enhancing public behaviour and fostering community communication are critical. The public benefits from knowledge sharing on digital platforms as well. However, false information is occasionally disseminated on these platforms. Thus, communication management must take this into account. According to **Islam et al.** (2020), it is strongly advised that people be given access to trustworthy information management and improve communication-related information. Reliability in information management should be increased in the internet forums.

The study found a significant relationship between content-boosting campaigns and information dissemination. Hence, H3 was accepted based on the statistical findings. However, this relationship was contrasted with the findings of previous studies. According to **Bibri** (2022), digital media platforms offer avenues for disseminating information to the public. It is essential to choose a trustworthy method of filtering for community selection. People must take advantage of information management opportunities relating to their communities. According to **Bates et al.** (2020), the ability to share information more efficiently is beneficial for directing it in a helpful direction and creating campaigns for targeted audiences. The community benefits from the information-sharing mechanism since it facilitates highly dependable information-sharing that fits its role. According to **Velasquez et al.** (2021), strategic working techniques for information exchange are also established to advance community behaviour. The public can access enhanced information on social media platforms, leading to a better understanding among people. According to **Apuke et al.** (2021), the community needs the public to be informed in real-time, and public sector community channels are effectively disseminating information in this regard. Government organizations are also adopting content campaigns to improve their visibility for information sharing. According to **Cocq et al.** (2020), reliability in information sharing is beneficial to the public and is strategically vital to maximize the public's access to the information. According to **Laato et al.** (2020), sharing information on social media platforms is crucial since it enables people to manage it. Reaching the specific audience targeted explicitly for the goal of information sharing also increases the reliability of information sharing. According to **Adnan et al.** (2021), in the present era, digital media platforms are dependable for sharing information.

The study found a significant relationship between digital community groups and information dissemination. Hence, H4 was accepted based on the statistical findings. However, this relationship was contrasted with the findings of previous studies. According to **Peterson-Salahuddin *et al.*** (2020), the ability to create community groups was made possible by digitalizing communications with various applications. On numerous digital and social media sites, the groups can be formed. According to **Radicioni *et al.*** (2021), these organizations aim to disseminate trustworthy information to everyone instantly. Additionally, community groups are essential for debating the provided information because they are fundamental to information sharing and effective information management. According to **Neiger** (2020), these community organizations' job is to supply trustworthy information required for strategic planning. For dependable operation, the community must be aware of digital information. Community groups must work together to help people create future learning paths. According to **De Rosa *et al.*** (2021), the people have a path forward for knowledge distribution thanks to the strategic improvements in contact with community organizations. People can improve their work and build their strategies more effectively with the help of this information dissemination. According to **Pachucki *et al.*** (2022), the working management's dependable opportunities can offer a path ahead for the community plans. Disseminating information through community groups facilitates communication and fosters togetherness among individuals. According to **Engotoit *et al.*** (2016), people criticize the fake information shared in community groups since it is useless to the general population. Therefore, the strategic progress of information distribution requires advancing community group information. According to **Lou *et al.*** (2021), technology-assisted improvements to digital media platforms opened new possibilities for strategic planning and community learning. According to **Tsoy *et al.*** (2021), social media platforms are thought to play a big part in setting up the community groups required for information exchange.

## 5.1. Theoretical and Practical Implications

The findings of this research are of theoretical and practical importance. Theoretically, the findings enrich the body of knowledge as the study highlighted the predictors of information dissemination. The study confirmed a substantial relationship between mobile phone applications and information dissemination. This relationship was not discussed in the previous studies before this research. Secondly, the study found a significant relationship between website forums and information dissemination. Similarly, the earlier studies haven't discussed this relationship in detail. This research established a substantial relationship between content-boosting campaigns and information dissemination. The previous research provides inconsistent findings on the relationship between these variables. Finally, the study found a significant relationship between digital community groups and information dissemination. Hence, the findings of this research also add a substantial addition to the body of knowledge. In this way, the study finally enriched the literature and addressed the loops in the body of knowledge.

The study improved the literature by highlighting that information dissemination is possible in China, but the government and private sector institutions must work on the information correctly. The dissemination of information is considered a critical factor in this research, which is required to be established by the previous studies. Digital community-related forums should be developed to allow debate on any topic. In this way, discussing any topic helps develop rationality through understanding the public. The public's approach to information dissemination can be improved, and they can develop appropriate strategies to deal with the issues. Sharing new information with the public is also necessary for information management. Hence, social media applications are also critical factors that should be appropriately used for information dissemination. Similarly, there is a need to work on community groups development on the digital platforms where reliable information can be shared to the public quickly. Accordingly, content-boosting mechanisms should be developed to understand the public properly. In addition, the modern-day management of the institutions is required to work accordingly to manage the highly reliable information for disseminating the same information. Hence, working on these policies can provide a way forward for the public to disseminate information.

## 5.2. Future Directions

The findings of this research enriched the body of knowledge and provided recommendations for policymakers to smoothen the way of information dissemination. Furthermore, the study empirically discussed the relationship between mobile phone applications, website forums, content-boosting campaigns, and digital community groups regarding information dissemination in China. However, there are some limitations in this study which are required to be improved by the findings of future studies. The current research discussed the relationship between mobile phone applications, website forums, content-boosting campaigns, and digital community groups regarding information dissemination. Still, it paid no attention to the mediating and moderating variables. Hence, future studies should be conducted to analyze the moderating role of government policies between these relationships. Similarly, future studies should be conducted to analyze the moderating role of digital media awareness between these relationships. Hence, it would be a significant addition for future studies to contribute considerable knowledge to the literature body.

## 6. Abbreviations

MPA = Mobile phone applications, WF = Website forums, CBC = Content boosting campaigns, DCG = Digital community groups, and ID = Information dissemination

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